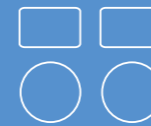
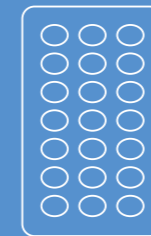
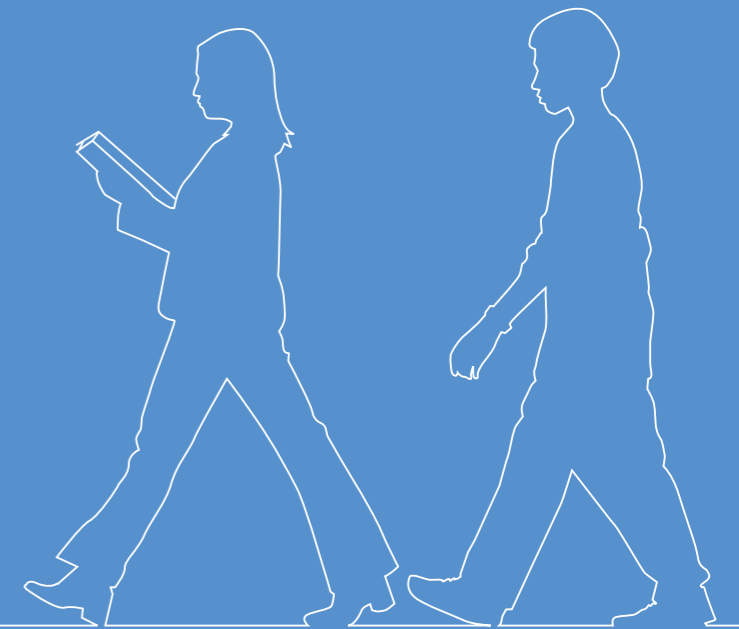


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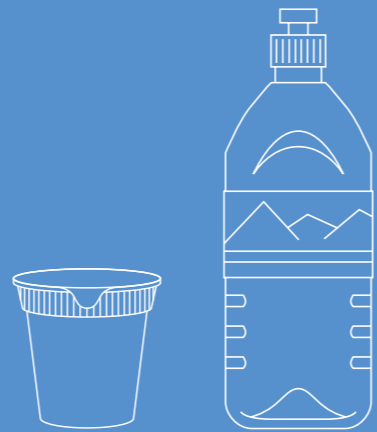


SMART CHOICE

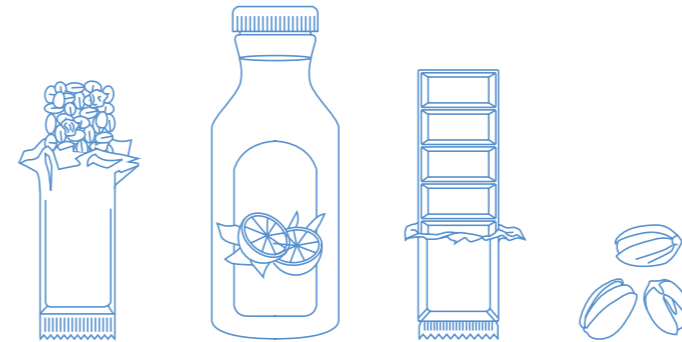


A Responsible Approach to Vending in Schools





Hello.



Masterfoods is one of the world's major providers of delicious high-quality snacks and confectionery. The opinions and concerns of our customers and consumers are extremely important to us, particularly with the recent heightened interest in both the food we eat and how we eat it. We take our responsibilities seriously, which is why we have produced this short guide to explain our approach to vending in schools.

Working with schools

Our approach to in-school vending is very simple – we work in partnership to make sure that the school is involved with all decisions relating to our vending machines. For this reason, all aspects of vending – including the content, location and students' access to the machine – are agreed by the school authorities.

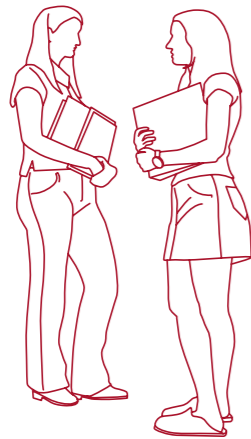
We recognise that our children do not live their lives entirely under their parents' influence. Therefore we try to ensure wherever possible that children's choices are informed, sensible and within boundaries with which parents and teachers can be comfortable and of which they approve. To help us achieve that, we follow the guidelines below:

Location

Masterfoods does not place machines in schools designed exclusively for primary/elementary school children. In those schools attended by students of all ages, we will not locate our machines in those areas meant mainly for the use of primary/elementary school children.

