Your guide to getting started with delicious and nutritious choices in state and local parks.

EAT SMART IN PARKS TOOLKIT
University of Missouri Extension
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Healthy communities start in our parks and neighborhoods.

Missouri is blessed with one of the best state park systems in the country, as well as a wealth of municipal parks.

Thousands of visitors come to the parks each year to enjoy a wide range of recreational activities. Though the Show-Me State is known for its parks and natural resources, Missouri also has the unfortunate distinction of being named the 20th most obese states in the country [1]. And while our parks are a valuable resource for children and adults to maintain and improve their health through exercise and recreation, the high-calorie, salty foods served at some parks can quickly negate the benefits of being outside and moving more.

Missouri park visitors have an appetite for healthier food. In interviews at state and municipal parks, about one-third of visitors said they brought food from outside the park because they wanted to eat healthier food that wasn’t, or didn’t appear to be, available in the parks. Because of the vast number of visitors to Missouri parks every year, simply having healthier food choices available in the parks can go a long way in improving health in Missouri. For this reason, the Department of Natural Resources, the Missouri Council for Activity and Nutrition, the Missouri Department of Health and Senior Services, and the Missouri Parks and Recreation Association collaborated to develop and refine this Eat Smart in Parks guide. This guide is one part of a project that encourages choice as a way to incorporate healthy foods. Included in this guide are model nutrition guidelines that reflect some of the best information from leading health organizations, including the Institute for Medicine and the Alliance for a Healthier Generation. See page 6 for a complete description of these guidelines.

Working with many of you over the years, we know that maximizing profit while controlling costs is a crucial part of the equation. Strategies for keeping costs low, profit margins high and increasing the popularity of healthy food are offered in this guide.

We hope you use some of the strategies in this guide to expand the food choices in your parks and we welcome any comments or questions on how to make it happen. You may contact us or learn more about the project at http://www.mocan.org.

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What is Eat Smart in Parks?

Eat Smart in Parks (ESIP) is a statewide effort aimed at promoting healthier eating options in Missouri’s state and local parks. This effort includes the development of model Eat Smart in Parks nutrition standards that guide parks in serving healthier options, training for state and local parks to assist them with using the guidelines, and materials to promote healthier items. Since Eat Smart in Parks began in 2011, there is growing interest in ways parks and other places of recreation can offer fresh, flavorful foods to visitors that are good for them, too. Led by individuals from University of Missouri Extension, Missouri Department of Health & Senior Services (DHSS), Missouri State Parks, Missouri Parks and Recreation Association (MPRA), the Missouri Council for Activity and Nutrition (MOCAN) and the Health Communication Research Center at the Missouri School of Journalism, the Eat Smart in Parks team has worked across the state. To date, parks in Eldon, Independence, Jefferson City, Kansas City, Liberty, Moberly, Odessa, O’Fallon, Sedalia, and West Plains have actively participated in the ESIP program, while other parks have taken elements of Eat Smart in Parks to apply on their own. In each case, parks are given the tools and resources they need to succeed, and there are no mandates or costs to participate in the program.

ESIP participants can receive free assistance with a variety of activities including:

- Customer research and tailored reports
- Menu analysis
- Taste tests
- Healthy product identification and sourcing
- Contract assistance
- Marketing materials
- Healthy food incentive ideas
to name but a few.

If you are interested in joining ESIP, please contact Cindy DeBlauw at deblauwc@missouri.edu today!

**MANY MISSOURI PARKS ARE ALREADY EATING SMART**

Fact: **12** parks have participated in the Eat Smart in Parks program since 2011.

Fact: **Over 1,200** customers have been surveyed to gauge interest in healthy foods.
MISSOURI’S MODEL
for Eating Smart in Parks

Parks are often the first places where children and youth learn to play a sport, ride a bike or cast a line. Parks are also places where children and youth can learn to start making healthy choices when choosing a snack, drink or meal. But parks must offer these items in their food service operations first. To help parks begin to identify healthy menu choices, partners from across the state, including Missouri State Parks, DHSS, MOCAN and MPRA, along with representatives from state and local parks, concessionaires and health advocates, developed healthy model guidelines for concessions in Missouri parks. Found on page 6, these nutrition guidelines help you set a standard for the foods and drinks offered in your parks. The guidelines contain measures that can help boost the availability of healthy choices at parks. By adopting these nutritional and marketing standards, Missouri can become a frontrunner in championing great parks, great food and great park experiences.

Written in plain language, these nutritional guidelines are designed for park staff and others who are interested in offering tastier, healthy foods. Food groups are broken into categories: Fruits, Vegetables, Grains, Dairy and Proteins as well as Beverages. Recommendations are made for serving sizes, as well as the highest thresholds for fat, sugar and sodium. Moreover, the policy guidelines consider revenues by offering recommendations for signage, display and pricing of items.

While the model guidelines are intended for any park in Missouri, we know that each park is unique. Your park may be able to initially offer a few healthy items, or it may be possible to fully implement the model guidelines.

For example, your park might decide to begin by:

- Placing at least one healthy item or meal on the children’s menu;
- Adding a new healthy item to the menu each season;
- Or, posting the calorie content of each menu item.

Educating or training staff on the food service changes is a great first step. Making the overall objective of the food service changes clear and visible by posting it in kitchens or concession stands will help staff stay on the same page, especially in high turnover locations.

You may also want to include the staff in the planning healthy menu changes to let them know that their ideas are valuable and to increase cooperation.

We know that for many parks, this is a brand new undertaking, but you are not alone. We are available to provide support and guidance for park concessionaires who embark on this journey toward better health. We are here to help and connect you with other people or resources as you get started.
A. MODEL GUIDE
The 2010 Dietary Guidelines for Americans are recommendations for consumers to help them select a healthy diet. The following recommendations are based on these guidelines. In general, park food service operations should strive to comply with the food group and preparation suggestions below. The chart beneath these suggestions provides specific nutrient standards for individual food and beverage items.

FRUITS:
• Offer at least one fresh, canned, dried or frozen fruit daily.
• All canned or frozen fruit should be packaged in 100% water or unsweetened juice, with no added sweeteners.

VEGETABLES:
• Offer at least one fresh, canned or frozen vegetable daily.
• Vegetables should be served raw, steamed, baked or grilled seasoned without added fat or oil.

GRAINS:
• Offer 100% whole grain products such as cereal, bread, rice and pasta.

DAIRY:
• Offer low and nonfat milk and dairy products such as yogurt, cheese and pudding.

PROTEINS:
• Offer low fat and unprocessed options such as lean meats, poultry, fish or vegetarian options.
• Protein options should be baked, broiled, grilled or boiled without added fat or oil.

