



# Citizenship - Health and Wellness - Frito-Lay School Policy

PepsiCo Food Service (PFS) is committed to helping schools offer nutritious and lower-calorie snack choices to their students. By doing so, we can help parents and educators teach children healthy habits - in the calories they consume and the calories they burn.

Although we do not decide which snacks are available on school campuses – schools do - and we do not sell snack products directly to schools - food distributors, vending companies and other independent businesses do, we believe we can play an important role in helping students have access to nutritious and lower-calorie snack choices while at school. To this end, we have committed to the following:

## **I. Government Regulations**

We expect food distributors, vending companies and other independent businesses that sell our products to schools to abide by all federal, state and local regulations governing the sale of foods in schools.

## **II. Products Sold as Part of the National School Meal Program**

For products to be sold as part of the national school meal program, we expect distributors (and other independent businesses that sell to schools) to supply only products that meet U.S. Department of Agriculture requirements for this program.

## **III. Products Sold Outside the National School Meal Program (“Competitive Foods”)**

For products to be sold outside the national school meal program, we will encourage schools to request and distributors (and other independent businesses that sell to schools) to supply only products that adhere to the following guidelines developed by the Alliance for a Healthier Generation (a joint initiative of the American Heart Association and the William J. Clinton Foundation).

### **Nutrition Guidelines for Competitive Foods**

- No more than 35% of total calories from fat\*
- No more than 10% of calories from saturated fat –OR– no more than 1 gram of saturated fat\*
- 0 grams of trans fat

- No more than 35% sugar by weight
- No more than 230 milligrams of sodium
- No more than 100 calories –OR– if they contain at least 2 grams of fiber, or 5 grams protein, or at least 10% DV of Vitamin A, C, E, folate, calcium, magnesium, potassium, or iron, and no more than 150 calories in elementary schools, 180 calories in middle schools or 200 calories in high schools

*\*Until August 31, 2008, products with no more than 40% of total calories from fat and no more than 7% of calories from saturated fat are allowed.*

### **Time of Day**

These guidelines for competitive foods apply during both the school day and the extended school day except at school-related events such as interscholastic sporting events, school plays and concerts where parents and other adults are a significant part of an audience.

### **V. Product Innovation**

We will make a wide range of qualifying snacks available for sale in schools through our current offerings and by reformulating non-qualifying products and introducing new products that fit within the guidelines outlined above. And, we will introduce new products in schools only if they qualify with the guidelines.

### **VI. Communication**

We will communicate the nutrition guidelines set by the Alliance for a Healthier Generation, to education leaders, education organizations and school authorities and to food distributors, vending companies and other independent businesses that sell our products to schools. And, we will encourage schools and their snack food providers to follow the direction set by this policy.

### **VII. Implementation Timing**

This policy takes effect immediately for all new contracts, bids and bid renewals. Given that most schools source snack foods through an annual bid process, our expectation is that the changes suggested in this policy will take effect in schools in the 2007/8 school year.