

Opposition to House Bill 3403

April 5, 2013

House Health Care Committee

Mr. Chair and Members of the Committee:

I am Vance Hoddle, Regional Vice President, Canteen Vending Services.

- We are extremely supportive of the movement to make vending a healthier experience.
 - Our company has led the industry in developing healthier programs like Balanced Choices which has evolved into Choice Plus. The vending industry now has developed its own version of healthier vending programs.
 - We have worked with King County and Clark County to develop a healthier vending program.
 - We also partner with the Seattle Parks, Clackamas County and many, many private businesses to expand the consciousness of a healthier lifestyle.

- We do not support House Bill 3403 as currently written primarily because of the negative effects that it will have on our Licensed Blind Vendor partners.
 - There is evidence that removing all unhealthy products from vending machines significantly reduces sales. **As an example, my company went to a 100% healthy program at one major hospital system in Oregon and sales dropped by 35-40%.** The evidence indicates that those seeking a less healthy alternative will not purchase a healthy alternative but instead will seek the desired product from an alternative source. We believe that the bill as written will result in a significant decrease in sales.
 - A significant decrease in sales will be devastating to the Blind Enterprises Program and the Licensed Blind Vendors whose livelihood depends upon the Blind Enterprise Program. We also believe such a decrease will negatively impact funding that benefits the Oregon Commission for the Blind.
 - The bill will also negatively impact vending suppliers whose services benefit the Blind community.

For these reasons, we ask you to oppose HB 3403 as written. Thank you for your consideration. I am happy to answer questions.

Vance Hoddle
Regional Vice President
Canteen Division of Compass Group, NAD