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SMART SNACKS IN SCHOOL

USDA's "All Foods Sold in School" Nutrition Standards

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2014 Summer Workshops

Missouri Department of Elementary and Secondary Education

Presentation Outline

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Overview of USDA's Smart Snacks in School Nutrition Standards

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- Why are the standards necessary?
- How were the standards determined?

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New Nutrition Standards Overview

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- 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.

New Nutrition Standards Overview

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- The law specifies 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

Implementation begins July 1, 2014

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Applies to:

- The whole school day (from midnight before to 30 minutes after).
- Products SOLD during the day.
- Entire school campus.

Does not apply to:

- Community events, evening activities, or weekend activities at the school, food fundraisers when food is not intended to be consumed at school.
- Lunches brought from home.
- Parties or celebrations when food is served but not sold.

What do the new standards do?

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

Where do the standards apply?

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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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Where do the standards apply?

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School Day: From the midnight before, to 30 minutes after the end of the instructional school day.

Why are the new standards necessary?

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- 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

How did the USDA determine the standards?

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- Received 250,000 stakeholder comments from parents, teachers, food service professionals, health professionals, industry, etc.
- Reviewed the 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 June 28, 2013.
- Information on the interim final rule are available at: www.fns.usda.gov/cnd/Governance/Legislation/allfoods.hmt

Nutrition Standards for Foods

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- Apply to all grade levels
- Include general nutrition standards and specific nutrient standards
- To be allowed, a food item must meet one of the four general nutrition standards, in addition to, the 6 specific nutrient standards

General Nutrition Standards

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1) Be a "whole grain-rich" product; *or*

2) First ingredient listed must be a fruit, vegetable, diary product, or protein food; *or*

3) Be a combination food that contains at least ¼ cup of fruit and/or vegetable; *or*

4) Contain 10% of the Daily Value of one of the nutrients of public health concern (calcium, potassium, vitamin D or dietary fiber)

General Nutrition Standards

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Whole Grain Rich

1) Be a whole grain product

- ***Grain products*** must include 50% or more whole grains by weight or have a whole grain as the first ingredient.

General Nutrition Standards

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Major Food Groups

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

General Nutrition Standards

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Combination Foods

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



- Combination foods contain two or more of the recommended food groups: fruit, vegetable, dairy, protein, or grains.

General Nutrition Standards

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Nutrients of Public Health Concern

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 will be removed
- Allowable competitive foods must be food group based after that date

Specific Nutrient Standards

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

Specific Nutrient Standards

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- Total Fat
  - ≤35% of total calories from fat per item as packaged/served
    - Exemptions include:
      - Reduced fat cheese, part-skim mozzarella
      - 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

Specific Nutrient Standards Total Fat Exemptions

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- **Reduced fat cheese, part-skim mozzarella**
  - Subject to trans fat, sugar, calorie and sodium standards
- **Nuts and seeds and nut/seed butters**
  - Subject to trans fat, sugar, calorie and sodium standards
- **Dried fruit with nuts and/or seeds with no added nutritive sweeteners or fat**
  - Subject to trans fat, calorie, and sodium standards
- **Seafood with no added fat**
  - Subject to all other standards (saturated fat, trans fat, sugar, calorie and sodium standards)

Total Fat

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- To calculate the calories from fat information, take the calories from fat listed on the label and divide by the total calories, then multiply by 100.
- To use the total grams of fat method, take the grams of fat on the label and multiply by 9 (the calories in each gram of fat), divide that result by the total calories, then multiply by 100.

