

County Executive Of Howard County, Maryland

Executive Order: 09-2012

Dated: December 11, 2012

**Subject: Providing Healthy Food
and Beverage Choices on County-
Owned Property and during County-
Sponsored Events, Meetings and
Programs**

WHEREAS, Cancer, heart disease, and stroke are the three biggest killers in Howard County. In 2011, these diseases alone accounted for more than 53% of all Howard County deaths; and

WHEREAS, Being obese or overweight is a known risk factor for heart disease, diabetes, stroke, and some cancers. In 2012, 56% of Howard County adult residents reported being overweight or obese. Among black and African American residents, 70% reported being overweight or obese; and

WHEREAS, Economists estimate that obesity costs the nation anywhere from \$147 to \$190 billion annually in health care costs alone; and

WHEREAS, Improving diet and increasing exercise have been shown to be the most important factors in helping people achieve and maintain healthy weight; and

WHEREAS, The Institute of Medicine has attributed 20% of the nation's weight problems to consumption of sugary drinks, including regular soda, sugar-added juices, flavored waters and teas, sports drinks, and energy drinks; and

WHEREAS, Consumption of sugary drinks is the single greatest source of added sugar in children's diets and has been linked to excess weight gain, obesity, and onset of adult diseases like high blood pressure; and

WHEREAS, National experts, including the Institute of Medicine and the American Academy of Pediatrics, have developed healthy beverage standards and recommend that they be implemented to improve the population's health; and

WHEREAS, Howard County has been a national leader in improving public health and has taken many bold steps to become a model public health community; and

WHEREAS, Howard County should serve as an example to other county institutions, employers, and the public by using its purchasing power to make healthier food and beverage options more convenient to those who come in contact with and are served by county government.

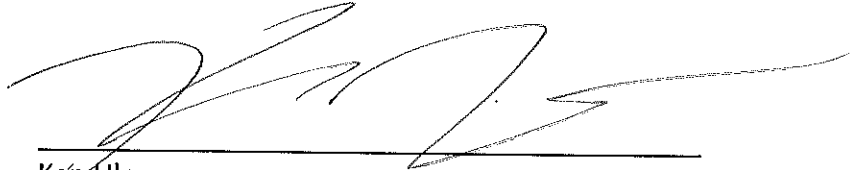
NOW, THEREFORE, BE IT ORDERED by the County Executive of Howard County, Maryland that:

1. All Howard County Departments shall adhere to the Healthy Options Beverage Standards (see Appendix A) in all vending machine services, county-managed food or beverage program services, contracted food or beverage services, food or beverage procurement, leases or other agreements for food or beverage concessions located on county-owned property.
2. Beginning immediately, county departments should transition to procuring, serving, and selling beverages that reflect the Healthy Options Beverage Standards to the extent possible under existing contracts. In the absence of any existing binding contract or agreement, county departments shall comply with the Healthy Options Beverage Standards when procuring beverages intended to be given away, sold, dispensed, or offered on county-owned property, at county-sponsored events and meetings, during county-sponsored programs, and when establishing new related food and beverage service contracts.
3. All county departments shall comply with the Healthy Options Beverage Standards upon the renewal or renegotiation of contracts and shall incorporate these Standards into all future food and beverage service contracts or agreements. In instances where county-owned property is leased to a private business, the county will encourage tenants to adopt the Healthy Beverage Standards as described in this Executive Order.
4. As county departments renew or renegotiate contracts, promotional space on vending machines (e.g., sides, front graphic panel) including but not limited to the language and graphics as well as promotional space made available during county-managed meetings or public events shall not be used to promote beverage products unless they qualify as a healthy beverage option under the Healthy Options Beverage Standards as defined by this Executive Order.
5. Pursuant to Section 12-101(f)(8) of the Howard County Code, I hereby request the Department of Health to review the Healthy Options Beverage Standards periodically but at least once every three years from the date of implementation. Such review will ensure that the Standards continue to meet or exceed dietary recommendations based upon the latest scientific evidence and nationally-endorsed best practices.
6. I also request the Department of Health to investigate and make recommendations on best practice nutrition standards for the procurement of packaged food and/or

prepared food that is to be given away, sold, dispensed, or offered by county departments on county-owned or managed property, in county-operated vending machines, at county-sponsored events and meetings, during county-sponsored programs, and when establishing new related food and beverage service contracts. The Department of Health should report back to me on its findings and recommendations by May 31, 2013.

AND BE IT FURTHER ORDERED that a copy of this Executive Order be sent to the Howard County Board of Education for its consideration as it updates Board of Education Policy 9090: WELLNESS THROUGH NUTRITION AND PHYSICAL ACTIVITY.

IN WITNESS THEREOF, I, Ken Ulman, as County Executive of Howard County, Maryland have hereunto set my hand and caused the seal of Howard County to be affixed this eleventh day of December, 2012.

A handwritten signature in black ink, appearing to read 'Ken Ulman', is written over a horizontal line.

Ken Ulman
County Executive

Appendix A

Howard County Healthy Options Beverage Standards

Pursuant to Executive Order 09-2012, and based upon current scientific evidence and nationally recognized best practices, the following shall constitute Howard County's Healthy Options Beverage Standards.

Calorically-sweetened cold beverages shall contain no more than 40 calories per 8 ounce serving and shall be in a container no larger than 17 ounces.

Fruit and/or vegetable-based beverages shall contain 100% juice or 100% juice that is diluted with water. These offerings shall not exceed 8 ounces or 150 calories and shall be no salt or low-sodium¹ varieties.

Milk, fortified soy milk, and other milk substitute beverages shall be unflavored, low-fat or non-fat and contain no more than 22 grams of total sugar per 8 ounce serving or be in a container no larger than 8 ounces.

Diet drinks with non-caloric sweeteners² shall have less than 5 calories per serving and will constitute no more than one-third (33%) of the total beverage offerings.

Water with no with added caloric or non-caloric sweeteners must be sold as part of the total beverage offerings.

The above standards apply to beverages that are sold, dispensed, or offered by county departments, in county-operated vending machines, at county-sponsored events and meetings, during county-sponsored programs or on county-owned or managed property.

The county and its departments will comply with these standards. The standards will be reviewed at least once every three years from the date of implementation.

¹ Low sodium is less than 140mg per serving as defined by the Food and Drug Administration.

² Non-caloric sweeteners are man-made and contain no nutritional value. Examples include Aspartame (brand name: Nutrasweet), Sucralose (Splenda), Saccharine (Sweet N'Low), Acesulfame potassium (Ace K, Sunett, Sweet One), Neotame, and Stevia (Truvia, Rebiana, Reb A PureVia, SweetLeaf, Only Sweet).