B. MISSOURI’S MODEL POLICY
At least 50% of the FOODS offered meet all of the following nutrition standards:

CALORIES:
Snacks/side items
• No more than 250 calories per item

Entrees
No more than 500 calories per item

Allowed nut, nut or seed butter and seeds without added fat or sweeteners.

FAT:
• No more than 35% of calories from total fat
  • No more than 10% calories from saturated fat.
  • 0 gm trans fat (< .5/serving).
Allowed nuts, seeds, nut butters and low fat cheese without added fat or caloric sweeteners) per serving.
Snack mixes with nuts and other foods aren’t exempt from the 35% fat limit.

SUGAR:
• No more than 35% of calories from sugar per serving, allowed; fruits or vegetables without added sugar or caloric sweeteners.
• No more than 3.75 grams sugar per ounce (30 grams sugar per 8 oz) of yogurt, pudding, frozen yogurt or milk desserts.

SODIUM:
Snacks/side items
• 270 mg or less per serving.

Entrees
• 800 mg or less per serving.
BEVERAGES
At least 50% of the BEVERAGES offered meet the following nutrition standards:

Water
• Unflavored, non-carbonated and no additives are available in all food service venues.

Milk
• Nonfat and/or low-fat (1% or ½%) flavored, unflavored. Milk contains no more than 200 calories per container.

Fruit Juice
• 100% (liquid or frozen) juice with no added sweeteners in containers of 8 ounces or less.

Vegetable Juice
• 100% vegetable juice with no added sweeteners
• 230 mg or less of sodium per container.

Calories/Portion size
• Low calorie beverages contain less than 40 calories per container.

Other
• Energy drinks are not sold

FOODS AND BEVERAGES
For all FOODS and BEVERAGES
• Items that meet the standards will be as visible or more visible to customers as items that do not meet the standards.
• Items that meet the standards must be sold at a price equivalent to or lower than similar items that do not meet the standards.

Labeling
When possible display nutrition information for each product, especially calories, fat, saturated fat and sodium. When possible display the MyPlate logo to remind customers about eating a healthy meal.

Placement
Consider placing items that meet the nutrition guidelines within the top third of the vending machine so they are more visible.
From the Missouri parks that have already begun to offer healthy food choices, we have collected a few popular ideas that you might want to try:

- 100% frozen fruit juice
- Air popped or low-fat popcorn
- Apples, oranges, bananas
- Baked potatoes with salsa
- Broccoli and low fat ranch dressing dip
- Carrot chips
- Corn on the cob
- Dry roasted nuts
- Frozen grapes and bananas
- Grilled chicken or fish
- Hummus and pretzels
- Low-fat yogurt
- Salsa
- Sliced apples with peanut butter and low-fat caramel
- Smoothies made with low-fat yogurt and 100% fruit juice
- Steamed or grilled vegetables
- Watermelon

For education and outreach to park visitors, you can try a number of low-cost marketing strategies including placing information about healthy choices under the glass tops of tables or along counter tops.

Some parks have also tied sustainable food education to waste management education, discussing improvements the park has made in going “greener” and asking visitors to be good environmental stewards, too. No matter which tip or idea you try, the key to remember is that a small step toward healthy options is most important. The key is to start small and see what fits best for your park.
Planning your success

Before you implement any guideline, there are some steps that you need to consider.

**Step 1: Get approval**
You may need permission or approval from a supervisor, a city council or another decision maker before you implement any changes. Having the conversation early will help with your planning process. You may also want to create support for your program by involving others who are interested in providing healthy food choices, such as a representative from your local health department.

**Step 2: Assess your current menu**
Take a look at what you currently offer on your menus and in your vending machines. Using the model nutrition guidelines you can determine how your current food and beverage choices stack up against the nutrition recommendations. Need help in determining if an item meets the guidelines? Check out our Missouri Label Checker and menu assessment tool, both available online at http://www.mocan.org. Your local University of Missouri Health and Nutrition Specialist may also help with this step, too. To find your local Extension Specialist go to http://www.extension.missouri.edu and search the menu under “MU Extension near you.”

**Step 3: Assess past and current sales**
Whether you track sales with a cash box, inventory or point-of-sale system, it is important to know how much revenue your concession stand generates and how that money is used. If the concession revenues support core park functions, such as salaries for multiple personnel, making slow gradual changes may be more advisable than completing an entire concession operation makeover. Similarly, knowing which concession items are most popular can help guide you in decisions about which menu items to alter or eliminate.

Common questions to consider when assessing your operations include:
- Who visits your park and food service operation?
- What seasonal activities happen in your park?
- What skills do your staff have?
- What does your concessions area look like?
- Do you have the space and equipment needed to store and prepare different foods?

**Step 4: Assess your customers**
Ask your customers their opinions about potential concession stand changes. Collecting this information can be done in a variety of ways, from simply posting a poster board in the park and asking patrons to share their thoughts to conducting a survey online or in person. See the appendix for a sample survey. Along with asking questions, observe what they may bring into the park themselves. Some parks prohibit outside food and drinks, but others do not or are liberal in enforcing these rules. By observing the snacks and drinks your customers bring to the park, you can gauge potential interest in the types of items they prefer, too. The MOCAN website has an observation sheet that you can use to record your findings.
A Special Word About Fresh Items
Perishable items can be used in park concessions with a little planning and training.

- Select fruit that can be repurposed. If grapes/bananas don’t sell fresh try them frozen or in a smoothie.
- Try serving fresh fruit and veggies with dips or sauces such as peanut butter or low fat ranch dip.
- If space is limited, see if a local market or grocery can supply small quantities of fresh items to sell. (See the Success Story from Liberty, Mo., on page 20 for more information.)

○ Step 5: Identify your definition of success
Having a big picture and a specific goal in mind can help you stay focused when it seems like there is too much to try or change. Find ways your park can meet that goal and break them down into smaller activities to keep motivation up.

For instance, one Missouri park wanted to offer at least one healthy item from each menu category (a drink, a snack and a meal). Another park wanted to be able to offer a healthy grilled chicken sandwich but wasn’t sure it would sell well. Through taste tests and sales data, the park now is able to offer the sandwich during adult league games when the product moves well and generates profit.

By naming your definition of success and determining how you will assess it, you can begin to develop a strategy that can meet park operations needs and customers’ desires for healthy, tasty products.

○ Step 6: Select healthy items
You can make changes in a variety of ways including:
• Substituting products that meet the guidelines for popular menu items, such as low-fat nacho cheese sauce in place of regular sauce.
• Adding healthier items to the menu. Fresh fruits and vegetables are a safe bet.
• Replace unhealthy items with a healthy choice, such as replacing French fries with apple slices and dip.
• Featuring a healthy option for a short time to determine if it will sell.
• Bundle healthy items with other products to create a healthier combo meal.

For example, replace chips or fries on your Kids Meal with veggies sticks or apple slices and offer water or juice instead of soda.