Total Fat

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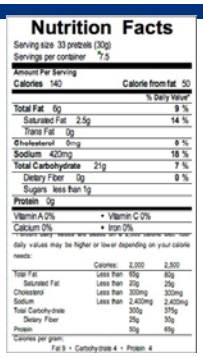
- 50 calories ÷ 140 calories x 100 = 35.7 % of calories from fat.
- 6 grams x 9 calories ÷ 140 calories x 100 = 38% of calories from fat


Nutrition Facts
Serving size 33 pretzels (30g)
Servings per container 7.5
Amount Per Serving
Calories 140 Calorie from fat 50
% Daily Value*
Total Fat 6g 9 %
Saturated Fat 2.5g 14 %
Trans Fat 0g
Cholesterol 0mg 0 %
Sodium 420mg 18 %
Total Carbohydrate 21g 7 %
Dietary Fiber 0g 0 %
Sugars less than 1g
Protein 0g
Vitamin A 0% • Vitamin C 0%
Calcium 0% • Iron 0%
daily values may be higher or lower depending on your calorie needs:
Calories: 2,000 2,500
Total Fat Less than 65g 80g
Saturated 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
Protein 50g 65g
Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Specific Nutrient Standards

25

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

Specific Nutrient Standards Saturated Fat Exemptions

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- **Reduced fat cheese, part-skim mozzarella**
  - Subject to trans fat, sugar, calorie and sodium standards
- **Nuts and seeds and nut/seed butters**
  - Subject to trans fat, sugar, calorie and sodium standards
- **Dried fruit with nuts and/or seeds with no added nutritive sweeteners or fat**
  - Subject to trans fat, calorie, and sodium standards

Saturated Fat

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- To calculate the percentage of calories from saturated fat, take the grams of saturated fat and multiply by 9 (the calories in each gram of saturated fat), divide that result by the total calories, then multiply by 100.

Saturated Fat

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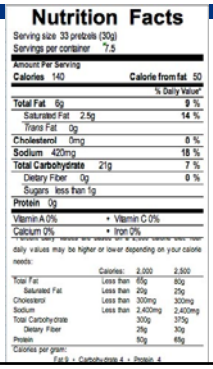
- 2.5 grams x 9 calories ÷ 140 calories x 100 = 16.07%
- This number must be 9.9 or below.



Nutrition Facts

Serving size 33 pretzels (30g)
Servings per container 7.5

Amount Per Serving
Calories 140 **Calorie from fat** 50

	% Daily Value*
Total Fat 6g	9 %
Saturated Fat 2.5g	14 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium 420mg	18 %
Total Carbohydrate 21g	7 %
Dietary Fiber 0g	0 %
Sugars less than 1g	
Protein 0g	

Vitamin A 0% • Vitamin C 0%
Calcium 0% • Iron 0%

daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated 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
Protein		50g	65g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Specific Nutrient Standards

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- Trans Fat
  - Zero grams of trans fat per portion as packaged
    - Product must be labeled as 0g of trans fat (contains less than 0.5 g) to be allowable and consistent with FDA labeling requirements

Specific Nutrient Standards

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- 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)

Specific Nutrient Standards

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- Calories
  - Entrée items that do not meet NSLP/SBP exemptions
    - ≤350 calories
  - Snack and side items
    - ≤200 calories per item

Specific Nutrient Standards

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- Total Sugars
  - ≤35% of weight from total sugars per item
    - Exemptions include:
      - 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 blackberries)
      - Dried fruit with nuts/seeds with no added nutritive sweeteners or fat

Specific Nutrient Standards Sugar Exemptions

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- Dried/dehydrated fruits or vegetables (no added nutritive sweeteners)
  - Subject to all other standards (saturated fat, trans fat, sugar, calorie and sodium standards)
- Dried fruits with nutritive sweeteners for processing and/or palatability (e.g., dried cranberries, tart cherries, and blackberries)
  - Subject to all other standards (saturated fat, trans fat, sugar, calorie and sodium standards)
- Dried fruit with nuts/seeds with no added nutritive sweeteners or fat
  - Subject to calories, trans fat, and sodium standards

Total Sugar

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- How do you calculate?
  - To calculate percentage of sugar by weight, take the grams of sugar on the nutrition panel and divide that by the total weight of the food in grams.

