



***iPOR VIDA!* Program**
Healthy Food Establishment Program

Program Information Packet

For general/administrative information, please contact:

Kelli Olfers, R.S. 830-997-7521 kolfers@fbgtx.org

Robby Puryear, Sysco 210-243-6312 puryear.robert@ctx.sysco.com

Ms. Lou Dieter, RN 830-992-1107 ldieter@austin.rr.com

For recipe analysis/submission information, please contact:

Kim Thornton, RD, LD kthornton@hillcountrymemorial.org



***iPOR VIDA!* Program Healthy Food Establishment Program**

The Gillespie County Coalition for Healthy Eating invites you to participate in *iPOR VIDA!* This is a recognition program that helps adults and children make healthier food choices.

Membership is FREE

Your establishment can play an active role in the health of the community. Our registered dietitian will review existing menus to establish which items meet the healthy criteria guidelines. We are not the “food police”: we will only offer healthy suggestions upon request. If a menu item fits, we ask that you identify those items by making the *iPOR VIDA!* logo visible to your customers. We will then advertise your establishments in our *iPOR VIDA!* promotions at no cost.

Here is a summary of how the program works:

- A registered dietitian confidentially evaluates your recipe (s) to determine which ones meet the established healthy nutritional criteria guidelines.
- Qualifying menu items receive the *iPOR VIDA!* Designation.
- Food establishments are authorized to use the *iPOR VIDA!* logo as they choose for advertising (i.e. new menu, menu insert, menu stickers)
- Your establishment will receive free advertising in our *iPOR VIDA!* Promotions.
- You will have access to a registered dietitian for recipe inquiries and staff education, including tips on how to make a recipe healthier without sacrificing taste.

Take into consideration these points regarding the *iPOR VIDA!* Program:

- Across the nation, local governments have already begun implementing ordinances to regulate the nutritional content of food establishment offerings.
- It is likely that this trend will continue throughout the United States as healthcare costs and obesity rates continue to rise.
- Food establishments will benefit from taking a proactive approach to address these issues before law requires it.
- Consumers are beginning to expect nutritional information for all food consumed and food establishments may benefit from having this information available.
- The *iPOR VIDA!* Program will assume responsibility for the accuracy of the nutritional information based on the recipes submitted. This limits the burden on restaurants.

The *iPOR VIDA!* Program provides numerous benefits to your customers. Your concern about their health will create goodwill and invaluable “word of mouth” promotion.

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Nutrition Criteria

The healthy menu criteria are based on the Dietary Guidelines for Americans which suggests a balanced diet consisting of fruits, vegetables, whole grains, low fat dairy and lean protein. These guidelines recommend consuming a variety of nutrient dense foods with minimal saturated fats, *trans*-fats, cholesterol, sodium, and added sugars.

Entire Meal including Entrée and 2 sides:

- ≤ 700 Calories
- ≤ 23g Total Fat
- ≤ 8g Saturated Fat
- ≤ 0.5g *Trans*-Fat
- ≤ 750mg Sodium

Single Entrée Item:

- ≤ 300 Calories
- ≤ 10g Total Fat
- ≤ 3.5g Saturated Fat
- ≤ 0.5g *Trans*-Fat
- ≤ 325mg Sodium

Side Item:

- ≤ 200 Calories
- ≤ 7g Total Fat
- ≤ 2g Saturated Fat
- ≤ 0.5g *Trans*-Fat
- ≤ 215mg Sodium

Entire Meal including entrée and 2 sides

	Recommendation	Rationale
Calories	≤ 700	1/3 of average DRI for men and women
Total Fat	≤ 30% ≤ 23g	consistent with DRI
Saturated Fat	≤ 8g	10% total calories, consistent with DGA
<i>Trans-fat</i>	≤ 0.5g	As little as possible, recommendation is 0g
Sodium	≤ 750mg	1/3 of DRI
* Carbohydrate	NA	Not included due to too many variables required for each individual's meal plan. This information should be available for the customer to make an informed decision about meal choices
* Protein	15-20% calories 26-35g	Consistent with DRI – Recommended but NOT required to meet criteria
* Fiber	≥ 7g	Recommended but NOT required to meet criteria
No fried foods		