Many park staff in Missouri have reported success when starting with small changes. Small decisions and changes can ease your operation into healthier menu items.

○ Step 7: Pilot test items with consumers
Everyone likes to try it out before they buy. Do the same with new menu items or modifications of existing products with your visitors. Some vendors offer taste tests during high-traffic events, such as tournaments. Others offer a free sample on a specific day of the week, such as “Taste it Tuesdays!” The key is to determine what your visitors seem to like and what they are willing to buy. Use the results of the customer surveys from Step 4 to select items to taste test. Ask your staff members to record what people say or what they enjoy the most. Having that information will let you to make the best decisions for your operation. A survey to capture customers’ opinions about the new items can by found in the Appendix.
One word of caution: After a successful taste test for a new item the work is not done. Parks still need to promote the new item once it is listed on the menu. Several parks have reported adding a new healthy item but sales fell flat. In each of those cases, park patrons reported not knowing that something new was available, even when the item was clearly pointed out to them on the menu. Putting up new signs or banners in and around the park, new menus or using a small sign attached to a shelf (“shelf talkers”), can help educate customers who may not ‘see’ the new item(s) listed.

Step 8: Educate staff and foster staff buy-in
Staff matter and employee buy-in is an important and sometimes overlooked step in the implementation of any program [3]. Staff that do not feel committed to the program may, for example, over-serve portions of less healthy food or discourage healthy selections. If staff don't see the importance of healthier food, they may be less likely to comply with recommending the fresh fruit or baked chicken over the French fries or candy bar. This is one reason why it is important to include staff in the planning phase. Staff need to know that their opinions and insight are valuable. To increase employee buy-in for wellness programs, some companies have found it useful to sponsor activities or contests to encourage commitment to better health. Some food service operations offer contests, where a server who sells the most of a particular healthy food item receives a prize at the end of the week.

In addition to enthusiasm-raising activities, the nutritional policies and logic behind them should be part of the standard training for staff. Staff training is important so your employees have the knowledge, skills and tools to prepare and serve food choices that are nutritious and delicious. The training can also cover ways that staff can help visitors select these healthy products. If you do not currently offer training, you can contact your local Extension Nutrition Specialist to help you get started.

Step 9: Market healthy options
Offering healthier menu items is only one step in the process of improving the health of park patrons. Let customers know that you have added new healthy products. This might mean doing more than simply adding the new item to the menu. Frequently, park customers are in a hurry and may not fully read a list of items. To catch their attention, parks have tried a variety of fun and novel ways to get them to take notice. From low-cost yard signs, to large-scale kickoff events, parks have been working to let customers know that something different is happening at the concession stand. The key to remember is that changing the culture of the parks and the mindsets of visitors requires the use of multiple strategies.

Different tastes but similar needs
Since Eat Smart in Parks began, we have collected over 1,200 surveys from park customers from across the state. In that time, we have learned that most customers prefer:

- Fresh cut fruit
- Quick and easy snacks
- Frozen grapes
- Trail mix or granola bars
- Sliced apples with caramel.
Finding healthy products
Many partners can help if they know what you need.

- A food service distributor can help you identify the products they carry that will meet the guidelines. Ask for products that meet the USDA Smart Snacks requirements as distributors are typically very familiar with these guidelines. However, be sure to check the sugar in the distributor’s products, as the USDA and Eat Smart in Parks guidelines are different for this nutrient. For perishable products such as fresh fruits and vegetables, consider splitting cases between parks to move the products more quickly and reduce the risk of product spoilage.

- Try looking for products at buying clubs. Increasingly these businesses carry healthier items that can be purchased in smaller quantities than are often available from food service distributors.

- Consider convenience store distributors. Many convenience stores now offer healthier options including fresh fruit and vegetables. Distributors that serve these stores may also be willing to provide you perishable product in smaller quantities that can be sold before they spoil.

- Ask your local grocery store about packaging fresh products that meet your needs. After hearing customers ask for fresh fruit and vegetables, Liberty Parks and Recreation developed a partnership with their local Hy-Vee grocery store. Hy-Vee now packages smaller, individual servings of fresh fruit, yogurt and cheese/veggie/fruit packs for sale in at Fountain Bluff Sports Park (see page 18).

- You don’t have to be a nutritionist or dietitian. Try contacting your local Extension Nutrition Specialist for assistance in analyzing products.

How do you determine if an item meets the guidelines?
The guidelines are listed on page 6. Eat Smart in Parks developed a Missouri Label Checker that is a tool you can use to determine if an item meets the guidelines. The tool is available in the appendix and at www.mocan.org.
In 2013, the food and beverage industry spent over $135 million in the United States on marketing [Statista, 2015]. While most parks don’t have marketing budgets at all, it doesn’t mean that marketing isn’t important. From our work and feedback from parks around the state, we have identified some proven ideas for creating a market for healthy options in your park that don’t have to break the bank.
Menu signs

From high-end menu signs to paper-based print outs, menu signs are the main way customers learn what’s available and what they should order. Take advantage of the space and consider how your menu looks and where items are placed. Retailers often put popular or high-priced items at eye-level or in other easy to see places. There are many ways to use this concept to promote sales of healthy food and/or make unhealthy food less attractive.

- Place a menu sign for healthy food items at eye level. Do the opposite for menus with less healthy food; place it above eye level, especially children’s eye-level.

- Use large brightly colored signs for healthy food. Highlight healthier items on menus with decals, larger font sizes, different colors, drawing a box around a healthy item, or placing them on the right-hand side of the menu. Our eyes are attracted to large type, bright colors and often the right-side of a book or magazine.

- Pictures will help sell product. There are many free pictures that can be found using Creative Commons or you can take the photos yourself. The main goal is to make your menu items look as good as they taste.

- Use the Eat Smart in Parks logo on menus, as well as your signs, flyers, banners, posters. This logo lets customers easily see the healthy eating choices available in your park. For customers who are familiar with ESIP, it will readily tell them that your park has healthy, tasty items worth trying.

- Group menu items as a meal. Jefferson City Parks will frequently group healthy menu items with a water, making a fast ‘meal deal’ that customers can quickly name and purchase at the counter. These menu groups can be done using the ESIP pocket sign or another menu of your choosing. *(Find ESIP’s pocket sign at MOCAN.org).*

- Place healthier items near the top of the menu. Items in the middle can often be buried or hard to see. Or consider creating two separate menus, one with healthy options and the other with less healthy options. Post the healthy menu in a more prominent location. Lexington Parks and Recreation (Kentucky) was very successful in their use of this strategy and is often used by parks in Liberty, Mo.

- Eliminate the promotion of less healthy items such as sugar-sweetened beverages. These promotions can take many forms in including menu signs and banners that are often provided to the park for free.

- Place menu reminders, such as posters, banners and flyers around the park where patrons typically find park information such as on bulletin boards and the back of bathroom door stalls.