Products

Schools have a key role in deciding the types of products that will be stocked in our vending machines. To ensure a sufficiently wide choice of products is available, Masterfoods does not participate in any exclusivity contracts that prevent schools providing a choice of products through other vending machines or school shops. In addition, schools are involved in discussions about the pricing structure, pack formats and, through sophisticated technology, times during which the machine is available throughout the day.



ACTIVE TIME



ENERGY SWIRL



ICONS



SKYMAN

Machines

The innovation for which Masterfoods is known extends to the machines themselves, as well as the snacks they contain. We offer schools the choice of either branded or unbranded vending machines, both of which can display healthy lifestyle messages such as the importance of eating five portions of fresh fruit and vegetables daily and taking regular exercise.

Informed choice

Our objective is to ensure that pupils and all those connected with schools see the snacks available in the vending machine as part of a total nutritional package and active lifestyle. Fundamental to this is ensuring that all have the information they need to make an informed choice, which is why we are in the process of providing details about energy, protein, carbohydrate and fat on the packaging of all our products.

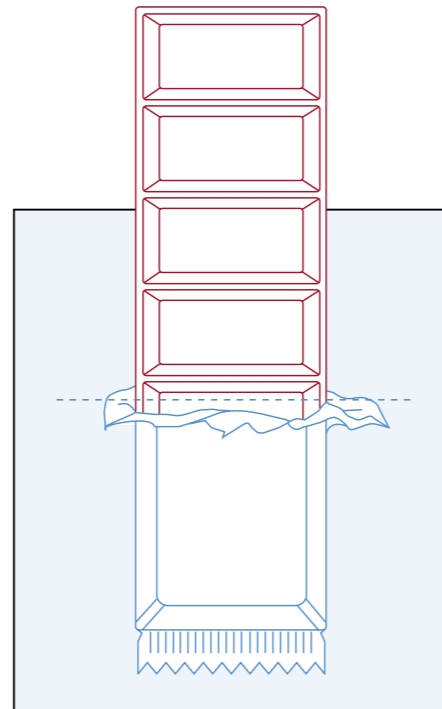
Responsible snacking

Masterfoods does not run any promotions which encourage over-consumption. We have also made a commitment not to offer king-size bars in school vending machines.

Masterfoods' role in the vending industry

To help ensure that other companies in our industry operate to high standards, we work closely with our trade associations to encourage the implementation of agreed codes of conduct and best practice guidelines. Trade associations such as the Automatic Vending Association (AVA), the European Vending Association (EVA), North American Merchandising Association (NAMA) in the USA and the Australian Vending Association all have their own codes of conduct in place, which we both meet and exceed, and we are constantly working to improve standards across our industry.

Masterfoods' aim is to achieve a responsible vending solution that suits everyone. In doing this we respond to, and account for, consumers' concerns while providing a range of energy-giving products with which school, student and parent are happy.




Fact:one

Our research shows that on average British children purchase **only 0.65 chocolate bars per week from our vending machines in schools. This is equivalent to approximately 150 calories.**

Why vending?

Vending machines can play a role as part of a school's overall catering plan, providing children with food during the school day. They offer a convenient source of food, often in the form of snacks that offer energy to supplement main meals. As a responsible company, Masterfoods understands that the role of snacking is not to replace meals, but to provide limited amounts of energy between them.

	<p>Fact:two</p> <p>Exercise is as important to a child's health as diet and the WHO reinforces the importance of this in its recommendations. The Central Council for Physical Recreation (CCPR) has recommended that all school children receive a minimum of two hours of quality curricular PE each week. Research shows that curricular PE is the only form of physical activity for 30% of secondary school pupils.</p>
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Trends in Food Locations and Sources among Adolescents and Young Adults (Popkin, Nielsen et al. Prev Med 35:107-1113, 2002)
AE Field, SB Austin, MW Gillman, B Rosner, HR Rockett, GA Colditz, Snack food intake does not predict weight change among children and adolescents, International Journal of Obesity (2004) 28, 1210-1216
The WHO recommends at least 30 minutes of regular, moderate intensity physical activity on most days. For most people greater health benefits can be obtained by engaging in physical activity of more vigorous intensity or of longer duration. [WHO, Technical Report 916 Diet, Nutrition and the Prevention of Chronic Diseases, 2003] Children and young people need an additional 20 minutes' vigorous physical activity three times a week. [WHO, Annual Global Move for Health Initiative - A Concept Paper, 2003]
'Saving Lives, Saving Money', CCPR 2002

Points to think about when considering a vending strategy

Health

Variety in the diet and the balance between energy taken in and energy used are the keys to a healthy lifestyle. Vending machines can provide a wide range of products including confectionery, energy bars, yoghurt, nuts, rice crackers, dried fruit, water, juices and other snacks. Our research demonstrates that vending provides a small but important contribution to overall calorie consumption – between 0.5% - 1% of total calorie intake. We at Masterfoods are happy to provide nutritional information on all the products available in our machines.

