

# Sample Letter to Vendors and Sales Representatives

School Letterhead

Date

Vendor or Sales Representative

Address

City, State, Zip

Dear \_\_\_\_\_:

The \_\_\_\_\_ school will begin participating in a program called *Eat Well & Keep Moving* in (month, year), and we need your assistance. This program is designed to help us offer the healthiest and tastiest food choices on the market to our school community.

*Eat Well & Keep Moving* is a multicomponent program that focuses on nutrition and physical activity and that combines staff wellness, parent involvement, physical education, classroom education, and, of course, food services. Our major food service goals are to increase servings of fruit, vegetable, and whole-grain products; increase water consumed; reduce added sugar in foods and beverages; reduce foods high in saturated fat and avoid foods with trans fat; and promote the recommendations of the *Dietary Guidelines for Americans 2015*.

Attached is a list of our menu guidelines. Please send us nutrient information on any of your products that meet our criteria.

If you would like to find out more about *Eat Well & Keep Moving*, please call me at \_\_\_\_\_. I will provide you with additional information as we continue developing our program of healthful menus for students.

Your questions and support will be welcome.

Sincerely,

\_\_\_\_\_

From L.W.Y. Cheung, H. Dart, S. Kalin, B. Otis, and S.L. Gortmaker, 2016, *Eat Well & Keep Moving*, 3rd ed. (Champaign, IL: Human Kinetics).