

Smart Snack Implementation SY2014-2015

Roxanne Ramage, M.S., R.D., S.N.S.

rramage@isbe.net

Nutrition and Wellness Programs Division

Illinois State Board of Education

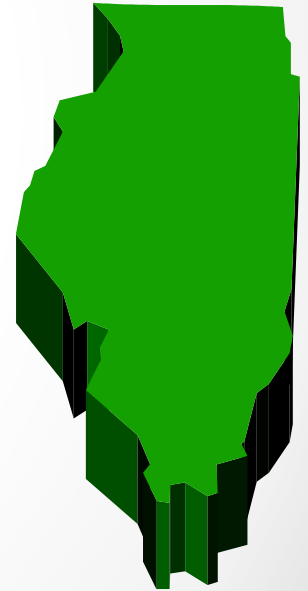
January/February 2015

Interim Final Rule

- Title: *Nutrition Standards for All Foods Sold in School*
 - **NEW Standards effective SY2014-2015 (July 1, 2014)**
- Link: <http://www.gpo.gov/fdsys/pkg/FR-2013-06-28/pdf/2013-15249.pdf>
- Published: June 28, 2013
- Formal 120-day Comment period: ended on October 28, 2013
- Section 208 of the Healthy, Hunger-Free Kids Act of 2010 provided USDA authority to establish nutrition standards for all foods and beverages sold to students outside of the Federal child nutrition programs in participating schools

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.



Session Agenda



- Applicability
- Nutrition Standards for Foods
 - General Standards
 - Specific Nutrient Standards/Exemptions
 - Exemptions to the General Standards
- Nutrition Standards for Beverages
- Fundraising Exemption (Illinois specific – Final Rule)
- Recordkeeping and Monitoring

Definition: Competitive Foods

Competitive food is 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 Richard B. Russell National School Lunch Act (NSLA) and the Child Nutrition Act of 1966 (CNA), which include the National School Lunch and the School Breakfast Programs.

Definition: School Campus

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



Definition: School Day



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

Definition: Combination Food

Combination Food is a product that contains two or more components representing two or more of the recommended food groups: fruit, vegetable, dairy, protein or grains.

If a combination food **does not** meet the general standards by being

(1) a grain product that contains 50 percent or more whole grains by weight or have whole grains as the first ingredient **or**

(2) having one of the non-grain major food groups as a first ingredient (fruits, vegetables, dairy, protein food) **or**

(3) a food that contains 10 percent of the Daily Value of a nutrient of public health concern from the DGA (i.e., calcium, potassium, vitamin D or dietary fiber), **then**

IT MUST contain $\frac{1}{4}$ cup of fruit and/or vegetable.

Combination foods must also meet the specific nutrient standards specified in the Smart Snacks interim final rule.

Applicability of Nutrition Standards

The USDA established standards will impact ALL food and beverage SOLD to STUDENTS on the school campus during the school day including:

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



Nutrition Standards for Foods

Standards for Foods

- 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

General Standard for Food

To be allowable, a food item must meet all of the specific nutrient standards for foods

AND

- 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)
 - o Calcium, potassium, vitamin D, dietary fiber

