

SMART SNACKS/ COMPETITIVE FOODS STANDARDS IN ARIZONA

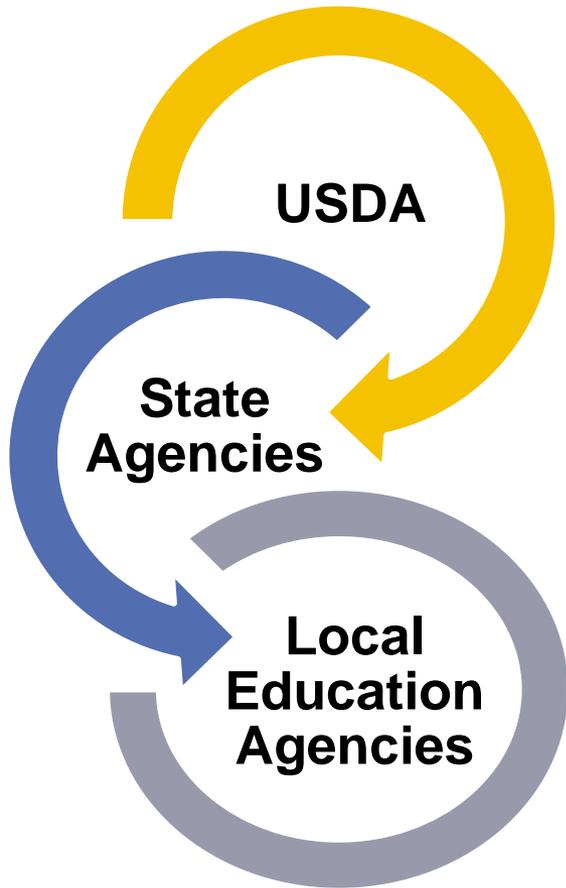
EFFECTIVE JULY 1, 2014



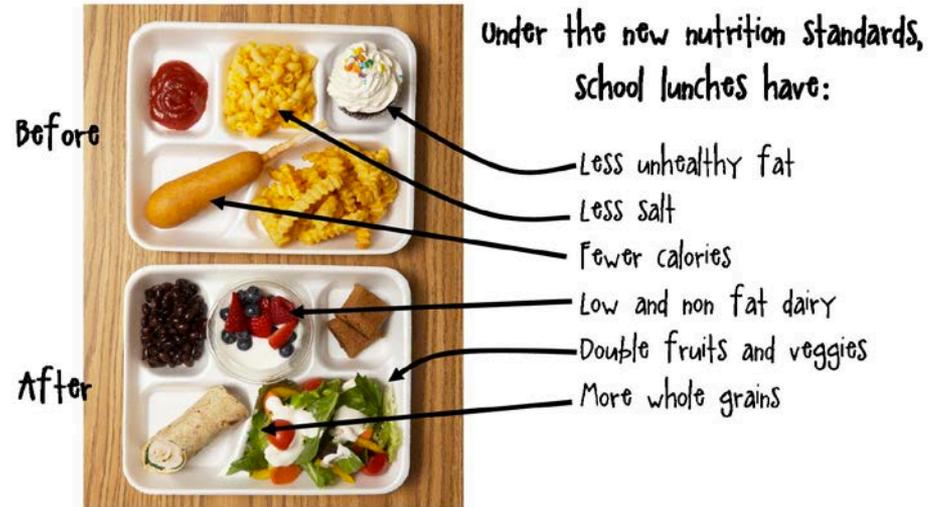
OBJECTIVES

- **This presentation covers the beginnings of the Healthy Hunger Free Kids Act up to the implementation of Competitive Food Standards.**
- **It is intended for use in disseminating information to School Food Authorities on Competitive Food Standards in Arizona.**
- **The Standards become effective on July 1, 2014.**
- **Local Level standards can be more strict than Arizona Nutrition Standards.**

HEALTHY HUNGER-FREE KIDS ACT OF 2010 (HHFKA)



The School Day Just Got Healthier!



