MEMORANDUM OF UNDERSTANDING
MOU-2017-NEMS-V-01
BETWEEN THE
IOWA DEPARTMENT OF PUBLIC HEALTH
AND
Iowa Department for the Blind
Business Enterprise Program

This Agreement is made and entered into by and between the Iowa Department for the Blind, Business Enterprise Program (BEP), hereinafter called the AGENCY and the Iowa Department of Public Health, hereinafter called DEPARTMENT.

PURPOSE: It is the mutual desire of the AGENCY and the DEPARTMENT to provide healthy selections in the vending in state owned and operated buildings. Both agree to work together to promote healthy products to encourage state employees and visitors to eat more healthy.

I. The term of this Agreement shall be June 1, 2016 to June 30, 2018.

II. Agreement Administrators
Brenda Dobson, Director, Division of Health Promotion and Chronic Disease Prevention is the Authorized State Official for this agreement. The Authorized State Official must approve any changes in the terms or conditions specified in this agreement. Negotiations concerning this agreement should be referred to Carol Voss at telephone (515) 242-5566 or carol.voss@idph.iowa.gov.

Emily Wharton, Director, Iowa Department for the Blind, is the AGENCY Administrator. This individual is responsible for administrative matters and negotiations concerning this agreement.

<table>
<thead>
<tr>
<th>Name</th>
<th>Emily Wharton, Director</th>
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<tbody>
<tr>
<td>Business Name</td>
<td>Iowa Department for the Blind</td>
</tr>
<tr>
<td>Street Address</td>
<td>524 4TH ST</td>
</tr>
<tr>
<td>City, State, Zip</td>
<td>Des Moines, IA, 50309</td>
</tr>
<tr>
<td>Telephone Number</td>
<td>(515) 281-1334</td>
</tr>
<tr>
<td>E-mail address</td>
<td><a href="mailto:emily.wharton@blind.state.ia.us">emily.wharton@blind.state.ia.us</a></td>
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</tbody>
</table>
III. The DEPARTMENT agrees to:

A. Provide BEP vendors with Nutrition Environment Measures Survey-Vending (NEMS-V) healthy food and beverage standards and reference list located on web site.
B. Ensure screen reader accessibility when making modifications to the Healthy Choices Calculator.
C. Support the use of the Healthy Choices Calculator to assist vendor and wholesaler distributors with identifying healthy products.
D. Work with vendors to determine marketing opportunities such as special promotions or taste testing of new products that meet NEMS-V criteria.
E. Provide MIX IT UP marketing materials to promote healthy choices.
F. Provide signage to be placed near or on vending machines to encourage healthy choices.
G. Promote purchase of healthy options by Capitol complex and other state agency employees and visitors as implemented.
H. Work with vendor to mark packaged food choices and beverage choices that meet NEMS-V criteria with color-coded product markers and/or stickers.
I. Assist vendor in complying with vending machine menu labeling regulations as a part of the Affordable Care Act.

IV. The AGENCY agrees to:

A. Assist the Department to connect with primary distributors used by BEP vendors to obtain product listings of available items so the list of healthy food and beverage options can be updated.
B. Use the Healthy Choices Calculator, Department-provided product listings or consult the Department to identify healthy products.
C. Assist the Department with acquiring products from distributors for taste testing or other marketing opportunities.
D. Provide a variety of healthy options and mark the healthy options with signage and colored product pushers.
E. Consult with the Department and food suppliers regarding new products for refrigerated options that meet NEMS-V criteria.
F. Assist BEP vendors to determine an appropriate short-term percentage with a long term goal of providing 25% of available cold or frozen food choices that meet NEMS-V criteria and identify them using color-coded green and yellow product markers and/or other signage.
G. Price items meeting NEMS-V criteria similarly to non NEMS-V items with comparable vendor cost.
H. Assist BEP vendors to meet the goal of providing 25% of all packaged snack choices, not requiring refrigeration, that meet NEMS-V criteria and identify them using color-coded green and yellow product markers and/or other signage.
I. Assist BEP vendors to meet the goal of providing 25% - 50% of available beverage choices (including 100% juice and milk) that meet NEMS-V criteria and identify them using green and yellow color-coded product markers and/or other signage.

V. It is mutually understood and agreed that:
A. This agreement can be amended by the mutual written consent of both parties only.

B. This agreement can be amended by mutual written consent due to constraints the suppliers impose on each vendor such as but not limited to minimum orders, product availability, special orders and short code dates.

C. Both parties mutually determine appropriate informational/promotional signage and method(s) for identifying healthy options with consideration to attractiveness, product visibility, and normal operation of equipment.

IN WITNESS WHEREOF the parties have signed their names effective the day and year first above written.

Iowa Department for the Blind

BY

Emily Wharton
Director, Iowa Department for the Blind

DATE 4/20/17

Iowa Department of Public Health

BY

Brenda Dobson, MS, RDN, LD
Director, Division of Health Promotion and Chronic Disease Prevention

DATE 4/21/17