



INFO BULLETIN

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Pass To: **SHIPS STORE OFFICER**

A BETTER YOU PROGRAM

To be in alignment with the Navy 21st Century Sailor, Healthy Base Initiative, and DoD programs to encourage health and fitness, providing improved quality of life and enhanced military readiness, our vending machines will be stocked with healthy choices for our sailors and marines. In an effort to better enable our customers to locate and select products that promote a healthier choice, A Better You is the strategic program that identifies these products.

The A Better You program has two categories of product:

1. A Better You Healthy Product based on the 35/10/35 rule.
2. A Better You Protein Product based on the item having 6 or more grams of protein.

The 35/10/35 Rule:

1. **NOT MORE THAN 35% FAT:** Looking at your product's nutrition label, take the number of calories from fat (not the number of grams) and divide that number by the total number of calories in the product. On the nutrition label, calories from fat are listed next to the total calories for the product. EXAMPLE: If the ABC Big Bar has 350 calories and 50 of those calories are from fat, divide 50 by 350 and you will get .14 or 14% fat. Since 14% meets the requirement of less than 35% fat, the ABC Big Bar is doing well.
2. **NOT MORE THAN 10% SATURATED FAT:** Return to your product's nutrition label and look for saturated fat. If this number is only available in grams, take the number of grams and multiply it by 9. (There are 9 calories in each gram of fat.) Take the number of calories from saturated fat and divide it by the total number of calories in the product. EXAMPLE: If the ABC Big Bar has 2.5g of saturated fat, it has 22.5 calories from saturated fat ($2.5 \times 9 = 22.5$). Dividing 22.5 by 350 total calories gives us .06 or 6%. Since 6% meets the requirement of less than 10% of the calories coming from saturated fat, the ABC Big Bar is still doing well.
3. **NOT MORE THAN 35% OF TOTAL WEIGHT FROM SUGAR:** Check your nutrition label for the weight of your product in grams. Now look farther down the label for the number of sugar grams. Divide the number of grams of sugar by the total number of grams in the product to find the percentage of weight from sugar. EXAMPLE: The ABC Big Bar is 100g and it has 24 grams of sugar. Dividing 24 by 100 gives us .24 or 24% of the total weight from sugar. The ABC Big Bar has passed all three standards and has earned its Fit Pick sticker.

Fruit and seed products are exempt from total and saturated fat. Dried fruit is exempt from sugar by weight as long as it contains no added sugar. ONLY USE SINGLE SERVE SIZES.

Sales Officers should identify A Better You Healthy Product and A Better You Protein Product items for snack vending machines based on the above criteria and ensure at least 10% of each machine is stocked with these healthy choices.

How To Identify A Better You Products.

The labeling program has three (3) key components:

- 1) **Machine Static Cling Sticker** - when facing the machine, the Static Cling Sticker will be placed on the inside upper left hand corner. The Cling provides criteria for Healthier Snacks and Protein. The Better You criteria mirrors Industry's Fit Pick program.
- 2) **"Better You Healthy Product"** identifiers — Green $\frac{3}{4}$ " circles that will be placed just beneath the product identified.
- 3) **"Better You Protein Product"** identifiers – Red $\frac{3}{4}$ " circles that will be placed just beneath the product identified. Products with greater than 6 grams of protein.

To receive the labels or for any questions or concerns please contact Mr. Patrick Cowart at (757) 502-7468 / Email: Patrick.cowart@nexweb.org.