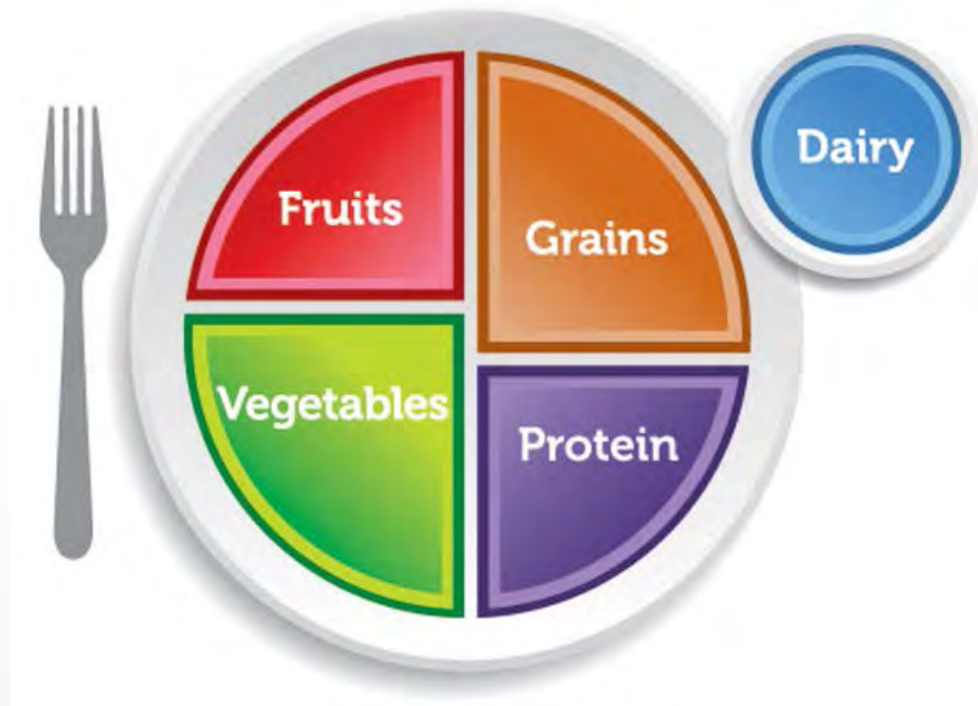
Whole Grain Rich

(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.

DGA Major Food Groups

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



Combination Foods

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



- Examples:
 - Yogurt and fruit
 - Whole grain rich blueberry muffin
 - Enriched blueberry muffin with blueberries
 - Hummus and vegetables
 - Fruit cobbler with whole grain rich crust
 - Banana and enriched chocolate chip cookies

NOTE: Combination foods must also meet the specific nutrient standards specified in the Smart Snacks interim final rule.

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 is removed and allowable competitive foods must meet requirements 1, 2 or 3, as explained on the prior slides.
- Allows manufacturers time to reformulate products, if desired.

General Standard for Food

To be allowable, a food item must meet all of the specific nutrient standards for foods

AND

- 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)
 - o Calcium, potassium, vitamin D, dietary fiber

Specific Nutrient Standards for Food

Nutrient Standards

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



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



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

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



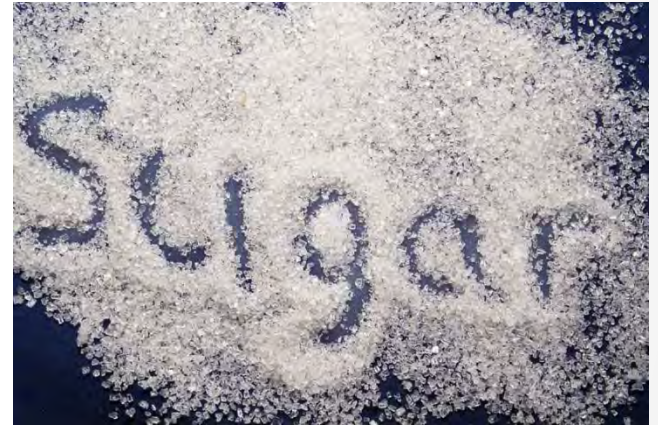
- Zero grams of trans fat per portion as packaged/served (< 0.5 g)

Total Sugars

≤ 35% of weight from total sugars per item

Sugar Exemptions:

- 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)



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).



