



**ALLIANCE SCHOOL BEVERAGE GUIDELINES
FINAL PROGRESS REPORT**

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Alliance School Beverage Guidelines Progress Report

Executive Summary

This Alliance School Beverage Guidelines Progress Report marks the third and final assessment of the impact and status of the Alliance School Beverage Guidelines. In May 2006, the Alliance for a Healthier Generation (a joint initiative of the William J. Clinton Foundation and the American Heart Association) worked with representatives of The Coca-Cola Company, Dr Pepper Snapple Group, PepsiCo and the American Beverage Association (ABA) to establish the Alliance School Beverage Guidelines that limit portion sizes and reduce the number of beverage calories available to children during the school day. As a result of the guidelines, which are embodied in a Memorandum of Understanding with the Alliance for a Healthier Generation, the industry committed to changing the beverage mix in schools across America by removing full-calorie soft drinks and providing for lower-calorie, nutritious beverage options in age-appropriate portions by the beginning of the 2009-2010 school year.

This Progress Report marks the end of the three-year implementation period. It builds on the previous two Progress Reports for the years 2006-07 and 2007-08, respectively, available on ABA's Website.¹

As with the previous Reports, it measures:

- The volumes of different products sold in schools at the elementary, middle and high school levels; and
- The percentage of school contracts complying with the MOU guidelines, broken down for the different categories of schools.

In addition, this Report also provides extended data on schools and school districts without contracts to the extent such data is available.

This Report was prepared by Keybridge Research LLC, an independent policy research firm that performed the data analysis, in conjunction with ABA.² The Report has been reviewed by

¹ Available at <http://www.ameribev.org/nutrition--science/school-beverage-guidelines/progress-reports/>

² More information on Keybridge Research LLC and the project team is available in Appendix B.

representatives of the Alliance for a Healthier Generation and ABA members, including the three MOU signatories and their principal bottlers.

This current report demonstrates that the beverage producers and their bottlers have succeeded in changing the beverage landscape in America's schools:

- ***Calories have come out of the schools:*** The removal of full-calorie soft drinks and other beverages not permitted under the guidelines, coupled with a major swing toward lower-calorie beverages, has resulted in an 88% percent decrease in total beverage calories shipped to schools between the first half of the 2004-05 school year and the first half of the 2009-10 school year.³
- ***The school beverage landscape has changed:*** There has been a dramatic shift toward lower-calorie and higher nutrient beverages in schools, including waters, 100% juices, and portion-controlled sports drinks, as envisioned under the guidelines. In addition, shipment volumes of full-calorie CSDs to schools (total ounces basis) were 95 percent lower in the first half of the 2009-10 school year than they were in the first half of the 2004-05 school year, before the guidelines went into effect.
- ***Nearly all school and school districts are in compliance:*** In this third and final year of implementation, the industry has made remarkable strides: at the beginning of the 2009-10 school year, 98.8% of all measured schools and school districts were in compliance⁴.

These results demonstrate that the beverage companies and their bottlers succeeded in bringing these Guidelines to fruition nationwide and have helped promote a healthy school environment. This commitment was significant, given the challenges associated with educating and training bottlers and schools alike, revising contracts between bottlers and schools, and reconfiguring product lines and equipment.⁵ This commitment is one with lasting implications and the participating companies along with the American Beverage Association and the Alliance for a Healthier Generation will work together to ensure these changes will be permanent. The Alliance School Beverage Guidelines will continue to make a difference every day for schoolchildren across the country.

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³ In 2005, Dr. Robert Wescott, an independent economist with Keybridge Research LLC, conducted a study for ABA of beverage shipments to schools in 2004. This study, which is cited in the MOU as an example of the type of product analysis necessary to determine the impact of the guidelines, is used as the basis for comparison of the school product mix and shipments levels in 2004, 2006-07, and 2007-08. Beverage volumes for full years were adjusted by a factor of 4/9 for the sake of comparisons with the 2009-10 school year data, which represents a 6-month period (July 1, 2009-Dec. 31, 2009), containing roughly 4/9 of the school days in a school year.

⁴ For measurement of contracts, ABA surveyed 12 bottlers representing nearly 90 percent of the market. To the extent possible, these bottlers also reported on schools and school districts without contracts.

⁵ For a full discussion of the challenges associated with implementation of the guidelines, please review the 2006-2007 Progress report, available on ABA's website.