

Smart Snacks in Schools

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June 12, 2014

1

Where are foods sold in schools?

- A la carte (cafeteria)
- Vending machines
- School stores
- Snack bars
- Fundraisers
- Most high schools students (95%) have access to vending machines



Obesity and Poor Diets: A Matter of Public Health Concern

- Most children’s diets are low in fruits, vegetables, whole grains and dairy foods, while high in sugar, sodium and added fat
- One-third of U.S. children are either overweight or obese
- First generation may not live a longer life than their parents
- Military preparedness

What is the Current Status of Foods Sold in Schools?

- Foods/beverages offered outside of the school meal program to most teens and many elementary students still lack healthy options
- Most students consume at least one snack food at school a day
- HHFKA directs USDA to set nutrition standards throughout the school campus to complement gains made in school meals

Restricting “Unhealthy” Foods in Schools Linked to Lower Obesity

- Some research shows that policies that restrict unhealthy foods in schools are linked to lower overweight and obese students, and lower BMI (Robert Wood Johnson Foundation)
- Students’ BMIs increase when schools allow sales of “junk food”
- Over 75% of states have already implemented nutrition standards for a la carte and vending (CDC)

Schools are a key focus because...



What Makes a Healthy School Environment?

-  Nutrition Education
-  Nutritious School Foods
-  Daily opportunities to be physically active
-  Programs that promote wellness
-  Healthy fundraising
-  School-wide support



What are competitive foods?

Competitive food: all food and beverages sold to students on the school campus during the school day, other than those meals reimbursable under school meal programs.

10

Healthy, Hunger-Free Kids Act

- Requires that USDA establish nutrition standards for all foods and beverages sold in school – beyond 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.

8

When do the standards apply?

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



11

State and Local Flexibility

- The nutrition standards included in the 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.

9

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.



12

How do the standards apply?

- Standards apply to foods and beverages sold
- Includes exchange of:
 - Currency
 - Tokens
 - Tickets
 - Points
- Does *not* include:
 - Foods and beverages given away
 - Food given as a reward
 - Foods and beverages brought in from home
 - Foods and beverages sold to school staff

13

Culinary Programs

- Smart Snacks rule does not impact culinary program curricula or foods sold to adults at any time
- Foods sold to students during the school day must meet Smart Snacks standards
- Schools can expand by selling to restaurants and off-campus events
- Schools can also challenge students to develop recipes that meet the Smart Snacks standards



14

Fundraisers

- All foods that meet the nutrition standards may be sold as 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.
- State agencies may establish the number of infrequent exempt fundraisers that may be held during the school year.

14

Example: Recipe for Health Kids Contest

- National contest challenging students to work with chefs to develop healthy recipes to be served in schools
- Categories:
 - Whole grains
 - Legumes
 - Dark green/Orange veggies



15

Healthy Fundraiser Examples

- Plant sales
 - 5k Fun Run
 - Car wash
 - School logo clothing
 - Holiday wreaths
 - Dances
 - Spelling bee
 - Emergency kits
 - Cookbooks
 - Bike-a-thon
 - Haunted house
 - Many more!
- "Fitness Fundraising Success in Brooklyn Public Schools"



16

Standards for Foods

- Apply to All Grade Levels
- Foods must meet both the **General Standards** and **Nutrient Standards**
- Some exemptions apply
- Beverages must meet **Beverage Standards**

18

General Standard for Food

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

AND

19

Nutrient Standards

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



22

General Standard (cont'd)

- 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

20

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



23

Combination Food Examples

- Blueberry Muffin
 - May contain whole grain, fruit, vegetable, dairy or protein food as first item
- Stew or chili
- Packaged food with ¼ cup of fruit or vegetable
 - Example: 100 calorie bag cookies with one small banana



21

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.

24

Trans Fat

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



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)

25

Fruit and Vegetable Exemption

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



28

Calories

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

26

Dried Fruit – Sugar Exemption

- Some dried fruit require added sugars for processing/palatability
- Exempt from the sugar requirement
 - Dried cranberries
 - Dried tart cherries
 - Dried blueberries



29

Total Sugars

≤ 35% of weight from total sugars per item

- To calculate the percentage of sugar by weight: take the grams of sugar on the nutrition facts panel and divide that by the total weight of the food in grams and multiply that by 100. The result will provide you with the percentage of sugar by weight. Do not round the result.

27

NSLP/SBP Entrée Exemption

- Entrees that are part of the SBP/NSLP can be sold the day of and the day after service and be exempt from the Smart Snacks standards
- Entrees must be sold in same portion as offered in the school meal programs
- Side dishes sold as competitive food must meet all standards



30

Entrée Definition

- Entrée is defined as:
 - Meat/Meat Alternate (M/MA) alone (except for yogurt, cheese, nuts, seeds, nut butters, meat snacks)
 - Combination of M/MA and WGR food
 - Combination of M/MA and Fruit or Vegetable
 - NEW: Grain entrees in SBP
 - Whole-grain rich pancakes
 - Whole-grain bagels

31

Beverages for All

- Water
- Milk
- Juice



34

Entrees – Let's Test Your Knowledge!

- Which of the following can be considered entrees?
 - Cheese sandwich
 - Yogurt topped with strawberries and granola
 - 2 Tbsp peanut butter
 - Whole-grain waffles with syrup
 - Smoothie with strawberries and yogurt

32

Beverages for All - Water

- Plain water, carbonated or noncarbonated
- No size limit



35

Standards for Beverages

- Vary by Grade Level
- Identify Specific Types of Beverages Allowed
- Include Portion Size Limits

33

Beverages for All - Milk

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

36

Beverages for All - Juice

- 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

37

Other Beverages in High School

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



40

Beverages For All Grades - Summary

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

38

Caffeine

Elementary and Middle School

Foods and beverages must be **caffeine-free** with the exception of trace amounts of naturally- occurring caffeine substances.

