

## **Guiding Principles for Recreation Food and Beverage Service**

The Recreation Food and Beverage Action Plan will describe a 3 year phased-in approach with indicators of milestone achievement and continuous review of project targets. The following guiding principles and assumptions will shape the development of this Plan and will continue to guide the work as it moves forward:

### **Access to Healthy Food and Beverages**

Recreation environments have an important role in supporting healthy eating within our community. Visitors to City of Hamilton Recreation Facilities will have convenient access to a variety of nutritious foods and beverages that support health and athletic performance. Processed or prepared foods and beverages high in sodium, sugars, or saturated fat will be progressively less available, as these foods and beverages undermine healthy eating.

### **Free and Convenient Access to Tap Water**

Municipal tap water will be conveniently available in Recreation facilities and promoted as the preferred source of hydration for health.

### **Environmentally-Sustainable Drinking Water**

The City of Hamilton's drinking water consistently meets all Ontario Drinking Water Standards. Encouraging the use of municipal drinking water will have environmental benefits for our community.

### **Financially-Sustainable Food Services**

Recreation food services must maintain a financially-sustainable business supporting healthy eating. This requires innovation, evaluation, and responsiveness to market changes. Providing nutritious foods and beverages that are priced-competitively against less nutritious alternatives will facilitate economic access to nutritious options. It will also increase revenue and broaden customer base.

### **Availability of Nutrition Information for Customers**

With the support of Public Health, Recreation food services will provide credible nutrition information and education to help patrons navigate the complex food environment and encourage healthy eating.

### **Socially-Responsible Marketing**

Strategic marketing will help to raise awareness and generate demand for nutritious food and beverages. Marketing of processed or prepared foods and beverages high in sodium, sugars, or saturated fat will be reduced, recognizing the influence of food and beverage marketing on children's eating preferences and practices.