

Marketing to canteens

Businesses, such as food manufacturers, that work with the Federation of Canteens in Schools Inc. (FOCiS) need to be aware of the following guidelines and requirements.

FOCiS logo

The FOCiS logo can be used to assist food industry to market registered products to canteens. The use of the trademark indicates clearly and immediately to buyers that those product/s meet the nutrient criteria and guidelines used by FOCiS to assess their suitability for sale in school canteens.

Only currently registered companies may use the trademark and only on currently registered products. 'Currently' in this context means the period of registration for which a company fee has been paid, and in association with products registered for this period.



The trademark may only be used on promotional literature (e.g. brochures, advertisements) for currently registered products. IT MAY NOT BE USED ON THE PRODUCT OR PACKAGING and may not be used by any other party without the express written permission of FOCiS to do so.

When developing a flyer or brochure please forward it to FOCiS before printing. This will ensure it complies with the rules and regulations of using the FOCiS logo and avoiding costly delays and printing errors.

Be aware

Front of pack labelling that uses statements or logos such as 'school canteen approved' and 'meets school canteen guidelines' are not endorsed by FOCiS. Self made certifications that represent school canteen guidelines can be misleading and potentially damage the reputation of those companies whose products have met the strict nutrient guidelines. Canteens, consumers and food industry are encouraged to contact FOCiS or the Canteen Association or Network in your State/Territory for advice.

FOCiS Buyer's Guide

FOCiS developed the registration program in response to the demands from schools for assistance in deciding which foods and beverages to put on their menus.

All registered products are listed on the FOCiS [website](#) as well as in the [Buyer's Guide](#). Products are colour coded according to a 'traffic light' system. All products listed in the Buyer's Guide are categorised as Green and Amber only.



Green	Amber	Red
Best choices for the school canteen menu as they contain a wide range of nutrients and are generally low in saturated fat and/or sugar and/or sodium (salt). These foods and drinks correspond to core food groups that should dominate canteen menus	Contain some valuable nutrients but may also contain higher levels of saturated fat and/or sugar and/or sodium (salt). Over-consumption could contribute to excess energy intake and, therefore, guidelines recommend amber items are limited	Low in nutritional value and may contain excess energy (kilojoules) and/or saturated fat and/or sodium and/ or sugar and are often discretionary foods. Red products are not recommended to be sold in canteens