

# New York City Food and Beverage Guidelines



Meetings and Events

# Training Objectives

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- Understand the Guidelines
- Feel excited about implementing the Guidelines
- Feel confident in applying the Guidelines
- Have fun!

# Today's Agenda

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- Welcome
- Background
- Guidelines Overview
- Guidelines Activity

# Welcome!

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1. What are some healthy foods and beverages your organization currently serves at meetings and events?
2. How do healthy foods at meetings and events benefit you, your organization and your community?

# The Health of New Yorkers

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- Many New Yorkers struggle with unhealthy habits
  - Almost one in four adults has one or more sugary drinks per day
  - Over one in four have not exercised in the past month
- One in nine have diabetes
- Twenty-eight percent have high blood pressure

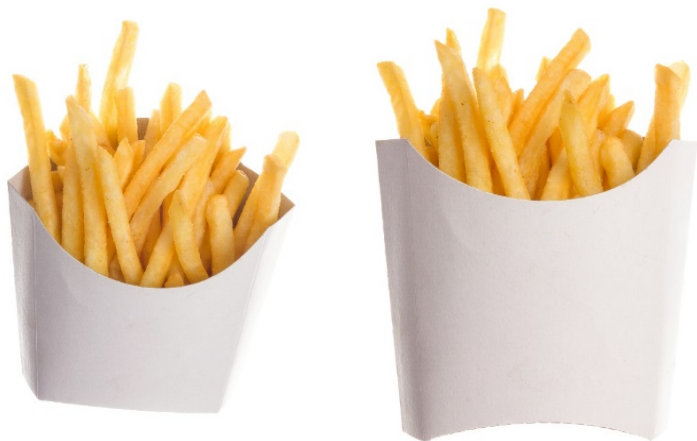


**What do you see in your neighborhoods that might be contributing to the rising rates of these diet-related chronic diseases?**

# Environmental Factors

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Bigger portion sizes



Eating food away from home



Sedentary lifestyle



# The NYC Food and Beverage Guidelines

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Benefits of the Guidelines include:

- Healthier foods as default options
- Reliability and consistency
- Prevention and control of diet-related diseases
- The opportunity to lead by example
- The opportunity to influence NYC's food landscape





## **Offer Healthier Beverages**

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1. Serve water every time you serve food and/or beverages.
2. If serving milk, serve 1% or nonfat (skim) and plain (unsweetened) milk, unless serving milk as a condiment (e.g., milk for coffee or tea).
3. If providing juice, serve 100% fruit juice (with no added sugar or sweeteners) in 6-ounce portions or less.
4. If serving other beverage options, choose low-calorie beverages that contain 25 calories or less per 8 ounces.













