

SMART SNACKS IN SCHOOL

**USDA's "All Foods Sold in School" Nutrition Standards
New for Snacks and Beverages**



Presentation Outline

- **Overview of USDA's Smart Snacks in School Nutrition Standards**
 - What is the purpose
 - When and where do the standards apply
 - Why are the standards necessary
 - How were the standards determined
 - "Smart Snacks in School" Timeline
 - Student Nutrition Associations' (SNA) Comments
- **Nutrition Standards for Foods**
 - General nutrition standards
 - Food accompaniments
 - Fundraisers
- **Nutrition Standards for Beverages**
 - Beverages allowed for all grade levels
 - Caffeine standards
- **Comparison of Before and After New Standards**
- **Monitoring and Compliance**
- **Implementation and Support**
- **Resources for More Information**



New Nutrition Standards Overview

As a part of the Healthy Hunger-Free Kids Act of 2010, the new Smart Snacks in School rules affect “competitive foods” sold in schools, which include vending machines, a la carte lunch lines, and in student stores.

These snacks and beverages are purchased outside of the regular meals provided by the school, and “compete” with the nutritionally regulated and reimbursable national school lunch and breakfast programs.



Potential effects of Smart Snack Standard Implementation

- Compromise revenue stream
- Establish a uniform description of healthy snacks on campus
- Broaden the scope of the School Nutrition Director and Administration staff
- Promote students bringing their own snacks
- Question who, what, and how nutrition education is provided
- Clarify fundraising exemption by MDE

What do the new standards do?

- Allow schools to offer healthier snack foods and limit "junk foods"
- Set standards for fat, saturated fat, sugar and sodium content
- Promote snacks that have main ingredient listed as either:
 - Whole grain
 - Low-fat dairy
 - Fruit
 - Vegetable
 - Protein



Where do the standards apply?

School campus: All areas of the property under the jurisdiction of the school that are accessible to students during the school day.



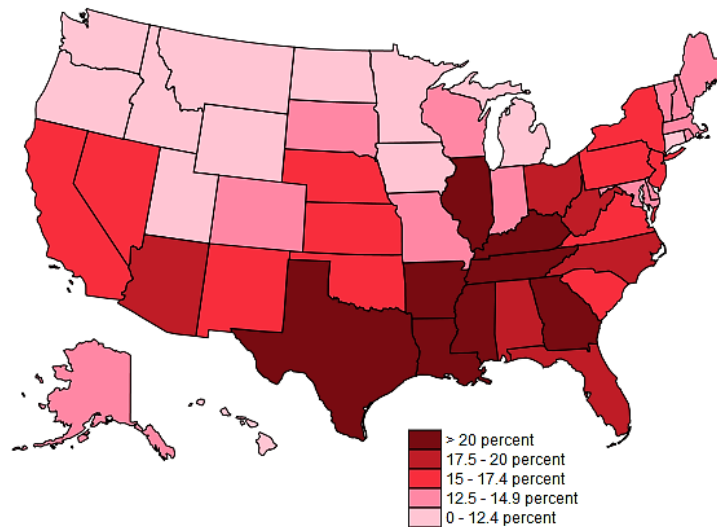
When do the standards apply?

- New standards begin July 1, 2014
- Schools are allowed one year, the current 2013-2014 academic school year to make necessary adjustments to the school food environment.
- USDA offers training and technical assistance as schools transition to the new standards.
- Provide feedback to USDA during implementation.

Why are the new standards necessary?

- Nearly one third of children in America are at risk for preventable diseases such as diabetes and heart disease due to being overweight or obese.
- If unaddressed, health experts predict this generation may be the first to live shorter lives than their parents.
- Improving the nutritional profile of all foods sold in school is critical to:
 - Improve diet and overall health of American children
 - Ensure children from all income levels adopt healthful eating habits

Rates of Childhood Obesity by State, 2007



Source: National Survey of Children's Health.

How did the USDA determine the new standards?