HEALTHY SCHOOLS, HEALTHY STUDENTS

The goal of HHFKA is to not only create healthier meals, but to also:

- Improve the school environment,
- Create consistent messaging,
- Involve families and stakeholders in the process,
- Decrease barriers to receiving free or reduced price meals,
- Contribute to students who are healthy and ready to learn



SECTION 208. NUTRITION STANDARDS FOR ALL FOODS SOLD IN SCHOOL

guidelines promulgated by the Secretary.”.

SEC. 208. NUTRITION STANDARDS FOR ALL FOODS SOLD IN SCHOOL.
Section 10 of the Child Nutrition Act of 1966 (42 U.S.C. 1779)
is amended—

(1) by striking the section heading and all that follows
through “(a) The Secretary” and inserting the following:

“SEC. 10. REGULATIONS.

“(a) **IN GENERAL.**—The Secretary”, and
(2) by striking subsection (b) and inserting the following:

“(b) **NATIONAL SCHOOL NUTRITION STANDARDS.**—

“(1) **PROPOSED REGULATIONS.**—

“(A) **IN GENERAL.**—The Secretary shall—
“(i) establish science-based nutrition standards for
foods sold in schools other than foods provided under
this Act and the Richard B. Russell National School
Lunch Act (42 U.S.C. 1751 et seq.); and

“(ii) not later than 1 year after the date of enact-
ment of this paragraph, promulgate proposed regula-
tions to carry out clause (i).”

“(B) **APPLICATION.**—The nutrition standards shall apply
to all foods sold—

“(i) outside the school meal programs;

“(ii) on the school campus; and

“(iii) at any time during the school day.

“(C) **REQUIREMENTS.**—In establishing nutrition stand-
ards under this paragraph, the Secretary shall—

“(i) establish standards that are consistent with
the most recent Dietary Guidelines for Americans pub-
lished under section 301 of the National Nutrition
Monitoring and Related Research Act of 1990 (7 U.S.C.
5341), including the food groups to encourage and
nutrients of concern identified in the Dietary Guide-
lines; and

“(ii) consider—

“(I) authoritative scientific recommendations
for nutrition standards;

EVOLUTION OF HHFKA

**Dec.
2010**

HHFKA
signed

2012-2013

New Meal Pattern for
Lunch implemented

Additional 6 cent
certification available

Community
involvement in Local
Wellness Policies

\$5 Million annually
allocated for Farm to
School Programs.

2014-2015

★ Smart Snacks Rule ★
effective July 1,
2014

Community
Eligibility Provision
available in all
states.

Proposed Local
Wellness Policy
implementation rule
introduced.

2011-2012

Changes in Milk
and water
availability.

Initiation of PLE

Phase out SNAP
letter method for
eligibility

2013-2014

New Meal
Pattern
phased in for
Breakfast

★ Smart Snacks
Rule ★
Introduced

EVOLUTION OF HHFKA

December 2010:
HHFKA signed



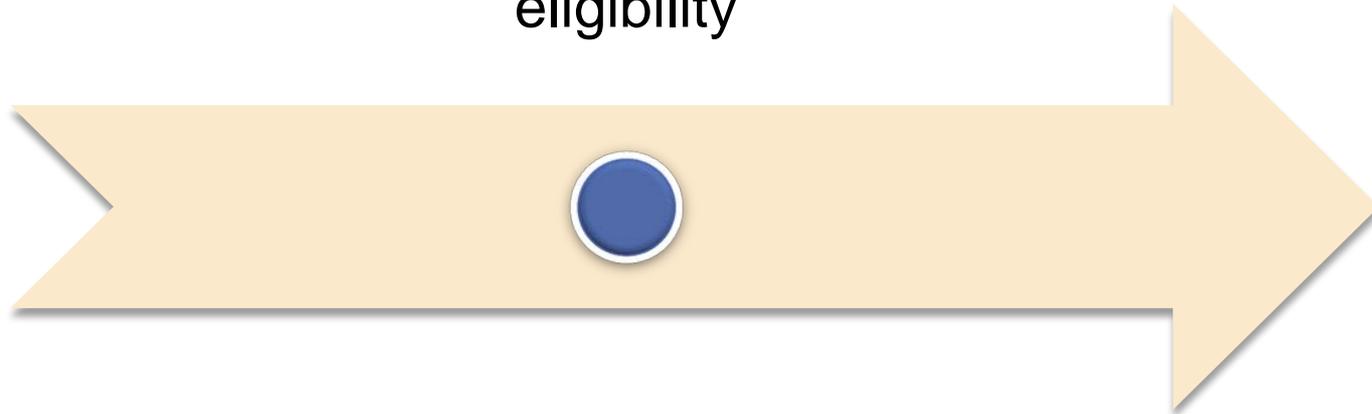
EVOLUTION OF HHFKA

2011-2012

Changes in milk and water availability.

