

FOOD AT EVENTS

Food that looks good, smells good,
sounds good & tastes good.



Why provide good food at events?

Events are special occasions where people gather to celebrate. Whether it be culture, sport or music food always plays a part. As an event organiser or food vendor you can make some changes to the food that is on offer.

By providing a variety of good food at your event you are also contributing to the health and wellbeing of your community.

What does a good food event look like?

Providing good food at events means that everyone has access to a variety of food and drink at no extra cost. It's up to you what you decide to do, here are some suggestions

- Replace fizzy drinks with water and zero sugar drinks
- Make drinking water easy to access
- Limit pastry items and deep fried foods
- Avoid selling confectionary, chips & treat food
- Avoid using treat food as a reward or prize
- Incentivise vendors
- Events use the traffic light guide & vendors sell 55% green foods
- Support variety of locally grown produce

Did you know?

Poor diets increase our risk of obesity, heart disease, stroke, cancer, diabetes and tooth decay.

26% of NZ children's sugar intake comes from sugary drinks



Start with an event food policy

It is a good idea to write down what you are going to do to create a great food environment at your event. We have put together a sample **Food Policy** and the **Eat Right Traffic Light Guide** to get you started.

This will describe the food and drinks you will provide and promote and what will be limited and not promoted.

Make sure your event staff and volunteers are made aware of your food policy and someone is responsible for monitoring how effective it is.



What do the people coming to your event think?

Finding out what people thought of the food and drink provided at your event will help you to decide what changes to make.

We can work with you to survey your event and provide you with the feedback that counts!



Tips...

Explore sponsorship opportunities with healthy food brands

Provide easy access to free drinking water on site

Give stallholders that provide healthier food and drink options the best site and location at your event



Spread your event message

Here are some ideas for spreading your message at your event

- Include your terms into your stall holder registration forms
- Provide food vendors with resources and posters
- Display your “food event policy” and links on your website and social media
- Include your key messages in advertising and promotion for your event
- Ask your convenor or MC to make regular announcements about the importance of good food during your event.

“we support community wellbeing by offering a variety of good food and drink choices”

“we are a water only event”

Food vendors

It’s a good idea to discuss your Food Policy with food vendors. To make this easy use the **food vendors form** to list the foods they will sell or promote. We can support you to work with your vendors. Remember, even the smallest change to your food environment can make a difference.

Promote water as the best drink

Removing sugary drinks is a great way to start supporting the wellbeing of your community. You can support this by providing easy access to free water especially at outdoor events, during the summer months or at events where alcohol is served.





Websites & Resources

Here are websites and resources to help vendors who want to provide great food at events

My Family Food	www.myfamily.kiwi/foods
Vegetables NZ	www.vegetables.co.nz
5 + A Day	www.5aday.co.nz
Potatoes NZ	www.potatoes.co.nz
Fuelled 4 Life	www.fuelled4life.org.nz
Heart Foundation	www.heartfoundation.org.nz
Health Promotion Agency	www.nutritionandactivity.govt.nz

All sold food must be safe to eat

If you are selling food from a stall or you are organising an event where food will be sold, find out about the food safety requirements. The main legislation that will apply to food sold at an event or market is The Food Act 2014.

If you are selling food to raise funds, providing for a social club, sports event, marae, church or local fair you may not have to register under the Act. Check with your local council and refer to the brochure [Food Safety Tips for selling food at occasional events](#).

You will have to register under the Act if you are

- Fundraising more than 20 times per year
- Catering or selling food at clubs
- Selling food commercially at fairs, markets, events more than once a year

Remember, whether or not you need to register, all the food you sell must be safe.

See [Ministry of Primary Industries](#) website for more information

Acknowledgements

The Hawke's Bay District Health Board thanks the following organisations for contributing to the development of this resource - Waikato District Health Board, Te Korowai Hauora o Hauraki, Ngāti Kahungunu Iwi Inc, Healthy Families Invercargill, Ministry of Primary Industries, Heart Foundation NZ, Hutt Valley District Health Board and Canterbury District Health Board.