



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

DATE: February 19, 2004

BOARD MEETING DATE: March 2, 2004

TO: Honorable Board of Supervisors

FROM: Supervisors Mark Church and Mike Nevin
Nutrition in Schools Subcommittee

SUBJECT: Pilot Program to Provide Fruit Juice Vending Machines in High Schools

Recommendation

- 1) Adopt a Resolution establishing a Pilot Program with high school districts to assist in the introduction of health based beverage vending machines; and
- 2) Approve an Appropriation Transfer Request transferring General Fund Reserves from Non-Departmental Services to Memberships and Contributions for the purpose of reimbursing participating schools for reduced sales of carbonated and sugar based beverages.

Background

Supervisors Mark Church and Mike Nevin met with representatives from the High School Districts to discuss the crucial issue of obesity in teens and what actions can be taken to address this growing public health problem. A variety of methods were addressed to reduce the consumption of sugar based products on the campuses, with the primary focus being the sales of carbonated beverages from vending machines. While the sales of sugar based carbonated drinks contributes to the students' sugar intake, the sales from these drinks provide significant financial support for athletic and music programs that the districts have come to rely upon.

Discussion

If the schools sold healthy beverages to the students, these sales would be beneficial to the health of the students without a loss of revenue to the programs relying on sales of sugar based or carbonated beverages. We recognize that it will take time for students to change

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their health habits to choose the healthier alternative beverage. However, we are hopeful that they will do so. We believe that a cooperative pilot project to encourage a product mix that includes fruit juices but at the same time guarantees money to the schools creates a win-win proposition for the students. The pilot project would involve the placement of a half dozen machines in various places on the campuses that contain health based beverages along with a guarantee of reimbursement to offset the reduction in sales of carbonated and sugar based beverages.

Vision Alignment

This Resolution and ATR contribute to the commitment to Responsive, Effective and Collaborative Government and goal number 22: County and local governments effectively communicate, collaborate and develop strategic approaches to issues affecting the entire County.

Fiscal Impact

Depending on the number of reimbursement requests from participating schools, this Pilot Project could have an impact of up to \$10,000 to the County's General Fund.

SUPERVISOR MARK CHURCH

SUPERVISOR MIKE NEVIN

cc: John Maltbie, County Manager

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