Initiation of PLE

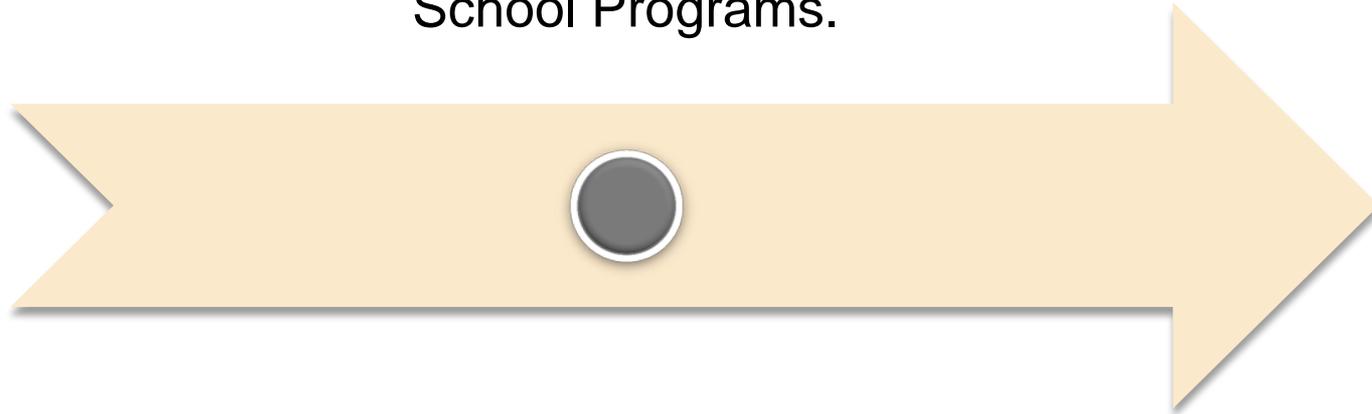
Phase out SNAP letter method for
eligibility



EVOLUTION OF HHFKA

2012-2013

New Meal Pattern for Lunch implemented
Additional 6 cent certification available
Community involvement in Local Wellness
Policies
\$5 Million annually allocated for Farm to
School Programs.



EVOLUTION OF HHFKA

2013-2014

New Meal Pattern phased in for
Breakfast

Smart Snacks Rule Introduced



EVOLUTION OF HHFKA

2014-2015

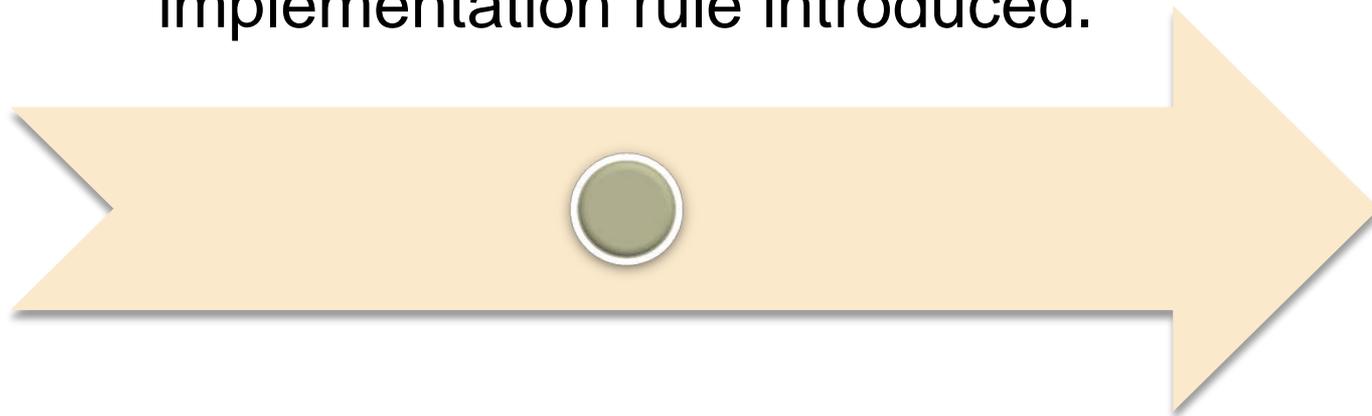


Smart Snacks Rule effective July 1,
2014



Community Eligibility Provision
available in all states.

