THEY SAID IT COULDN’T BE DONE:
Launching a Healthy Vending Machine for Schools

Cathleen Toomey, Stonyfield Farm
• #1 Yogurt in Natural Foods Channel
• #3 Yogurt in Grocery Channel
• Double digit growth for past 6 years
• $650 Million in sales
• 23 year old company, based in NH
• Donates 10% profits to the planet
• Impassioned entrepreneur
Stonyfield Farm Innovations

- Largest organic yogurt company in the world
- First dairy to pay farmers additional $$ not to use rGBH
- First yogurt to use lids as mini-billboards to talk about the environment and other issues
- Leader in donating 10% of profits to the planet
- Leader in guerilla marketing
- Most live active cultures, longest shelf life
L. reuteri boosts the body's immune system.

Six live and active cultures:
- enhance digestion
- improve nutrient absorption
- boost the immune system
- inhibit the growth and activity of disease-producing organisms

First dairy processor in the nation to pay farmers a premium not to use this growth hormone on their cows.

The first U.S. manufacturer to offset 100% of the CO2 emissions from its facility energy use.

Lighter weight cups prevent tons of materials used.

10% of our profits for the planet

Inulin also helps boost calcium absorption.

Organic products made without the use of antibiotics, synthetic growth hormones and toxic pesticides or fertilizers.
Obesity Trends* Among U.S. Adults
(*BMI ≥30, or about 30 lbs overweight for 5’4” person)

1991

1996

2003

Source: Behavioral Risk Factor Surveillance System, Center for Disease Control
• U.S. 3 to 6-year-olds on conventional diets had mean pesticide concentrations in urine 6X higher than children on organic diets, exceeding EPA safe exposure levels (6/03). University of Washington.

Menu for Change
Healthy Vending Machine

• Pizza and Skittles
• Proving adults can be wrong – if it tastes good, kids will eat it
• Partnering with schools, students, vendors – machine is free
• 2 Tests and marketing program
Healthy Vending Machine
Key Elements for Schools

• Meet nutritional requirements
• Wide array of product type
• All organic and natural
• School taste test, sampling, marketing
• Discount for schools
What’s in the machine?
• Key elements: students and schools, affordability and flexibility, press
• NBC-TV, Associated Press, Wall Street Journal
• 32 Machines in seven states – MA, CT, CA, WA, IL, RI, PA
• Over 910 schools nationwide on waiting list
• Over 800 requests for brochures
Menu for Change
There’s More....

- Stonyfield.com/menuforchange
- Parent Action Kit
- Superintendent’s Challenge: CA and WA
- Success stories
- Good2Go – new!

Breakfast and exercise
Gary Hirshberg has devoted his life and career to organic food as CEO of Stonyfield Farms, the country's largest organic food company. And he assumed his work was influencing his most important customers, his kids. For most of us, as parents, the truth is we have a blind spot, and it is that six-hour blind spot every day. We send our kids off. We hope for the best, but frankly, we can't control it. So Hirshberg tried to do something about what he could control. Working with schools to install vending machines that offered students healthier choices, like soy milk, yogurt, and baked chips. Today, about 15 percent of kids between six and 19 are overweight, affecting their concentration and energy levels, but also putting them at risk for serious health problems further down the road.
Products with less salt, calories find niches in vending machines

WASHINGTON - The typical vending machine fare consists of chocolate bars and potato chips, leaving less-sophisticated people seeking healthier or low-salt snacks. That is changing, as companies develop markets for products they expect to satisfy both health-conscious and convenience-minded consumers. Innovative products include carrots instead of candy, or crispy baked fish in place of potato chips.

Healthy products, whipped to appeal to those who might not eat them if they were sold at all, are starting to take over entire machines. vending machines are a good protein source for a small but growing share of the U.S. population.

Companies hope to attract adults who have avoided vending machines because of the unhealthy, high-calorie option. The vending industry has found a way to appeal to those who want a healthier snack.

One option is vending machines with a selection of healthy snacks that are low in calories and fat. These machines offer a good protein source for a small but growing share of the U.S. population.

Vending machines get healthy (at least for kids)

All we can say is, when can we get one? We're talking about the revamped vending machines making their way onto school campuses across the U.S. More than 15 schools are getting free refrigerated machines stocked with natural and organic snacks, courtesy of organic-yogurt maker Stonyfield Farm. More are on the way, but demand is so high that more than 500 schools are on the waiting list. Canteen Vending is also marketing machines that dispense such nutritious fare as fresh fruit and veggie burgers. To help bring healthier choices to your child's school, check out Stonyfield Farm's Parent Action Kit at www.stonyfieldfarm.com/MenuForChange/ParentActionKit/index.cfm.