

Healthy Products, Healthy Profits: A guide for young co-operatives

What is the best way forward for young co-operatives
in the light of new nutrition standards
for food and drinks sold in schools?



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Contents

Acknowledgements

Introduction

Chapter 1: A quick guide to healthy eating

- 1.1 Fruit and vegetables
- 1.2 Bread, other cereals and potatoes
- 1.3 Milk and dairy foods
- 1.4 Meat, fish and alternatives
- 1.5 Fatty and sugary foods
- 1.6 Salt

Chapter 2: The nutrition standards

- 2.1 The new standards for school food explained
 - Why do we need nutrition standards in schools?
 - Background to school food standards
 - What about Wales, Scotland and Northern Ireland?
- 2.2 What are the new non-lunch standards for school food?
 - The non-lunch standards in more detail

Chapter 3: The impact on young co-operatives

- 3.1 Young Co-operatives online shop
- 3.2 Sustain's Young Co-operatives survey and individual case studies
- 3.3 Traidcraft

Chapter 4: Observations, obstacles and proposed solutions

- 4.1 Finding appropriate healthy fair trade products
 - Which products will pass the nutrition standards?
 - Finding suitable healthy fair trade products
 - Proposed solutions
- 4.2 The cost of the healthy move
 - Concerns about the cost of healthy foods
 - Proposed solutions
- 4.3 Maintaining healthy sales from healthy products
 - Concerns over marketing and sales
 - Proposed solutions
- 4.4 Food safety
 - Food safety concerns
 - Proposed solutions
- 4.5 Demands on time
 - Concerns about time
 - Proposed solutions
- 4.6 Bottled water

Chapter 5: Market outlook and recommendations to manufacturers

- 5.1 Market outlook
 - 5.2 Recommendations to Manufacturers
- Where to find out more

Appendices

Appendix 1: Young Co-operatives: How will the new nutrition regulations affect you?

Appendix 2: Young Co-operative survey

Appendix 3: Traidcraft: What will pass the nutrition standards?

Appendix 4: Young Co-operatives and nutrition standards: Frequently Asked Questions (FAQ's)

Appendix 5: The Co-op: What will pass the nutrition standards?

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Sustain acknowledges that any errors or emissions are, of course, our responsibility. In particular we acknowledge that some of the material is more relevant to England, than to Scotland, Wales and Northern Ireland.

■ Introduction

This report has been produced by Sustain: the alliance for better food and farming for Young Co-operatives. The work has been supported by a grant from the Esmée Fairbairn Foundation.

Sustain represents around 100 national public interest organisations working at international, national, regional and local level. Sustain advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.

Young Co-operatives is a not-for-profit organisation that offers young people (usually aged 13-17) a practical introduction to fair trade and co-operative ways of working. It gives them the chance to run their own co-operative selling fairly traded products, acquiring valuable business skills and making a real difference to the lives of producers in poor countries and their families.

September 2007 will see the introduction of new school food standards for food and drinks sold throughout the school day. This report provides an assessment of the impact of the new nutrition standards on Young Co-operative activities and sets out the best way forward for young co-operatives to continue to promote fair trade in schools. The recommendations have been made in response to the views expressed by manufacturers, young co-operative members, teachers, the School Food Trust and others.

Throughout this report we will be referring to Fairtrade in two ways. When we say Fairtrade, this applies to products that have been independently accredited by the Fairtrade Foundation and so carry the Fairtrade Mark (see www.fairtrade.org.uk). When we describe something as fair trade or fairly traded (without capitals), we are referring to the broader movement to ensure producers receive a fair price for their goods.



Chapter 1: A quick guide to healthy eating

Good nutrition is particularly important for the well-being, growth and development of young people. Eating patterns, particularly in adolescence, can set the scene for future dietary preferences and eating behaviour in adult life.

A poor diet in childhood can have serious effects on health later in life, increasing the risk of diet related illnesses like heart disease, high blood pressure, diabetes and cancer.

This guide to healthy eating is based on official advice given by the Government's Food Standards Agency and the Balance of Good Health model. This model can be used as a good starting point for understanding healthy eating and is the official guide used in schools.

Young co-operatives can download posters of the Balance of Good Health and leaflets on healthy eating from the Food Standards Agency website www.food.gov.uk/aboutus/publications/nutritionpublications

The model (below) shows the relative amounts of different foods from each group that should be consumed to achieve a healthy diet.

The five food groups are:

- Starchy carbohydrates such as bread, cereals and potatoes
- Fruit and vegetables
- Milk and dairy foods
- Meat, fish and alternatives
- Fatty and sugary foods

Achieving a balance between these groups is the best way to healthy eating. Your diet should be made up of plenty of foods rich in starch and fibre, lots of fruits and vegetables in a variety of colours, keeping fatty, sugary and salty foods to a minimum.

The Balance of Good Health



1.1 Fruit and vegetables

Fruit and vegetables should make up about one third of the total volume of food we eat every day. If you eat a good variety of colours of fruit and vegetables you will be eating a good variety of vitamins and minerals.

The following all count as one of your daily portions of fruit and vegetables: fresh, frozen, dried, canned and 100% juice. However fruit juice and smoothies only count as one portion each day, however much you drink.

The truth about fruit and vegetables

Fruit and vegetables are excellent sources of vitamins, minerals and fibre. They are low in energy (calories), fat and sodium (salt) and make up an important part of your daily intake of vitamin C and carotenoids (antioxidant nutrients) and folate. Fruit also contains other substances, such as flavonoids, which are beneficial to the body and cannot be obtained anywhere else. Lots of studies have shown that people who eat above average amounts of fruit and vegetables have below average rates of heart disease and cancer.

There is little to be said on the negative side about fruit and vegetables. It is good habit to wash fruit and vegetables before eating them to reduce dirt and chemical residues (if the produce is not organic). Organic produce is better for you (it has fewer contaminants) and better for the environment (fewer chemicals are better for the land, water and wildlife).

There are many organic varieties of fair trade products which not only ensure that disadvantaged producers are getting a better deal but that the farming techniques are sustainable, with minimal impact on the local environment.

1.2 Bread, other cereals and potatoes

This food group is sometimes referred to as the starchy or carbohydrate food group. Foods in this group tend to be cheap, widely available and a form a good base to a meal. They should form at least a third of the food we eat.

Potatoes are vegetables, but they are in this group because nutritionally they are high in carbohydrates, and therefore belong with other starchy foods like bread and cereals.

The truth about breads, cereals and potatoes

Despite the recent bad press that starchy or carbohydrate foods have received, they are an excellent food. Cereals, breads and potatoes are an important source of energy and fibre. They fill us up while being low in fat. Whole grains supply us with minerals and vitamins like E and B group vitamins.

However, grains are often highly processed or refined. By going through this process, the important vitamins and minerals - contained in the outer (bran) layers of grains and are removed. This takes away a lot of the beneficial nutrients in this food group and leaves you with a food that only supplies energy (empty calories) and fewer nutrients. You should try and choose brown or wholegrain varieties to make sure you get those important nutrients.



There are brown varieties of fair trade basmati rice readily available on the market.

1.3 Milk and dairy foods

These foods should be eaten in moderation. Cream, butter and cheese are particularly high in fat and so should be eaten sparingly. However, there are now a wide range of lower fat dairy foods to choose from.

The truth about milk and dairy foods

Dairy foods are an excellent source of protein, calcium, vitamins and minerals. Milk provides over 75% of the calcium in the diets of people in Western countries and is therefore a very important food. But milk and milk products (particularly cheese) can be high in fat so opt for low-fat varieties.

1.4 Meat, fish and alternatives

These foods should make up about a sixth of all food eaten in a healthy diet (i.e. a moderate amount), which is about two to three portions per day. This is a wide-ranging and varied food group. It consists of meat, poultry and fish (along with their products) and also eggs, nuts, beans and vegetarian alternatives to meat like quorn and soya products.

The truth about meat, fish and alternatives

The foods in this group are an excellent source of protein and often a good source of vitamins and minerals like iron and zinc. Oily fish is especially good for health as it contains omega 3 fatty acids, which may protect the body from heart disease. Foods naturally high in omega 3 have also been shown to have a positive effect on attention disorders, depression and other mental health conditions. Further information on this topic can be obtained from Sustain's report on food and mental health¹.

1 Van de Weyer, C. (2006). Changing Diets, Changing Minds: how food affects mental well being and behaviour. Sustain: the alliance for better food and farming, London.

1.5 Fatty and sugary foods

These foods typically very high in energy (calories) and low in nutrients and eating a lot of these foods will mean you eat too many calories and miss out on more nutrient-rich foods.



Don't forget that sugary soft drinks are included in this group. It is easy to drink a lot of calories in this form throughout the day without feeling full.

The truth about fatty and sugary foods

These sorts of foods are often snack foods and are widely available in local shops, tuck shops and vending machines. Many young people eat too many fatty and sugary foods while missing out on more nutritious options. The new school food standards for non-lunch foods aim to address this problem and reduce the amount of times young people snack on high fat and sugar foods throughout the day, freeing up space in their diets for better options.

Just one can of cola above your energy requirements each day, for a year, would lead to 25kg of weight gain over 10 years.

1.6 Salt

The amount of salt we eat is important. It is recommended that people older than 11 years eat no more than 6g of salt a day – that’s equivalent to about a teaspoonful (the recommended amount for younger children is much less). However, this doesn’t mean that you need to add a teaspoonful of salt to your food - most of the salt you eat is already ‘hidden’ in processed foods (see below). Eating too much salt has been linked to high blood pressure which can lead to illnesses such as heart disease and stroke.

Salt is made up of sodium and chloride. Sometimes packets show the amount of salt and equivalent sodium in the food but sometimes they only show the sodium. For this reason it is useful to know how to convert a value for sodium into salt.

$$\text{Salt} = \text{Sodium} \times 2.5$$

Some of the salt we eat comes from what we add during cooking or to our food at the table. Keeping this kind of ‘added’ salt to a minimum is easy. However, most of the salt we eat throughout the day actually comes ‘hidden’ in processed and packaged foods, including things like bread, cheese and soup. So when you are choosing what to eat, compare similar foods to find those that have lower amounts of salt/sodium.

The Food Standards Agency website has a salt calculator to help you work out the salt content of foods. www.salt.gov.uk/salt_calculator.shtml



Some labels now help you to work out which foods are ‘high’ in fat, salt or sugar, which are medium and which are ‘low’ in fat, salt or sugar. These are called ‘traffic light’ labels, and are appearing on the label of more and more food products. They help you to compare foods easily and choose the healthier options.



Food is there to be enjoyed and the key to a healthy diet is eating a variety of different foods in the right proportions. Eating the right amount to maintain a healthy body weight is important and exercise plays an important role to help you achieve this.

Chapter 2: The nutrition standards



2.1 The new standards for school food explained

Why do we need nutrition standards in schools?

It would be difficult not to notice the level of concern over young people's diets. The rising levels of obesity and the poor standards of school meals have been at the forefront of the media for some time. The National Diet and Nutrition Survey of young people², published in 2000, reported the extent of the problem. It provided in depth information on the dietary habits and nutrient status of children and young people and revealed the unhealthy state of young people's diets.

The majority of young people were eating too much saturated fat. Most had diets with too many non-milk intrinsic sugars (this is sugars other than that found in milk) mainly from 'fizzy' drinks, and over half were eating too much salt. On top of this, fruit, vegetable and fibre intakes were worryingly low putting many young people at risk of developing diet-related illnesses in later life.

Many young people rely on snack foods and confectionary for a large proportion of their energy requirements. These fatty, salty and sugary foods are very high in energy (calories) and low in nutrients (empty calories) and tend to displace foods of greater nutritional value.

The new standards have been developed to increase the intake of healthier foods and to restrict foods high in fat, sugar and salt. For snacks this means fewer processed foods and more natural, nutrient-rich foods such as fruit, nuts, yogurts and sandwiches. This will help shape more balanced eating habits for the future and help address the problem of increasing levels of obesity and the risk of diet-related illness in later life.

² Gregory J et al. (2000) National Diet and Nutrition Survey: young people aged 4 to 18 years. Findings: Volume 1. London: The Stationery Office.

Background to school food standards

It may be helpful to understand how the standards for school food have developed over time. The following information is a brief run-up of recent history outlining the main stages in legislation and guidance and the wealth of different organisations involved in this subject.

1941 First nutritional standards in schools
- Local Education Authorities obliged to 'provide a school meal in all respects as a main meal of the day'

1980 Standards abolished to cut expenditure on school meals leading to many schools getting rid of their kitchen facilities.

1992 Caroline Walker Trust produced its first Expert Report: Nutritional Guidelines for School Meals³. This was widely used as the definitive document for nutrient-based standards for school meals.

2001 The Government introduced new nutrition standards for school lunches⁴. These food-based standards defined the types of foods that should be available to children and young people and the frequency with which they should be offered at school lunch.

2004 Evidence collected by the Food Standards Agency and the Department for Education and Skills showed that the national nutrition standards were failing to encourage young people to select combinations of foods that contribute to a healthy diet.