Proposed Local Wellness Policy
implementation rule introduced.



COMPETITIVE FOODS RULE: SMART SNACKS

The interim final rule for competitive foods establishes new guidelines for all competitive foods sold on the school campus, during the school day, and outside of the reimbursable meal.

This includes:

- a la carte,
- in school stores,
- snack bars,
- vending machines
- As part of fund raisers



DEFINITIONS

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

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

WHAT DO THE REGULATIONS SAY?

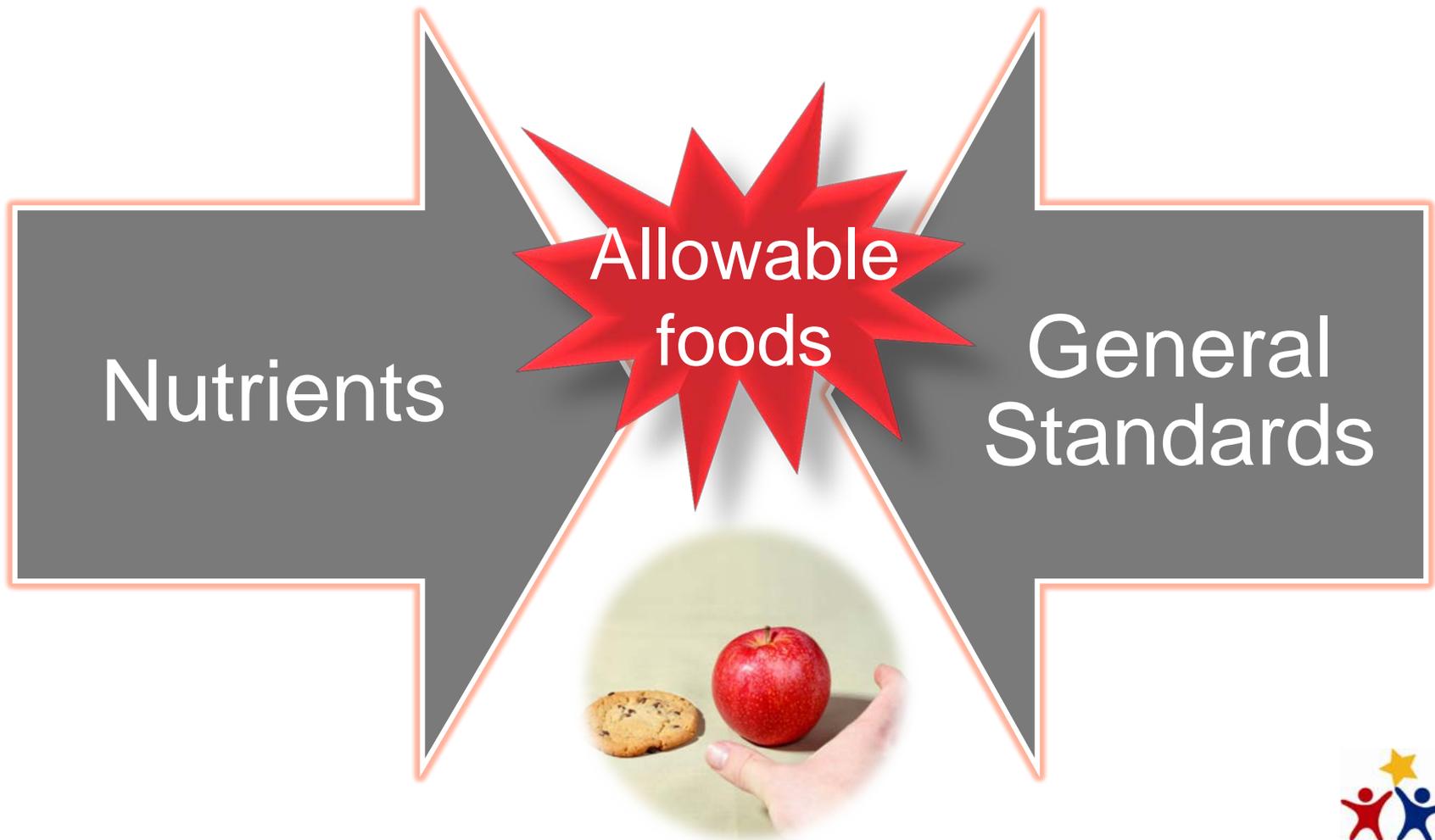
Applies to ALL grade levels

Includes General Standards and Specific Nutrient Standards

Provides exemptions to Nutrient Standards for Specific Foods

Allows broader exemptions for fruits and vegetables and some NSLP/SBP foods

HOW DOES A FOOD QUALIFY?



SMART SNACKS: NUTRIENT GUIDELINES

	Snack	Entree
Calories	≤ 200	≤ 350
Sodium	≤ 230 mg per portion as packaged	≤ 480 mg per portion as packaged
Fat: Total Fat Saturated Fat	$\leq 35\%$ calories < 10% calories	$\leq 35\%$ calories < 10% calories
Sugar	$\leq 35\%$ weight from total sugars in food	$\leq 35\%$ weight from total sugars in food

SMART SNACKS: GENERAL STANDARDS

Foods must meet the nutrient standards previously discussed and meet at least one of the following criteria:

- Be a whole grain rich product
- Have the first ingredient a fruit, vegetable, dairy product, or protein food
- Be a combination food with at least $\frac{1}{4}$ cup fruit and/or vegetable
- Contain 10% of the DV of 1 nutrient of public health concern
Calcium, Potassium, Vitamin D, Fiber

BEVERAGE STANDARDS

<i>Beverage</i>	<i>Elementary School</i>	<i>Middle School</i>	<i>High School</i>
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
