



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.

Washington, D.C. 20240

JUN - 5 2013

Office of the Director
(2410)

Memorandum

To: Associate and Assistant Directors; Regional Directors

Attention: Superintendents

From: Director *Jonathan S. Jarvis*

Subject: National Park Service Healthy Food Choice Standards and Sustainable Food Choice Guidelines for Front Country Operations

The ***National Park Service Healthy Food Choice Standards and Sustainable Food Choice Guidelines for Front Country Operations*** are attached for incorporation into National Park Service (NPS) concession contracts. Parks should apply these standards and guidelines to new contracts and encourage existing concessioners to adopt the program voluntarily. These standards and guidelines will help the NPS achieve its Call to Action Goal #8, Eat Well and Prosper, by offering its 23.5 million annual food and beverage concession customers healthy and sustainable food options and by working with concessioners to continue to reduce the environmental footprint of concession operations through sustainable food sourcing.

Collaboration between the NPS, concessioners, and industry and government experts has produced standards and guidelines that will be practical and effective. The healthy food standards require that concessioners offer several healthy choices without requiring a menu overhaul and are simple so as to be achievable irrespective of operation size. The sustainable food guidelines address the reality that although healthy foods may be generally available on a Servicewide basis, sustainable food options tend to be more expensive and more difficult to obtain and therefore must be considered on a case-by-case-basis. The program also builds upon continued cooperation between the NPS and its concession partners. Many NPS concessioners are already implementing healthy food programs, and I applaud their efforts. To that end, the NPS has established a Healthy Food category for the new Healthy Parks, Healthy People Awards, and will seek other ways to encourage and recognize concessioners that exceed standards, demonstrate innovation, and provide superior service. The NPS will also continue to partner with concessioners to provide tools and training to assist in implementing this program.

For more information, please contact Kurt Rausch, Commercial Services Program, at 202/513.7202; or Frank Dean, Superintendent, Golden Gate National Recreation Area, National Leadership Council Champion for the Call to Action Eat Well and Prosper Goal, at 415/561.4720.