

GUIDELINES ON TOTAL HEALTH AT THE KAISER PERMANENTE FARMERS MARKETS FOR VENDORS, CONTRACTORS, AND SUPPLIERS

The following are guidelines outlining how the Kaiser Permanente Farmers Markets Program commits to supporting Total Health at its KP-hosted farmers markets. These guidelines support KP's mission to improve the health of our members and the communities we serve, and will move KP toward delivering nutritious options to meet the needs of its employees, members, and communities. At this time, these guidelines only apply to food – guidelines on other areas may be developed in the future.

In support of KP's commitment to Partnership for a Healthier America, the KP Healthy Picks Program, and broader healthy food initiatives within the organization, the following guidelines have been developed around food at the KP Farmers Markets.

1. DEFINITIONS.

As used herein, the following definitions shall apply:

"Kaiser Permanente" or *"KP"* means the integrated health care delivery organization doing business as Kaiser Permanente, which includes Kaiser Foundation Hospitals, Kaiser Foundation Health Plan, Inc., Kaiser Permanente Insurance Company, The Permanente Federation, each of the Permanente Medical Groups, and the subsidiaries, partners, and successors of the foregoing.

"KP Farmers Markets" means the KP-hosted farmers markets.

"Supplier" means a vendor, contractor or supplier who is providing goods and/or services, without limitation, farmer's market associations, farmers, food producers to Kaiser Permanente.

2. REQUIREMENTS.

Food Marketing

KP Farmers Markets advertising/pictorials/marketing materials will only display health-promoting food options, e.g., fruits and vegetables, **not** cupcakes, cookies, hot dogs, sodas, etc.

Food Preparation

Suppliers may not have any fryers or offer any deep fat fried products in the KP Farmers Markets.

Sugar-Sweetened Beverages

Suppliers must only provide healthy beverage¹ offerings at the KP Farmers Markets. Additionally, there will be tap water available where possible.

Processed/Packaged Snack Foods

Suppliers must not provide potato chips and processed/packaged snack foods not produced by the vendor at the KP Farmers Markets.

Candy

Supplier must not provide candy bars, other than pure dark chocolate bars with or without nuts, at the KP Farmers Markets.

¹ Water (access to water stations, unsweetened, including 100% fruit-infused, seltzer, flavored); 100% fruit and vegetable juice; milk (unflavored); non-dairy milk alternatives (unsweetened); teas and coffee (unsweetened with only naturally occurring caffeine); beverages dispensed by tap or fountain.

Portion Control and Elimination of High Fat Foods

Supplier must limit portion sizes of baked goods/frozen desserts and saturated fat in meat/poultry items. Supplier must not provide certain high fat baked goods. See Section 3 below.

Implementing Healthier Prepared Food Options

Suppliers will make efforts to implement “*Suggestions for Providing Healthier Prepared Foods at KP Farmers Markets.*” See Section 4 below.

Nutrition Labeling and Overall KP Farmers Market Prepared Food Offerings

KP National Farmers Market Coordinator will work to determine feasibility of obtaining nutritional information for all items in the KP Farmers Market, with the desired outcome of having all food items in the KP Farmers Markets labeled at the point of purchase/service with calories per serving and requiring each prepared food vendor to offer a minimum percentage (at least 60%) of healthy food options.

3. FOODS AND BEVERAGES NOT ALLOWED IN KP FARMERS MARKETS.

The requirements in this Section 3 have been developed to eliminate items that are clearly in conflict with a food environment that supports healthy choices and behaviors for Kaiser Permanente members, employees, and visitors. Suppliers must not offer the following at KP Farmers Markets:

Beverages

Energy drinks (regular and sugar free)

Beverages with added sugar, high fructose corn syrup, honey, maple syrup, agave, or other sweeteners

Juice drinks that are not 100% juice

Note: Sweetener for coffee or tea can be provided for customer to add on their own.