- Spice up or regionalize the name of healthy menu items. As proven effective in Missouri schools, changing the menu name from ‘frozen grapes’ to ‘Fabulous Frozen Grapes,’ can go a long way in attracting interest and sales to your healthy choice. Instead of a “Veggie Plate” that features local carrots, cucumbers and peppers with a hummus or healthy dip, try a catchier name like, “Ozark Sampler.” Or pick up the theme of a national observance or sports event, “Grand Slam Sammie” (a healthier turkey version of the Sloppy Joe), or get creative and ask customers to name a new item.
Promote healthy items at the point-of-sale.

There's a reason why checkout lines from groceries to office supply stores have candy, gum and other items at the cashier lane—because it sells those products. Put less healthy items, such as candy behind the counter, out of the customers' sight. Conversely, put healthy items and their photos in prominent locations where they will be seen first.

- Train staff to call attention to new products or point-of-sale or have them wear a button or hat that calls attention to Eat Smart in Parks or your healthy new menu items.

- Try a mobile cart or concession stand that can move between park ball fields. Sometimes customers may be watching or participating in a game that is far from the concession stand. A mobile cart, concession stand or even a roving park staffer can help drive sales and let your customers know what’s on the menu.

Web and social media send clear messages.

The number of people using smart phones to search for information grows each year. Using your website and other social media channels can help drive awareness among various groups, from parents and coaches to teens and grandparents.

- Promote your healthy items on social media outlets such as Facebook, Twitter and Instagram.

- Post your concession menu on your park’s website.

- Email your new concession menu to patrons who have signed up for programs or leagues that will use the facility where the new menu is offered.

- Be sure to inform your community partners and stakeholders such as parents, coaches, schools, city administrators and the health department so that they can support your efforts, too.

*Need a poster, flyer or other ESIP marketing item? You can download posters, letters to coaches and parents, stickers and more from the Eat Smart in Parks campaign at http://www.mocan.org.*
Social media is great, but there are other tried and true tactics, too. Some Missouri parks have had great success with the following tips.

- **Kick-off events.** A grand opening or launch event is a great way to highlight a new healthy food policy; however, it’s best to have piloted new products prior to the kick-off event. Be sure to notify your local media.

- **Keep it fresh by introducing new items.** Just like fashion, popular foods go through trends. When the novelty begins to wear off, adding new items can revitalize the healthy effort. For this reason, Xanterra food service, serving Mount Rushmore National Park, aims to introduce three new healthy menu items to each location annually [4].

- **Cooking or gardening demonstrations are valuable tools for selling the public and staff on healthier food.** Check with your local health department for advice on setting up food demos.

- **Weekly specials or incentives on concession stand items can help promote new items.** Some parks have reduced prices on a healthy snack to encourage trying it out and drive sales.

- **Offer prize drawings.** For example, every time someone orders a healthy item from the menu, his or her name could be entered in a drawing at end of week. Prizes could be pool passes or coupons for another healthy item.

- **Encourage good behavior.** Some parks have used a loyal customer or repeat buyer punch-card system for their healthy items. Parks can foster repeat buyers by implementing a “buy 10 healthy items and get the 11th free” incentive.

- **Fliers and banners can be posted or distributed in the park and the community.** Check with your local civic partners for additional marketing opportunities to display these banners and distribute flyers as well. Parks in the Kansas City metro area sometimes display their Eat Smart banners during park movie nights. While not directly related, this event and others like them, represent times when potential park patrons can learn about new menu options.

- **Organize a meal at the park where local farmers and chefs prepare healthy, affordable meals to highlight new ways to prepare fruits and vegetables.** Lexington, Kentucky parks hosted a very successful event, charging $10 for adults and $5 for children. A University of Missouri Extension Nutrition Specialist may be able put you in touch with chefs or other Nutrition Specialists to get these started.

- **If you buy local food, let the visitors know that they’re supporting local family farms with their purchase.** Even better, put a picture of the farmer on your menu or place it visibly around your concession area.
Cost measures to consider

Understandably, many parks are concerned with how menu changes might impact operations. Cost control and maintaining profit margin are important concerns when changing a menu, but it's an achievable goal. In National Parks Service case studies, most restaurants and concessioners found that profits stayed the same or improved when the menu changed to include healthy food [4]. Likewise, parks in Liberty and Independence have found ways to provide healthy items without going into the red (see pages 20 and 22 for more). These successes were made possible with a variety of cost saving measures.

Tip #1 Reduce the cost of healthy
Let's face it, a dollar only goes so far. And whether park visitors bring their food or buy it, the price has to be right. When healthy food is sold at higher prices, this creates a disincentive, and visitors may resort to buying unhealthy food. Price adjustments can be made to make cost work in your favor. This may mean raising the price of unhealthy food. For example, raising the price of a soda to $1.50, while charging a $1.00 for bottled water is a proven strategy for increasing water sales [5].

Raising the prices on some food items is a useful strategy to offset the sometimes lower profit margin of healthier food. Contracts with soft drink companies can be a barrier to adjusting prices. Some state park systems have found it useful to include the companies as part of the conversation about improving the health of park visitors [6]. They may have healthier items to offer, or can work with you under a new park policy.

Tip #2 Portion control
Reducing the portion size of unhealthy food can accomplish two goals: reducing the amount of calories eaten and increasing the profit margin. For these reasons, it is a great strategy for Missouri parks. Smaller cups and plates can reduce portion size, saving calories and money while reducing waste. Smaller cups and plates make portions appear generous. Likewise, concessionaires can make portions consistent to control costs and keep customers happy. It is
Important to designate the appropriate portion size and provide staff the equipment and training needed to serve the same size portion every time. Serving portions larger than the designated size uses product more quickly which reduces profit margin. Inconsistent portions can also lead to dissatisfied customers if they notice they are served smaller portions than others. Specifying portion sizes, then posting the visual for staff, can help keep portion sizes consistent [7]. Using calibrated serving utensils such as spoodles and portion control cups make serving consistent portion sizes easy. Serving pre-portioned or individual serving size items can save time but it is very important to read the nutrition label to verify that the item contains only one serving and that it meets the guidelines. Potato chips for example are often sold in a variety of “individual” sizes but the larger packages typically have more than one serving.

Tip #3 Seasonal produce can mean savings
The cost of local, fresh food is the lowest when it is abundant and in-season. It is also typically a time when parks are the busiest. Using a seasonal menu to offer these fresh items is a great way to take advantage of increased visitor traffic and ensure good prices. While prices can be low in groceries and buying clubs during these months, but don’t forget local farmers either. Apples and watermelon are some foods commonly sourced from local growers. Buying from local farmers can reduce shipment time, ensure fresh product, and keep more dollars local in your community. Find out more about local options through the Missouri Farm to Institution project (see http://mofarmtoinstitution.missouri.edu), the Missouri Department of Agriculture (http://mda.mo.gov), or the AgEbb fruit and veggie grower listing (http://agebb.missouri.edu/). Check with your local public health agency (LPHA) to understand regulations before adding farm produce to your menu.