Calorie-free flavored water, with or without carbonation	Not allowed	Not allowed	Maximum 20 fl. oz. <ul style="list-style-type: none"> • Up to 5 cal/8 fl. oz • Up to 10 cal/20 fl. oz.
Lower-Calorie Beverages	Not allowed	Not allowed	Maximum 12 fl. oz. <ul style="list-style-type: none"> • Up to 40 cal/8 fl. oz. • Up to 60 cal/12 fl. oz.
Isotonic Sport Drinks	Not allowed	Not allowed	Must meet the Calorie Free or Lower-Calorie beverage requirements

FUNDRAISERS

- **Section 208 of the Health Hunger Free Kids Act (HHFKA) authorizes the state agencies to determine the number of fundraisers exempt from the standards**

WHAT IS CONSIDERED A FUNDRAISER?

USDA considers a fundraiser to be an event that includes any activity during which currency/tokens/tickets etc. are exchanged for the sale/purchase of a product in support of the school or school-related activities.

- Giving away food but suggesting for a donation (funds may be raised as a result)
- Vending machine where profits are used to support a school-sponsored club or activity (school band, football team)



EVOLUTION OF ARIZONA NUTRITION STANDARDS (ARS 15-242)

2006
Arizona Revised Statute 15-242 enacted.

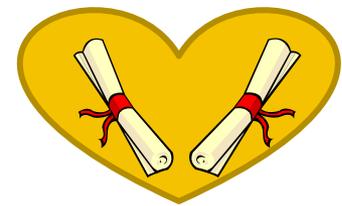
July 1, 2006
Arizona Nutrition Standards went into effect.

2014
ANS Revised to reflect Smart Snacks and ARS 15-242.

ARS 15-242 directed ADE to write Arizona Nutrition Standards for foods **sold and served** to students in grades K-8 by **July 1, 2006.**

December 2010-Present
HHKFA enacted and implementation phased in.

TWO BECOME ONE!



HHFKA

Mandated as part of a federal law.

Applies to grades K-12.

Applies to all foods sold on school campus.

School Day defined as midnight to 30 minutes after the last bell.