- Received 250,000 stakeholder comments from parents, teachers, food service professionals, health professionals, industry, etc.
- Reviewed existing school nutrition standards, nutrition standards developed by other entities, and expert recommendations from the Institute of Medicine and the Dietary Guidelines for Americans.
- Resulted in balance of science-based nutrition standards with practical and flexible solutions to promote healthier eating at school, which were published in the Federal Register on February 8, 2013.
- Information on the interim final rule are available at:
www.fns.usda.gov/cnd/Governance/Legislation/allfoods.hmt

“Smart Snacks in School” Timeline





SNA Comments

- “Supports flexible and simple regulations at the national level, yet understands that the state and local policies can and do have stricter recommendations.”
- “Acknowledges that schools can develop their own wellness policies that best fit their district.”
- “Believes school nutrition programs should be the primary food provider within school buildings and property.”

Resource: <http://www.schoolnutrition.org/meetings.aspx>

SNA Comments Continued

SNA believes that the rule, when implemented, should:

- “Provide flexibility, simplicity, and minimum standards, consistent with the Meal Pattern Guidelines, limiting the additional burden as required by Healthy Hunger-Free Kids Act.”
- “Any product used as part of the reimbursable lunch should be able to be sold without any further restrictions.”
- “Establish a level playing field between SFA’s and other school sellers.”
- “Provide nutrition education to children.”
- “Recognize that School Food Directors make nutrition decisions that are best for students.”

Nutrition Standards for Foods

- Apply to all grade levels
- Include general standards and specific nutrient standards
- To be allowed, a food item must meet the general and specific nutrient criteria



General Nutrition Standards for Foods

Any food sold in schools must:

- Be a “whole grain-rich” product; *or*
- First ingredient listed must be a fruit, vegetable, dairy product, or protein food; *or*
- Be a combination food that contains at least $\frac{1}{4}$ cup of fruit and/or vegetable; *or*
- Contain 10% of the Daily Value of one of the nutrients of public health concern (calcium, potassium, vitamin D or dietary fiber)
 - Effective July 1, 2016, this criterion will be removed
 - Allowable competitive foods must be food group based after that date



Specific Nutrient Standards for Foods

Calorie Limits

- Snack items ≤ 200 calories
- Entrée items ≤ 350 calories

Sodium Limits

- Snack items ≤ 230 mg**
- Entrée items ≤ 480 mg

Fat Limits

- Total fat: $\leq 35\%$ of calories
- Saturated fat: $< 10\%$ of calories
- Trans fat: zero grams

Sugar Limit

- $\leq 35\%$ of weight from total sugars in food

*On July 1, 2016, foods may not qualify using 10% DV criteria

** On July 1, 2016, snack items must contain ≤ 200 mg sodium per item

Specific Nutrient Standards for Foods:

- **Food accompaniments**

- Must be included in nutrient profile and considered as part of the food sold.
- Accompaniments such as cream cheese, salad dressing, butter, etc.
- Help control calories, fat, sugar and sodium added to foods.
- Pre-portioning not required, but average portion may be determined.

- **Fundraisers**

- Food items sold meeting nutrition requirements are not limited.
- Exemption during non-school hours, weekends, off-campus events.
- Exemption for infrequent fundraisers not meeting nutrition standards, however, state agencies may determine frequency they take place.

Nutrition Standards for Beverages

- Vary by grade level
- Identify specific types of beverages allowed
- Address container size



Nutrition Standards for Beverages

For for All Grade Levels

Water

- Plain water, carbonated or noncarbonated
- Maximum serving size: no limit

Milk

- Unflavored non-fat and low-fat milk
- Flavored non-fat milk and milk alternatives
- Maximum serving size: 8 oz. in elementary, 12 oz. in middle and high schools



Juice

- 100% fruit and/or vegetable juice
- 100% juice diluted with water, carbonated or noncarbonated, no added sweeteners
- Maximum serving size: 8 oz. in elementary, 12 oz. in middle and high schools

Other Beverage Options for High School

- Calorie Free Beverages: up to 20 oz. serving size
 - Calorie-free, flavored water (carbonated or noncarbonated)
 - Other flavored and/or carbonated beverages containing <5 calories per 8 oz., or ≤ 20 calories per 20 oz.
- Low Calorie Beverages: up to 12 oz. serving size
 - Beverages with ≤ 40 calories per 8 oz., or ≤ 60 calories per 12 fluid oz.