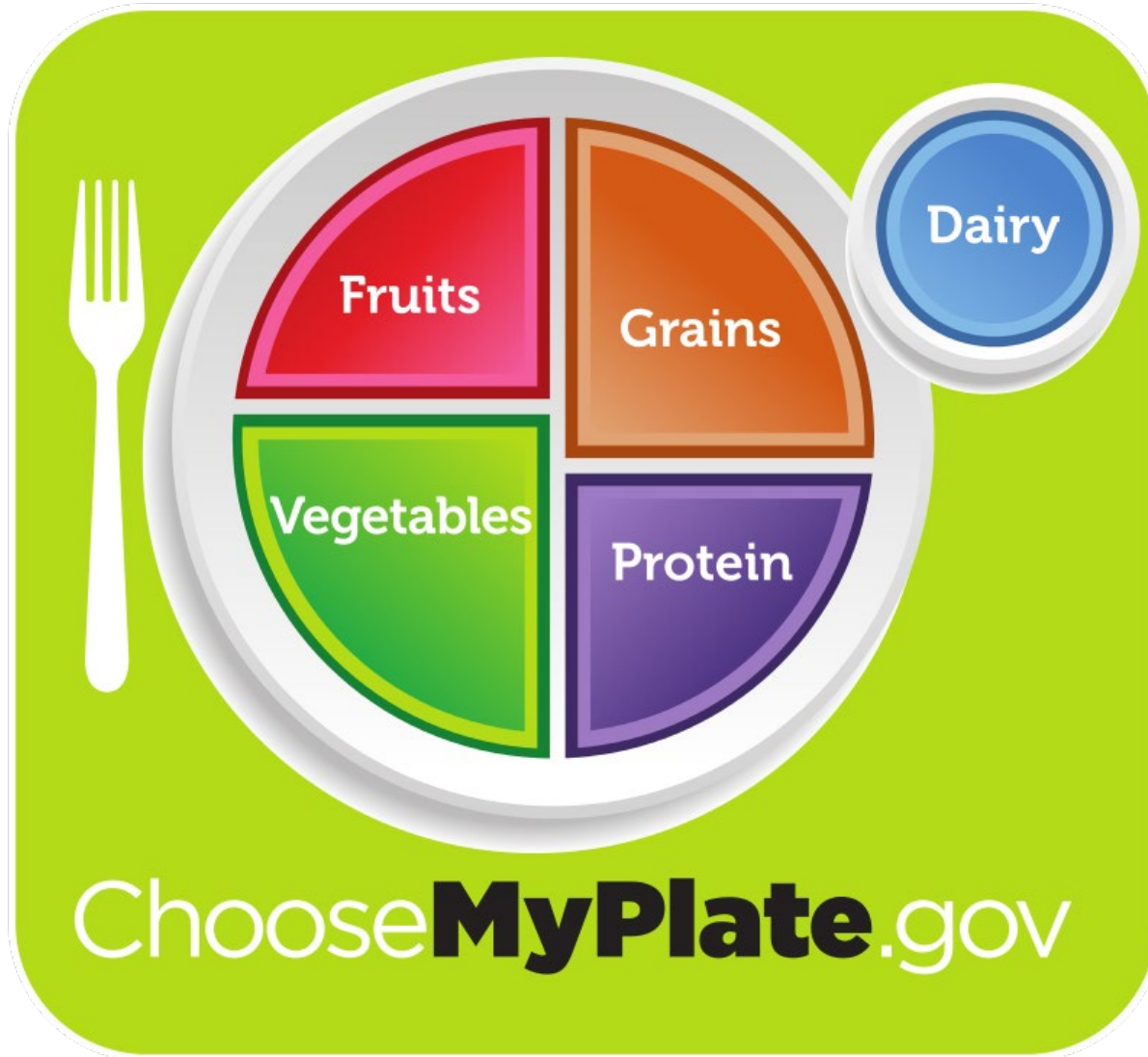
# Offer Plenty of Fruits and Vegetables

5. Serve fruits or vegetables whenever meals or snacks are served.



# Meet MyPlate

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# My Plate Planner

## A Healthy Meal Tastes Great



The Plate Method is a simple way to plan meals for you and your family. You don't have to count anything or read long lists of foods. All you need is a 9-inch plate.