Uses the nutrient standards and general guidelines to determine if a snack is smart!

Directs States to determine the number of exempt fundraisers.

ARS 15-242

Mandated as part of a state law.

Applies to grades K-8.

Applies to foods served and sold on campus.

School day defined as first breakfast period until the last bell rings.

Set guidelines that restricted sale of foods of minimal nutritional value for grades K-12.

Smart Snacks in Arizona Nutrition Standards

Applies to foods served and sold in grades K-8.

Applies to foods sold in grades 9-12.

Allows LEAs to request exempt fundraisers.

Eliminates foods of minimal nutritional value.

School day is midnight the night before until 30 minutes after the last bell.

All competitive foods must meet Smart Snacks guidelines.

ANS BEFORE AND AFTER SMART SNACKS

NSLP ENTREES SOLD A LA CARTE

Before Smart Snacks	After Smart Snacks
40% or less of total calories from total fat	Entrees sold a la carte are exempt from any additional Smart Snacks restrictions on the day they are served as part of reimbursable menu and the next day.
10% or less of total calories from saturated fat	
Must contain at least 1 g fiber	
No more than 35% total sugar by weight	NSLP entrees sold a la cart simply need to meet the NSLP guidelines for program entrees.
Max. 400 calories per serving	
Max. 800 mg sodium per serving	
Final preparation can not be deep fat fried	

ANS BEFORE AND AFTER SMART SNACKS

NON-NSLP ENTREES SOLD A LA CARTE

Before Smart Snacks	After Smart Snacks
35% or less total calories from total fat	Same
10% or less total calories from saturated fat	Same
	0 g trans fat
No more than 35% total sugar by weight	Same
Must contain at least 1 g fiber	Guideline removed
Max 400 calories per serving	Max <u>350 calories</u> per serving
Max 800 mg sodium per serving	Max <u>480 mg sodium</u> per serving
Final preparation can not be deep fat fried	Guideline removed
No deep fried chips or crackers	Guideline removed

All non-NSLP entrees must still meet the nutrient standards and general guidelines set forth by Smart Snacks.



ANS BEFORE AND AFTER SMART SNACKS SNACK ITEMS

Before Smart Snacks	After Smart Snacks
35% or less total calories from total fat	Same
10% or less total calories from saturated fat	Same
	0 g trans fat
No more than 35% total sugar by weight	Same
Must contain at least 1 g fiber	Guideline removed
Max 400 calories per serving	Max <u>200 calories</u> per serving
Max 800 mg sodium per serving	Max <u>230 mg sodium</u> per serving
Final preparation can not be deep fat fried	Guideline removed
No deep fried chips or crackers	Guideline removed

All snack foods must still meet the nutrient standards and general guidelines set forth by Smart Snacks.

ANS BEFORE AND AFTER SMART SNACKS BEVERAGES

Beverage	K-5		6-8		9-12	
	Before	After	Before	After	Before	After
Milk	≤ 12 oz	≤ 8 oz	≤ 12 oz	≤ 12 oz	N/A	≤ 12 oz
Water (plain)	No limits					
Juice (100% juice)	≤ 12 oz	≤ 8 oz Can be carbonated	≤ 12 oz	≤ 12 oz Can be carbonated	N/A	≤ 12 oz Can be carbonated

ANS BEFORE AND AFTER SMART SNACKS BEVERAGES

Beverage	Grades K-5		Grades 6-8		Grades 9-12	
	Before	After	Before	After	Before	After
Low calorie/no calorie beverages	Not allowed		Not allowed		N/A	Max 12 oz. Up to 40 cal/8 fl oz Up to 60 cal/12 fl oz
Calorie-free flavored water*	Not allowed		Not allowed		N/A	Max 20 fl oz Up to 5 cal/8 fl oz Up to 10 cal/20 fl oz
Water (plain, carbonated)	Not allowed	No size limit	Not allowed	No size limit	Not allowed	No size limit
Isotonic Sports beverages	Not allowed		Not allowed			Must meet low/cal or calorie free requirements

ANS BEFORE AND AFTER SMART SNACKS FUNDRAISERS

Before Smart Snacks:

“The Arizona Department of Education will not allow any exemption for the sale of food and/or beverages that do not meet the competitive food standards for the purpose of conducting an infrequent school-sponsored fundraiser for elementary, middle and junior high schools.”

