

## Who Moved the Cheetos? Time for Smart Snacks!



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2014  
**SCHOOL  
NUTRITION  
PROGRAMS**  
Nourishing Michigan's Future

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## The School Nutrition Environment

Improving the nutritional profile of all foods sold in school is critical to:

- improving diet and overall health of American children;
- ensuring children from all income levels adopt healthful eating habits that will enable them to live productive lives; and
- helping children make healthier choices and reduce their risk of obesity.



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## Healthy, Hunger-Free Kids Act

- Provided USDA authority to establish nutrition standards for all foods and beverages sold outside of the Federal child nutrition programs in schools.
- The law specifies that the nutrition standards shall apply to all foods sold:
  - outside the school meal programs;
  - on the school campus; and
  - at any time during the school day.



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Including:

- a la carte in the cafeteria
- in school stores
- snack bars
- vending machines
- other venues



### Applicability

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- Published in Federal Register on February 8, 2013
- Nearly 250,000 comments received (but only about 500 on the interim final rule)
- The Comment Analysis Summary and other information on the interim final rule are available at [www.fns.usda.gov/cnd/Governance/Legislation/allfoods.htm](http://www.fns.usda.gov/cnd/Governance/Legislation/allfoods.htm)



### Proposed Rule

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- Title: ***Nutrition Standards for All Foods Sold in School***
- Published: June 28, 2013
- Comment period has ended



### Interim Final Rule

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• Implementation date: beginning July 1, 2014

• Provide feedback to USDA during implementation

**Implementation**



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**Considerations**

- Dietary Guidelines for Americans
- Authoritative scientific recommendations, such as the IOM Report
- Existing voluntary standards
- Current State and local standards and
- Stakeholder input



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- The practical application of standards in school settings;
- Context of new meal patterns for the Federal school meal programs; and
- Support of the federally- reimbursed school nutrition programs as the major source of foods and beverages offered at school.

**Further Considerations**



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### State and Local Flexibility

- The nutrition standards included in the interim final rule for all foods sold in school are minimum standards.
- State agencies and school districts may establish additional standards. 
- State or local standards must be consistent with Federal standards.

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- Applicability
- Nutrition Standards for Foods 
  - General Standards
  - Specific Nutrient Standards/Exemptions
  - Exemptions to the General Standards
- Nutrition Standards for Beverages
- Potable Water Requirement
- Fundraisers
- Recordkeeping

### Presentation Outline

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### Applicability

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Competitive food: all food and beverages sold to students on the School campus during the School day, other than those meals reimbursable under programs authorized by the NSLA and the CNA.



**What are competitive foods?**

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



**Where do the standards apply?**

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School day is the period from the midnight before, to 30 minutes after the end of the official school day.



**When do the standards apply?**

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**Nutrition Standards for Foods**

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- Apply to All Grade Levels
- Include General Standards and Specific Nutrient Standards
- Provide exemptions to Nutrient Standards for Specific Foods
- Allow broader exemptions for fruits and vegetables and some NSLP/SBP foods

**Standards for Foods** 

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**General Standard for Food**

To be allowable, a food item must meet all of the competitive food nutrient standards

**AND**



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- 1) Be a whole grain rich product; **OR**
- 2) Have as the first ingredient a fruit, vegetable, dairy product or protein food (meat, beans, poultry, etc.); **OR**
- 3) Be a "combination food" with at least ¼ cup fruit and/or vegetable; **OR**
- 4) Contain 10% of the Daily Value of one nutrient of public health concern (only through June 30, 2016)
  -  Calcium, potassium, vitamin D, dietary fiber

**General Standard (cont'd)**

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- (1) Be a whole grain rich product*
- **Grain products** must include 50% or more whole grains by weight or have a whole grain as the first ingredient.
  - **Consistent** with NSLP meal pattern standards and the HUSSC whole grain requirement. 
  - **Practical** because it can be easily identified by reading a product label.

**Whole Grain Rich**

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**Comparison to NSLP/SBP Requirements**

**Competitive Foods**

- **Allowability** of the food item



**School Meals**

- **Crediting** of the grain portion of the food item




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(2) Have as the first ingredient a fruit, vegetable, dairy product or protein food (meat, beans, poultry, etc.)



