

**Baltimore County Public Schools
Office of Food and Nutrition Services**

Operating Manual

Subject: Wellness	Number: WEL 130
Subject Description: Food and Beverage Marketing (In Schools)	
Date Issued: September 12, 2017	Revised: November 4, 2019

Purpose

To provide school administrators and educators with information necessary to make decisions on food and beverage advertising that promote healthy behaviors while minimizing commercial distractions.

Background

The United States Department of Agriculture regulations for written wellness policies include requirements for foods and beverages marketing and advertising of only those that meet the [Maryland Nutrition Standards for All Foods Sold in School](#).

Procedure

The Office of Food and Nutrition Services (OFNS) administrative staff will provide guidance to school administrators on any foods and beverages marketed or promoted to students on the school campus during the school day.

1. Food and beverage marketing is defined as advertising and other promotions in schools.
2. Only foods and beverages that comply with or exceed the nutrition standards will be marketed or promoted to students on the school campus during the official school day to include, but not limited to:
 - Marketing often includes an oral, written, or graphic statement made by the producer, manufacturer, seller, or any other entity with a commercial interest in the product.
 - Displays such as vending machine exteriors.
 - Corporate brand, logo, name, or trademark on school equipment such as scoreboards and backboards.
 - Corporate brand logos on coolers or trash cans.
 - Book covers, assignment books, and school supplies offered or sold by a school.
 - Advertisements on school mailings or school publications.
 - Free product samples advertising the product.

References: United States Department of Agriculture, Local School Wellness Policy – Final Rule, at [US Department of Agriculture's Web site](#)
Maryland State Department of Education, Maryland Nutrition Standards for All Foods Sold in School, at [Maryland State Department of Education's Web site](#)
Baltimore County Public Schools, Board Policies and Superintendent's Rules 5470, Wellness, and 3310, Food and Nutrition Services