After Smart Snacks:

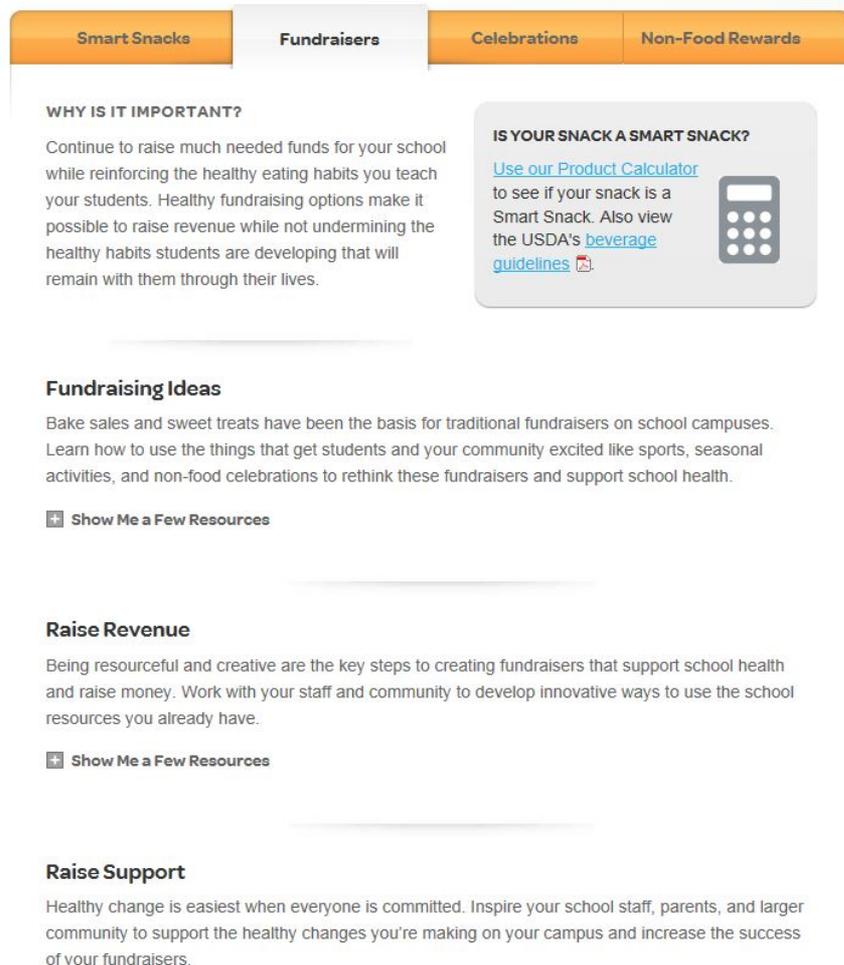
Arizona Department of Education will continue to uphold the current zero exemption policy in effect for K-8 and will extend this policy to all grades, “K-12”.



ALTERNATIVE FUNDRAISING RESOURCES

Alliance for a Healthier Generation

<https://schools.healthiergeneration.org/>



The screenshot shows a navigation bar with four tabs: "Smart Snacks", "Fundraisers", "Celebrations", and "Non-Food Rewards". The "Fundraisers" tab is selected. Below the navigation bar, there are three main sections:

- WHY IS IT IMPORTANT?**

Continue to raise much needed funds for your school while reinforcing the healthy eating habits you teach your students. Healthy fundraising options make it possible to raise revenue while not undermining the healthy habits students are developing that will remain with them through their lives.
- IS YOUR SNACK A SMART SNACK?**

Use our [Product Calculator](#) to see if your snack is a Smart Snack. Also view the USDA's [beverage guidelines](#).


- Fundraising Ideas**

Bake sales and sweet treats have been the basis for traditional fundraisers on school campuses. Learn how to use the things that get students and your community excited like sports, seasonal activities, and non-food celebrations to rethink these fundraisers and support school health.

[+ Show Me a Few Resources](#)
- Raise Revenue**

Being resourceful and creative are the key steps to creating fundraisers that support school health and raise money. Work with your staff and community to develop innovative ways to use the school resources you already have.