1/4 protein. 1/4 starch. 1/2 vegetable. 9-inch plate



# Make the Healthy Choice the Easy Choice

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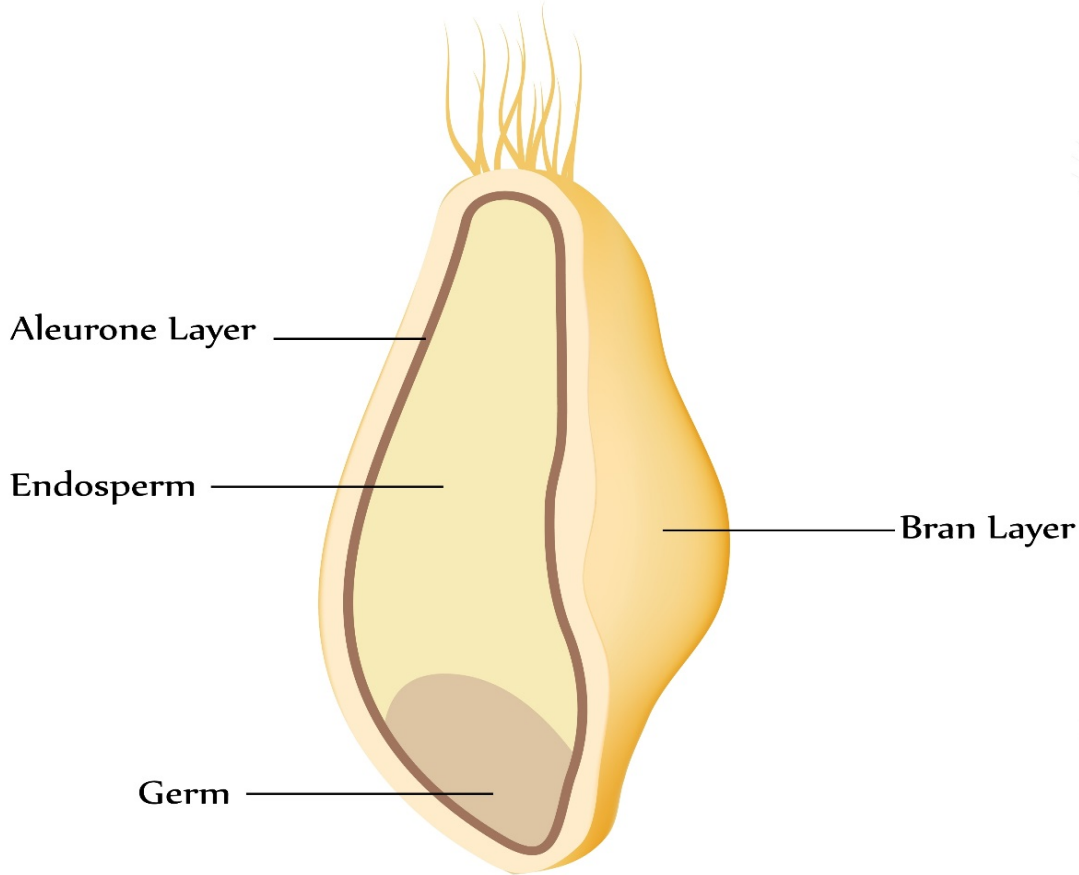
6. When grains are served, provide a whole-grain option (e.g., brown rice; whole-wheat bread, wraps or bagels; or whole-wheat pasta).
  - Cut breakfast breads and sandwiches in half or quarter portions.
7. If serving yogurt, serve low-fat or nonfat, plain (unflavored) yogurt.
8. Do not serve fried foods (e.g., chips, doughnuts and french fries), pastries or sweet buns.



