

Tuck-shop Truths*

A peek into the realities of tuck-shop offerings in upper and middle income groups at former model-C primary schools in SA

Interesting comparisons of items stocked at tuck-shops:

Upper LSM		Lower LSM
100%	Bottled Water	44%
82%	Fruit Juice	63%
82%	Fizzy Cooldrinks	100%
0%	Fresh Milk	10%
8%	Cheese	0%
42%	Yoghurt	70%
29%	Fresh Fruit	19%
51%	Wholesome Meals	33%

THE GOOD NEWS

Learners and parents are requesting healthier food to be stocked by the tuck-shops

THE BAD NEWS

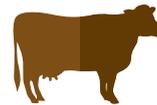
In many cases the tuck-shops aren't able to make these available to them

THEREFORE

Children consume unhealthy food and drinks



Beverage choices and variety are far better at upper LSM schools



Children's dairy needs and requests for more dairy items are not being met



Most tuck shops don't offer fresh fruit



More upper LSM children are offered far greater variety of wholesome meals

Chips, popcorn, chocolate, lollipops/suckers and sweets are the most commonly sold snack items at both income group schools

Lower LSM schools offer healthier options like dried fruit, nuts, fresh fruit, popcorn and pretzels than upper LSM schools

PARENTS ARE COMPLACENT ABOUT SCHOOL TUCK-SHOP OFFERINGS

85%

The percentage of parents who are either satisfied with or indifferent about the nutrition of the school's tuck-shop offering

51%

The percentage of parents who agree that tuck-shops should have healthier food options

24%

The percentage of parents who said no improvements are necessary

For more information on Nestlé, please visit: www.nestle.co.za.

For tips on how to adopt a healthier lifestyle, visit: www.tastierhealthierchoices.co.za.

*Statistics and insights from the Nestle Tuck-shop Truths study, conducted by Bateleur Brand Planning, July 2014