2005 The Caroline Walker Trust and National Heart Forum produced a new report 'Eating Well at School: nutritional and practical guidelines'⁵. It updated the original 1992 report and also looked at food and drinks across the school day as well as meals.

3 Sharp, L. (1992). Nutritional Guidelines for School Meals, The Caroline Walker Trust, London. www.cwt.org.uk/

4 The Education (Nutrition Standards for School Lunches) (England) Regulations 2000. www.opsi.gov.uk/SI/em2006/uksiem_20062381_en.pdf

5 Crawley, H. (2005). Eating well at school: Nutritional and practical guidelines. The Caroline Walker Trust, London. www.cwt.org.uk/

2005 The battle for better meals in schools was brought to the public eye when Jamie Oliver revealed the shocking state of children's diets in his Channel 4 television series, Jamie's School Dinners.

2005 In May the School Meals Review Panel was set up. The advisory group included nutritionists, head teachers, governors and support staff, catering and industry professionals.

2005 Later in the year the School Food Trust was created to support schools in making the transformation to healthy meals, giving independent support and advice to schools and parents.

2006 Government announced an investment of £280 million into school food improvements. As recommended by the School Meals Review Panel and the School Food Trust new nutrition standards for food served throughout the day, as well as nutrient-based standards for school lunches, were agreed.

September 2006 The first stage of these new standards became law⁶. This first stage was called the interim food-based standards and applied to school lunches.

The future:

September 2007 The food-based standards for school food other than lunch will be introduced in all schools, but it is recommended that schools make changes in preparation.

September 2008 Full nutrient-based standards for lunches and full food-based standards for all other food will be introduced in primary schools.

September 2009 Secondary schools will have to meet full nutrient-based standards for lunches and full food-based standards for all other food.

6 The new Education (Nutritional Standards for School Lunches) (England) Regulations 2006

What is the difference between food-based and nutrient-based standards?

The food-based standards will help to change children's eating habits by maximising access to healthier foods and removing the availability of less healthy foods. The nutrient-based standards will build on these standards. They specify the levels of a number of nutrients that a school lunch should provide. This means that children will be eating more balanced meals at lunchtime.

What about Wales, Scotland and Northern Ireland?

At present, Welsh legislation only covers nutrition standards for school lunches⁷. Wales has, however recently undergone a consultation proposing more stringent nutritional standards throughout the school day and it is likely that these standards will be in place by September 2008. This consultation document 'Appetite for life' can be viewed at <http://new.wales.gov.uk/docrepos/40382/4038232/403829/Consultations/2006/appetite-for-life-final-e.pdf?lang=en>.

The nutrition standards are likely to be similar to those in place in England, and will reflect much of what is set out by the Caroline Walker Trust 2005 report. However, there may be some differences between England and Wales.

Many local authorities in Wales are aware of the proposals set out in 'Appetite for life' and are already working towards these standards. Sustain recommends that young co-operatives in Wales adopt a similar approach and begin to make changes in line with the recommendations set out in the consultation.

The 'Hungry for Success' initiative⁸ in Scotland sets out clear recommendations for nutritional standards in schools. Since 2006, schools have been advised to follow these recommendations but there are currently no statutory standards in Scotland. However, legislative plans have been set out for

school food and a Health Promotion, Nutrition and Schools (Scotland) Bill has been introduced to build upon the 'Hungry for Success' initiative. A report on the Schools Bill can be viewed at <http://www.scottish.parliament.uk/business/committees/communities/reports-07/cor07-02-Vol01-00.htm>. This is currently being passed through parliament and we can expect to see full legislation, similar to that in England, coming into force for school lunches and food sold throughout the school day by the end of 2008.

In Northern Ireland a consultation was carried out on the issue of new nutrition standards for school meals and other food in schools between April and June last year. Details of this consultation are available at http://www.deni.gov.uk/index/85-schools/5-schools_meals/5-nutritional-standards-consultation.htm. In January the Education Minister announced that the nutrition standards will be extended to cover vending machines, tuck shops and other food outlets in schools from September 2007. You can view the full press release at <http://www.nics.gov.uk/press/edu/070126g-edu.htm>. The full standards are currently being finalised and will be issued to schools in the next few weeks.

⁷ Nutrition Standards for School Lunches (Education Regulations 2001) (Wales) <http://www.opsi.gov.uk/legislation/wales/wsi2001/20011784e.htm>

⁸ Hungry for Success: A Whole School Approach to School Meals in Scotland' (Scottish Executive, 2002) <http://www.scotland.gov.uk/Resource/Doc/47032/0023961.pdf>

2.2 What are the new non-lunch standards for school food?

The final decisions on the report of the School Meals Review Panel on school lunches and the advice of the School Food Trust on other school food can be viewed at: www.schoolfoodtrust.org.uk/UploadDocs/Library/Documents/Final%20response%20from%20Govt.pdf

1. No confectionary including chocolate, chocolate products, sweets, cereal bars and coated dried fruit will be sold in schools
2. No bagged savoury snacks other than nuts and seeds (without added salt, fat or sugar) will be sold in schools
3. A variety of fruit and vegetables should be available in all school food outlets. This could include fresh, dried*, frozen, canned or juiced varieties
4. Children and young people must have easy access at all times to free, fresh drinking water in schools

*dried fruit must not be coated in sugar or fat

The only other drinks available will be:

- i) Water (still or sparkling)
- ii) Milk (skimmed or semi-skimmed)
- iii) Pure fruit juices
- iv) Yogurt and milk drinks (with less than 5% added sugar or artificial sweeteners)
- v) Drinks made from combinations of (i) to (iv) above
- vi) Low calorie hot chocolate
- vii) Tea
- viii) Coffee

Artificial sweeteners are only allowed in yogurt or milk drinks, and in the yogurt or milk portion of combined drinks. The Government has no plans to ban additives, which include sweeteners, in food under the new legislation. However, if schools want to take action on additives in food, they are free to do so.⁹

⁹ Hansard 8 January 2007, col. 228-9W and 17 January 2007, col. 1163W

The non-lunch standards in more detail

Where do they apply?

Tuck shops, after school clubs, breakfast, vending machines, mid-morning break services and any other food and drink provision throughout the school day will have to comply with the new standards.

To find out exactly how the new nutrition standards will affect your young co-operative activities see Appendix 1.

What does confectionary include?

The School Food Trust states that the new nutrition standards adopt the Eurocode definition of confectionary. In this definition the term 'confectionary' covers a wide range of products:

- Chocolate and chocolate products, for example: bars of milk, plain or white chocolate; chocolate flakes, buttons, or chocolate-filled eggs.
- Chocolate-coated bars and biscuits containing or coated in chocolate (including partly and fully-coated biscuits such as chocolate digestives, chocolate-covered caramel wafers, chocolate fingers, choc chip cookies).
- Sweets. For example: boiled, chewy, gum, liquorice, mint and other sweets, also sherbet, fudge, marshmallows, toffee, and chewing-gum; this includes sugar-free sweets and chewing-gum.
- Cereal chewy bars, cereal crunchy bars, processed fruit bars and sugared, dried and yogurt or chocolate-coated fruit.
- Choc-ices and other chocolate-coated ice cream.

What about special events?

Food provision for special events, festivities, parents' evenings and functions are exempt from the regulations and occasional festive treats will not fall under the standards. The key here is 'occasional'; regular weekly events would have to comply with the nutrition standards.

Who will monitor if schools are complying with the new standards for school food and how will these be enforced?

The food standards will be mandatory, which means schools will have to comply legally. Ofsted will be monitoring a school's approach to healthier eating as part of their regular inspections of schools. Parents may also monitor the quality of food at their children's school.

For more information and answers to specific questions on the new nutrition standards please see the Frequently Asked Questions in Appendix 4.

Chapter 3: The impact on young co-operatives



The following chapter will provide a picture of the sorts of food and drinks being sold by young co-operatives and the popularity of these items. The nutritional composition of items currently sold by young co-operatives is then assessed against the new nutrition standards to provide a picture of the impact on sales and young co-operative activities.

What the young co-operatives are selling

Data has been gathered from the following sources:

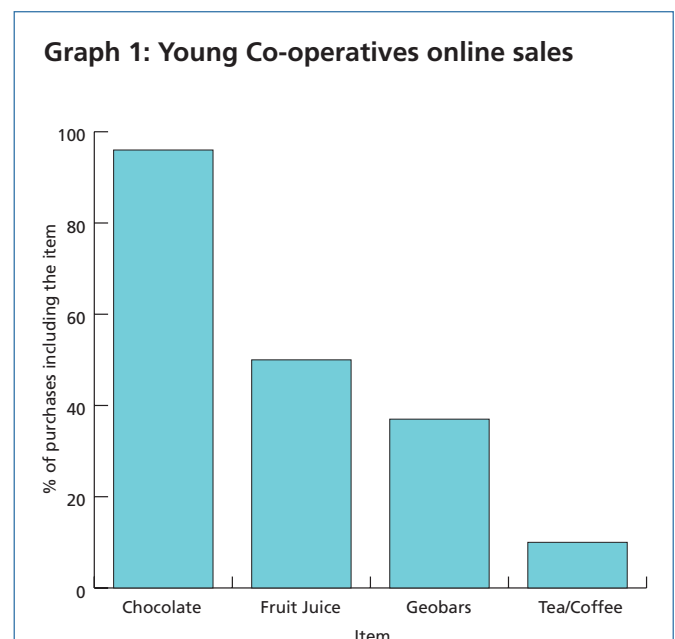
- Young Co-operatives online sales data from 22 separate orders made in 2006
- Traidcraft online sales data for 2006
- Sustain's survey of young co-operatives December 2006 (see appendix 2)
- Individual case studies collected across the period from November 2006 to February 2007

3.1 Young Co-operatives online shop

The Young Co-operatives online shop is an easy way for many young co-operatives to start selling fair trade products. The items on sale include chocolate, Geobars (sweetened cereal bars), coffee, tea, hot chocolate and honey.

- Chocolate bars were the most regularly purchased item
- 95.5% of online purchases included chocolate
- On average, bars of chocolate made up more than 70% of spending per order
- Smaller purchases tended to be exclusively chocolate
- The second most popular item was fruit juice
- Fruit juice featured in half of online purchases
- Approximately 1/3 of purchases included Geobars
- Young co-operatives that brought Geobars spent an average of 20% of their total outlay on them
- Tea, coffee and hot chocolate were only purchased by a few schools and made up only a small proportion of total spending online.
- Honey was not purchased by any of the schools during the time surveyed.

Graph 1 demonstrates each item's popularity by showing the percentage of online purchases that the item was included in.



Graph 1 demonstrates that chocolate is by far the most popular item. Over 95% of orders included chocolate and smaller orders tended to be entirely chocolate.

The graph highlights the fact that snack items are very popular. Bars of chocolate, box fruit juices (sold in 200ml lunch-box size cartons which is a practical size for sale in schools) and Geobars are sold a great deal more than items such as packets of tea, coffee, hot chocolate and jars of honey.

What effect will the nutrition standards have? Data from the Young Co-operatives online shop suggests that the majority of orders will be affected by the new nutrition standards.

Chocolate and Geobars are classed as confectionary (see 'what does confectionary include?' in the Frequently Asked Questions in appendix 4) and cannot be sold in schools under the new nutrition standards. With chocolate making up an average of 70% of young co-operatives' spending, and Geobars also being very popular we can expect to see significant changes under the new nutrition standards. Young co-operatives will only be able to sell these items at special events or to teachers and parents. For regular, weekly stalls young co-operatives must replace chocolate and Geobars with alternative healthy snack items. Chapter 4 discusses some ideas for young co-operatives to obtain and market healthier snack items.

Hot chocolate will also be removed from sale under the new nutrition standards, unless it is intended to be taken home and not consumed on the premises. The only hot chocolate that is to be available in schools as a drink is low-calorie hot chocolate. For full details on how the regulations affect young co-operatives please see Appendix 1.

Fruit Passion juices are 100% juices and are suitable for sale in schools. Young Co-operatives online shop has particularly good sales of fruit juice and this may in part be due to their size, as the 200ml cartons are very practical for sale at break time in schools. The sale of tea, coffee, hot chocolate and honey which are intended to be taken home will be unaffected by the new nutrition standards.

Key findings: It will be important to: find snack items that pass the nutrition standards to replace chocolate and Geobars; introduce low-calorie, Fairtrade hot chocolate to replace other varieties of hot chocolate; and make sure smaller young co-operatives who previously relied mainly on chocolate can continue to obtain products that are easy to buy, store and sell.

Due to the limited selection of products sold on the Young C-operative online shop, data reflecting sales of these products alone will not provide a fair picture of what is actually sold by young co-operatives. To obtain a more accurate picture of what young co-operatives are selling we also looked at what young co-operatives buy from other suppliers.

