

County of Santa Clara


Office of the County Executive

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July 1, 2009

To: Agency / Department Heads

From: Gary A. Graves,  Acting County Executive

Subject: Santa Clara County Beverage Nutritional Criteria

As a strategy to improve the health of county employees and the clients served by our organization, the Santa Clara County Board of Supervisors has approved a set of nutritional criteria for beverages purchased with county funds. Reducing the consumption of sugar-sweetened beverages is one of several key prevention strategies to reduce the risk of developing obesity and diabetes for both our employee population as well as for the residents we serve.

According to Board policy, county dollars cannot be used to purchase sugar-sweetened beverages, either by county programs and/or contractors. This includes beverages that are served free of charge to individuals and groups participating in a county department or program (unless exempted by the BOS policy or by the County Executive). The list of approved beverages* is shown below.

Santa Clara County Beverage Nutritional Criteria* (adopted by the Board, 10/8/08)

- a. Water (with no additives)
- b. 100% fruit juices with no added sugars, artificial flavors or colors (limited to a maximum of 10-ounces per container)
- c. Dairy milk: non-fat, 1% and 2% only (no flavored milks)
- d. Plant derived (i.e., rice, almond, soy, etc.) milks (no flavored milks)
- e. Artificially-sweetened, calorie-reduced beverages that do not exceed 50 calories per 12-ounce container (teas, electrolyte replacements)
- f. Other non-caloric beverages, such as coffee, tea and diet sodas

NOTE: In the event of an emergency or in light of medical necessity, these requirements would be waived.

To support this effort, an educational campaign will be launched to help employees learn more about hidden sources of sugar and extra calories in many common foods consumed. The average American diet contains nearly 175 pounds of sugar a year. Few people realize that a 20-ounce soda contains 17 teaspoons of sugar and nearly 250 calories.

Agencies and departments procure beverages or catering services via various methods such as a direct pay to the vendor, the use of a Procurement Card (P-Card), via service agreements if it is part of catering services or through the Procurement Department via a requisition process. Irrespective of the method of acquisition, departments will need to adhere to the guidelines provided in this memo to make their purchases. Please provide this beverage criteria information to any staff in your department that are responsible for procuring beverages, approving expenditures and/or establishing contracts. We encourage departments to use onsite catering services that are available at some county facilities. Our onsite catering services are familiar with the beverage criteria and will be happy to work with you.

If these new beverage criterion will pose an undue fiscal hardship to your department, please submit an explanation on the fiscal impact to the County Executive's Office *no later than July 15, 2009*.

Finally, if your staff would like educational training about the nutritional importance of these new beverage guidelines or technical assistance on the implementation of this new policy, please contact Bonnie Broderick, Chronic Disease and Injury Prevention Division Director, Public Health Department, (408) 793-2706 or at Bonnie.Broderick@hhs.sccgov.org .

c: Board of Supervisors
Bonnie Broderick, Chronic Disease and Injury Prevention Division Director