Tip #4 Planting health
Not all parks need to look outside their land for fresh, local produce. Planting gardens for produce in the park can be a cost-efficient solution and draw attention to the park’s commitment to good health. On-site gardens could be particularly helpful in rural areas where finding local food sources can be a challenge.

Tip #5 Hidden healthy
Some parks have found that when they have introduced healthier food items, the least healthy items continue to be top sellers. While strategies for promoting healthy items play a vital role, making changes to the least healthy items can be beneficial. For example, switching oils, using less oil, baking instead of frying or switching to lower fat/lower sugar salad dressings can all help [8].

Scott A. Davis, CPRP, former Richmond Heights Deputy Director of Parks and Recreation said, “We completely eliminated two fryers that we had been using for the last 7-10 years. We saw more sales of better food, faster
Tip #6 Make healthy the only choice
A group of parks and recreation employees in Kentucky found that when they replaced all of the least healthy menu items with healthier items, they were still able to turn a sizable profit. Because the concession stand was located in an area where there were few nearby food options, they found that people purchased what was available. People would come for chocolate or soda and buy granola bars and water instead [9]. This strategy may be most effective when used with a “captive crowd,” for example, swimming pool concession stands where outside food and drinks are prohibited or for young children. Often in the summer, parks give parents a safe place to send young children who need to cool off and be active. Many of the children are permitted entry to the pools alone or are supervised by older siblings who can’t drive yet. These youth are likely going to stay put for several hours and will need to buy what’s at the concession stand. Making healthy items the easy and only choice for these youth can be a win-win for parks and parents.

Tip #7 Renegotiate contracts
A window of opportunity may be created when concession or vending contacts are up for negotiation. The parks department will have an opportunity to create a new prospectus giving preference to concessionaires or vendors who can provide healthier, more sustainable locally grown foods. Writing a prospectus that calls for healthier food practices will attract vendors who are more committed to the ideas, or know that they have to adapt to this philosophy in order to win the bid. Recently, large vendors have adapted to the USDA’s Smart Snacks school nutrition program and now offer a larger variety of healthy and attractive options.

Finding new suppliers takes a lot of diligence. Park decision makers may need to seek out new local partners as sources. In the case of a café in Golden Gate National Park, the company who won the bid partnered with a local bakery who shared a commitment to organic, local food, and another local business that provided organic meat, cheese and produce [4]. It took time and effort to find local partners, as some businesses did not have the capacity or interest in accommodating the needs of the food service; however, both businesses grew as a result of the partnership. Likewise, a new supplier may be as close as your local grocery store. Liberty’s partnership with Hy-Vee is a perfect example of a community working with partners to solve a sourcing and distribution challenge (see page 20).
SNACK PACK PARTNERS: HOW ONE PARK OFFERS FRESH CUT FRUIT AND VEGGIES THROUGH A GROCERY PARTNERSHIP

Kyle Crews, recreation supervisor at Fountain Bluff Sports Complex in Liberty, Mo., took a unique approach to offering healthy food options at their ball fields. Through a partnership with the local Hy-Vee supermarket, Fountain Bluff concession stands now offer yogurt parfait, and pre-cut, fresh fruit and veggie snack packs to park customers. Not only are park customers thrilled with the new healthy additions, Crews is also thrilled that the partnership has actually saved the department money while ensuring the public is getting quality, fresh food.

Customer survey data from Eat Smart in Parks showed Fountain Bluff customers’ wanted healthier options and that information inspired Crews to look more into the opportunity. “It was the result of those surveys that we first started diving into option of meeting that need,” Crews said.

Crews decided to see if Hy-Vee would like to partner on the project since they were working on other projects with the parks and recreation department as well. “This was something we brought up with their dietitian, as well as their store manager, and they were completely on board and very excited to help us.”

The partnership has been a time- and money-saver for the department. Fountain Bluff buys the fresh fruit and vegetables from Hy-Vee. Hy-Vee in turn cuts and packages the fruits and veggies into small, serving size snack packs.

“It saves us money from taking the time to package ourselves; it ensures we have quality, fresh food; and it just gives us that option that is a more presentable product,” Crews said.

The park started offering healthy food options last year with a different vendor. That effort was met with minimal success, which is why Crews decided to explore a partnership with Hy-Vee. The new, Hy-Vee snack packs made their debut in March 2015 and that partnership has made all the difference.
“It seems like every weekend we order more and more of their product and we continue to sell out every weekend,” he said. “We’re setting ourselves up for success and putting a product out there that we are proud of.”

To promote the new healthy foods, they have a secondary menu that is picture-based. “We’ve got big pictures [of the snack packs] and we’ve done some similar signage on A-frames as you walk into the park,” he said. “These menus aren’t even [part of] the [main] menu because it was an afterthought, so we are incredibly shocked that they have done so well.”

In the future, Crews plans to continue the Hy-Vee partnership. He would also like to add additions to the menu by including calorie counts and branding the healthy options a little bit better.

Cost, of course, is always a consideration, but Crews made it clear that while the snack packs are not huge moneymakers like hot dogs and hamburgers, they’re still making money and benefiting the revenue stream.

“We decided revenue is not going to impact offering healthy food items. We are offering healthy food items at far less cost that we are for other things, but that was our decision as a staff. We are still making money on them, yes, but it is not near what we are making on some other things. We’re definitely not losing money,” he said. “We’re not just having product sitting on our shelves wasting and I think that’s where Hy-Vee comes in as a benefit, we can order a very small minimum order per week, so that allows us to keep product fresh and not waste. That’s probably where we are saving our revenue stream. We’re not wasting any product.”

The partnership between Hy-Vee and Fountain Bluff Sports Complex has worked well for park customers and the parks and recreation staff. While building such a partnership may seem daunting, Crews said, “Reach out to local grocers and use them as a resources, find a dietitian. you don’t have to go all healthy to do this. I talked to a lot of parks and recreation people and one of their biggest fears is switching 100 percent to healthy food. I know some parks that have done that and it has hurt their bottom line. So offering [healthy items] as a supplement to traditional items would be more beneficial. See it as a service rather than a revenue stream.”
When it comes to promoting an active, healthy lifestyle, Independence recreational pools walk the talk. In 2013, the new “Healthy Habits Menu” was rolled out, offering nutritious foods like pre-cut fresh fruits and veggies, hummus, chicken salad, and salsa. Changing the foods people eat was part of a holistic approach to support the healthy lifestyle they promote to customers.