3.2 Young co-operatives survey and individual case studies

The survey of young co-operatives undertaken by Sustain can be found in Appendix 2. The survey responses shed light on the day-to-day running of young co-operatives and their thoughts and concerns about the forthcoming implementation of the new nutrition standards for schools. This section describes the nature of young co-operative stalls, how they are currently run and what they tend to sell. Responses to the introduction of the new nutrition standards, and concerns raised, are covered in chapter 4.

We sent survey forms to all of the 300 young co-operatives currently registered with the Young Co-operatives organisation. We received 36 responses which is a good rate for surveys of this kind. We supplemented this survey with interviews with individual schools, which provided both useful insights and the material for the individual case studies reported in this chapter. We also visited Co-op retail outlets, had discussions with manufacturers and suppliers, and received advice from school food experts such as the School Food Trust and Fairtrade specialists.

The young co-operative survey suggests that there are three main categories of food and drinks currently being sold.

- Snack items eaten by pupils during the school day
- Food and drink items sold to teachers and parents such as wine and gift items
- Cooking ingredients such as sugar, pasta and cocoa

Of the young co-operatives surveyed, we found that the majority operate in school (selling mainly to children) with the exception of one church-based young co-operative. Some run stalls only on special occasions such as film nights or school events, and others serve only parents or teachers.

How the nutrition standards affect what young co-operatives can sell depends on what, where and to whom they are selling. To help young co-operatives work out if the new nutrition regulations will affect their activities Sustain has provided a summary document to help pupils and staff interpret the rules. This document can be found in appendix 1.

Main findings from the survey:

- On the whole, young co-operatives are selling snack foods and drinks, in particular chocolate bars, Geobars, fruit juice and cookies.
- A smaller proportion of the surveyed young co-operatives are also selling coffee, tea and hot chocolate.
- Speciality teas such as peppermint or green tea hardly featured at all.
- Bananas were the most common fresh fruit to be sold.
- A small proportion of young co-operatives are already selling dried fruit (apricots, pineapple, mango and raisins), primarily brought from Traidcraft. This group of young co-operatives also tended to sell items such as coated fruit and nuts and savoury snacks.
- The larger young co-operatives tended to sell a greater variety of food and drink items, with the smaller ones selling mainly chocolate, cookies and juices.
- It was commonplace to find young co-operatives offering deals such as a cup of fruit juice and a cookie for 50p.
- Very few young co-operatives are currently selling bottled water and when the topic was raised, many expressed reservations.

3.3 Traidcraft

Traidcraft is a trading company and a development charity working together to fight poverty through a wide range of trade-related activities.

Of the Young Co-operatives surveyed 83% use Traidcraft as their main supplier. But survey responses also highlighted that young co-operatives are shopping at a diverse range of retailers, such as the Premcrest website, Suma, local Co-op stores, Tesco, Sainsbury's and Morrisons for fair trade items.

Traidcraft sales data for 2006 were analysed and the results are shown in Graph 2.

Graph 2 provides a picture of the diversity of food and drink products that are being brought from Traidcraft and sold by young co-operatives in schools. For a full list of food and drink items purchased from Traidcraft and whether they pass the new nutrition standards please see appendix 3.

Graph 2 shows that chocolate, at 31.8% of total spending, makes up the largest proportion of sales for young co-operatives. It also shows us that a substantial amount of fair trade seasonal and gift products, such as mince pies, Easter eggs and advent calendars are being sold, making up 18.7% of total spending.

Biscuits and cakes are also popular items contributing to 14.1% of total spending online, closely followed by confectionery which includes items such as toffees, fudge, coated fruit and nuts and Geobars (all defined as confectionery items).

Graph 2: Chart showing the proportion of young co-operatives' total spending on each food category

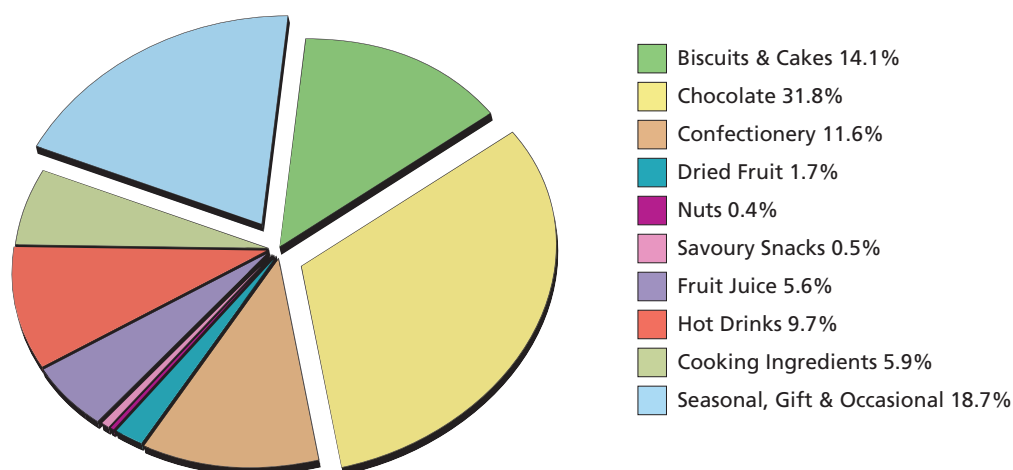


Table1 shows how the new nutrition standards will affect each food category.

Table1. What effect will the nutrition standards have?

Item	Effect of the nutrition standards
Biscuits and cakes such as ginger or chocolate chip cookies and fruit cake	Biscuits and cakes are not allowed to be sold outside of the school lunch service
Chocolate and confectionary such as Geobars, fudge, chocolate or yogurt-coated raisins, chocolate bars	Confectionary is not allowed. These items are high in fat and/or sugar and should be replaced with healthy options
Savoury snacks such as plantain chips or Bombay mix	Bagged savoury snacks are not allowed as these items are generally high in fat and salt
Nuts such as walnuts, brazil nuts and peanuts	Salted or fried nuts are not allowed, but unsalted varieties (without added fat) are acceptable
Dried fruit such as raisins, pineapple, apricots and fruit snacks	Sale of dried fruit is allowed
Fruit juice	Sale of 100% fruit juices is allowed
Hot drinks	Sale of tea and coffee will not be affected by the new nutrition standards. Packets of hot chocolate powder that are intended to be taken home will not be affected by the new nutrition standards. For consumption in school, only low calorie hot chocolate is to be sold
Cooking ingredients such as oil, honey, muesli, pasta, sugar and cocoa	These items are intended to be taken home and not consumed in school and are therefore exempt from the nutrition standards
Seasonal, gift and occasional treat items such as mince pies and Easter eggs	Sale of these items will be allowed on an occasional basis at events and special functions

The introduction of the new nutrition standards will mean chocolate, biscuits, cakes and confectionary (including cereal bars), salted nuts, savoury snacks and hot chocolate (intended to be consumed in school) will no longer be sold by young co-operatives.

The data from Traidcraft online shop suggests this will affect up to up to 60% of young co-operatives' sales.

Key findings: It is encouraging that many young co-operatives are selling seasonal and gift items. It is important that young co-operatives understand when it is acceptable to sell these items in schools. Young co-operatives have been provided with a document explaining how the nutrition standards apply to different food and drink items, which can be found in appendix 1.

Because the regular sale of chocolate, biscuits and confectionary will cease it is important to consider what can replace these items.

It is important to try and increase the uptake of dried fruits and nuts that are acceptable for sale in schools but remain low in popularity. Chapter 4 will describe ways in which young co-operatives can introduce and promote these better-for-you fair trade items.

Chapter 4: Observations, obstacles and proposed solutions

This chapter discusses the main comments and concerns reported in Sustain's survey of young co-operatives and in individual case studies. Proposed solutions to each of the main areas of concern are then discussed.

4.1 Finding appropriate healthy fair trade products

Two main challenges were identified by young co-operatives, in response to the forthcoming introduction of new nutrition standards for school food:

- Difficulty knowing what products will pass the nutrition standards
- Difficulty finding suitable healthy fair trade products

Which products will pass the nutrition standards?

Many young co-operatives we surveyed and spoke to were already aware of the forthcoming changes in school nutrition standards. Some had already taken steps to change the products they sell.

A number of young co-operatives reported that they had removed chocolate and sweets from their regular sales and instead are trying more fruit products. For example, Byrchall High School young co-operative in Wigan said, **'We have started to sell more fruit snacks and have been involved in a meeting about making fairtrade tuckshops healthier.'**

Fruit snacks, cookies and Geobars have played an important role in replacing sales of chocolate and sweets in those schools that have begun to make changes. Unfortunately, cookies and Geobars will not pass the nutrition standards due to their high fat and sugar content. However, they are being used by some young co-operatives as transition products, in

recognition of the need to integrate new products gradually so that customers become used to seeing new healthier products on offer. This seems to be an important consideration for young co-operatives to avoid a defeatist reaction, either from young co-operatives or their customers. Some, sadly, appear unwilling or unable to make the changes.

'The group will not be continuing as they will not be able to sell chocolate.'

Guiseley School Young Co-operative, Leeds

By providing as much information about the move towards healthier products as possible, other young co-operatives will be equipped to take advantage of the changes in nutrition standards. The survey responses provided overwhelming evidence to suggest that young co-operatives would like guidance on how the nutrition standards will affect them and help identifying appropriate products for sale in schools.

' We are investigating setting up a fairtrade stall – a "sticking point" is the "healthy schools" programme and its implications – please advise asap!'

Stewards School young co-operative, Harlow

Finding suitable healthy fair trade products

Many young co-operatives reported that they are struggling to find suitable healthy alternatives. The problem here is threefold:

- i) There is limited range of healthy Fairtrade items on the market.
- ii) Healthy Fairtrade items currently available are not always provided in a format suitable for children.
- iii) Young co-operatives lack the time or specialist knowledge to identify appropriate products to sell in schools.

Many young co-operatives have found that there is a limited range of healthy Fairtrade items and many are not familiar with different brands or suppliers. What is available tends to be poorly suited for sale as snack items in school. For example, sultanas or apricots often come in 500g packets, which are far too big. Dividing up big packs for sale in schools

takes time and space, and may raise hygiene challenges. Mixed fruit packs often contain nuts and therefore cannot be stocked in many schools with anti-allergy policies. Further, dried fruit and nuts may have been coated or treated with oils or sugar, which means they no longer pass the nutrition standards.

The young co-operatives who responded to our survey say they would like to see improvements in the range of healthy Fairtrade items – particularly snack items and products provided in handy affordable formats. They would also like assurance that what they are choosing meets the nutrition standards.

The Towers School young co-operative, West Sussex, would like to see **‘fruit in small packets without nuts, as school has a no nut policy.’**

Holyrood Secondary School young co-operative, Glasgow, points out that **‘most fairtrade catalogue items are “treat” items’** and it is difficult to know where to look for healthier products.

A number of young co-operatives also reported that local Co-op retail outlets stocked only a limited range of Fairtrade items and these tend to be chocolate, or items with a large chocolate content. Sustain carried out a short survey in four local Co-op stores in London, and the findings supported this statement. The majority of the Fairtrade items available were chocolate bars, coffee and chocolate chip cookies or chocolate cakes. However, it is also worth noting that all Co-op stores stocked Fairtrade bananas. Only one store stocked a good range of Fairtrade dried fruit and nuts and none stocked some of the other Fairtrade products currently available, such as chopped pineapple, or yogurt containing Fairtrade ingredients.

With local stores often only providing a limited range of fair trade items, plus the difficulty of getting to the shops, internet and catalogue orders are favoured by most young co-operatives. However, this can carry additional costs and Brynlllywarch Hall School Young Co-operative in Newtown noted:

‘We just can’t find shops selling a range of appropriate fair trade goods. We can’t afford the postage for online shopping because we are such a small school.’

Proposed solutions

Which products will pass the nutrition standards?

Appendix 1 explains how the new nutrition standards affect young co-operatives depending on what, where and to whom they are selling.

By providing clear instruction for young co-operatives about how the new nutrition standards affect their activities, we hope to highlight the fact that there are numerous options available to them. It would be a great shame for smaller young co-operatives to be put off selling fair trade food and drink because of the new nutrition standards, so the guidance in appendix 1 shows young co-operatives that, with a few simple changes, they can continue to promote fair trade in their school and be confident they are adhering to the nutrition standards.

For example, a young co-operative may decide that their weekly stall will sell fruit snacks and smoothies but on special occasions such as a film night they might sell treat items such as cookies and hot chocolate. Young co-operatives could also tie in their activities with health promotion or citizenship classes, introducing schoolchildren to the types of fruit and juices available from countries all over the world, along with the story of how they were grown and what the Fairtrade premium can mean for low-income communities.

Sustain recommends that young co-operatives start promoting and trying new healthier products as soon as possible. This will ensure that young co-operatives have time to identify the best-selling healthier options, and customers will have time to get used to new products or a new set-up before the standards become mandatory in September 2007.

Finding suitable healthy Fairtrade products

Not only will young co-operatives receive guidance (such as this report and online resources) on how the school food regulations affect them, but fair trade manufacturers and suppliers such as Traidcraft are working to make it easier for young co-operatives to identify suitable fair trade products. Traidcraft told us that:

‘We will publish guidelines to our full product range, detailing what is appropriate for sale in schools. This will be published on the web and will also be sent to all young co-op groups when they sign up.’