Total Sugar

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- 8g (grams of sugar) ÷ 70g (weight of product) x 100 = 11.4%
- Does this product have 14 grams of sugar or less???

Nutrition Facts

Serving Size (70g)
Servings Per Container

Amount Per Serving

Calories 110 Calories from Fat 40

	% Daily Value*
Total Fat 4.5g	7%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 3g	12%
Sugars 8g	
Protein 3g	

Vitamin A 0% • Vitamin C 8%
Calcium 0% • Iron 2%

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

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated 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

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Specific Nutrient Standards

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- **Calorie Limits**
  - Snack items ≤200 calories
  - Entrée items ≤350 calories
- **Sodium Limits**
  - Snack items ≤230 mg**
  - Entrée items ≤480 mg
- **Fat Limits**
  - Total fat: ≤35% of calories
  - Saturated fat: <10% of calories
  - Trans fat: zero grams
- **Sugar Limit**
  - ≤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**

Accompaniments

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- Must be included in nutrient profile as 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

Nutrition Standards Exemptions

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- Fruit and Vegetable exemptions
  - The following are exempt from meeting all nutrient standards
    - Fresh, frozen and canned fruit packed in water, 100% 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

Definition of Entree

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- Entrée item means an item that is either:
  - A combination food of meat /meat alternative and whole grain rich food; or
  - A combination food of vegetable or fruit and meat/meat alternative; or
  - A meat/meat alternative 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).

Grain Entrée Exemption

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- SFA is permitted to determine which item(s) are the entrée items for breakfast offered as part of the SBP.

Nutrition Standards Exemptions

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- NSLP/SBP Entrée Exemption
  - Exemptions entrée items only
  - Entrée exemption for the day of service and the school day after
    - For example, if the SFA serves WGR pancakes as the main dish for the SBP, then they can be considered an entrée and be exempt from the standards on the day of and the day after they are served.
  - Side dishes offered as part of the NSLP or SBP and sold as competitive food must meet all standards

Chewing Gum

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- Sugar-free chewing gum is exempt from standards

Nutrition Standards for Beverages

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

Nutrition Standards for Beverages

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- 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

Nutrition Standards for Beverages

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- 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.

Nutrition Standards for Beverages

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Caffeine

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

Nutrition Standards for Beverages

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- No "Time and Place" restriction

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

Fundraisers

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- All foods that meet the nutrition 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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- Fundraising activities that take place outside of school, such as cookie dough or frozen pizza sales, are exempt from the "Smart Snacks" Rule.
  - Distribution of order forms and foods that are not intended for consumption at school may continue.

Fundraiser Exemptions in Missouri

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- A maximum of 5 fundraisers, per building, per school year allowed.
- A single exempt fundraiser will have a duration of one day.
- Note: SFA can do less or even none.
- No exempt fundraiser foods or beverages may be sold in competition with school meals in the food service area during the meal service.

Fundraising

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- Healthy Fundraising Tips
  - Support the Arts: concerts, dances, plays, musicals, singing telegrams, etc.
  - Support Academics: Read-a-thon, workshops or classes, etc.
  - Support Physical Activity: walk-a-thon, bike-a-thon, jump-a-thon, 5 mile walk/run, sports tournaments, sports camps or clinics, etc.
  - Support Community Activities: Garage sale, car wash, soup dinner, Bingo night, etc.

Fundraising

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- Sell Items Other Than Food
  - Gift wrap, greeting cards, boxes, and bags
  - Holiday wreaths, ornaments, and poinsettias
  - Gift certificates or coupon books
  - Cookbooks
  - T-shirts and sweatshirts

Before and After New Standards

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" 'Smart Snacks' Replacing Junk Food in Schools", USA Today

Monitoring and Compliance

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- Missouri DESE Food and Nutrition Services Nutrition Program Specialists will monitor compliance with the standards for all foods sold in schools through a review of SFA records as part of the State Agency administrative review.
- For violations, technical assistance and/or corrective action will be required.