Choice

Schools provide a variety of food choice within their boundaries. Vending is part of many schools' overall catering plans, offering a convenient outlet for snacks and drinks within this.

Safety

Children using vending machines remain within the safe environment of the school, and are discouraged from leaving the school premises to buy food and drink. They are also buying in a controlled environment, and are exposed only to products the school has selected.

Resources

Vending machines provide schools with income within the context of their overall catering plan, affording the schools additional flexibility and options.

● Fact:three	<p>The latest figures from the US show that vending contributes an average of 0.9% of energy intake to the diet of 12-18 year-old adolescents. The latest research also reveals that there is no apparent correlation between snacking and obesity levels in children.</p>
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Masterfoods works closely with schools to enable them to decide:

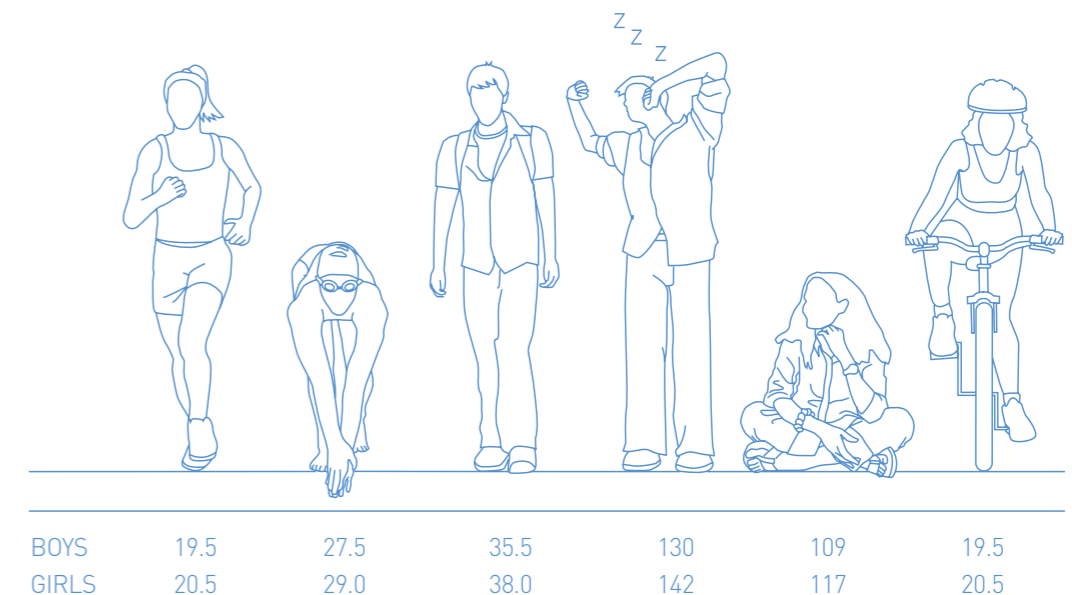
- Whether to have a branded or unbranded machine
- The contents of each machine
- The location of the machine
- The times during which vending machines should be operated

To help the decision making, Masterfoods is in the process of providing details about energy, protein, carbohydrate and fat on the packaging of all its products.

Vending as part of a healthy lifestyle

Snacks and confectionery are designed to be eaten in between meals and provide an energy boost when required. While vended confectionery provides a very small amount of overall calorie intake, it is not a replacement for meals and should be seen as part of the total catering plan offered by the school. To encourage children to see vended products as part of their overall diet, there is space on Masterfoods vending machines for displaying information highlighting the need for a healthy lifestyle.

Number of minutes exercise to use the energy in a 26g bar of Milky Way (117kcal)



In conclusion

We hope this has helped to explain our responsible approach to vending and demonstrates our commitment to ensuring that teachers and parents have the information necessary to provide students with an environment with which we are all comfortable. If you would like to know more about Masterfoods, please visit www.mars.com or contact the Sales Department on xxxxxxxxxxxxxxxx.

We would be delighted to talk to you.