

Pricing Strategies to Encourage Healthy Eating

Overview

Offering healthy foods for sale at school is sometimes not enough to get students to eat better. How can you encourage students to choose the healthy options your school offers? One way is to price healthier options so they are cheaper than their less healthy counterparts. Students (and parents) are cost-conscious and how much a snack costs can affect their purchasing decisions.



If your school participates in the National School Meal Program, foods for sale during the school day need to meet [Smart Snacks Standards](#). Favorably pricing healthy food options will help promote these foods outside of the school hours, too.

Take Action

- Complete an inventory of all foods and beverages sold on campus by price, including vending, a la carte, concessions and the school store.