Monitoring and Compliance

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- Recordkeeping
  - The SFA and food service departments must maintain records such as receipts, nutrition labels and produce specifications.
  - Food service must maintain records for competitive foods sold under the nonprofit school food service.
  - The SFA must maintain records for all other competitive food sales.

Smart Snacks Product Calculator

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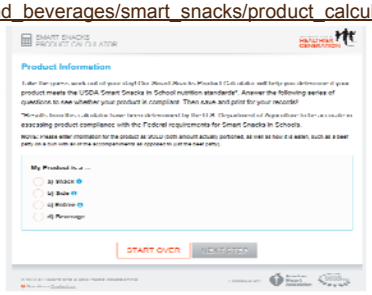
- https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/smart_snacks/product_calculator



Activity: Allowable ????

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- Yes
- No
- Not Sure

Packaged Cheese and Crackers?

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- Start with the General Standards
  - Is it whole grain – no
  - If not whole grain, is the first ingredient a dairy or protein – no
  - Be a "combination food" with at least ¼ cup fruit and/or vegetable- no
  - Does it contain 10% of the Daily Value of one of the nutrients of public health concern –no

NOT ALLOWED

Packaged Cheese and Crackers?

59

- Start with the General Standards
  - Is it whole grain – yes
- Now move to the Specific Nutrient Standards
  - Does it meet all of the specific nutrient standards
    - If yes - ALLOWABLE
    - If no – NOT ALLOWABLE

Cheese and Crackers – packaged separate?

60

- Cheese
  - Is a dairy food – General Standard
  - Reduced-fat cheese or part –skim mozzarella would be exempt from the total fat and saturated fat standard but subject to all other nutrient standards
- Crackers
  - First ingredient would need to be whole-grain - General Standard
  - Subject to all other nutrient standards

ALLOWABLE

Smart Snacks Web Page

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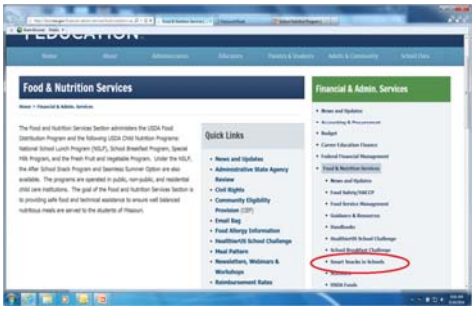

Smart Snacks Web Page

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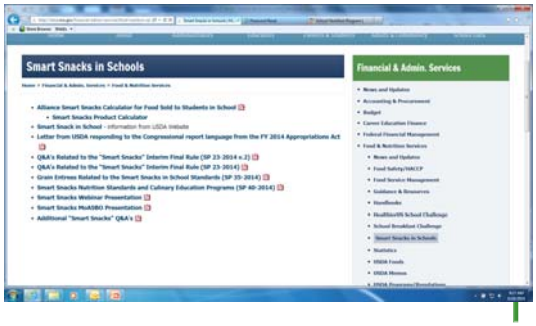

Implementation and Support

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- Schools were allowed one year, this past 2013-2014 academic school year to make necessary adjustments to the school food environment.
- State Agencies and schools must implement the new standards by July 1, 2014.
- USDA and Missouri DESE Food and Nutrition Services offers guidance and technical assistance as schools transition to the new standards.

"Smart Snacks" Tips

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- Support a culture of wellness in your school.
- Make smart snacks about fun and great taste for kids.
- Make smart snacks about healthy and successful fundraisers that make money for clubs and organizations.
- Emphasize all the great snacks you CAN serve rather than the ones you can't.
- Make smart snacks the cool thing to do rather than something the government is making us do!

Closing Thoughts

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"…We can help create a culture- imagine this- where our kids ask for the healthy options instead of resisting them."

-Michelle Obama

Missouri DEPARTMENT OF ELEMENTARY & SECONDARY EDUCATION

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Contact Us

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