



# Berkeley Healthy Checkout Ordinance Frequently Asked Questions

In October 2020, Berkeley City Council passed an ordinance that sets minimum nutrition standards for foods and beverages sold in checkout aisles. Berkeley's Healthy Checkout Ordinance increases healthy food access and reduces the promotion and marketing of less healthy foods, allowing residents to have a more positive experience at checkout. The ordinance does not restrict the placement of candy, chips, or sodas in other parts of the store.

## **What are the new Healthy Checkout nutritional standards?**

Foods and beverages that qualify to be placed in the checkout aisle will contain no more than 5g of added sugar and no more than 200mg of sodium. Healthier beverages at checkout could include 100% juice, water, and unsweetened milks, coffees or teas; snacks will be composed mostly of fruits, nuts, vegetables and whole grains.

## **Which stores will Healthy Checkout impact?**

The Healthy Checkout Ordinance applies only to large retail stores (over 2,500 sq ft) that sell 25+ linear feet of food. Small stores are currently exempt from the ordinance.

## **What are "healthier" snacks?**

Healthier snacks are generally nourishing and minimally processed foods, including popcorn, fresh or dried fruits and veggies, nuts and seeds, low-sugar yogurt, some protein bars, and unsweetened beverages.

## **Will these new healthier options be affordable?**

To continue profiting from impulse buys, merchants will still sell items at a low price point to encourage consumer purchasing. Additionally, healthy snacks are often in a similar price range as less healthy ones, and supply more nutritional value. For example, 3-4 apples can be purchased at a similar price as a bag of chips.

## **Will I still be able to purchase snacks that are less healthy?**

Yes, stores will continue to sell the snacks you are used to seeing at checkout. The only difference is they will be located in other aisles that aren't part of the checkout lane.

## **When will Berkeley's Healthy Checkout go into effect?**

The ordinance was passed on October 13, 2020. It's implementation date is March 1, 2021 and the date set to begin enforcement is January 1, 2022.

## **How will Healthy Checkout be implemented and enforced?**

The HOPS team is reaching out to store managers and Berkeley residents to assist the stores and the community in understanding what is included in Healthy Checkout. HOPS will also be working in collaboration with Berkeley's Environmental Health division to determine the best way to enforce the ordinance.

## **Why is the government involved in deciding what's sold at checkout?**

City Council decided to act based on data provided by the HOPS team and requests from Berkeley residents who overwhelmingly support Healthy Checkout; in a city poll, 95% of respondents wanted healthy options at checkout. This is one of the first times that the community has had a voice in how they experience the retail environment, normally it is corporations that determine what is marketed and promoted to consumers.

## **Questions, comments or concerns?**

Send them to the HOPS advocacy team at [HOPS\\_Berkeley@bacr.org](mailto:HOPS_Berkeley@bacr.org)