Calories

- Entrée items that do not meet NSLP/SBP exemption:

≤350 calories

- Snack items/Side dishes:

≤200 calories per item

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)

Exemptions from General Nutrition Standards for Food

- Fruit and Vegetable Exemption
- NSLP/SBP Entrée Exemption
- Sugar Free Chewing Gum Exemption

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



Exemption for NSLP/SBP Entrees

- 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



Sugar Free Chewing Gum

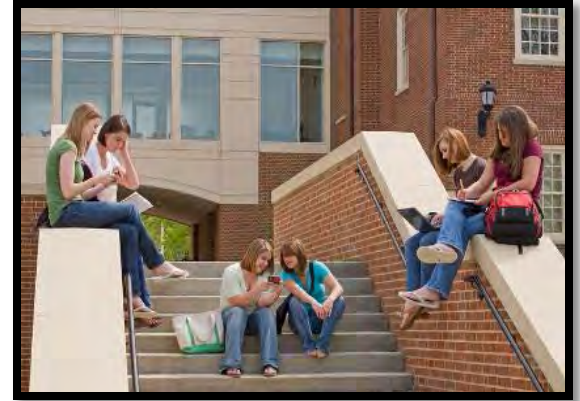
Sugar-free chewing gum is exempt from standards



Standards for All Foods Sold

The nutrition standards apply to all foods sold to students:

- Outside the school meals programs;
- On the **school campus**; and
- At any time during the **school day**



Applies to foods sold:

- A la carte items
- In school stores
- At snack bars
- In vending machines
- For fundraising (i.e. bake sales)

Does not apply to foods:

- Brought from home
- Fundraisers that occur outside of school
- Birthday/Classroom celebrations
- Sold in areas in which students have restricted access
- Sold as entrees of the reimbursable breakfast or lunch meals

General Food Standards

To be allowable for sale, a food item first must meet one of the following general standards:

Be a whole grain-rich grain product

The first ingredient is either a **fruit, vegetable, dairy, or protein food**

Be a combination food that contains at least $\frac{1}{4}$ cup fruit or vegetable

Contains 10% DV for calcium, potassium, vitamin D, or dietary fiber (through June 30, 2016 ONLY)

Nutrient Standards

Then, ensure the food(s) as packaged and sold meet the nutritional criteria for all of these nutrients:

Total Calories

- Snack Items: ≤ 200 calories
- Entrée Items: ≤ 350 calories

Fats

- Total fat ($\leq 35\%$ of calories from total fat)
- Saturated fat ($<10\%$ of calories from saturated fat)
- Trans fat (0 grams of trans fat)

Sodium

- Snack items: ≤ 230 mg (Until June 30, 2016)
- Snack items: ≤ 200 mg (After July 1, 2016)
- Entrée items: ≤ 480 mg

Sugar

- $\leq 35\%$ weight from total sugars in foods



Nutrition Standards for Beverages

- Vary by Grade Level
- Identify Specific Types of Beverages Allowed
- Address Container Size
- No restriction on the sale of any allowable beverage at any grade level, during the school day anywhere on the school campus.

Beverages for All Students

- Water
- Milk
- Juice



Beverages for All Students- Water

- Plain water, carbonated or noncarbonated
- No size limit



Beverages for All Students- Milk

- 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 Students - Juice

- 100% fruit and/or vegetable juice
- 100% juice diluted with water (carbonated or noncarbonated) with no added sweeteners/ad



- Maximum serving sizes
 - 8 fluid ounces in elementary school
 - 12 fluid ounces in middle and high schools

Beverages For All

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

*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.

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.

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

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.

Fundraising Exemption

Fundraisers

- 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.

Fundraiser Exemption

- State agencies may establish limits on the number of exempt fundraisers that may be held during the school year. This would be minimum standards.
- Illinois adopted School Food Service Rules, Part 305. Final Rules effective November 19, 2014.
- Available online at <http://www.isbe.net/rules/archive/pdfs/305ark.pdf>
- School districts may institute additional standards, commonly through their local wellness policy.

USDA Exempted Fundraiser Restriction

The USDA regulations state that no exempted fundraiser (food and beverages not meeting the competitive food standards) may be sold to students in competition with the school meals in the food service area during the meal service.



Illinois Administrative Code Part 305.15

School Food Service Rules

FINAL Rules!