A full list of Traidcraft’s current product range can be found in appendix 3, which details which items pass the nutrition standards.

The Young Co-operatives organisation is also looking into the possibility of a Fairtrade directory containing products suitable for sale in schools.

Manufacturers and suppliers are increasingly aware of the demand for healthier snacks and Sustain has made recommendations to them based on what young co-operatives have said. These recommendations are set out in chapter 5.

Some manufacturers have already anticipated the changes to the nutrition standards for schools. Fair trade suppliers Traidcraft and Suma, for example, are developing a much wider range of snack packet sizes of dried fruits, nuts and seeds, suitable for sale at break-times in schools. As Traidcraft says,

'We are generally very aware of the need for healthier products, and this now plays a large part in the decision-making process when it comes to considering and developing new products.'

New products from fair trade suppliers



Two of the leading fair trade suppliers have indicated that they plan to introduce new product ranges that are suitable for sale in schools.

Traidcraft will be introducing several new product lines in spring 2007, especially designed to suit the school market:

- 30g Raisins
- 30g Raisins and apricots
- 50g Raisin and nut mix (unsalted)
- 50g Mango, raisin and apricot mix
- 50g Papaya, pineapple, raisin and apricot mix
- 50g Nut mix (unsalted, unfried)

In response to the rise in interest in healthy eating, Traidcraft is also increasing the amount of fruit in their muesli (which may be suited to breakfast clubs in school) and there are some more dried fruit snacks in the pipeline (kiwi, guava and banana), which will be available later in the year.

Suma will be introducing four new fruit and seed mixes in a 50g size. These mixes are suitable for tuck shops, vending machines and lunch boxes. Each variety has two packaging options – one to suit younger children and the other to suit teenagers.

Teenage range:

- Vitality Mix – a mix of seeds and dried fruits
- Active Mix – a mix of dried fruits
- Energy Mix – a mix of dried fruits
- Motivate Mix – a mix of seeds and nuts

Junior range:

- Carl Chameleon Snack Mix – A mix of dried fruits
- Tommy Tiger Mix - A mix of dried fruits
- Mungo Monkey Mix – A mix of seeds and dried fruits
- Leonie Lion Mix – A mix of seeds and nuts

How else can we ensure a good range of healthy Fairtrade products?

The role of local Co-op stores may become increasingly important for young co-operatives. The move towards healthier items means that young co-operatives are selling fresher foods that have a shorter shelf life, in particular selling more fruit. For this reason, we suggest young co-operatives could:

- i) Work together with their local Co-op to identify suitable fresh produce at an affordable price
- ii) Arrange to have a fruit box delivered
- iii) Identify other fair trade suppliers

i) Working with the local Co-op

Local Co-op retail outlets may become an increasingly popular place for young co-operatives to buy fresh produce. If they find their local Co-op is poorly stocked they can talk to the store manager and order the desired products.

Below is an extract of a letter from the manager of a local Co-op store demonstrating that young co-operatives can build good relations with their local stores and successfully obtain a wide range of Fairtrade products:

'I am the store manager at the Cullompton branch of the Co-operative and I understand your school would like to purchase a selection of Fairtrade products and I am honoured that you are using my store to do this. I am able to order a variety of products from tea/coffee, fruit and confectionery (we also have a selection of alcohol, for the teachers to unwind with!) To place an order you can contact me via e-mail or directly at store. You should allow 2 weeks lead time, this is to allow for any delivery problems from our depot. I will then produce an invoice which I can either post or e-mail to yourself.'

Appendix 5 shows the range of Fairtrade items that the Co-op can stock and what passes the nutrition standards. They generally offer a wide range of fresh Fairtrade fruit and vegetables including bananas, pineapples, apples, mangos, citrus fruits, plums, pears and avocados. For further information visit www.co-opfairtrade.co.uk/

ii) Fresh fruit box deliveries

If your local Co-op retail outlet only has a limited range of fresh produce, schools could try a local and/or organic fruit box scheme. Fruit and vegetable box schemes usually promote local food supplies, but many have a wider ethical commitment and also stock certified Fairtrade and organic produce such as bananas.

Young co-operatives can set up an organic fruit box scheme by visiting Big Barn www.bigbarn.co.uk/. Type in your postcode to find details of local box schemes near the school.

The young co-operative in Rougement School, Newport, for example, has already expressed interest in trying out a small fruit and vegetable box and there are lots of ideas for what young co-operatives can do to help sell fresh fruit outlined in section 4.3.



iii) Identifying new fair trade suppliers

Young co-operatives regularly reported that they did not know where to buy suitable healthy products. The main suppliers are the Young Co-operative organisation, Traidcraft and Suma, as well as Co-op retail outlets and some other supermarkets. Contact details for several suppliers are below. In addition, the box gives details of a few alternative manufacturers and suppliers of Fairtrade or fairly traded products that meet the requirements of the new nutrition standards:

Tropical Wholefoods is a fair trade company specialising in tropical dried fruits. They carry an excellent range of fairly traded products. Examples of these include snack sized apricots, 100% fruit bars, snack mango packs and dried banana chips that do not have any added fat or sugar. Some young co-operatives have reported that their products are delicious and well received in school. Their products can be obtained in some Oxfam stores or from their website:

www.tropicalwholefoods.co.uk



The Ethical Superstore is an online store that supplies a wide range of Fairtrade items, including drinks, dried fruits, snacks, treat foods and Fairtrade cookery ingredients. All young co-operatives are entitled to 10% discount on products bought at the Ethical Superstore until July 2007 www.ethicalsuperstore.com

Other good online stores include Simply Fair www.simplyfairshop.co.uk/acatalog/Food_.html or Fairly Goods www.fairlygoods.co.uk

The young co-operative at Lady Hawkins School, Herefordshire, complement the Fairtrade products on their stall by selling apples and strawberries in season, from local growers. They find that this is a good way to promote sustainable farming and healthy eating when Fairtrade fruit may be difficult to get hold of or out of season, and to create seasonal variety on the stall. Buying local produce direct from growers ensures they get a fair price for their produce and cuts out the packaging and transport, making it better for the environment.



Case study: CocoaFair young co-operative

Currently we get our products from both Traidcraft and the Co-op. We sell a wide variety of products, mostly at the breaktime tuck shop, which is now entirely Fairtrade. The drinks we sell are cartons of fruit juice, orange, apple and tropical, and we will be stocking 'One' ethical water as from next month. We are also investigating the possibility of selling smoothies in the summer/ spring, and hot chocolate in the winter months, once our students have attained relevant Health and Safety certification and we have bought the necessary equipment. As we live in a fruit growing area, we promote locally grown fruit at key times of the year. For example, we sold fresh local cherries and strawberries at our Sports Day in July 2006. On the sponsored walk in May we sold home-made cakes made with Fairtrade ingredients. At parents' evenings our students sell Fairtrade tea and coffee to parents and provide them for staff. We run a stall at the school fête. We also still sell other Fairtrade products, such as biscuits and chocolate, to encourage students to get them Fairtrade and not 'value' at the local supermarket. Our school is five minutes' walk from the nearest supermarket and if we did not promote our Fairtrade products as vigorously as we do, students would simply stock up with cheap sweets on the way to and from school. We no longer have vending machines anywhere in the school. Any profits we make we send to an educational charity in Sri Lanka. This year we have raised £500 for them.

As you can see, we are a lively and successful young co-operative and we enjoy promoting both locally grown products and Fairtrade goods to the school community.

Hermance Gush (Adult lead at Queen Elizabeth's Grammar School young co-operative)

4.2 The cost of the healthy move

Concerns about the cost of healthy foods

Many of the young co-operatives we consulted have found that the cost of healthy items is a challenge. Many of the healthier snack alternatives are more expensive than a traditional chocolate bar or biscuit.

Mackie Academy young co-operative, Stonehaven pointed out that **'fruit bars are expensive for the product size'** and felt they would particularly benefit from **'finding reasonably priced healthy snacks which can compete with the type of confectionery/ snacks sold in shops.'**

This is illustrated below:



Tropical Wholefoods 100% fruit bars are nutritionally suitable for sale in schools at break time or in tuck shops:

24 of these costs £17.15



Geobars, available from Traidcraft online shop, are unsuitable for sale under the new nutrition standards because cereal bars are often high in sugar and fat, without necessarily containing very much fruit. However, notably these cost about half the price of the healthier bars:

24 of these costs £9.00

In addition, costs incurred from postage and packaging of internet orders was reported by several of the smaller young co-operatives as another barrier to selling a wider variety of fair trade products.

Proposed solutions

Consultation with young co-operatives revealed that some teachers and pupils are showing great initiative in addressing some of the cost challenges.

Lady Hawkins School young co-operative in Herefordshire has worked to overcome the issue of cost by buying big packets of unsalted nuts and raisins and packing them into tuck shop sized bags that sell for 35p.

Young co-operatives may wish to take this idea further and sell dried fruit and nuts in a pick 'n' mix format. By using familiar concepts 'new' food can appear a little less intimidating, and students are more likely to try something for the first time. Pick 'n' mix is not only an attractive method of selling better-for-you fair trade products but it can be better for the environment than individually packaged snack. This can also provide a much more affordable way for young co-operatives to sell dried fruit products.

Providing healthy snack alternatives such as fruit kebabs or snack bags for under £1, young co-operatives can encourage students to try new things, ensure that customers are getting good nutritional value from snacks, and also ensure continued revenue. Manufacturers like Suma and Traidcraft have made sure that their new healthy snack products are pocket-money priced, retailing at about 35p or 50p.

4.3 Maintaining healthy sales from healthy products

Concerns over marketing and sales

In our survey, young co-operatives regularly reported concerns over poor sales of healthier products. They were worried that:

- Healthy products don't sell
- Perishable items are difficult to keep and may result in wasted stock

Do healthy products sell?

Young co-operatives reported that it was difficult to sell fresh fruit because many of their schools already operate a separate fruit tuck shop or fruit is readily available throughout the school day. Some young co-operatives also reported that the popularity of new healthier options was low, so they could benefit from help in marketing these products.

'We would like to sell healthy food and extend our range, but when we tried to sell dried fruit it did not sell.'

Fortrose Academy young co-operative,
Ross-Shire

Will healthier products result in more waste?

Some young co-operatives reported that they were put off selling healthier food by the risk of spoiled or wasted stock.

Invicta Grammar School young co-operative, Kent, said, **'sell-by dates would concern me – we cannot afford to throw away out-of-date stock.'**

Proposed solutions

Both the concerns about poor sales and fear of wasted stock can be addressed either by taking steps to market healthier products in new ways, or by trying new products. Some young co-operatives, for example, report that they have had great success selling healthier items. For example Blundell's School young co-operative in Devon said they have been selling **'Tropical Wholefoods dried fruit bars which are delicious and well received.'**

Young co-operatives are advised to involve customers in deciding what to stock on the stall. The healthy move can be a test of business skills for young co-operative organisers, and a crucial part of this is market research. Carrying out surveys and running promotions or tasting sessions will help ensure that young co-operatives maintain healthy sales. Below, we set out some suggestions for: market research surveys; tasting sessions and promotional events

Market research surveys

Many young co-operatives who participated in the Sustain survey also responded to a market research questionnaire. This questionnaire can be found in appendix 2. Sustain suggests that young co-operatives could devise similar questionnaires based on products they are interested in selling before they start ordering stock.

Responses clearly indicated that young co-operatives are pupil-led businesses and that there was a strong feeling that everyone should be involved in the decision-making. Such activities will help to get people interested in and involved in the changes, and ensure that they are more willing to try new products. Running discussion groups can help to record members' opinions and feelings about the introduction of new healthy products and give indications of the best way to respond to these concerns.

Tasting sessions

It may be a good idea to combine a market research questionnaire with a tasting session so that young co-operatives can judge customer responses to different food and drink items.

Young co-operative members who attended the November 2006 Enterprise Week in Manchester found themselves at the receiving end of a taste-and-trial session. Many young co-operative members tasted fair trade foods that they had never tried before, and went away discovering that they liked something they had never even considered before.

Research into the snacking habits of 2,000 children in English schools has shown that trials of new healthy products can encourage more positive attitudes to healthy eating, and greater likelihood of pupils buying such products. See the article at: www.prnewswire.co.uk/cgi/news/release?id=181606

Tasting sessions also make good promotional events. If your school is running a healthy day/week, choose to promote your fair trade taste-and-trial during one of these events. This will increase your audience and encourage more pupils to try new products as well as promoting healthy lifestyles. A taster evening is also a great way to get parents involved.



Promotional events

Young co-operatives regularly reported the need for help in marketing healthier products and this section provides ideas for promotional events and ways to make sure you maintain healthy sales from healthy products! Full details on how to set up these events can be found on the Healthy Products, Health Profits section on the Young Co-operatives website.

