

MARKETING STRATEGIES: HEALTHY FOODS

How can organizations encourage the selection of healthy food options?

Organizations can use the marketing “4Ps” of product, promotion, price, and placement.

Product

If you have healthy items to choose from, employees will make better choices! Most vending and cafeteria products offered are of low nutritional quality.

- ✓ **Action Step:** Offer a majority of healthy foods and beverages in your vending machines to make it easier for all employees to make healthy choices.

Promotion

Labels and motivational signs on vending machines can increase awareness and selection of healthier foods and beverages. Prominently marking low-fat food items and “0 calorie, 0 sugar” beverages, as well as their prices, is an effective way to increase the selection of healthy items. Coupling that tactic with a large motivational sign on top of the vending machine encouraging the low-fat food and non-sugar-sweetened beverage selections has proven even more effective.

- ✓ **Action Step:** Use visible prompts on vending machines in the form of labels, stickers, and posters to identify and promote healthy options and their lower prices.

Price

Selling healthy vending items or cafeteria foods at a lower price than other options can be an effective incentive for healthy eating. Reducing the prices of healthy foods and beverages, or raising the prices of less healthy options, can be another way to promote healthier vending choices. Even if the difference is only 5-10 cents!

- ✓ **Action Step:** Offer healthy options at a lower price than unhealthy ones.

Placement

The placement of vending products and cafeteria food shows promise in increasing healthier purchases. The sales of healthier foods and beverages can be increased by placing them in prime locations within a vending machine or cafeteria.

- ✓ **Action Step:** Place healthier options at eye level where they are most noticeable and more likely to be purchased. Make healthy choices the first thing people see.