

## Overview



- **Program Objective:** To provide customers in a “for profit” food environment the means to quickly assess the caloric value of menu offerings.
- **Point of Contact:** OSD/MC&FP
- **Total Force Fitness Domains:** Nutritional, Physical

## Program Description



The Better-for-You program is a bridge between “for profit” food companies and public health officials who believe food companies contribute to obesity. A well-received study demonstrated that “better for you” products drove more than 70 percent of food company sales growth in the last five years (Hudson Institute, “Better-for-You Foods: It’s Just Good Business” October 2011). This HBI Better-for-You program is a nutritional recognition labeling system that will provide customers in a “for profit” food environment the means to quickly assess the caloric value of menu offerings. Menu items are labeled green (eat often) based on caloric thresholds. The program has posters and other educational materials to explain the Color coding system.

## Anticipated Impact on Population Health at Installation



Better-for-You provides a platform that enables individuals to more easily assess the healthfulness of the menu options, and in turn make healthier food choices. Implementation of this program is anticipated to change individuals diets by allowing them to identify and eat healthier menu items.

## Performance Measures



- % of Better-for-You menu items available AND items sold (one month per quarter)



- \$Total revenue, \$food cost and total customers (one month per quarter)

## Additional Information