

Title of Intervention: Pricing strategy to promote fruit and vegetable purchase in high school cafeterias

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To increase fruit and vegetable purchases

Population: High school students

Setting: Two high schools (urban, suburban); community-based

Partners: School districts

Intervention Description:

- Environments and Policies: Prices of fruit, carrots and salad were reduced by 50% for a three-week period.
- Campaigns and Promotions: Public service announcements were made during the first week of the low-price period to advertise the intervention.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Foodservice staff
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Not mentioned
- Evaluation: Sales data

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Baseline data was established for fruit, carrot and salad purchases
 - Fruit, salad and carrot sales were recorded daily

Outcomes:

- Short Term Impact: Fruit sales increased by about four-fold during the low-price period. Carrot sales increased by two-fold during the low-price period. There were no significant intervention effects on sales of salads. The magnitude of the intervention effect for fruit was larger in the urban school and was larger for carrots in the suburban school.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Adolescents can be encouraged to select fruit and vegetables when the prices of these items are reduced. Even without a supporting nutrition education program, lower prices produced large increases in the sales of fruit and carrots. Public policies aimed to promote the adoption of healthful diets among adolescents may be the most effective means to promote healthful eating.

Citation(s):

French, S. A., M. Story, et al. (1997). "Pricing strategy to promote fruit and vegetable purchase in high school cafeterias." *J Am Diet Assoc* 97(9): 1008-10