# Whole vs. Refined Grains

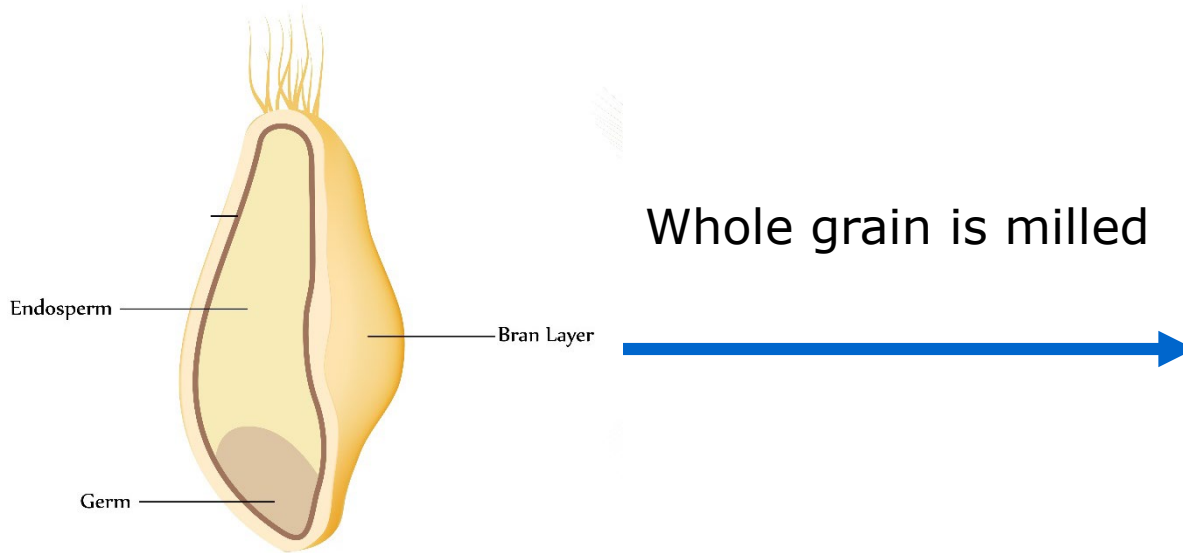
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## Grain anatomy



# Whole vs. Refined Grains

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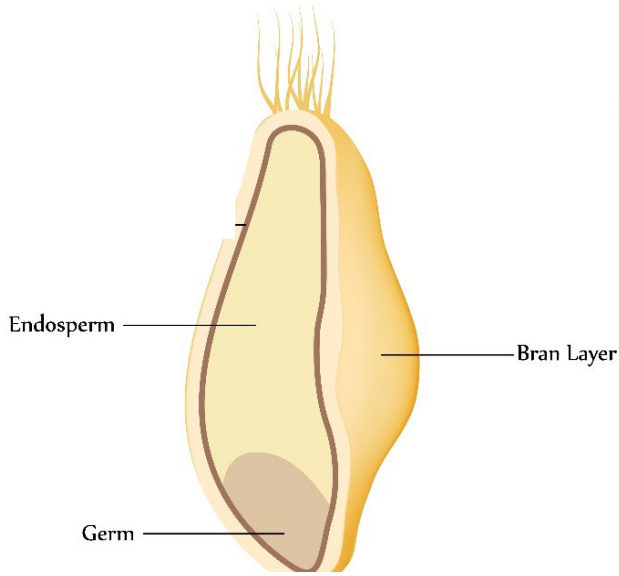
Whole grain is milled



Whole-wheat  
flour



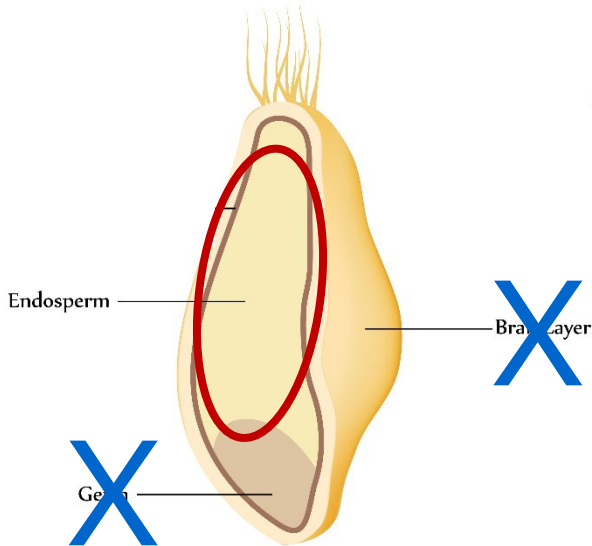
# Whole vs. Refined Grains



Whole grain is milled



Whole-wheat flour



Refined grain is milled



White flour



**Enriched** with added vitamins and minerals



# Examples of Whole Grains

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- 100% whole-wheat flour
- Oats
- Brown rice
- Bulgur (cracked wheat)
- Barley
- Whole cornmeal
- Popcorn
- Quinoa
- Buckwheat

## How to Identify Whole Grains:

To identify a whole grain, look at the ingredients list under the Nutrition Facts label. Check if “whole grain” is the first ingredient. Look for the word “whole” for whole grains.

