

Why Offer Healthier Options?

The Business Case

Many state and local governments, hospitals, workplaces, and other institutions are moving toward offering healthier options through their cafeterias, concession stands, vending machines, meetings, conferences, events, and through their programs. Below are some reasons why your business could benefit from offering healthier options.

You Are Missing out on Customers

By not serving healthier options or not serving enough desirable, healthier options you are missing out on potential customers that are concerned with health and wellness. According to the Snack Food Association, customers want healthier options:

- 74% of consumers are trying to eat healthier
- 65% are eating specific foods to lose weight
- Sales growth of healthier snacks is outpacing traditional snack foods by 4 to 1

Be Ahead of the Curve

Sixty-nine states and localities have policies to improve the nutritional quality of foods and beverages on some or all of their property.

Over a thousand hospitals are implementing policies to improve the foods and beverages that they serve to patients and visitors.

Many workplaces are asking for healthier options to support employee wellness.

Serving Healthier Options Is Good for Business

The Automatic Merchandising State of the Industry report, put out by the National Automated Merchandizers Association (NAMA), stated that there is an increasing demand for healthy vending, from both consumers and operators. "Vendors reported that healthy food attributed as much as a 25 percent upswing in sales."

When healthy cafeteria standards were implemented in the Hubert H. Humphrey U.S. Health and Human Services building, sales increased 34% in the first six months compared to the six months before implementation.

A three-month pilot program in the Missouri Department of Health and Senior Services demonstrated that with 50-60% of vending machines stocked with healthier options the vendor experienced a \$670 increase in revenue compared to the same three-month period in the previous year.

Baldwin Park, California implemented healthier nutrition standards for 100% of foods and beverages sold in city vending machines. During the initial six months the city experienced a dip in sales, but after six months revenue returned to previous levels, and that is where it has remained for the past four years.

There Are Many Healthier, Delicious Options Available

In the past, some vendors worried about being able to find enough healthier options, but today there are many healthier options available. Check out these product lists for ideas of what to stock:

- Alliance for a Healthier Generation: <http://bit.ly/1of7LNY>
- National Alliance for Nutrition and Activity: <http://bit.ly/1tk1HgI>
- John Stalker Institute, A-List: <http://bit.ly/1pcTS2L>
- Fit Pick: <http://bit.ly/1tk2gUT>

Another place to look is your local school district. Schools across the country now need to offer healthier breakfasts, lunches, a la carte items, and vending machines options. Ask schools where they find healthier products.

"Providing exclusively healthier options in vending machines is not only a responsible business practice, but a lucrative one." Sean Kelly, CEO & Co-Founder of HUMAN Healthy Vending