- Definitions:

- "Competitive food" means all food and beverage that are available for sale to students on the school campus during the school day, other than meals reimbursed under programs authorized by the Richard B Russell National School Lunch Act (42 USC 1751 et seq.) and the Child Nutrition Act of 1966 (42 USC 1771 et seq.), as amended by the Healthy, Hunger-Free Kids Act of 2010 (P.L. 111-296) regardless of whom sells such food or beverages.
- "Exempted fundraising day" means a school day on which food and/or beverages not meeting competitive food standards may be sold to students on the school campus.
- "School campus" means all areas of the property under the jurisdiction of the participating school that are accessible to students during the school day.
- "School day" means the period of time from the midnight before the start of the official school day until 30 minutes after the end of the official school day.

Exempted Fundraising Days

FINAL RULES

	Grades K-8	Grades 9-12
SY2014-2015	9	36
SY2015-2016 and beyond	0	9

Conditions of Exempted Fundraising Days

FINAL Rules!

A participating school/district shall:

- Adopt a policy stating the procedures to be used to request an exempted fundraising day, and the process and criteria to review and approve or deny a request;
- Include the fundraising policy adopted under subsection (c)(1) in the participating school's local school wellness policy established in accordance with 7 CFR 210.30 (2014); and
- Maintain for no less than three years a listing of the exempted fundraising days held; these records shall be retained in accordance with the requirements of 7 CFR 210.9(b)(17) (2013).

Administrative Provisions

- **Recordkeeping**
- **Monitoring and Compliance**

Recordkeeping Responsibilities

Local Educational Agency Must:

- Establish policies and procedures necessary to ensure compliance
- Maintain records and document compliance for all competitive food available for sale to students in areas under its jurisdiction and outside of SFA control
- Ensure organizations responsible for food service maintain records and ensure compliance

School Food Authority Must:

- Maintain records documenting compliance with these foods sold under the umbrella of the nonprofit school food service

Monitoring and Compliance

- State agencies will monitor compliance with the standards through a review of local educational agency records as part of the State agency administrative review.
- If violations have occurred, technical assistance and corrective action plans would be required.

Administrative Review Questions

- What are the SFA's food sale policies? List all types of sales to include the selling of non-food items in combination with food items.
- What is the SFA's process for determining compliance with non-packaged or recipe (combination foods that do not label) food items?
- How does the SFA account for accompaniments when determining whether food items meet the Smart Snack standards?

Administrative Review Questions

- Where are students able to purchase foods during the school day?
 - Cafeteria
 - Vending machines
 - School store
 - Snack/coffee bar
 - Concession stand
 - Fundraisers
 - Other – booster club, football coach, etc.

Administrative Review Questions

- Do foods and beverages sold to students during the *school day* including a la carte foods and beverages sold during meal services, meet Smart Snacks standards? (Includes food items sold during non-exempt fundraisers) If NO, explain.
- If mixed grades, do beverages meet requirements for the youngest age? If NO, explain.
- Does the school hold fundraisers? If so, did schools observe the State-defined limit on fundraisers? If NO, explain.
- Are exempt leftover NSLP entrees only sold the same day, or the day after, they are initially offered? If NO, explain.

Resources Available!

- Through an ISBE/ILSNA Partnership, an ad hoc committee developed the following resources:
 - 1 page document with basic information specific to target audiences
 - Food Service Staff/Industry
 - School Administrators
 - Students
 - School Business Officials
 - How to Evaluate Product Worksheet



ISBE Website –

<http://www.isbe.net/nutrition/htmls/nslp-usda-nutrition-stds.htm>



Smart Snacks Calculator

www.healthiergeneration.org

Smart Snacks Calculator

Take the guesswork out of school nutrition guidelines with our new *Smart Snacks Product Calculator*! Simply enter the product information, answer a few questions, and determine whether your snack, side or entrée item meets the new USDA Smart Snacks in School Guidelines.

TRY OUR SMART SNACKS CALCULATOR

Is your
snack
a smart snack?