**INGREDIENTS:** STONE GROUND  
WHOLE WHEAT FLOUR, WATER,  
BARLEY MALT, CANOLA OIL, VITAL  
WHEAT GLUTEN, YEAST, VINEGAR,  
SOY FLOUR.



# Serve Food in Healthy Portions

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9. If providing sweets, other than fruit, provide one small portion per person.



# Serve Food in Healthy Portions

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## Why is it important to think about portion sizes?

- People tend to eat more calories if they are served a larger portion, even if they are not hungry.
- Portion sizes have increased in restaurants, grocery stores, bakeries and fast food establishments.

# Don't be fooled by portion sizes!

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Twenty-five  
years ago



1 ½ ounces  
210 calories

Today



\_\_\_ ounces  
\_\_\_ calories

How many ounces and calories in a muffin today?

# Don't be fooled by portion sizes!

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**Twenty-five  
years ago**



**1 ½ ounces  
210 calories**

**Today**



**5 ounces  
500 calories**



# Don't be fooled by portion sizes!

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Twenty-five  
years ago



6 ½ ounces  
85 calories

Today



\_\_\_\_\_ ounces  
\_\_\_\_\_ calories

How many ounces and calories in a soda today?

# Don't be fooled by portion sizes!

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**Twenty-five  
years ago**



**6 ½ ounces  
85 calories**

**Today**



**20 ounces  
250 calories**



Thinking of foods and beverages as the colors of a traffic light can help guide your choices.

**Green Light** foods and beverages can be eaten every day.

**Yellow Light** foods and beverages should be eaten less often or in smaller portions.

**Red Light** foods and beverages should be avoided.

# Green Light

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Examples of “**Green Light**” foods and beverages:

- Vegetables and fruits
- Lean proteins such as beans, fish, chicken
- Water
- Whole grains
- Plain low-fat or nonfat yogurt



# Green Light

## NYC Food and Beverage Guidelines:

#1	Serve water every time you serve food or beverages or both.
#2	If serving milk, serve 1% or nonfat (skim) and plain (unsweetened) milk, unless serving milk as a condiment (e.g., milk for coffee or tea).
#5	Serve fruits or vegetables whenever meals or snacks are served.
#6	When grains are served, provide a whole-grain option (e.g., brown rice; whole-wheat bread, wraps or bagels; or whole-wheat pasta).
#7	If serving yogurt, serve plain low-fat or nonfat (unflavored) yogurt.

# Yellow Light

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Examples of “**Yellow Light**” foods and beverages:

- Whole milk
- Regular, high-sugar yogurt
- 100% fruit juice
- High-sugar foods such as cookies and cakes



# Yellow Light

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## NYC Food and Beverage Guidelines:

#3	If providing juice, serve 100% fruit juice (with no added sugars or sweeteners) in 6-ounce portions or less.
#9	If providing sweets, other than fruit, provide one small portion per person.

# Red Light

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Examples of “**Red Light**” foods and beverages:

- Sugary drinks
  - Juice drinks and fruit punches
  - Sweetened tea
  - Soda
- Fried foods
  - French fries
  - Doughnuts





# Red Light

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## NYC Food and Beverage Guidelines:

#4	If serving other beverage options, choose low-calorie beverages that contain 25 calories or less per 8 ounces.
#8	Do not serve fried foods (e.g., chips, doughnuts and french fries), pastries or sweet buns.

# Guidelines Activity

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Use the Sample Menu and Answer Key and the Checklist for Menus at Meetings and Events to create a menu that meets the Guidelines.



# Wrap-Up

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- What is something new you learned?
- What is one action you are going to take?