“From a big picture standpoint I think it’s a really important thing for parks and recreation departments that are advertising healthy lifestyles and encouraging people to participate in [that] lifestyle. You can be encouraging people to swim and exercise and make great, healthy choices and then they have to buy nachos at the concession stand because that’s the only thing you offer. So for us it was just an important, well-rounded approach,” said Eden Dowler. Dowler is Vice President of Midwest Pool Management, the company servicing Independence pools.

While the traditional menu is still available, there is more emphasis on the “Healthy Habits Menu”. The salsa that they purchase from Sam’s or Costco is one of their most popular items. Their “Veggie of the day” sells well also, “We offer veggie of the day or fruit of the day and those are dollar menu, so we either work with a local farmer or just the local grocery store to do a limited amount of those veggies or fruits on any given day. We often sell out of those things by the end of the day,” Dowler said.

They have priced their healthy foods at a price point that is guaranteed to sell. “We made pricing changes to our non-healthy items to increase those prices so we could keep our healthy items at a lower price point.”

That strategy not only drives business to the concession stand, but has also changed customers’ expectations. “I think people are expecting that [healthy food
options]. So as we made the transition they were excited a couple years ago and now it’s just an expectation. I will see parents that literally won’t let their kids order off the regular menu and say, ‘You can have anything off this [healthy] menu.’

It’s been a gradual process and Dowler and her team relied on resources provided by the National Park and Recreation Association, University of Missouri Extension, and recreational pools in Kentucky that had made similar changes to their menus. “Try using all the resources that are out there and don’t reinvent the wheel,” she advises.

As Dowler shared, there is no need to reinvent the wheel when deciding how to offer healthy food options in recreational facilities. Look at what others have done. However, Dowler does have three main points of advise for recreational facilitates that want to implement changes to their menus, “The first thing is don’t feel like you have to do all or nothing. Start slow. Add five items to your menu. Second, price those items in a way that you are confident that they are going to sell... Lastly, utilize your resources. We work with US Foods here in the Kansas City area and they have been a great resource for us for other healthy choices that are out there that maybe I did not realize were available.”

Parks are critical partners in promoting healthy lifestyles.

We hope that some of these ideas and suggestions are useful to you now and in the future.
Your commitment to increasing access to healthy food has never mattered more.
For additional information about the project, visit:
http://www.mocan.org or contact Cindy DeBlauw at deblauwc@missouri or 573-882-2399.
USING THE FOOD LABEL TO FIND ITEMS THAT MEET THE EAT SMART IN PARKS GUIDELINES

FOOD LABELS

Food

A. One serving of chips (1 ounce) contains 150 calories. However, 3 ounces of chips are typically served with nachos and cheese. If 3 ounces of chips are served, then the number of calories per serving is multiplied by three.

150 calories per serving
x 3 (1 oz. servings) = 450 calories
So 3 ounces of chips would meet the entree calorie guideline, but not the snack guideline.

B. To calculate the percent of calories from fat divide the number of calories from fat per serving by the total calories per serving.

60 fat calories / 150 total calories = 40%
Because the percent calories from fat exceed 35, this product does not meet the percent of calories from fat guideline.

C. The percent of calories from saturated fat = 1 gram saturated fat x 9 calories per gram of fat* / 150 total calories = 6%
Because the percent of calories from saturated fat are less than 10, this product meets the saturated fat guideline.

D. Because this product has zero grams of trans fat, it meets the trans fat guideline.

E. Because this product has zero grams of sugar it meets the sugar guideline.

F. This product has 110 mg of sodium per serving. If 3 ounces of chips are served then the amount of sodium would need to be multiplied by three.

110 mg sodium / serving x 3 (1 oz. servings) = 330 mg sodium
So 3 ounces of chips would meet the entree sodium guideline, but not the snack guideline.

* 1 gram of fat (saturated and unsaturated) contains 9 calories. Carbohydrates and protein contain only 4 calories per gram. Less than half the calories of fat...
### Criteria

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Calories:</strong> Are there no more than 250 calories per snack or no more than 500 calories per entree item (nuts, nut butters and seeds without added fat or sweeteners are exempt from these calorie limits)?&lt;br&gt;First check the serving size. If more or less than the serving size listed is served as a menu item then the number of calories should be multiplied or divided accordingly.&lt;br&gt;Also if other ingredients are added to the menu item, then the calories from the other items should be included in the total number of calories. For example, if nachos with cheese are served on the menu, then the calories from the cheese sauce should be added to the number of calories from the chips.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **B. Fat:** Do no more than 35 percent of the calories per serving come from fat (excluding nuts, nut butters and seeds without added fat or sweeteners)?<br>The calories from fat will be listed next to the total calories under the Amount per Serving section of the label. The calories from fat should be divided by the total calories to determine the percent calories from fat.<br><br>
\[
\text{fat calories/total calories} = \% \text{ of calories from fat}
\] |   |    |
| **C. Saturated Fat:** Are no more than 10 percent of the total calories from saturated fat?<br>The amount of saturated fat is listed beneath the amount of total fat. To calculate the percent of calories from saturated fat, first figure the amount of calories from saturated fat by multiplying the grams saturated fat by 9 calories/gram fat. Then divide the number of calories from saturated fat by the total calories.<br><br>
\[
\left(\text{grams of saturated fat} \times 9 \text{ calories per gram fat}\right) / \text{total calories} = \% \text{ calories from saturated fat}
\] |   |    |
| **D. Trans Fat:** Does the product have 0 grams of trans fat (<.5 grams per serving)?<br>The amount of trans fat is listed beneath the total fat and saturated fat. |   |    |
| **E. Sugar:** Do no more than 35 percent of the calories per serving come from sugar?<br>The amount of sugar is listed beneath the Amount per Serving. To calculate the percent of calories from sugar first figure the amount of calories from sugar by multiplying the grams of sugar by 4 calories/gram sugar. Then divide the number of calories from sugar by the total calories.<br><br>
\[
\left(\text{grams of sugar} \times 4 \text{ calories per gram sugar}\right) / \text{total calories} = \% \text{ of calories from sugar}
\] |   |    |
| **F. Sodium:** Is there less than 270 mg of sodium per snack or less than 800 mg sodium for entrees?<br>The amount of sodium is listed beneath the Amount Per Serving. Remember to check the serving size. If more or less than the serving size is served, then the amount of sodium should be multiplied or divided accordingly. |   |    |

If you responded NO to ANY of these questions then the food does NOT meet the guidelines.<br>If you responded YES to ALL of the questions then the food DOES meet the guidelines.
BEVERAGE LABELS

Water

A. Is the water unflavored?
   Look at the front of the label and the ingredient list to see if flavor has been added.

B. Is the water free of additives?
   Look at the ingredient list. Plain water will not have an ingredient list.

C. Is the water non-carbonated?
   Look at the front of the label and ingredient list. Seltzer water is carbonated.

If you responded NO to ANY of these questions then the water does NOT meet the guidelines.
If you responded YES to ALL of the questions then the water DOES meet the guidelines.