[+ Show Me a Few Resources](#)
- Raise Support**

Healthy change is easiest when everyone is committed. Inspire your school staff, parents, and larger community to support the healthy changes you're making on your campus and increase the success of your fundraisers.

ON THE SEARCH FOR COMPETITIVE FOODS...

 SMART SNACKS
PRODUCT CALCULATOR

ALLIANCE FOR A
HEALTHIER
GENERATION 

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 

START OVER

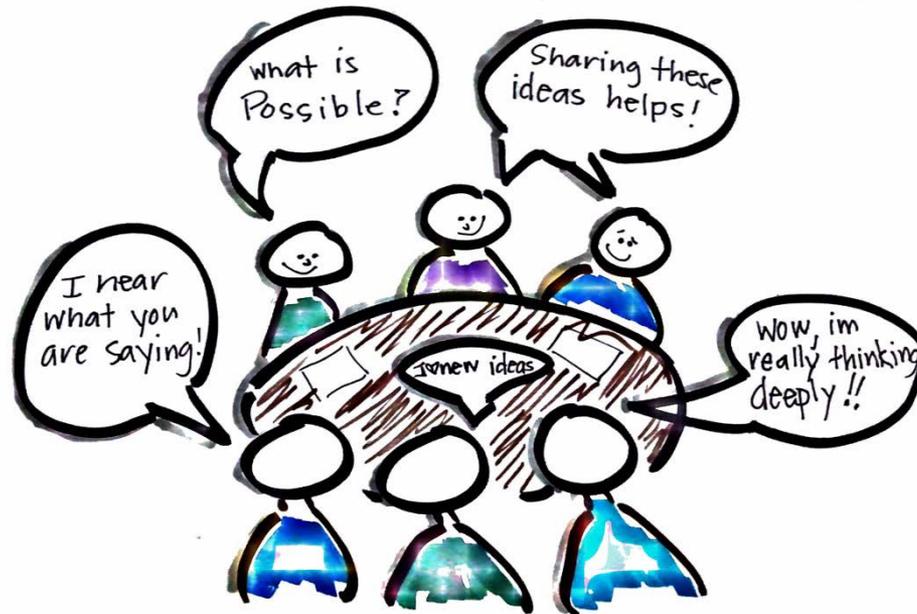
NEXT STEP



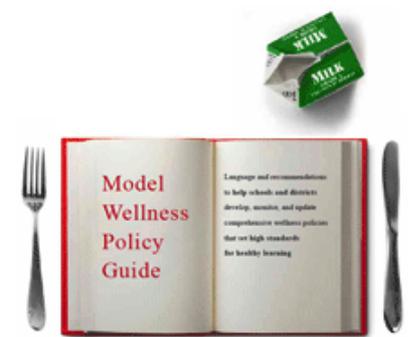
DEVELOP AND UTILIZE A S.H.A.C. TO HELP WITH IMPLEMENTATION

A School Health Advisory Council is a group made up of:

- Teachers,
- Parents,
- Administrators,
- School nutrition and school health professionals, and
- Students



LOCAL WELLNESS POLICY (LWP)



Required by Child Nutrition WIC Reauthorization in 2004.

HHFKA strengthened and expanded the role of the LWP.

Local Wellness Policy requirements:

- Involve stakeholders including parents, teachers, students, school administrators, PE teachers and school health professionals (SHAC)
- Be made available to the public
- Measure and assess implementation
- Periodically review and update LWP
- Includes Nutrition Promotion as a key element of the LWP

WHAT ARE THE NEXT STEPS FOR SCHOOL FOOD AUTHORITIES?

- ✓ **Begin working with your districts to move toward implementation and maintain records documenting compliance.**
- ✓ **Ensure that any organization designated as responsible for food service at other venues in the school (other than school food service) maintain records documenting compliance.**
- ✓ **Document compliance for foods served under the auspices of the non-profit school food service.**
 - ✓ **At a minimum, receipts, nutrition labels, and/or product specs for items available for sale**
- ✓ **Contact ADE throughout the year for guidance and for any situations that arise in ensuring compliance in your schools.**