LEADING THE WAY FOR CHILDREN'S HEALTH

FOUNDED BY:

American Heart Association.

CLINTON FOUNDATION

What is a “Competitive Food”?

- Food or beverage sold outside of the National School Lunch or Breakfast Program.
  - Vending machines
  - A la carte line
  - Snack carts
  - School Stores

Where have we been?
Where are we going?

“Smart Snacks in School” is Here!

- This summer, USDA released their *interim final rule* that sets nutrition standards for all snacks and beverages sold in schools:
  - Vending machines
  - A la carte
  - School stores
  - Snack carts
  - Fundraising
- Implementation begins July 1, 2014
  - Get ahead of the curve…start TODAY!

Smart Snacks 101

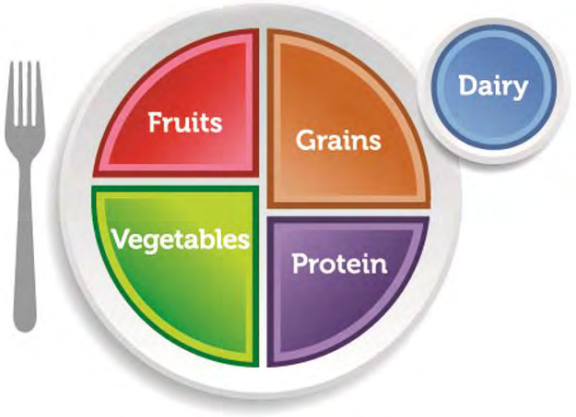
Applies to:

- The whole school day (from midnight before to 30 minutes after)
- Products SOLD during the day.
- Entire school campus
- NOT community events, evening activities, or weekend activities at the school.
- NOT parties or other times when food is served but not sold.
- Gives states authority to define fundraising exemptions within limits.

Smart Snacks 101

Standards include:

- Food groups: *Products must have as the first ingredient a fruit, vegetable, dairy product or protein food (meat, beans, poultry, etc.) OR*
- Contains 10%DV of either Vitamin D, Calcium, Potassium or Fiber (through 2016)



Smart Snacks 101

Standards include limits on specific nutrients for entrees and snacks:

- Calories
- Total Fat
- Saturated Fat
- Total Sugar
- Trans Fat
- Sodium

Smart Snacks 101

Calories:

- **Entrée items that do not meet NSLP/SBP exemption:**
- ≤350 calories

- **Snack items/Side dishes:**
- ≤200 calories per item

Smart Snacks 101

Total Fat:

- **≤35% of total calories from fat per item as packaged/served**
- Exemptions include:
  - Reduced fat cheese;
  - Nuts and seeds and nut/seed butters;
  - Dried fruit with nuts and/or seeds with no added nutritive sweeteners or fat;
  - Seafood with no added fat; and
  - Part-skim mozzarella

Smart Snacks 101

Saturated Fat

- **<10% of total calories per item as packaged/served.**
- Exemptions for: reduced fat cheese, part-skim mozzarella;
- Nuts, seeds and nut/seed butters;
- Dried fruit with nuts and/or seeds with no added nutritive sweeteners or fat.

Trans Fat

- **Zero grams of trans fat per portion as packaged/served** (< 0.5 g)

Smart Snacks 101

Sugar:

≤ 35% of weight from total sugars per item

Smart Snacks 101

Sodium:

- **Entrée items that do not meet NSLP/SBP exemptions**: ≤480 mg sodium per item

- **Snack and side items*:***
  - **≤**230 mg (until June 30, 2016)
  - **≤**200 mg (after July 1, 2016)

Smart Snacks 101 - Beverages

Beverages allowed at all grade levels:

- Water
- Fat-free/low-fat Milk (8oz elementary; 12 oz middle/high)
- Juice (8oz elementary; 12 oz middle/high)

Smart Snacks 101 - Beverages

Other beverages allowed at *high school only*:

- Diet beverages
- Mid-calorie beverages (40 cal/8oz; 12 oz max)

Smart Snacks 101 - Fundraisers

- The standards would *not* apply to items sold during non-school hours, weekends, or off-campus fundraising events.
- State agencies may establish limits on the number of *exempt* fundraisers that may be held during the school year.
- School districts may institute additional standards.

Smart Snacks – We have work to do!

- 40% of all students buy and eat one or more snacks at school.

Steps for Success! Making Changes to Snacks & Beverages in YOUR school!

Know Your Venues…

A la carte items?

Vending Machines?

School Store?

Snack Cart?

Get Others Involved to Build Consensus…

Know Your Products…

Engage the School or District Business Office…

Work With Your Vendors…

- Educate about the nutrition guidelines
- Obtain a list of their products that meet the guidelines
- Develop a plan for replacing products
- Request samples
- Conduct taste tests with students

Combine your efforts…

Communicate…

Staff

Students

Parents

Community

Promote…

Highlight new Products!

Contests!

Limited Time Offers!

Engage students…

Tools You Can Use!

www.healthiergeneration.org/smartsnacks

Jill R. Turley, MS, RD/LD, SNS
National Nutrition Advisor
Jill.Turley@healthiergeneration.org