### DGA Major Food Groups

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### Combination Foods

(3) Be a "combination food" with at least ¼ cup fruit and/or vegetable

- Combination foods means products that contain two or more components representing two or more of the recommended food groups: fruit, vegetable, dairy, protein or grains.
- Examples of such foods include yogurt and fruit, cheese and crackers, hummus and vegetables, fruit cobbler with whole crust, etc.



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### Phased-In Approach:

(4) Through June 30, 2016, foods that contain 10% of the Daily Value of one nutrient of public health concern (i.e., calcium, potassium, vitamin D, or dietary fiber)

- Effective July 1, 2016, this criterion is removed
- Allowable competitive foods must be food group based after that date

### Nutrients of Public Health Concern

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## Specific Nutrient Standards for Food



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## Nutrient Standards

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



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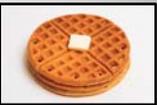
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## Accompaniments

- Must be included in nutrient profile as a part of item served
- Examples include:
  - Salad dressings
  - Butter or jelly on toast
  - Cream cheese on bagels
  - Garnishes, etc.
- No pre-portioning required – may determine average portion



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- **≤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

**Total Fat**



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**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)**

**Total Fat**



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**Definition of Entrée**

- **Entrée item** means an item that is either:
  - A combination food of meat/meat alternate and whole grain rich food; or
  - A combination food of vegetable or fruit and meat/meat alternate; or
  - A meat/meat alternate alone, with the exception of yogurt, low-fat or reduced fat cheese, nuts, seeds and nut or seed butters and meat snacks (such as dried beef jerky and meat sticks).



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- **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)

**Sodium**

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**Calories**

- **Entrée items that do not meet NSLP/SBP exemption:**  
≤350 calories
- **Snack items/Side dishes:**  
≤200 calories per item

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**Total Sugars**

≤ 35% of weight from total sugars per item

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- Dried/dehydrated fruits or vegetables (no added nutritive sweeteners)
- Dried fruits with nutritive sweeteners for processing and/or palatability (e.g., dried cranberries, tart cherries, and blueberries)
- Exempt dried fruit with only nuts/seeds (no added nutritive sweeteners or fat)

**Sugar Exemptions**



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- The proposed sugar exemption for yogurt has been removed
- Not necessary with the sugar by weight standard
- Most yogurts available meet the requirement that total sugar represent  $\leq 35$  percent of the weight of the product.

**Yogurt: Sugar Exemption**



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**Exemptions from General Nutrition Standards for Food**



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The following are exempt from meeting all nutrient standards:

- Fresh, frozen and canned fruit packed in water, 100 percent juice, light syrup or extra light syrup
- Fresh, frozen and canned vegetables with no added ingredients except water
- Canned vegetables with small amount of sugar for processing purposes



### Fruit and Vegetable Exemption

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- Proposed rule included a number of options with regard to NSLP/SBP entrees and side dishes sold a la carte;
- Substantial number of comments provided on the options, ranging from
  - allowing exemptions for NSLP/SBP foods at all times;
  - limiting the exemption;
  - not allowing any exemptions whatsoever for NSLP/SBP entrees and side dishes sold a la carte.



### Exemption for NSLP/SBP Entrees

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- Exemptions for entrée items only
- Side dishes sold as competitive food must meet all standards
- Entrée exemption for the day of service and the school day after



### NSLP/SBP Entrée Exemption

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Sugar-free chewing gum is exempt from standards

### Chewing Gum



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- Vary by Grade Level
- Identify Specific Types of Beverages Allowed
- Address Container Size

### Standards for Beverages

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- Water
- Milk
- Juice



### Beverages for All

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- Plain water, carbonated or noncarbonated
- No size limit

**Beverages for All - Water**

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- Unflavored nonfat and lowfat milk
- Flavored nonfat milk
- Maximum serving sizes:
  - 8 fluid ounces in elementary school
  - 12 fluid ounces in middle and high schools