High School

No caffeine restrictions.



41

Other Beverages in High School

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.

39

Coffee/Tea Beverages

- Cream and sweeteners
- Lattes and cappuccinos
- Must meet “Other” beverage nutrition standards:
 - ≤60 calories per 12 fluid oz
 - ≤5 calorie per 1 fluid oz



42

Smoothies – Food or Beverage?

- Food
 - If contains main food groups
 - With M/MA, may be entree
- Beverage
 - If contains only allowable beverages
 - Serving size limits apply
 - 8 fl oz – elementary
 - 12 fl oz – middle/high



FDA Proposed Rule on Revised Nutrition Facts Label

First Lady Michelle Obama joined Secretary Sebelius and FDA Commissioner Hamburg on February 27, 2014 to announce the FDA's proposed updates to the Nutrition Facts label and to promote healthy dietary practices.



"Our guiding principle here is very simple: that you as a parent and a consumer should be able to walk into your local grocery store, pick up an item off the shelf, and be able to tell whether it's good for your family, so this is a big deal, and it's going to make a big difference for families all across this country."

-First Lady Michelle Obama

Frozen Product – Food or Beverage?

- Food
 - Must contain major food group
 - Meet nutrient standards for snacks
- Beverage
 - Must not contain added sweeteners for elementary/middle schools
 - If contains sweetener at high school level, must meet "Other" beverage standards



Revised Serving Size Requirements Portion Sizes

- Foods served at home and in restaurants have increased.
- Over the last 20 years portion sizes have increased by 60% for salty snacks and 52% for soft drinks and is true of fast foods



Nutrition Facts Panel

- The Nutrition Facts Panel contains all the information necessary to evaluate against the nutrient standards:
 - Calories
 - Total Fat
 - Saturated Fat
 - Trans Fat
 - Sodium
 - Sugars

Nutrition Facts	
Serving Size 1 pouch (29g)	
Serving Per Container 1	
Amount Per Serving	Calories from Fat 35
Calories 130	
% Daily Values*	
Total Fat 4g	6%
Saturated Fat 1g	5%
Trans Fat 0g	
Sodium 110mg	5%
Total Carbohydrate 21g	7%
Dietary Fiber 2g	8%
Sugars 8g	
Protein 2g	4%

*Percent Daily Values are based on a 2,000 calorie diet.

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	Calories from Fat 40
Calories 230	
% Daily Values*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

Calories: 2,000 2,500	
Total Fat	Less than 50g 60g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per 2/3 cup	
Calories 230	
% DV*	
12% Total Fat 8g	
5% Saturated Fat 1g	
	Trans Fat 0g
0% Cholesterol 0mg	
7% Sodium 160mg	
12% Total Carbs 37g	
14% Dietary Fiber 4g	
	Sugars 1g
	Added Sugars 0g
Protein 3g	
10% Vitamin D 2mcg	
20% Calcium 260mg	
45% Iron 8mg	
5% Potassium 235mg	

* Footnote on Daily Values (DV) and calories reference to be inserted here.

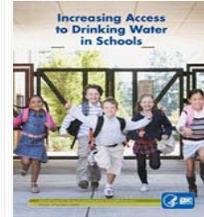
Potable Water Requirement

- Drinking water provides health benefits to students
- Potable water should be made available without restriction during meal time where breakfast and lunch are served
 - Exception: when meals served in the classroom
- Examples
 - Nearby water fountain
 - Accessible water jugs, pitchers, cups of water, etc.



NEW! CDC Increasing Access to Drinking Water in Schools Toolkit

- Tools for school staff to:
 - Meet potable water requirements
 - Help make clean, free drinking water readily available throughout multiple points in school settings.
 - Promote consumption of water as a healthy beverage.



<http://www.cdc.gov/healthyyouth/npao/wateraccess.htm>

Resources

Healthy Fundraiser Resources

- Michigan Nutrition Standards Healthy Fundraising Ideas: http://michigan.gov/documents/healthymichigan/5_Healthy_School_Fundraising_Ideas_392454_7.pdf
- Kansas State Department of Education: Fundraising for School: <http://healthymeals.nal.usda.gov/hsmrs/Kansas/Fundraising%20Ideas%20for%20Schools.pdf>
- Center for the Science in Public Interest: Successful Fundraising Stories <http://www.cspinet.org/new/pdf/healthy-school-fundraising-success-stories.pdf>

Smart Snacks Calculator

- The Smart Snacks calculator may be found at:
 - https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/smart_snacks/product_calculator
- And at the FNS website:
 - <http://www.fns.usda.gov/school-meals/smart-snacks-school>

Implementation and Support

- 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.
- <http://www.fns.usda.gov/school-meals/smart-snacks-school>

HealthierUS School Challenge

Recognizing Excellence in Nutrition and Physical Activity

- Voluntary certification initiative recognizing excellence in schools in nutrition and physical activity
- Currently over 6,700 HUSCC schools
- 4 award levels: Bronze, Silver, Gold, and Gold Award of Distinction
- Schools recognized receive a banner, award plaque, recognition on the Team Nutrition Web site, and a monetary incentive.

<http://www.fns.usda.gov/hussc/healthierus-school-challenge>



It Can Be Done!

138 Award Winning HUSCC
Schools in Michigan!