For a Single Entrée Item

	Recommendation	Rationale
Calories	≤ 300	Calories from entrée will be majority of meal, 43% recommended calories per meal
Total Fat	≤ 30% ≤ 10g	consistent with DRI
Saturated Fat	≤ 3.5g	10% total calories, consistent with DGA
<i>Trans-fat</i>	≤ 0.5g	As little as possible, recommendation is 0g
Sodium	≤ 325mg	Amount proportional to recommended entrée calories
* Carbohydrate	NA	Not included due to too many variables required for each individual's meal plan. This information should be available for the customer to make an informed decision about meal choices
* Protein	15-20% calories 11-15g	Consistent with DRI – Recommended but NOT required to meet criteria
* Fiber	≥ 3g	Recommended but NOT required to meet criteria
No fried foods		

For a Side Item

	Recommendation	Rationale
Calories	≤ 200	Calories from sides are generally less than entrée items. Assuming 2 sides/meal.
Total Fat	≤ 30% ≤ 7g	consistent with DRI
Saturated Fat	≤ 2g	10% total calories, consistent with DGA
<i>Trans-fat</i>	≤ 0.5g	As little as possible, recommendation is 0g
Sodium	≤ 215mg	Amount proportional to recommended entrée calories
* Carbohydrate	NA	Not included due to too many variables required for each individual's meal plan. This information should be available for the customer to make an informed decision about meal choices
* Protein	NA	Consistent with DRI – Recommended but NOT required to meet criteria
* Fiber	≥ 2g	Recommended but NOT required to meet criteria
No fried foods		



Children's Menu Criteria

Category	Options	Recommendations
Fruits	Serve one or more serving of fruit	<ul style="list-style-type: none"> ● Fresh Fruit ● Canned Fruit: must be in natural juice or light syrup ● Examples: Fruit Cup, Applesauce, Strawberries, Mandarin Oranges
Vegetables	Serve one or more serving of vegetable	<ul style="list-style-type: none"> ● non-fried vegetables ● vegetables can be served as side dish or prepared in meal ● Examples: Side Salad, Green Beans, Carrots, Broccoli, grilled vegetable medley
Non fried foods	Serve a variety of non fried entrée items	<ul style="list-style-type: none"> ● Offer a variety of baked, grilled, or sautéed entrée items
No Sugar Sweetened Beverages	Offer a variety of No Sugar Sweetened Beverages	<ul style="list-style-type: none"> ● 100% Real Fruit Juice ● Low Fat Milk ● Water
Portion size	Offer children's portion size of entrées and side items to be ≤ 75% of adult portion size	<ul style="list-style-type: none"> ● see Children's Portion Control plate for more details

The children's menu should follow all of the categories highlighted in yellow. Por Vida also encourages following the category highlighted in blue, but it is not required.

Menu disclaimer: Children's calorie and nutrient needs vary drastically by age, therefore this menu incorporates healthy choices and balanced meals.

iPOR VIDA! PROGRAM PARTICIPATION AGREEMENT

DATE: _____

TO: _____

("Restaurant")

FROM: Hill Country Memorial Hospital (HCM)

HCM and Restaurant are contemplating entering into a business transaction regarding HCM's evaluation of Restaurant's recipes. As part of the transaction, Restaurant's proprietary recipes, among other confidential information will be made available to HCM. HCM will analyze the recipe(s) and other provided information, and upon completion of that analysis, HCM shall immediately deliver to the Restaurant (without retaining copies) all confidential information received by it in tangible form whether written, pictorial or other.

Subject to the requirements of the Texas Public Information Act, the information Restaurant discloses to HCM will be considered confidential information unless (a) HCM can show that HCM was in possession of the information prior to disclosure by Restaurant, (b) the information is generally available to the public, (c) the information has been lawfully obtained from a third party, or (d) the information is specifically agreed as being non-confidential by the Restaurant.

This letter sets forth HCM's understanding and acknowledgment that the confidential information is a unique and valuable asset of the Restaurant's business, access to and knowledge of which are essential to the pursuit of its business purposes, and uncontrolled disclosure of which would be harmful to its current and future success.

HCM agrees that prior to, during, and after the discussions, HCM shall not, under any circumstances, in whole or in part, for any reason or purpose, disclose the confidential information to any person, corporation, or other entity outside of HCM's control, without providing prior written notice of a request for such disclosure to Restaurant.

This Agreement shall remain in effect for a period of one (1) year after HCM deletes and returns all Confidential Information to the Establishment, unless terminated earlier by agreement of the Parties.