Caffeine Standards for Beverages

Elementary and Middle Schools

- Beverages must be caffeine-free, with the exception of trace amounts of naturally-occurring caffeine substances.

High School

- No caffeine restrictions



Before & After New Standards



“Good-bye doughnuts, candy bars, high-fat chips, full-calorie soft drinks and chocolate sandwich cookies. Those kinds of foods and beverages will no longer be allowed to be sold in school... Hello granola bars, peanuts, fruit cups, light popcorn, low-fat chips and no-calorie flavored water. Those types of foods will be offered.”

– “ ‘Smart Snacks’ Replacing Junk Food in Schools”, USA Today

Monitoring and Compliance

- State agencies will monitor compliance with the standards for all foods sold in schools through a review of local educational agency records as part of the State agency administrative review.
- For violations, technical assistance and corrective action plans will be required.

Implementation and Support

- State agencies and schools must implement the new standards by July 1, 2014.
- USDA will provide guidance and technical support to State agencies and local educational agencies prior to and during the implementation process.
- Visit FNS website for guidance: www.usda.gov/healthierschoolday



For More Information

To read more about the new Smart Snacks in School nutrition standards, reference the websites listed below.

Smart Snacks in School: USDA Website

<http://www.fns.usda.gov/cnd/governance/legislation/allfoods.htm>

USDA's *The School Day Just Got Healthier* Toolkit

<http://www.fns.usda.gov/healthierschoolday>

Smart Snacks in School: Questions and Answers

http://www.fns.usda.gov/cnd/Governance/Legislation/allfoods_QandA.pdf

Healthy Hunger-Free Kids Act

Breakfast Meal Pattern

- Breakfast Meal Pattern requirements phased in over the course of two years
 - 2013-14 SY:
 - Follow food-based menu planning approach
 - Meet calorie ranges and nutrient standards
 - Eliminate trans-fat
 - Ensure half of all grains offered are whole-grain rich
 - 2014-15 SY:
 - Follow food-based menu planning approach
 - Meet calorie ranges and nutrient standards
 - Eliminate trans-fat
 - Ensure ALL grains offered are whole-grain rich
 - Additional fruit requirement
 - Meat/Meat Alternative options may be substituted once Bread/Grain requirement is met
 - Intermediate sodium specifications established for 14-15 SY.

School Breakfast Meal Pattern for School Year 2013-2014

All values are for K-12 students, unless otherwise noted

Fruit

Daily ➡ 0.5 cup

Weekly ➡ 2.5 cups

0.25 cup dried = 0.5 cup

Fresh, dried, frozen: no added sugar

Canned: juice/light syrup

100 percent juice only

Vegetables

Daily ➡ Optional in place of fruit

Weekly ➡ Optional in place of fruit

One cup uncooked leafy greens = 0.5 cup vegetable

Meat / Meat Alternate

Daily ➡ Optional

Weekly ➡ Optional

Optional in place of grains after one ounce equivalent of grain has been offered. May also be offered as an 'extra' food item.

Milk

Daily ➡ 1 cup

Plain or Lactose Reduced/

Free: One Percent or Fat Free

Flavored Regular or Lactose
Reduced/Free: Fat Free only

Grains

Daily (K-12) ➡ 1

Weekly (K-5) ➡ 7

Weekly (6-8) ➡ 8

Weekly (9-12) ➡ 9

Amounts are listed in ounce equivalents.
At least half the grains offered must be whole
grain rich, with all grains whole grain
rich by July 1, 2014.

Nutrient Standards

Daily Amount Based on Average Five Day Week

Min/Max calories: K-5: 350-500 6-8: 400-550 9-12: 450-600

Sodium*: K-5: 540 mg 6-8: 600 mg 9-12: 640 mg

Saturated fat: K-12: Less than 10% of total calories

Trans fat: Nutrition label or manufacturer specifications must = 0g per serving

* Sodium Target met by July 1, 2014

USDA Guidelines for School Meal Programs

- School meal standards have been set by USDA since the introduction of the programs in 1946
- Standards are supposed to be updated every 5 years with the Dietary Guidelines for Americans
- On January 2011, USDA proposed new rules very close to IOM recommendations
- The last update before the finalized rule for the Healthy Hunger Free Kids Act, was in 1995