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

https://schools.healthiergeneration.org/resources_tools/school_meals/alliance_product_navigator/

Alliance Product Calculator



Is Your Snack a Smart Snack?

Take the guesswork out of nutrition guidelines with the new Alliance Product Calculator for Smart Snacks! Simply enter the product information, answer a few questions, and determine whether your beverage, snack, side or entrée item meets the new USDA Smart Snacks in School Guidelines. You can also [add a link to the Alliance Product Calculator to your website](#). Click the button below to launch the Alliance Product Calculator.

[Launch the Product Calculator](#)


Product Information

Take the guess work out of your day! Our Smart Snacks Product Calculator will help you determine if your product meets the USDA Smart Snacks in School nutrition standards*. Answer the following series of questions to see whether your product is compliant. Then save and print for your records!

*Results from this calculator have been determined by the U.S. Department of Agriculture to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools.

NOTE: Please enter information for the product as SOLD (both amount actually portioned, as well as how it is eaten, such as a beef patty on a bun with all of the accompaniments as opposed to just the beef patty).


My Product is a ...

- ☐ a) Snack 
- ☐ b) Side 
- ☐ c) Entree 
- ☐ d) Beverage

[START OVER](#)[NEXT STEP](#)



Is the first ingredient* of your product a ...

- ☐ a) Fruit 
- ☐ b) Vegetable 
- ☐ c) Dairy 
- ☐ d) Protein food 
- ☐ e) Whole Grain 
- ☐ f) None of the above

* Refer to the label's ingredient statement. If the first ingredient is water, is the second ingredient one of the options above.

START OVER

NEXT STEP





Enter your product's nutrition information per amount SOLD (including all components and accompaniments).

Nutrition Facts

Serving Size oz (about g) ⓘ

Amount Per Serving

Calories

Calories from Fat

Total Fat (g)

Saturated Fat (g)

Trans Fat (g)

Sodium (mg)

Carbohydrates

Sugars (g)

START OVER

NEXT STEP



Nutrition Standards for All Foods Sold in Schools

On June 28, 2013, the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) issued an Interim Final Rule entitled "Nutrition Standards for All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010." The competitive foods portion of the rule takes effect on July 1, 2014, the start of school year 2014-2015, as required by Section 208 (Sec. 208) of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA).

✕ ***Alliance for a Healthier Generation Smart Snacks Product Calculator***  *Now able to assess beverages!*

✕ ***ISBE Resources***

- ISBE/ILSNA Developed Worksheet to Determine Foods that May Be Sold  (12/13)
- ISBE/ILSNA Developed Guidance Documents
 - For School Administrators 
 - For School Principals 
 - For School Nutrition Professionals 
 - For School Wellness Staff 
- Operational Issues and the USDA Released Interim Final Rule, Smart Snacks in School Webinar - December 10, 2013 
 - PowerPoint Presentation 
- Overview of the USDA Interim Final Rule, Smart Snacks in Schools SY 2014-15 Webinar - September 6, 2013 
 - PowerPoint Presentation 

USDA Resources

- Joint USDA/USDOE on Healthy Nutrition Environments in Schools  (10/13)
- Nutrition Standards for All Foods Sold - Interim Final Rule  (6/28/13)
- Nutrition Standards for All Foods Sold Information
 - Smart Snacks in School Website
- Questions and Answers Related to “Smart Snacks” Interim Final Rule  – Released March 5, 2014
- USDA’s Policy Memos
 - SP 29-2014 Consolidated Appropriation Act Report Language on Waivers for School Breakfast and Smart Snacks  – March 21, 2014
 - SP 36-2014 Smart Snacks Nutrition Standards and Exempt Fundraisers – April 17, 2014
 - SP 40-2014 Smart Snacks Nutrition Standards and Culinary Education Programs – April 22, 2014

Thank you all for attending!



Illinois State Board of Education
Webpage: www.isbe.net/nutrition
Roxanne Ramage, M.S., R.D., S.N.S.
Email: rramage@isbe.net
Phone: 800/545-7892