

Testimony Before The
District of Columbia City Council
Committee of the Whole
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March 26, 2010

In 2006, the beverage industry teamed with the Alliance for a Healthier Generation, a joint initiative of the Clinton Foundation and the American Heart Association, to develop National School Beverage Guidelines. These guidelines, which have been implemented across America, remove full-calorie soft drinks from all schools and provide students with a broad range of lower-calorie, nutritious, smaller-portion beverage choices. We recommend you look to these guidelines as your baseline for your school beverage policy.

Our School Beverage Guidelines provide the following beverages:

Elementary Schools

- Bottled water
- Up to 8 ounce servings of milk and 100% juice
- Fat-free or low-fat regular and flavored milk and nutritionally equivalent (per USDA) milk alternatives with up to 150 calories/ 8 ounces
- 100% juice with no added sweeteners, up to 120 calories / 8 ounces, and with at least 10% of the recommended daily value for three or more vitamins and minerals

Middle School

- Same as elementary school, except juice and milk may be sold in 10 ounce servings
- As a practical matter, if middle school and high school students have shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the high school standard

High School

- Bottled water
- No- or low-calorie beverages with up to 10 calories / 8 ounces
- Up to 12 ounce servings of milk, 100% juice and certain other drinks
- Fat-free or low-fat regular and flavored milk and nutritionally equivalent (per USDA) milk alternatives with up to 150 calories / 8 ounces*

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- 100% juice with no added sweeteners, up to 120 calories / 8 ounces, and with at least 10% of the recommended daily value for three or more vitamins and minerals
- Other drinks with no more than 66 calories / 8 ounces
- At least 50% of non-milk beverages must be water and no- or low-calorie options

Time of Day

- These guidelines apply to all beverages sold on school grounds during the regular and extended school day.
- The extended school day includes before and after school activities like clubs, yearbook, band, student government, drama and childcare/latchkey programs.
- These guidelines do not apply to school-related events where parents and other adults are part of an audience or are selling beverages as boosters during intermission, as well as immediately before or after an event. Examples of these events include school plays and band concerts.

- **We continue our commitment to promoting a healthy lifestyle.** The School Beverage Guidelines are part of a broader effort to teach children the importance of a balanced diet and exercise. The beverage industry has consistently advocated teaching our children the importance of consuming a balanced diet and being physically active. We believe the best way to keep our children healthy is to teach the importance of the concept of “calories in and calories out.”
- **We understand the unique educational setting of schools.** Limiting calories in schools is a sensible approach that acknowledges our industry’s long-standing belief that school wellness efforts must focus on teaching kids to consume a balanced diet and exercise more. Schools provide an opportunity to create a healthy environment that equips our children with these skills. Our industry will continue to do its part to contribute to that environment.
- **We’ve made it happen.** Our industry is proud of our products and proud of our efforts to significantly shift the beverages being shipped to America’s schools. Beverage companies have worked hard to implement the beverage policy in schools across the country.

We’ve cut calories in schools and have delivered on our commitment

- ✓ Overall calories from beverage shipments to schools across America are down and dramatic change is being made to the beverage mix in schools.

Calories from beverages and full-calorie soft drinks in schools have been cut drastically