1. Run a Fairtrade breakfast club

Breakfast can be the most important meal of the day. But many young people regularly miss breakfast or resort to snacking on crisps and chocolate on the way to school. Breakfast clubs can provide a combination of a healthy breakfast and an opportunity for educational and social activities, perfect for learning about and promoting fair trade.

Eating breakfast has been shown to improve young people's problem solving abilities, memory and concentration, and help them start the school day on time.

There are many great Fairtrade products that can form part of a healthy breakfast such as:

- Fairtrade muesli
- Dried fruit, such as sultanas, apricots and dates to add to cereal
- Bananas on toast or chopped on top of cereal
- Fresh Fairtrade fruit salad (with Fairtrade yoghurt and honey)
- Tea, coffee or low-calorie hot chocolate
- Fairtrade fruit juices

The Ethical Superstore offers a pre-made Fairtrade breakfast kit for just £10.



It is a good idea to invest in some reading materials about fairtrade to have on the table at breakfast times or a DVD to reinforce the fairtrade messages.

The Department for Education and Skills produces the Food in Schools Toolkit, which offers practical guidance on breakfast clubs and other 'food in schools' activities. Copies are available from: www.foodinschools.org

2. Set up a smoothie or fruit cocktail bar

Smoothies and fruit cocktails are a popular way to get children interested in trying and consuming more fruit. Fairtrade bananas make the perfect base to whiz up into a selection of smoothies and you can use juices and seasonal, local berries to flavour drinks.

100% fruit juices and smoothies all count as one portion towards your healthy 5-a-day.



Record sales for smoothies: Sales of the crushed fruit drinks, 'smoothies' rose by 523% in the five years to 2006 according to the market research organisation Mintel. Sales at the biggest smoothie maker, Innocent, rose by 168% last year to £80m, according to the trade magazine The Grocer. Britons drank 34 million litres of smoothies in 2006. The 15-19 and 25-34 age groups are the biggest consumers of all. [Source: The Independent, 4 January 2007]

A smoothie or fruit cocktail bar could:

- be part of a breakfast club
- operate at lunchtime
- serve drinks at after-school and sports events

Note: You may need access to a fridge, to keep the ingredients cool

The Young Co-operatives organisation offers Smoothie Operators packages, providing young co-operatives with everything they need to set up a smoothie bar, including a whole day's training. Details of this can be obtained from the Young Co-operatives website.

We recommend that young co-operatives devise recipes for smoothies using fresh fruit and apple juice to sweeten, rather than adding sugar or honey.

3. Get cooking!

With fair trade ingredients ranging from spices, pasta and rice, to fruit, cocoa and sugar, cookery classes, or school and event catering could also be opportunities for using fair trade products and raising awareness of the fair trade message. For young co-operatives that cook cakes and cookies with fair trade ingredients, it is important to remember that these will only be permitted for sale in school on special or one-off occasions in school, or to staff and parents.

Cooking is a key skill that promotes the understanding of food and helps young people and adults to make healthy choices. Through practical food preparation and cooking, learning about food can be more effective and relevant to young people and help make learning fun.

There are many simple recipes you can make using Fairtrade ingredients for example:

- Fairtrade pasta salad
- Fairtrade banana bread
- Home-baked tea breads and fruit buns – with lower sugar levels and extra Fairtrade fruit for sweetness
- Home-baked cakes such as rock buns, gingerbread and fruit cake
- Avocado and tomato salad

The Fairtrade Foundation provides a range of recipe ideas using fair-trade ingredients. See: <http://www.fairtradefoundation.org>

Cooking is a good example of how healthy and fair trade can be linked into a whole school approach. For example, a food technology class could develop and test recipes for the young co-operative shop. Food technology classes could also be encouraged to use fair trade ingredients. Some of the suppliers listed in this report can set up an order form listing all of the fair trade cooking ingredients available, to help teachers prepare orders each week. These can all contribute to National Curriculum activities such as, 'Creating things with a range of materials and knowing how to handle food safely'. Coupled with food hygiene, this can also fit into the Personal, Social and Health Education (PSHE) and Citizenship curriculum at key stages 2 and 3, 'developing a healthy, safer lifestyle'.

The Food Standards Agency 'Get Cooking!' pack provides teachers (or the adult in charge of your young co-operative) with a toolkit to teach young people, broadly between the ages of 14 and 25, basic cooking skills in a community setting. The trainers guide and weekly recipes can be obtained from www.food.gov.uk/wales/nutwales/getcooking/

If schools do not have the facilities to enable you to cook, the school catering company may be interested in buying a selection of Fairtrade products through the young co-operative, to sell via the school lunch service or other outlets managed by the company. It is worth noting however that catering companies will be on a strict budget and they have very specific instructions as to what they can sell at lunch times. However, by discussing options with them, young co-operatives may be able to provide some flapjacks or biscuits, which are suitable for sale at lunch time (although not at other times of the day).

4. Promotional events and the whole school approach

Adopting a whole school approach to promoting healthy eating is an important step towards 'healthy school' status.

National healthy school status defines the criteria that schools need to satisfy in order to be recognised nationally as a healthy school. The criteria relate to four themes: PSHE, healthy eating, physical

activity and emotional health and well-being. The National Healthy Schools Programme (NHSP), led by the Department for Education and Skills and the Department of Health provides information and support to help schools become healthy schools.

The whole school approach is key to developing, maintaining and embedding healthy school practice, and fair trade can be incorporated into a healthy school policy by

- Promoting fair trade at health promotion events
For example, the young co-operative at Rooks Heath High School in Harrow took part in their school's 'Promoting Healthy Lifestyles' event. They introduced healthy Traidcraft fruit snacks to their product range and launched this at the school's healthy eating evening.
- Learning cooking skills with Fairtrade ingredients
As noted elsewhere in this chapter, cookery lessons are an excellent opportunity for using Fairtrade ingredients and the fairtrade message. Food hygiene also plays an important part in cookery lessons. Whilst highlighting the focus of recent initiatives on food in schools has been on nutrition and healthy eating, it is also worth noting that education in food hygiene also features in the healthy schools standard.
- Promoting fair trade products at whole school food activities, such as tasting events and playground markets. These are good ways to involve parents and community groups in school life.

To find out more about the national Healthy Schools scheme you can download 'Guidance to Healthy Schools Co-ordinators' (WordDoc 240Kb) from www.wiredforhealth.gov.uk/PDF/GuidanceforHScoordinators.doc

5. Box schemes

Schools participating in the Young Co-operatives programme may be interested in running their own fair-trade fruit box scheme, building up regular orders from teachers, parents and friends. Children can take orders, pack them up and deliver them – a good way to sell those products that most families need, and a good way to learn how to run a business with good community connections and ethical motives.

Schools can be an ideal venue for box schemes because at daily 'drop-off' and 'pick-up' times for the pupils, there is a receptive audience of adults

who may find it convenient to pick up their weekly essentials. Pre-ordering also overcomes the risk of wasted stock.

The Young Co-operatives organisation offers a package called Box Clever, which can be ordered from their website.

4.4 Food safety

Food safety concerns

Many of the promotional events and marketing ideas mentioned in the previous section involve young co-operatives preparing or handling food. The issue of food safety and hygiene requirements may therefore be a concern for groups.

Proposed solutions

The Food Hygiene (England) Regulations 2005 came into force on 1st January 2006¹⁰. Anyone running a food business must ensure that food handlers are supervised and instructed and/or trained in food hygiene matters. This means that young co-operatives should be supervised and have received basic training in food hygiene. It is advisable to ensure groups of children are not too large.

The Food Hygiene Regulations do not specify the need to hold a qualification in order to comply but young co-operatives may feel they would benefit from obtaining a formal qualification.

This website contains a database of Food Safety Training Providers/Trainers in the UK, sorted by county. The information compiled includes contact and training course details. www.foodsafetytrainers.co.uk/index.htm

Food hygiene training for students can also be obtained for free from the Food Standards Agency:

¹⁰ 2006 Food Hygiene Training Requirements http://rbkc.gov.uk/EnvironmentalServices/Training/training_req2006.pdf

Food Standards Agency 'Bad Food Live!' DVD provides teachers with a useful way of teaching basic food hygiene messages, from the importance of handwashing to cooking and chilling food properly. Teachers can get a copy by calling 0845 606 0667, or email: foodstandards@eclogistics.co.uk quoting ref: FSA/0845/0903.

4.5 Demands on time

Concerns about time

Many young co-operatives are small and find themselves operating under great time constraints. For example, Rooks Heath High School young co-operative reported that they used to run a lunchtime stall but due to other extra curricular activities going on in the school they are now limited to staff/parents evenings, events and church stalls.

Proposed solutions

If a young co-operative is pushed for time but still wants to be able to continue to promote Fairtrade products in school, some may find it suitable to organise the installation of a Fairtrade vending machine. Vending can be a financially viable option providing easily accessible, healthy drinks and food throughout the day, with small demands on young co-operatives' time.

Vending is increasing in popularity, with sales rising 10% each year and the largest proportion of purchasers are aged 15-17 years.

(Statement from Dr Anne McConville, Consultant in public health, government office for the East of England speaking at the National Conference on Healthy Vending in Schools, November 2005)



Of course, food and drinks served in vending machines must still comply with new nutrition standards. Because of this, many healthier items are likely to be perishable (i.e. have a shorter shelf life than confectionery or crisps) so they need careful handling and storing. Products will need to be regularly checked that they are still fresh and this could mean restocking a vending machine up to twice a day.

The easiest way to start with fair-trade vending is to choose a hot drinks machine. Fairtrade Vending is the first vending machine company in the UK to use 100% Fairtrade products in their machines. They have offered to supply young co-operatives with a machine and suitable drinks stock. As a start-up offer they will provide free stock, which when sold will cover the rental of the machine. Young co-operatives can then have control over ordering, re-stocking and overseeing sales. For more information on Fairtrade Vending visit: <http://www.fairtradevending.co.uk/>

If young co-operatives would rather enter into snack vending, it is likely that they will need refrigerated machines. Possibilities include:

- The Health Education Trust Real Choice initiative
- Eagle Vending and Fairtrade Vending

Healthy foods are not always easy to identify. Low fat or low sugar does not necessarily mean healthy and packaged bars and snacks often have many added ingredients. The Health Education Trust provides excellent guidance on the sorts of foods that are acceptable for vending machines in schools.

Real choice vending for schools advises that vending machine items should be:

- Real food
- Minimally processed
- Produced on site/ 'homemade'
- Cost 25-50p per item for drinks
- Portion controlled (no super sized)
- Locally supplied ingredients, wherever possible

Further information on this can be found at <http://www.healthedtrust.com/pages/realchoice.html>

Eagle Vending is the sister company to Fairtrade Vending and they can provide snack machines that meet all the Government criteria in healthy vending. Further information on Eagle Vending can be found at www.eaglevending.co.uk

Queen Elizabeth School young co-operative in Lonsdale has a vending machine currently stocking Fairtrade snack items such as fruit juices, flapjacks and chocolate bars. Young co-operative members are responsible for ordering and stocking the machine. Although they are currently selling chocolate, they have already made changes towards healthier snacks by deciding to ensure at least half the items in the machine are healthy.

4.6 Bottled water

Only a small number of young co-operatives reported that they are selling bottled water, but many reported the intention to start doing so. Some young co-operatives objected to selling bottled water for environmental reasons. Further information on this issue can be obtained from Sustain's bottled water report published in December 2006¹¹. While environmental concerns are understandable, and the unnecessary use of plastic and waste are both big issues, there are some bottled waters available on the market that have an ethical marketing policy. 'One Water', Belu and Frank, for example, all use profits to support clean water projects around the world, and Belu water comes in a biodegradable bottle made from corn starch. Such products may have a better fit with the objectives and ethics of the young co-operatives.

Schools interested in selling 'One Water' can obtain a special deal from Young Co-operatives

11 Wanctin, L. (2006) 'Have you bottled it? How drinking tap water can help save you and the planet'. Sustain: the alliance for better food and farming. London.

Chapter 5: Market outlook and recommendations to manufacturers

5.1 Market outlook

The new nutrition standards will apply to all school food outlets. This means all tuck shops and vending machines in schools will be limited to the sale of healthier food and drinks. The whole school market for food and drinks is set to change.

Snack provision in schools will see a sharp rise in 'natural' foods. Many vending machines are likely to become refrigerated, providing mini-meal snacks such as sandwiches, yogurts and pasta salads throughout the day. Tuck shops and other food outlets are also likely to be selling lots more fresh fruit, juices, yogurt drinks and smoothies, sandwiches and dried fruit snacks. 'Treat' foods will be limited to occasional events such as festivals, and usually at public events where schools are selling products to adults (parents and teachers) as well as children.

Young co-operatives and fair trade suppliers should see a market opportunity in these changes. Schools will become a good setting to pioneer new products that provide both health and convenience. The manufacturers that Sustain has consulted have been enthusiastic about the introduction of new healthier fair trade lines.

