



AMERICAN  
BEVERAGE  
ASSOCIATION

# NUTRITION STANDARDS *for* Beverages in Schools

## Background

### *Helping Students Make Balanced Choices*

The American Beverage Association and its member companies understand that schools are unique environments and play a critical role in teaching children to make healthy choices, including engaging in physical activity. To help kids make balanced decisions, the beverage industry introduced voluntary National School Beverage Guidelines. These guidelines were developed in collaboration with the Alliance for a Healthier Generation – a joint initiative of the American Heart Association and the William J. Clinton Foundation.

These guidelines are already a success. In just the first year, of the three-year implementation period, beverage calories shipped to schools decreased 41 percent. And by the beginning of the coming school year, we expect that 75 percent of our school contracts will be in compliance with the guidelines – on track for full compliance by the 2009-2010 School Year.

To help children make balanced choices, the following products will be offered in schools::

- Water and portion-controlled milk and juice in elementary and middle schools
- Water, milk, juice, no-and low-calorie beverages and other drinks with no more than 66 calories per 8 ounce serving, capped at a 12 ounce package size in high schools
- Full-calorie soft drinks will be removed from all schools by the beginning of the 2009-2010 school year

## ABA Position

### *A Sensible, Successful Solution*

The beverage industry is leading the effort to limit beverage calories in schools through this practical, sensible approach. And we are proud that our efforts are overwhelmingly supported by parents, pediatricians and family practice physicians nationwide, according to research conducted by Public Opinion Strategies.

We are delivering results. In our first year of implementation we reduced calories shipped to schools by 41 percent, lowered shipments of full-calorie soft drinks by 45 percent and more than a third of all school contracts are already in compliance. In order to track our progress, an independent analyst will continue to monitor our efforts and publish annual reports for our member companies and the public.

We look forward to working with Members of Congress as they examine federal school nutrition policies. We urge the adoption of standards that are sensible, practical and offer a range of more nutritious and lower-calorie beverage options for our nation's school children.