Processed/Packaged Snack Foods

Potato chips and processed/packaged snack foods not produced by the vendor

Candy

Candy bars other than pure dark chocolate bars with or without nuts

Baked Goods *(sold for immediate consumption)*

Cookies, baklava or bars/brownies serving size more than 1½ oz

Cake serving size more than 2 oz

Sweet breads, e.g., banana bread, zucchini bread, serving size more than 2 oz

Muffins serving size more than 3 ½ oz

Pie or cobbler serving size more than 4 ½ oz

Danish and pastries, croissants, bear claws, turnovers

Donuts

Note: Baked goods sold in bulk for consumption outside of the KP Farmers Market, such as whole pies, cakes, sweet breads, must contain at least six servings at the serving sizes listed above and must be packaged for consumption outside of the KP Farmers Market.

Meats

Meat and poultry products sold at the KP Farmers Market for immediate consumption (e.g., beef or turkey burgers, sausages and hot dogs, lunch meats and other meats) with more than 10 g fat or more than 4 g saturated fat per serving.

Prepared Foods

Tamales and similar items with lard, hydrogenated oils or trans fats, and more than 8 ounces per serving.

Kettle Corn

Caramel coated popcorn

Note: Savory popcorn meeting the standards for Healthy Sides and Snacks in Kaiser Permanente's Healthy Picks Program Guide is permitted. Kaiser Permanente's Healthy Picks Program Guide is available at: <http://supplier.kp.org/healthypicks/index.html>. Kettle corn with sugar will be phased out. In the meantime, existing kettle corn at KP Farmers Markets must meet the Kaiser Permanente's Healthy Picks criteria per package: no more than 200 calories, no more than 15 grams of sugar, no more than 200 mg of sodium; must be made with healthy fats such as olive oil, corn oil, canola oil, sunflower oil, safflower oil (no trans fats).

Desserts

Frozen desserts, such as ice cream, frozen yogurt, gelato with more than 300 calories per serving either if sold as an individual serving for immediate consumption or sold in bulk for consumption outside of the KP Farmers Market.

Note on Condiments

Condiments such as jams, jellies, relish, chutneys, dips, hummus are permitted in the KP Farmers Markets, since typical portion size is about one tablespoon. Vendors are encouraged to limit added sugar and educate about healthy portion sizes. For full fat toppings on baked potatoes, e.g., not more than one tablespoon of sour cream and one teaspoon of butter per potato; on crepes, not more than one tablespoon of whip cream or other full fat topping.

4. SUGGESTIONS FOR PROVIDING HEALTHIER PREPARED FOODS AT KP FARMERS MARKETS.

In this Section 4 are ideas that KP Farmers Market prepared food Suppliers can implement to align with Kaiser Permanente's Total Health mission.

Suggestions for providing healthier food:

- **Reduce portion size** of items that have excess fat, sodium, or sugar.
- **Use healthy fats** such as olive oil, canola oil, or a margarine made without trans-fat.
- **Offer healthy sides** with entrees, such as green salads, fresh fruit cup, plain yogurt with fruit mix-ins.
- **Remove/replace** non-fruit based pies (i.e. cream pies) with fruit-based pies.
- **Substitute lighter items** in prepared food:
 - Low-fat or fat-free mayonnaise
 - Fat-free or low-fat sandwich spreads, such as mustard, chutneys, etc.
 - Fat-free sour cream or Greek yogurt on Mexican food and baked potatoes
 - Low-fat or reduced-fat shredded cheese on Mexican food and baked potatoes
 - Salsa, scallions, low-fat cottage cheese, or hummus on baked potatoes

- Light salad dressings (or at least the option of them), or small portions, 1oz or less, made with olive oil, canola oil, soybean oil, or non-hydrogenated fat
- Limit the number of cream based soup options or reduce portion size
- Eliminate mayonnaise-based sandwich spreads such as tuna and chicken salad, or replace mayonnaise with low-fat alternatives
- Replace lard in recipes with a healthier fat such as canola or soybean oil
- Decrease the size of the portion of meat and cheese in sandwiches, and/or switch to leaner meats (e.g., white chicken meat instead of dark meat)
- Substitute beef and pork in sausages, tacos, sandwiches, and entrees, with healthier/leaner proteins such as chicken, turkey, fish, tofu, legumes, beans, nuts, seeds, or offer healthy options along with the other meats
- **Increase whole grain options** in prepared food:
 - Replace white flour breads, baked goods, and pastas with whole grain alternatives
 - Substitute brown rice for white rice, or offer both choices
 - Use quinoa, barley (hulled or de-hulled), millet, or faro in prepared food dishes