5.2 Recommendations to manufacturers

This section offers recommendations to manufacturers and suppliers based on the action they are already taking, views expressed by young co-operatives, and views expressed by school food experts. This research has led us to make the following recommendations to fair trade suppliers and manufacturers, described in more detail below:

Manufacturers are advised to check any new product development with a school food expert to ensure that they are suitable for sale in schools. It may not always be clear which products will fall foul of the nutrition standards. For example, banana chips might seem to be a good dried fruit snack to promote to children. However, many banana chips are fried in coconut oil, which means that they would be excluded from sale in schools. Similarly, some mixed dried fruits are coated in sugar or oil

to prevent sticking. We suggest that manufacturers should discuss products for promotion in schools with the School Food Trust, which offers an advisory service to school food providers. In turn, this will help the School Food Trust to build up information about products, formulations and challenges with manufacture, which will help them to provide better information.



Just Eat More
(fruit & veg)

Use the 5-a-day logo

The 5-a-day logo and portion indicator can help children and teachers to identify those products that can contribute to the target of consuming at least five portions of fruit and vegetables per day. It can be applied to fresh foods such as

fruit and vegetables, and to some processed foods such as fruit juices, and dried fruit. 5-a-day is now a well-recognised message, and will also be prominent throughout the school in lessons and in health promotion. In food shops, there are now over 420 companies and organisations signed up to the 5-a-day logo.

The logo is a licensed scheme, overseen by the Department of Health. Use of the logo and portion indicator must comply with strict criteria that take into account portion size, as well as controlled fat, sugar and salt levels. However, many of the products promoted by young co-operatives in schools will be suitable for carrying the logo. For information on how to apply for a licence, contact the licensing company CMI at 5aday@cmi-plc.com

Create 'nut free' snacks

Many schools have 'nut free' policies to ensure that children with nut allergies do not accidentally come into contact with foods that would cause adverse reactions. It would be advantageous for manufacturers to ensure that dried fruit snacks are free from nuts and suitable for consumption by allergy sufferers. From conversations with manufacturers, Sustain understands that this may not always be possible, depending on the processing and packaging environment.

Some people have very severe allergies to nuts and even if they come in contact with small traces of them they may have a reaction. For more information on nut allergies visit: <http://www.anaphylaxis.org.uk/>

- An ingredient normally associated with the product e.g. 'cocoa' in drinking chocolate.
- An ingredient crucial to the formulation of the product, without which the product would not be viable e.g. 'hibiscus' in 'hibiscus tea'

Provide a greater variety of 'lunch box' juice cartons and bottles

The young co-operatives that we spoke to regularly reported a preference for lunch box sized drink cartons or bottles. According to the Sustain survey responses, juices sold in this format tend to be popular in schools.

Pentrehafod School young co-operative in Swansea illustrates this point: **'We sometimes buy large boxes of juice to sell by the beaker, though we notice the pupils prefer a box or bottle Capri-Sun or other types if on offer.'**

Increase the range of composite products

The present range of healthy snacks in the fair trade market is small, but it seems highly likely that the demand for them is going to get bigger. We therefore suggest that manufacturers should look into developing more varied composite products that could be sold in refrigerated vending machines selling 'mini-meals', such as:

- Fairtrade pasta salads
- Fairtrade fruit salads
- Fairtrade smoothies and yogurt drinks

Young co-operatives have also reported that they would like to see a better range of 100% fruit bars.

It is worth noting that a composite product may only receive Fairtrade certification if more than 50% of its ingredients, by dry weight, are from Fairtrade certified producer organisations. In case of liquid composite products, a Fairtrade Mark may be put on the product if more than 50% of its volume is from Fairtrade certified producer organisations.

The following advice, from the Fairtrade Foundation website, is that if the total Fairtrade content is less than 50%, a composite product qualifies if it has a significant ingredient and if this ingredient represents more than 20% of the product's dry weight. A 'significant ingredient' is defined as one that meets at least one of the following requirements:

- Eligible under appropriate trading standards to be part of a product's name e.g. 'orange juice drink' of which the main ingredient is water, but the significant ingredient is orange juice.

Introduce low-calorie Fairtrade hot chocolate



The nutrition standards will exclude most hot chocolate brands due to their high sugar content. At present, there is only one main supplier of low-calorie Fairtrade certified hot chocolate. Caley's ChocoLo Hot Chocolate Drink will be suitable for sale in schools under the new nutrition standards and can be obtained from Waitrose shops or from Caley's website, <http://www.caleys.com/menu.do>. However, it would be advantageous if other suppliers, who stock a variety of fair trade items considered stocking a low calorie hot chocolate (so young co-operatives can buy as part of a bigger order).

Make buying Fairtrade products easier

Several of the schools we spoke to said that they liked the convenience of buying fair trade products online, by catalogue, or in a single trip to a retail outlet such as the Co-op. However, we also observe that to find healthier items, it would currently be quite challenging for young co-operatives to find a good range of suitable products in one place. We therefore suggest that suppliers and manufacturers, especially those with online shopping facilities and/or a catalogue should consider re-working their publicity materials to make identifying and buying

a good range of fair trade products for schools as simple as possible. This would involve giving product information alongside advice as to the suitability of the products for use in schools.

As well as identifying popular products, such as small cartons of fruit juice, suppliers could also promote items that pass the nutrition standards but which young co-operatives may not have previously considered. For example, fruit teas were very popular when trialed at the Young Co-operative Congress in Manchester in November 2006, but very few young co-ops currently sell these items. Catalogues could also clearly differentiate between healthier products that meet the nutrition standards, and less healthy 'treat' foods that may be sold at special events, such as Christmas items. Further, catalogues could have a section devoted to ingredients such as sugar, pasta, cocoa powder and dried fruit that could be sold on stalls and used in school catering or cookery lessons. In short, clear guidance could be provided on websites and catalogues to help young co-operatives and teachers have confidence that their purchases suit the occasions when they will be sold, and give schools ideas for how and where such products can be promoted.

Concluding comments

The new nutrition standards for food sold in schools will have a significant impact on young co-operative sales and activities. Many of the products currently sold at regular stalls are high in fat, sugar or salt and will need to be replaced by healthier options. However, this report has revealed that not only can we expect to see more healthy, fairtrade products available to young co-operatives but the changes also present exciting opportunities for young co-operatives to promote fairtrade in a new light. The positive move towards fresher, healthier foods will be a challenge to young co-operatives business skills and hopefully inspire new ideas to ensure healthy profits from healthy products.

Where to find out more

British Heart Foundation is a charity fighting heart and circulatory disease. The BHF funds research, education and life-saving equipment and helps heart patients. The BHF launched the food4thought campaign aimed at raising awareness about food in young people. The food4thought website contains lots of easy to understand information about food and nutrition.

www.bhf.org.uk/food4thought

Caroline Walker Trust is dedicated to the improvement of public health through good food. A major part of its work is to produce expert reports establishing nutritional guidelines for vulnerable groups - including children and older people. The new school food standards were drawn up with expert input from the Caroline Walker Trust.

www.cwt.org.uk

The Department for Education and Skills produces the Food in Schools Toolkit which offers practical guidance on breakfast clubs and other 'food in schools' activities. Copies are available from:

www.foodinschools.org

The Fairtrade Foundation licenses the Fairtrade mark to appear on products that meet internationally agreed fair trade standards. The Foundation works to introduce new Fairtrade products and to update the standards for existing products to ensure that benefits to producers are maximised. It also helps to raise awareness of Fairtrade products through promotional materials, events and work with schools.

www.fairtrade.org.uk/get_involved_school.htm

The Food Commission is the UK's leading consumer watchdog on food issues. www.foodcomm.org.uk/ They are also the authors of **Chew on this!** an educational website aimed at increasing young peoples knowledge about food and nutrition.

www.chewonthis.org.uk/index.htm

The Food for Life programme is the Soil Association's award winning programme to transform school meals and food culture in schools. It helps schools think about their food culture and create school meals which are both tasty, nutritious local and organic. Food for Life is based around the whole school approach - which encourages children, parents, catering staff, governors, headteachers and producers to all fully engage in changes to school food provision.

www.soilassociation.org/foodforlife

The Food in Schools programme is a joint venture between the Department of Health and the Department for Education and Skills. It runs a range of nutrition-related activities and projects to complement existing healthier food initiatives in schools. www.foodinschools.org

Food Standards Agency is an independent, government-funded good regulator. The Food Standards Agency provides a wide range of free information on safety and nutrition including posters of the Balance of Good Health and leaflets on healthy eating and toolkits to teach young people basic cooking skills and food hygiene. www.food.gov.uk/aboutus/publications/nutritionpublications

The Grab 5! project was run by Sustain to help primary schools tackle the main obstacles to increased consumption of fresh fruit and vegetables by young children; namely the acceptability, accessibility and affordability of fruit and vegetables. Although the Grab 5! project is no longer in operation, all of the educational materials can be downloaded free of charge. www.sustainweb.org/page.php?id=161

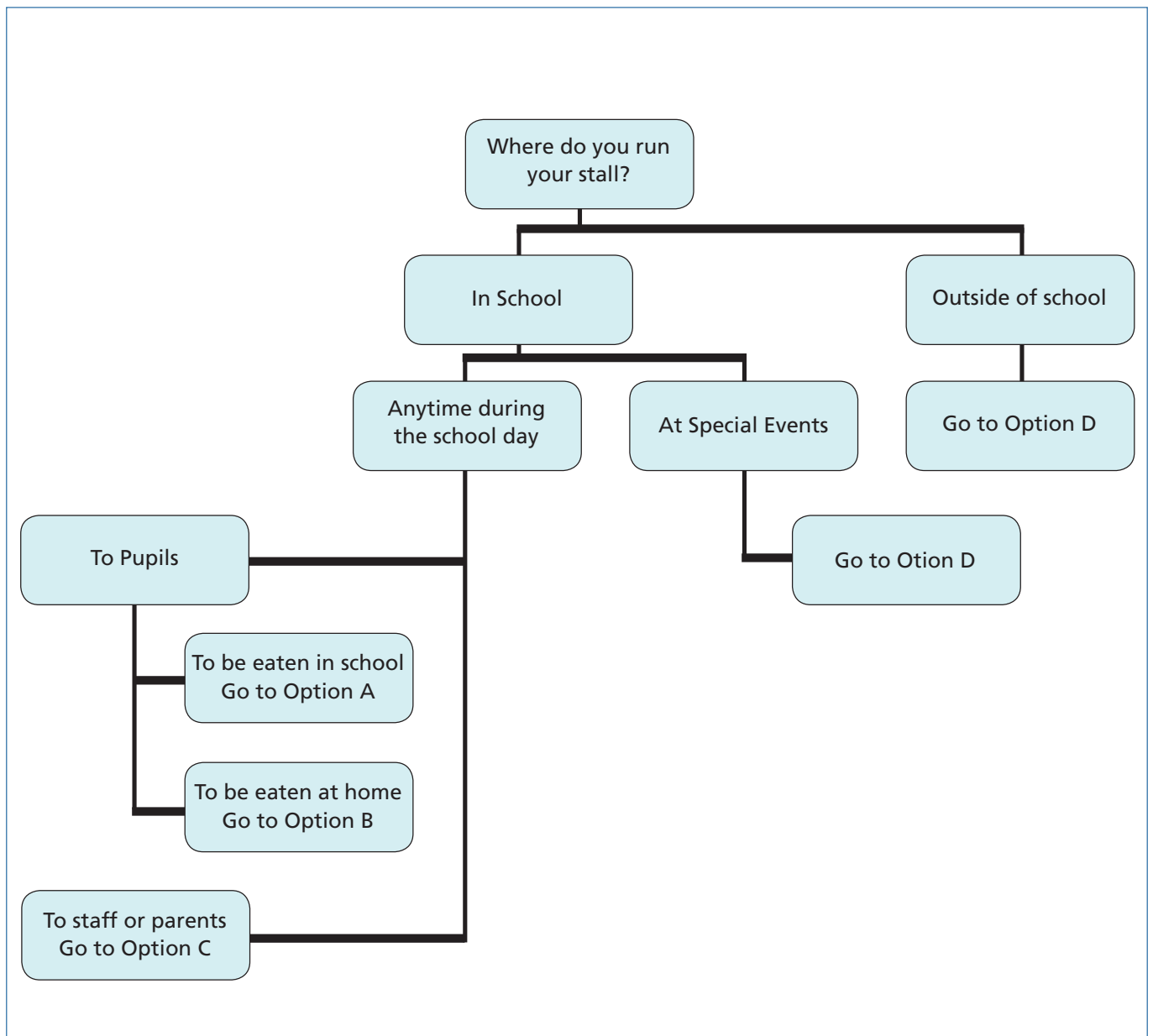
The Health Education Trust initiates and supports work with young people (children and teenagers, young adults, students, pupils) to encourage the growth of healthy lifestyles. The Health Education Trust is currently running a project on Healthy Vending in schools: www.healthedtrust.com/pages/Vendingnews1.html. The Health Education Trust also promotes School Nutrition Action Groups (SNAG's) – school-based alliances in which staff, pupils and caterers, supported by health and education professionals work together to review and expand the range of food and drink in order to increase the uptake of a healthier diet and ensure consistent messages from the curriculum and the food service. www.healthedtrust.com/pages/snag.htm

The School Food Trust was established by the Department for Education and Skills in September 2005. Its remit is to transform school food and food skills, promote the education and health of children and young people and improve the quality of food in schools. www.schoolfoodtrust.org.uk/index.asp

Wired for Health is a series of websites developed by the Department of Health and the Department for Education and Skills. It provides health information related to the National Curriculum and the National Healthy Schools Programme. www.wiredforhealth.gov.uk

Appendix 1: Young Co-operatives: How will the new nutrition regulations affect you?