The mere fact of the discussions shall not commit the Restaurant or HCM to consummate any transaction, which may have been intended or discussed.

AGREED TO AND ACCEPTED this _____ day of _____, 2013.

Restaurant

HCM

By: _____

By: _____

COMMUNICATION AGREEMENT REGARDING USE OF *iPOR VIDA!* LOGO

As our program and our partnership continues to grow, we ask that items endorsed by the Gillespie County Health District and HCM be displayed at the restaurant(s) where customers can easily view them by the use of our trademark "Por Vida" logo and be informed of items endorsed as healthy. All endorsed items will be verified through us and if, in the future, there are any additions, deletions, or alterations in the recipe item(s) Restaurant agrees to provide the reformulated recipe to HCM for analysis. After analysis of the reformulated recipe, HCM reserves the right to determine if an endorsement can be given to the item. Should an item no longer be endorsed by HCM, Restaurant agrees that it will remove the "Por Vida" logo from any menu listing for that item.

Restaurant agrees and understands that the use of the "Por Vida" logo is subject to trademark retractions and any unauthorized use of the "Por Vida" logo may be subject to penalties and legal action.

NAME: _____
TITLE: _____
DATE: _____



***iPOR VIDA!* Program**

Food Establishment Member

Contact Information

Name of Establishment: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Phone Number: _____

Website: _____

Number of Food Establishments: _____ Number of Food Establishments to participate in Por Vida: _____

Please provide locations and addresses on an attached document.

Name of Food Establishment Point of Contact: _____ Title: _____

Phone Number: _____ Email Address: _____

Does your food establishment have nutritional information for your menu items? Yes No

What types of promotional materials does your food establishment currently use? _____

Does your food establishment have a logo? Yes No

Once your qualifying menu items receives the ***iPOR VIDA*** designation, you will receive the following items at no charge:

- Word document with ***iPOR VIDA!*** logo template
- Electronic ***iPOR VIDA!*** logo
- 2 window/door decals
- 20 ***iPOR VIDA*** rack cards

Does your food establishment have a Public Relations Contact? Yes No

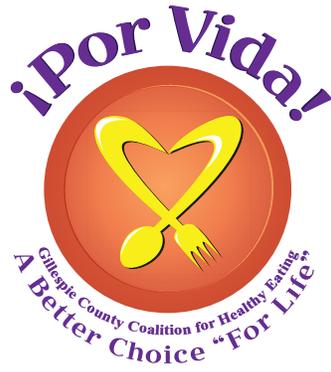
Name of Public Relations Contact: _____

Title/Organization: _____

Phone Number: _____ Email Address: _____

Recipe Questions:

1. Please provide your recipes for the menu items you want analyzed. Please provide as many details as possible.
2. In your recipe, please include how many portions the recipe serves and how many cooked ounces or cups are in each serving.
3. Please indicate specifics for the following items:
 - a. Milk – specific type
 - b. Eggs – what size or what type of frozen
 - c. Flour – specific type (white enriched, whole wheat, not enriched)
 - d. Cheeses – provide the label or type of cheese
 - e. Beef – type or cut of meat
 - Pre-portioned or how many pounds bulk
 - % yield: weight before and after cooking
 - Fat trim (1/4 in., 1/2 in., etc.)
 - Grade of meat (select vs. choice or prime)
 - Is it pre-marinated (marinate before or during cooking?)
 - f. Chicken/Turkey – type or cut of meat
 - With or without skin
 - White or dark meat
 - Is it pre-marinated (marinate before or during cooking?)
 - g. Vegetables/Fruits – fresh, frozen, canned, packaged
 - Peeled or not
 - Packed in sugar, juice or water
 - Any sauces (sugar or butter)
 - Regular or salted
 - h. Fats – specific fats or oils used (vegetable oil is not specific enough)
 - Butter (regular or light, salted or unsalted)
 - Margarine (regular, light, fat-free)
 - Olive oil (extra virgin or virgin)
 - Bacon Fat
 - i. Salt – specific type
 - Iodized or not
 - j. Sauces or bouillon – specific type
 - Name of brand
 - Salted or unsalted
 - k. Seasonings/Spices – specific type
 - Name of brand
 - Salted or unsalted



“Gillespie County Coalition for Healthy Eating” Partners