Herbal water

A., B. and C. Because this water is flavored and includes additives, it does not meet the guidelines. Water that meets the guidelines will not typically have an ingredient list. It will also not have any fat, carbohydrates, protein or calories.

Energy drinks do NOT meet the guidelines.
BEVERAGE LABELS

A. The label says this milk is “reduced fat,” but it doesn’t meet the guidelines because it is 2 percent. It is neither nonfat nor low-fat.

B. This product contains one serving that has less than 200 calories, so it meets this beverage guideline.

### Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Is the milk nonfat or low-fat (1 percent or half percent)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This information is found near the brand name of the milk.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Does the milk contain no more than 200 calories per container?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This information is found directly under the Nutrition Facts title.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you responded NO to ANY of these questions then the milk does NOT meet the guidelines. If you responded YES to ALL of the questions then the milk DOES meet the guidelines.
Fruit juice

Cranberry Apple Cocktail 11.5 floz

1% JUICE BLEND

Nutrition Facts

Serving Size: 1 can (340ml)
Serving Per Container: 1

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories: 220</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat</td>
<td>0%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>25mg</td>
</tr>
<tr>
<td>Total Carb</td>
<td>60g</td>
</tr>
<tr>
<td>Sugars</td>
<td>58g</td>
</tr>
<tr>
<td>Protein</td>
<td>0g</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Percent Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Ingredients: CONTAINS PURE FILTERED WATER, SWEETENERS (HIGH FRUCTOSE CORN SYRUP, SUGAR), APPLE, CRANBERRY AND GRAPE JUICES FROM CONCENTRATE, CITRIC ACID (PROVIDES TARTNESS), NATURAL FLAVORS.

Criteria

A. Is the product 100 percent juice?
   This information can be found on the ingredient list and may also be found on the front of the product.
   Yes | No

B. Is the product free of any added sweeteners?
   This information is found on the ingredient list.
   Yes | No

C. Is the product container 8 ounces or less?
   This information can be found on the front of the product label.
   Yes | No

If you responded NO to ANY of these questions then the juice does NOT meet the guidelines.
If you responded YES to ALL of the questions then the juice DOES meet the guidelines.
**Canned Tomato Juice**

**100% JUICE**

### Nutrition Facts

**Serving Size:** 1/2 cup (4 oz.)  
**Servings Per Container:** 1

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calories:</strong></td>
<td>20</td>
<td>Cal from Fat: 4</td>
</tr>
<tr>
<td><strong>% Daily Value</strong></td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td><strong>Total Fat</strong></td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Saturated Fat</strong></td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Trans Fat</strong></td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Cholesterol</strong></td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>330mg</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total Carbohydrate</strong></td>
<td>5g</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Sugars</strong></td>
<td>4g</td>
<td></td>
</tr>
<tr>
<td><strong>Dietary Fiber</strong></td>
<td>1g</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>1g</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vitamin A 35%</th>
<th>Vitamin C 10%</th>
<th>Calcium 1%</th>
<th>Iron 2%</th>
</tr>
</thead>
</table>
| *Percent Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.*

**Ingredients:** TOMATO JUICE FROM CONCENTRATE (WATER, TOMATO CONCENTRATE), SALT, VITAMIN C.

---

**Vegetable juice**

A., B. Because this product is 100% juice and does not contain added sweeteners it meets the guidelines. Check the ingredient list for sweeteners. In addition to sugar, sweeteners can also include Agave nectar, brown sugar, cane crystals, cane sugar, corn sweetener, corn syrup, crystalline fructose, dextrose, evaporated cane juice, fructose, glucose, high-fructose corn syrup, honey, invert sugar, lactose, maltose, malt syrup, molasses, raw sugar, sucrose, syrup. Non-caloric sweeteners can include acesulfame potassium, aspartame, neotame, saccharin, sucralose, stevia, and tagatose.

C. Because this product has more than 230 mg of sodium in each serving it does not meet the guidelines.

### Criteria

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Is this product 100% juice?</strong></td>
<td>This information can be found on the ingredient list and may also be found on the front of the product.</td>
<td></td>
</tr>
<tr>
<td><strong>B. Is the product free of any added sweetener?</strong></td>
<td>This information is found on the ingredient list.</td>
<td></td>
</tr>
<tr>
<td><strong>C. Is there less than 230 mg of sodium in each serving?</strong></td>
<td>This information is found in the Amount Per Serving section of the label.</td>
<td></td>
</tr>
</tbody>
</table>

If you responded YES to this question then the product DOES meet the guidelines.  
If you responded NO to this question then the product does NOT meet the guidelines.
Low calorie beverages

Low calorie beverages would include those labeled diet, light or low calorie.

**Nutrition Facts**

- **Serving Size**: 8 fl oz (240ml)
- **Serving Per Container**: 2.5

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories: 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Daily Value*</td>
</tr>
<tr>
<td><strong>Total Fat</strong></td>
<td>0%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Cholesterol</strong></td>
<td>0mg</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>35mg</td>
</tr>
<tr>
<td><strong>Total Carb</strong></td>
<td>1g</td>
</tr>
<tr>
<td>Sugars</td>
<td>0g</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>0g</td>
</tr>
</tbody>
</table>

*Percent Values are based on a 2,000 calorie diet.

Not a significant source of fat calories, saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, calcium and iron.

**Criteria**

- **Does the product contain less than 40 calories per container?**
  - First check the number of servings per container. If there is more than one serving in the container, multiply the number of servings per container by the number of calories per serving.
  - **2.5 servings per container x 5 calories per serving = 50 calories per container.**
  - Because this product contains more than 40 calories per container it does not meet the guideline.

If you responded YES to this question then the product DOES meet the guidelines.
If you responded NO to this question then the product does NOT meet the guidelines.
CUSTOMER CONCESSION SURVEY
Eat Smart in Parks

Thank you for taking the time to complete this survey about your experiences with the concessions at your local park. Your opinion is very important to us, and this information will be used to improve the selection and quality of foods offered by park concessions.

This survey should only take about 5 minutes of your time. Thank you!

1. Where are you taking this survey today?
   □ Park location name 1
   □ Park location name 2
   □ I’m not in the park office/recreation center or park. I was invited to this survey via email.

   **If answering from email/web source:
   [1D] Which park location do you visit most frequently:
   □ Park location name 1
   □ Park location name 2

   Please answer the following questions for the park you most visit.

2. How often do you visit this park?
   □ Daily (1)
   □ Weekly (2)
   □ Monthly (3)
   □ Annually (4)
   □ Rarely/Never (5)
   □ First visit (6)
   □ Other (please specify) (7) ________________________________
3. What brings you to the park? Please select ONE of the following boxes that most represents why you typically visit this park.