As of September 2007 all food and drinks sold in schools, for consumption by pupils, will have to meet a set of nutrition standards. The new standards have been developed to increase the intake of healthier foods and to restrict junk foods high in fat, sugar and salt. This means that tuck shops, after school clubs, breakfast provision, vending machines, mid-morning break services any other food and drink provision throughout the school day will have to comply. This guide aims to help you decide how the nutrition standards apply to you depending on when and where you run your young co-operatives stall.



Option A

If your young co-operative is selling food and drink in school, to be eaten during the school day, you will have to make sure what you sell meets the new nutrition standards.

The standards are as follows:

- i) No confectionery sold in schools. This includes chocolate, chocolate products such as coated dried fruit, yogurt-coated fruit and nuts, cereal bars and sweets.
- ii) No bagged snacks other than nuts and seeds (without added salt, sugar or fat) will be sold in schools.
- iii) A variety of fruit and vegetables should be available in all school food outlets.
- iv) Apart from drinking water the only other drinks available in school will be milk (skimmed or semi-skimmed), pure fruit juices, yogurt and milk drinks (with less than 5% added sugar, or artificial sweeteners), drinks made from a combination of these, low-calorie hot chocolate, tea and coffee.

The new standards have been developed to increase the intake of healthier foods and to restrict junk foods high in fat, sugar and salt. However, the School Food Trust does suggest that a common-sense approach to the healthfulness of foods should be adopted. What this approach offers is consideration of not just the fat, sugar and salt content of any proposed product, but also the contribution it might make to energy, protein, fibre, calcium, iron and other micronutrients in a young person's diet.

Examples of foods that could be sold at mid-morning break, as recommended by the School Food Trust, include sandwiches and wraps, fruit, nuts, pasta salads, yogurt and drinks such as water, milk, fruit smoothies and juices. Many such products are now available in Fairtrade certified options, and information about this is available from the Fairtrade Foundation website. Young co-operatives running their stall during school break are encouraged to consider the overall health impact of food and beverages they are selling to young people's daily nutrition. The Government's Balance of Good Health is the official nutrition guidance and can be used as a starting point for understanding healthy eating. This is available from the Food Standards Agency website (www.food.gov.uk/multimedia/pdfs/bghbooklet.pdf).

Option B

Food items intended for pupils to take home rather than consume in school do not fall under the standards and can continue to be sold as before. These items include things like pasta, rice, muesli, cocoa, sugar, spices, oil, honey and jam. The key here is that these foods are cooking ingredients and cannot be classified as snack foods or beverages.

Option C

If your young co-operative stall sells food and drinks to staff or parents only (i.e. adults) you can carry on as before, selling any food or drink products.

Option D

If your young co-operative sells food and drinks at occasional events or outside of school, you can continue as before, selling any food or drink products. Food provision for special events, festivities, parents' evenings and functions are exempt from the regulations and occasional festive treats will not fall under the standards. The key here is 'occasional'; regular weekly events would have to comply with the nutrition standards.

The School Food Trust has explained that: "A weekly cake sale could be deemed to come under the heading of 'treats' and we are trying to get children away from the idea that less healthy options are treats. However, we are aware that such events do raise funds. Our advice has to be that you should avoid selling confectionery on school premises and try to find a healthier way of raising the funds you need."

Appendix 2: Young Co-operative Survey

School _____

Address _____

How often is your Young Co-operative shop open? (please circle)

0-1 times/week

1-2 times/week

2-3 times/week

3 or more times/week

Please complete the table below. Circle the fair-trade products you normally sell and fill in where they are purchased from and what price you sell them at. If you sell any additional items, there is space to record this later in the survey.

Product	Brought From	Price sold at
Example Product	Traidcraft Online Shop	£0.65 per bar
Divine Chocolate bars		
Dubble Chocolate bars		
Geobar Cereal bars		
Fruit Passion Juice		
Drinking Chocolate		
Coffee		
Tea		
Green Tea Varieties		
Bottled Water		
Chocolate Chip Cookies		
Brazil Nut Cookies		
Stem Ginger Cookies		
Traidcraft Fruit Snacks		
Spicy Plantain Chips		
Bombay Mix		
Nuts (salted)		
Nuts (unsalted)		
Dried Apricots		
Dried Pineapple		
Dried Mango		
Raisins or Sultanas		
Honey		

Do you sell any fresh fruit or vegetables? (please list types below)

Do you sell any other food or drink products not mentioned?
(please list by brand name and type of food/drink)

Has your young co-operative already made any changes towards healthier products?
(please describe the products and tell us if they are popular)

Do you feel you need any help with (please circle)

Nutrition information

Finding healthy Fair-trade products

Marketing

Please describe what help you need:

Thank you for filling out this questionnaire. Please return to Hannah Williams, Sustain, 94 White Lion St, London, N1 9PF. If you return it by Friday 8th Dec, you could win a Luxury Fairtrade Hamper for your school!



Market Research Task (for students to fill in)

Please circle the number that best reflects your preference for each of the following Fair Trade food and drink items. (1 = strongly dislike, 2 = don't like, 3 = don't mind, 4 = like, 5 = Like very much). If you have never tasted the item please circle N = never tried.

PRODUCT	Strongly Dislike				Like Very Much	Never Tried
Passion Fruit Juices	1	2	3	4	5	N
Coffee	1	2	3	4	5	N
Tea	1	2	3	4	5	N
Green Tea – Lemon	1	2	3	4	5	N
Green Tea – Peppermint	1	2	3	4	5	N
Hot Chocolate	1	2	3	4	5	N
Sultana Loaf	1	2	3	4	5	N
Fruit Cake	1	2	3	4	5	N
Yoghurt & Banana Fruit Smoothie	1	2	3	4	5	N
Dried Banana Chips	1	2	3	4	5	N
Bananas	1	2	3	4	5	N
Grapes	1	2	3	4	5	N
Fresh Pineapple Pieces	1	2	3	4	5	N
Raisins	1	2	3	4	5	N
Dried Apricots	1	2	3	4	5	N
Dried Mango	1	2	3	4	5	N
Dried Pineapple	1	2	3	4	5	N
Dried Papaya	1	2	3	4	5	N
Brazil Nuts	1	2	3	4	5	N
Peanuts	1	2	3	4	5	N
Cashew Nuts	1	2	3	4	5	N
Walnuts	1	2	3	4	5	N

Appendix 3: Traidcraft: What will pass the nutrition standards?

Item	Description	Pass Nutrition Standards?
Box of 100 Traidcraft Campaign Cookies	Biscuits & Cakes	N
Double ChocChip Fair Trade Cookies (12x200g)	Biscuits & Cakes	N
Double ChocChip Fair Trade Cookies CDU (24x44g)	Biscuits & Cakes	N
Organic Brazil Nut Fair Trade Cookies (12x150g)	Biscuits & Cakes	N
Organic Brazil Nut Fair Trade Cookies CDU (24x32g)	Biscuits & Cakes	N
Stem Ginger Fair Trade Cookies (12x200g)	Biscuits & Cakes	N
Stem Ginger Fair Trade Cookies CDU (24x44g)	Biscuits & Cakes	N
Cherry & Walnut Fair Trade Cake (6x375g)	Biscuits & Cakes	N
Dark Genoa Fair Trade Cake (6x375g)	Biscuits & Cakes	N
Fair Trade Fruit Cake Variety Pack (2x375g)	Biscuits & Cakes	N
SSL Cherry & Walnut Cake (6x375g)	Biscuits & Cakes	N
Almond White Chocolate (22x50g)	Chocolate	N
Chocolate Coffee Beans in Calico Bag	Chocolate	N
Divine Dark Chocolate with Mint Crisp (10x100g)	Chocolate	N
Divine Dark Fair Trade Chocolate CDU (30x45g)	Chocolate	N
Divine Gold Coins (100g)	Chocolate	N
Divine Milk Fair Trade Chocolate CDU (30x45g)	Chocolate	N
Divine Orange Fair Trade Chocolate CDU (30x45g)	Chocolate	N
Dubble CDU (36x40g)	Chocolate	N
Fair Trade Chocolate Ginger (6x100g)	Chocolate	N
Fair Trade Chocolate Honeycomb (6x100g)	Chocolate	N
FairBreak Wafer (24x10packs)	Chocolate	N
FairBreak Wafer CDU (36x22g)	Chocolate	N
Honey Milk Fair Trade Chocolate (22x50g)	Chocolate	N
Organic Fair Trade Plain Chocolate (10x100g)	Chocolate	N
Organic Fair Trade Praline Chocolate (7x100g)	Chocolate	N
SSL FairBreak Wafer CDU (36bars)	Chocolate	N
Organic Fair Trade Milk Chocolate (10x100g)	Chocolate	N
Belgian Praline Fair Trade Chocolates (175g)	Chocolate/Gift	Y
Divine Mint Thins (1x200g)	Chocolate/Gift	Y
Fair Trade After Dinner Mints (6x170g)	Chocolate/Gift	Y
Fair Trade Chocolate Lover's Set	Chocolate/Gift	Y
Fairtrade Belgian Finest Selection (230g)	Chocolate/Gift	Y
SSL Belgian Praline Chocolates (175g)	Chocolate/Gift	Y
Fair Trade Chocolate Brazil Nuts (6x80g)	Coated fruit/nuts	N
Fair Trade Chocolate Peanuts (6x100g)	Coated fruit/nuts	N
Fair Trade Chocolate Raisins (6x100g)	Coated fruit/nuts	N
Fairtrade Yoghurt Raisins (6x100g)	Coated fruit/nuts	N
Organic Fair Trade Cocoa (6x125g)	Cocoa	Y
Cafedirect 5065 (500g)	Coffee	Y
Cafedirect 5065 (6x100g)	Coffee	Y
Cafedirect Medium Roast Ground Coffee (6x227g)	Coffee	Y
Cafedirect Organic Decaff 5065 (6x100g)	Coffee	Y

Dark Roast Fair Trade Ground Coffee (6x227g)	Coffee	Y
Ground Fair Trade Coffee Variety Pack (6x227g)	Coffee	Y
Medium Roast Fair Trade Ground Coffee (6x227g)	Coffee	Y
Medium Roast Fair Trade Instant Coffee (500g)	Coffee	Y
Medium Roast Fair Trade Instant Coffee (6x100g)	Coffee	Y
Medium Roast Fairtrade Ground Coffee (6x1kg)	Coffee	Y
Organic Med Rst Decaff Fairtrade Ground Coffee (6x227g)	Coffee	Y
Dried Fair Trade Apricot (6x250g)	Dried Fruit	Y
Fair Trade Fruit Snacks (10x40g)	Dried Fruit	Y
Fairtrade Raisins (6x500g)	Dried Fruit	Y
Mixed Dried Fairtrade Fruit (6x500g)	Dried Fruit	Y
SSL Fruit Snacks (10x40g)	Dried Fruit	Y
Sundried Fair Trade Pineapple (6x100g)	Dried Fruit	Y
Sundried Fairtrade Mango (6x100g)	Dried Fruit	Y
Western Province Fair Trade Sultanas (6x500g)	Dried Fruit	Y
Apricot Geobar Case (12x6packs)	Geobar	N
Apricot Geobar CDU (24x35g)	Geobar	N
Chocolate Geobar Case (12x6packs)	Geobar	N
Chocolate Geobar CDU (24x35g)	Geobar	N
Cranberry Geobar Case (12x6packs)	Geobar	N
Cranberry Geobar CDU (24x35g)	Geobar	N
Fair Trade Drinking Chocolate (6x250g)	Hot chocolate	N
Fair Trade Instant Chocolate Sachets (20x22g)	Hot chocolate	N
Organic Fair Trade Cappuccino Chocolate (7x100g)	Hot chocolate	N
Fruit Passion Apple (30x200ml)	Juice	Y
Fruit Passion Orange (30x200ml)	Juice	Y
Fruit Passion Tropical (30x200ml)	Juice	Y
Apricot Fair Trade Muesli (6x500g)	Muesli	Y
Fair Trade Muesli Variety Pack (6x500g)	Muesli	Y
Fruit & Nut Fair Trade Muesli (6x500g)	Muesli	Y
Tropical Fair Trade Muesli (6x500g)	Muesli	Y
Vine Fruit Fair Trade Muesli (6x500g)	Muesli	Y
Fair Trade Brazil Nuts (6x150g)	Nuts	Y
Fair Trade Cashew Nuts (6x150g)	Nuts	Y
Fair Trade Salted Cashew Nuts (6x130g)	Nuts	N
Fair Trade Salted Peanuts (6x150g)	Nuts	N
Fair Trade Walnut Halves (6x125g)	Nuts	Y
Glass Oil & Vinegar Set	Oil/vinegar	Y
Organic Fair Trade Fusilli (6x500g)	Pasta	Y
Organic Fair Trade Penne (6x500g)	Pasta	Y
Organic Fair Trade Pasta Variety Pack (2x500g)	Pasta	Y
Brown Fair Trade Basmati Rice (6x1kg)	Rice	Y
Brown Fair Trade Basmati Rice Twin Pack (2x1kg)	Rice	Y
White Fair Trade Basmati Rice (6x1kg)	Rice	Y
White Fair Trade Basmati Rice Twin Pack (2x1kg)	Rice	Y
Fair Trade Bombay Mix (6x100g)	Savoury snacks	N
Fair Trade Plantain Chips (6x75g)	Savoury snacks	N
Fair Trade Savoury Snacks Variety Pack	Savoury snacks	N