**Beverages for All - Milk**

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- 100% fruit and/or vegetable juice
- 100% juice diluted with water (carbonated or noncarbonated) – no added sweeteners
- Maximum serving sizes
  - 8 fluid ounces in elementary school
  - 12 fluid ounces in middle and high schools



**Beverages for All - Juice**

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Beverage	Elementary School	Middle School	High School
Plain water , carbonated or not	no size limit	no size limit	no size limit
Low fat milk, unflavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
Non fat milk, unflavored or flavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% fruit/vegetable juice **	≤ 8 oz	≤ 12 oz	≤ 12 oz

**Beverages For All** 

\*Includes nutritionally equivalent milk alternatives, as permitted by NSLP/SBP  
\*\*May include 100% juice diluted with water (with or without carbonation) & with no added sweeteners.

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**Calorie-Free Beverages: Maximum Serving Size 20 fluid ounces**

- Calorie-free flavored water , with or without carbonation
- Other "calorie-free" beverages with less than 5 calories per 8 fluid ounces, or up to 10 calories per 20 fluid ounces.

**Other Beverages in High School** 

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**Lower-Calorie Beverages - Maximum Serving Size 12 fluid ounces**

- Up to 60 calories per 12 fluid ounces; or
- Up to 40 calories per 8 fluid ounces




**Other Beverages in High School**

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No restriction on the sale of any allowable beverage at any grade level, during the school day anywhere on the school campus.

**No "Time and Place" Restriction**

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<b>Elementary and Middle School</b> Foods and beverages must be <b>caffeine-free</b> , with the exception of trace amounts of naturally-occurring caffeine substances.	<b>High School</b> No caffeine restrictions.
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**Caffeine**

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- In the place where lunches are served during meal service
- At breakfast meal service, when it is in the cafeteria
- Encouraged, but not required, for afterschool snacks and breakfast in other locations
- Effective since October 1, 2010
- *Policy Memo 28-2011* available at [www.usda.fns.gov/cnd/governance/policy.htm](http://www.usda.fns.gov/cnd/governance/policy.htm)

**Free Potable Water Requirement**

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**Fundraisers**

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- All foods that meet the regulatory standards may be sold at fundraisers on the school campus during school hours.
- The standards would not apply to items sold during non-school hours, weekends, or off-campus fundraising events.

**Fundraisers**

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- State agencies may establish limits on the number of exempt fundraisers that may be held during the school year.
- Michigan has selected ZERO as the number of exempt fundraisers permitted
- School districts may institute additional standards.

**Fundraiser Exemption**

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• No exempt fundraiser foods or beverages may be sold in competition with school meals in the food service area during the meal service.

**Exempt Fundraisers (cont'd)**



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• Provisions related to Foods of Minimal Nutritional Value remain in place until the July 1, 2014 implementation date of the competitive food standards

**Foods of Minimal Nutritional Value**



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**Administrative Provisions**



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• Federal Register

• FNS Website  
[www.usda.gov/healthierschoolday](http://www.usda.gov/healthierschoolday)

**Reviewing the Rule**



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• State agencies and schools must implement the provisions of this interim rule beginning July 1, 2014.

• USDA will provide guidance and technical assistance to State agencies and local educational agencies prior to and during the implementation period.

**Implementation and Support**



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• Start making changes NOW

• The schools that made changes to their meal patterns prior to the required change typically faired much better

• Start discussing these changes with staff, administrators, students, parents, community organizations

**Effective Strategies**

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- Support a culture of wellness in your local district, for example, by serving a School Health Advisory Council (SHAC) or helping with a HUSSC application.
- Use smart strategies to inspire, motivate and educate everyone in schools about smart snacks for reasons they care about, because not everyone is focused on childhood obesity:
- Make smart snacks about fun and great taste for kids.
- Make smart snacks about fitness and sports success for coaches, athletes and boosters clubs.

### Smart Snack Strategies

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- Make smart snacks about learning and behavior for classroom teachers and administrators.
- Make smart snacks about successful fundraisers that make money for clubs and organizations.
- Make smart snacks the cool thing to do at school rather than something that the government is making us do!!
- Emphasize all of the great snacks you CAN serve rather than the ones you can't

### Smart Snack Strategies

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### \$5,000 Equipment Purchases

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