   A. To play in a sport
   B. To let my child(ren) play in a sport
   C. To let my daycare/youth program children play in a sport
   D. Other (please specify): __________________________

4. Do you or any other member of your household participate in the other recreation activities and programs offered by the Parks and Recs department?

   ☐ Yes
   ☑ No
   ☐ Not sure

5) Overall, please rate the quality of your experience(s) at the park?
   ☑ Excellent
   ☑ Very good
   ☑ Satisfactory
   ☑ Unsatisfactory
   ☐ No opinion
   ☑ Comments/Other:

6) What would help you or any members of your household use the park more? (Please check all that apply)
   ☑ More parking
   ☑ Affordable sport program fees
   ☑ Expanded hours
   ☑ Expanded hours concession stand was open
   ☑ Welcoming/more people like me/my family here
   ☑ Other (please specify):
7. On a scale of 1 to 4 – with 1 being Never and 4 being Frequently – rate how often you do the following:

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>7A. Buy <strong>DRINKS or BEVERAGES</strong> from this park</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7B. Buy <strong>FOOD</strong> from this park</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

7C. On average, how much would you say you spend on food and/or drink at this park per visit? (OPEN)

Using a scale of 1 to 5, with 1 being Strongly Disagree and 5 being Strongly Agree, please rate your agreement with the following statements:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree/Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Overall, I am satisfied with the snacks offered at this park</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>9. Concession services at this park offer a variety of healthy food options.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>10. The DRINK OR BEVERAGE purchases I've made at this park facility have been a good value.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>11. The food purchases I’ve made at this park facility have been a good value.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>12. I would buy more food at this park if they offered healthier options.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>13. I wish more healthier foods were offered at this park.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Not at all important</th>
<th>Not very important</th>
<th>Neither important or unimportant</th>
<th>Somewhat important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. How important do you think it is for parks to offer healthier <strong>DRINK</strong> and <strong>BEVERAGE</strong> choices?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15. How important do you think it is for parks to offer healthier food choices?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
16. What would motivate you to choose healthier choices when buying food/beverages at this park (check all that apply):

- [ ] Convenience
- [ ] Affordable price
- [ ] Nutrition information
- [ ] Coupons for healthy menu items
- [ ] Tastes good
- [ ] Looks good
- [ ] Concern about your health or that of your family
- [ ] Other (please specify):
  _______________________

17. This park is considering offering healthier food options at its concession stand. Of these healthy foods items, which would you be MOST LIKELY to purchase if they were offered at the park (CHECK ALL THAT APPLY):

**Drinks**
- [ ] Bottled water
- [ ] Milk — low fat, flavored
- [ ] Milk — low fat, unflavored
- [ ] 100% fruit juice
- [ ] 100% vegetable juice
- [ ] Iced tea, plain
- [ ] Iced tea, sweetened
- [ ] Whole grain crackers
- [ ] Pretzels
- [ ] String Cheese/cheese cubes
- [ ] Raisins or other dried fruit
- [ ] Trail mix
- [ ] Protein bars
- [ ] Granola bars
- [ ] Baked chips
- [ ] Muffins
- [ ] Popcorn
- [ ] Animal/ graham crackers
- [ ] Frozen grapes
- [ ] Hummus
- [ ] Applesauce
- [ ] Yogurt (e.g. GoGurt)

**Entrees**
- [ ] Veggie burger
- [ ] Turkey dog
- [ ] Healthy deli sub sandwich
- [ ] Pizza- cheese or veggie
- [ ] Grilled chicken sandwich
- [ ] Pulled chicken sandwich
- [ ] Pulled pork sandwich
- [ ] Soft pretzels
- [ ] Bread sticks with pizza sauce
- [ ] Peanut butter sandwich
- [ ] Frozen fruit bar or cup
- [ ] Frozen yogurt or ice cream
- [ ] Low-fat pudding cups
- [ ] Fruit Smoothie
- [ ] Healthy cookie
- [ ] Healthy brownie

**Snacks**
- [ ] Apples with dip
- [ ] Fresh fruit
- [ ] Fruit cups
- [ ] Fresh veggies and dip
18. If you could add anything to this park's concession stand operations, what would it be? [OPEN]

19. Are you a parent, or caregiver to young children (children under 18)?
   YES
   NO

**IF ANSWER YES TO Q19:

19A. What is your relationship to the child/children? (Please select the box that most applies to you.)
   □ Parent
   □ Grandparent
   □ Guardian
   □ Older sibling
   □ Babysitter/Nanny
   □ Daycare or childcare provider
   □ Other (please specify): ____________________________

[continue skip logic to Q19B]

19B. Please tell us how many children you have, or care for, who fall in the age categories below:

<table>
<thead>
<tr>
<th>Ages</th>
<th>Number of children you have in these categories:</th>
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//DEMOGRAPHICS//

20. What is your gender?
   □ Male  □ Female  □ Other

21. How old are you? ______________

22. What zip code do you live in? ___________

23. Which of the following best describes your racial or ethnic group?
   □ American Indian or Alaska Native
   □ Asian or Pacific Islander
   □ Multiracial
   □ Black or African American , non-Hispanic
   □ Latino or Hispanic
   □ White , non-Hispanic
   □ Other
   □ Prefer not to say

24. Please select your education level:
   □ Less than high school  □  Associate’s degree
   □ High school or GED only  □  4-Year degree
   □ Some University  □  Graduate or professional degree

25. Please select your household income:
   □ Less than $10,000  □  $50,000 to $74,999
   □ $10,000 to $24,999  □  $75,000 to $99,999
   □ $25,000 to $49,999  □  $100,000 or more

26. On average how many people come with you to watch you and/ or your children in your/their sport?

27. Do you have any other comments or suggestions for us or this park?

THANK YOU! 😊
TASTE TEST LOCATION: __________________________  Date: _______________  Surveyor: ________

<table>
<thead>
<tr>
<th>ID#</th>
<th>Q1. How often do you come to the park</th>
<th>Q2. What are you taste testing today?</th>
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Please rate the items on a scale of 1 to 5 with 5 being Excellent and 1 being Poor *(Use SMILEY FACE Scale)*

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<th>Q3. LOOK</th>
<th>Q4. TASTE</th>
<th>Q5. TEXTURE</th>
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**Q6. Would you buy this item? Y/N**

**Q7. How much would you pay for this item?**

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<th>ID#</th>
<th>M</th>
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<th>Age</th>
<th>Q9. Any other comments for us?</th>
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REFERENCES


This publication was supported in part by the Missouri Department of Health and Senior Services (DHSS) and from the Centers for Disease Control and Prevention (CDC) 39916 Actions to Prevent Chronic Disease. Its contents are solely the responsibility of the authors and do not necessarily reflect the official views of the CDC, the Department of Health and Human Services or the federal government.
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http://MOCAN.org