Traditional Fairtrade Christmas Pudding (450g)	Seasonal	Y
Divine Advent Calendar 2006	Seasonal	Y
Divine Coins in Chest	Seasonal	Y
Fair Trade Chocolate Mini Eggs (6x100g)	Seasonal	Y
Half Coated Fairtrade Chocolate Christmas Trees (200g)	Seasonal	Y
Iced Christmas Fairtrade Cake (1050g)	Seasonal	Y
Mince Pies (10)	Seasonal	Y
Organic Fair Trade Orange Marmalade (6x340g)	Spreads	Y
African Forest Fair Trade Honey (6x340g)	Spreads	Y
Chocolate Hazelnut Fair Trade Spread (6x400g)	Spreads	Y
Organic Fair Trade Strawberry Jam (6x340g)	Spreads	Y
Sweet Justice Fair Trade Honey (6x340g)	Spreads	Y
Wild Blossom Fair Trade Honey (6x340g)	Spreads	Y
Brown Fairtrade Sugar Sticks (approx500x3g)	Sugar	Y
Demerara Fair Trade Sugar (10x500g)	Sugar	Y
Golden Caster Fair Trade Sugar (10x500g)	Sugar	Y
Organic Raw Cane Fairtrade Sugar (10x500g)	Sugar	Y
Raw Cane Fair Trade Sugar (10x500g)	Sugar	Y
White Fairtrade Sugar Sticks (approx500x3g)	Sugar	Y
Chocolate Peppermint Creams (6x170g)	Sweets	N
Fair Trade Assorted Toffees (6x200g)	Sweets	N
Fair Trade Blackcurrant & Liquorice (6x200g)	Sweets	N
Fair Trade Butter Mints (6x200g)	Sweets	N
Fair Trade Mixed Fruit Sweets (6x200g)	Sweets	N
Fair Trade Vanilla Fudge (6x200g)	Sweets	N
Decaff Fair Trade Teabags (6x50bags/125g)	Tea	Y
Earl Grey Fair Trade Teabags (6x50 bags/125g)	Tea	Y
East Africa Gold Fair Trade Teabags (6x80 bags/250g)	Tea	Y
English Breakfast Fair Trade Teabags (6x50 bags/125g)	Tea	Y
Equal Exchange Jasmine Green Teabags (3x25 bags)	Tea	Y
Equal Exchange Masala Chai Teabags (3x25bags)	Tea	Y
Equal Exchange Rooibos Teabags (3x40bags)	Tea	Y
Indian Ocean Fair Trade Teabags (6x80 bags/250g)	Tea	Y
One Cup Fair Trade Teabags (6x100 bags/250g)	Tea	Y
Teadirect (6x80bags/250g)	Tea	Y
Citrusdal CabSauvMerlot 75cl (SA)	Wine	Y
Citrusdal Chenin Blanc 75cl (SA)	Wine	Y
Citrusdal Pinotage 75cl (SA)	Wine	Y
La Rioja Shiraz 75cl (A)	Wine	Y
Los Robles CabMerlot 75cl (C)	Wine	Y
Wine Carton - Printed with Divs	Wine	Y

N – Items can be sold on special occasions

Appendix 4: Young Cooperatives and nutrition standards: Frequently Asked Questions (FAQs)

As of September 2007 all food and drinks sold in schools, for consumption by pupils, will have to meet a set of nutrition standards. The new standards have been developed to increase the intake of healthier foods and to restrict junk foods high in fat, sugar and salt. This means that tuck shops, after-school clubs, breakfast provision, vending machines, mid-morning break services and any other food and drink provision throughout the school day will have to comply. This document provides you with answers to common questions about the new nutrition standards.

Q: The new nutrition standards for food other than lunch states that no confectionary will be sold in schools. What does confectionary include?

A: The term 'confectionary' covers a wide range of products:

- Chocolate and chocolate products, for example: bars of milk, plain or white chocolate; chocolate flakes, buttons, or chocolate-filled eggs.
- Chocolate-coated bars and biscuits containing or coated in chocolate (including partly and fully-coated biscuits such as chocolate digestives, chocolate-covered caramel wafers, chocolate fingers, choc chip cookies).
- Sweets. For example: boiled, chewy, gum, liquorice, mint and other sweets, also sherbet, fudge, marshmallows, toffee, and chewing-gum; this includes sugar-free sweets and chewing-gum.
- Cereal chewy bars, cereal crunchy bars, processed fruit bars and sugared, dried and yoghurt or chocolate-coated fruit.
- Choc-ices and other chocolate-coated ice cream.

Q: Are processed fruit bars that are made up of purely dried fruit allowed?

A: Bars that are purely dried fruit in its original form (i.e. not processed and extruded into a 'bar' or 'leather') count as fruit and are therefore permitted under the standards.

Processed fruit bars have been excluded from food provision during the school day because the physical characteristics of processed fruit bars are changed during processing. The sugar has been released from the fruit cells, and the sticky texture of such products means that they are more likely to adhere to teeth, causing increased risk of tooth decay.

Be aware of the fact that fruit bars classed as one of the recommended '5 a day' portions only indicates how much fruit a bar contains, not the processes used during production or what the remaining non fruit proportion of a bar's ingredients are, which may be high in sugar, fat or salt.

Q: Our cereal bars are baked and made completely of natural ingredients, surely we are allowed to sell them?

A: Cereal bars have been excluded from food provision during the school day for the following reasons:

The Government's food-based standards have been guided by the School Meal Review Panel (SMRP) who recommended that the Department for Education and Skills (DfES) adopt the Eurocode definition of confectionary, which classes bars of this type as confectionary.

Cereal bars may not be as healthy as they may seem. In an investigation into 20 of the top-selling cereal bars in the UK, Which? (formerly the Consumers' Association) found all bars to be high in sugar and more than half were also high in saturated fat.

For details of this research visit: www.which.co.uk/reports_and_campaigns/food_and_drink/campaigns/nutrition/Cereals/Breakfast_cereals_560_53271.jsp

Q: Our school is running a health week. Where can I get some healthy eating promotional materials from, such as posters and leaflets?

A: The Grab 5! Action Pack lists organisations that provide food related curriculum materials and healthy eating posters, leaflets, stickers etc. See: <http://www.sustainweb.org/g5ap/mpub.php>

The government's Food Standards Agency website provides a wealth of information on healthy eating, hygiene, labelling and food research as well as providing free publications and links. Visit: www.food.gov.uk/multimedia/pdfs/bghbooklet.pdf for a Government approved guide to healthy eating. Why not make posters or leaflets of your own based on this information?

The ChewOnThis website from the Food Commission has lots of worksheets on healthy eating, which are free to download. See: www.chewonthis.org.uk

Q: How can we promote fresh fruit in our school?

A: There are many opportunities to promote and encourage the consumption of fresh foods throughout the school day and fair-trade provides a perfect opportunity for this. Check out updates on Healthy Products, Healthy Profits page on the Young Co-operatives website for ideas on how to sell fair-trade fruit on your young co-operative stall

Q: Dried fruit is sweet, why is this allowed and confectionary not?

A: Fruit is an excellent source of vitamins, minerals and dietary fibre. Results from the National Diet and Nutrition Survey showed that British children are eating less than half the recommended amount of fruit and vegetables each day. This puts them at risk of heart disease and some cancers in later life. The School Food Trust recommends that there should be a variety of fruit and vegetables available in all school food outlets to encourage children to meet their 5-a-day goal. This can include fresh, dried, frozen, canned or juiced varieties as they all retain their beneficial compounds. By removing confectionary from school outlets we ensure that sweets and crisps do not displace foods with greater nutritional value such as fruit.

Q: Where can I find information on how to set up a fair trade breakfast club?

A: Breakfast can be the most important meal of the day. But many children regularly miss breakfast or resort to snacking on crisps and chocolate on the way to school. Breakfast clubs can provide a combination of a healthy breakfast and an opportunity for educational and social activities, perfect for learning about fair trade. Check out updates on Healthy Products, Healthy Profits page on the Young Co-operatives website for details on how to set up a fair trade breakfast club.

Q: Can we sell fair trade cakes and biscuits?

A: Cakes and biscuits should not be available in schools except at lunchtime, and then only as part of the school lunch service. Young Co-operatives running a regular (weekly) stall will not be able to sell cakes and biscuits.

Young co-operatives can sell cakes and biscuits on an occasional basis (not weekly), for example at parents' evenings or special functions. Special events are exempt from the regulations. See the young co-operatives guide to how the regulations affect you in appendix 1.

Q: Can we continue to sell raw ingredients such as sugar, cocoa or pasta?

A: Items such as muesli, pasta, sugar and cocoa intended for pupils to take home rather than consume in school do not fall under the standards and can continue to be sold as before.

Appendix 5: The Co-op: What will pass the nutrition standards?

Co-op	Description	Pass the nutrition regulations?
Fairtrade Bananas	Fresh fruit	Y
Fairtrade Mangoes	Fresh fruit	Y
Fairtrade Pineapples	Fresh fruit	Y
Fresh Fairtrade Pineapple Chunks	Fresh fruit	Y
Fairtrade Oranges (1kg)	Fresh fruit	Y
Fairtrade Organic Oranges	Fresh fruit	Y
Fairtrade Apples	Fresh fruit	Y
Fairtrade Organic Grapes (500g)	Fresh fruit	Y
Fairtrade White Seedless Grapes (500g)	Fresh fruit	Y
Fairtrade Pears	Fresh fruit	Y
Fairtrade Plums	Fresh fruit	Y
Fairtrade Lemons	Fresh fruit	Y
Other Fairtrade Soft Citrus Fruit (1Kg bag of Mandarinas, Satsumas and Clementines)	Fresh fruit	Y
Fairtrade Avocados	Fresh fruit	Y
JP Juices Fairtrade Apple Juice	Fruit juice	Y
Pure Orange Juice (1Ltr)	Fruit juice	Y
Fruit Passion Apple Juice Drink (200ml)	Fruit juice	Y
Fruit Passion Orange Juice Drink (200ml)	Fruit juice	Y
Fairtrade Bramley Apple Sauce with Kentish Cider (200g) (20% Sugar)	Fruit sauce	Y
Fairtrade Cranberry Sauce with Port (200g) (35% Sugar)	Fruit sauce	Y
Fairtrade Museli	Cereal	Y
Fairtrade Mini Flapjack Bite*	Biscuits & Cakes	N
Fairtrade Sultana Loaf*	Biscuits & Cakes	N
Fairtrade Easter Chocolate Ring Cake*	Biscuits & Cakes	N
Fairtrade Chocolate Brownies*	Biscuits & Cakes	N
Fairtrade Chocolate Mini Roles*	Biscuits & Cakes	N
Fairtrade Chocolate Chip Shortbread*	Biscuits & Cakes	N
Fairtrade Jaffa Mini Rolls*	Biscuits & Cakes	N
Fairtrade Chocolate Cake*	Biscuits & Cakes	N
Fairtrade Mini Yule Logs/ Yule Logs (seasonal)*	Biscuits & Cakes	Y
Co-op Fairtrade Sultana Loaf*	Biscuits & Cakes	N
Co-op Fairtrade Mini Flap Jack Bites 150g*	Biscuits & Cakes	N
Co-op Fairtrade Chocolate Cake*	Biscuits & Cakes	N

Divine Chocolate*	Chocolate	N
Dubble Chocolate*	Chocolate	N
Green & Blacks Chocolate*	Chocolate	N
Co-op Fairtrade Chocolate*	Chocolate	N
Fairtrade Yoghurt & Honey	Dairy	Y
Co-op Fairtrade White Granulated Sugar 500g	Sugar	Y
Co-op Fairtrade Golden Granulated Sugar 500g	Sugar	Y
Fairtrade Wine	Wine	Y
Rowse Fairtrade Chilean Honey 400g	Honey	Y
Fairtrade Assorted Coffee	Coffee	Y
Fairtrade Assorted Tea	Tea	Y

*Only for sale on special occasions or to parents and teachers

check out www.co-opfairtrade.co.uk/ for more information

