

# The What, Why and How of Smart Snacks

May 16<sup>th</sup>, 2019

1:30 pm – 2:30 pm

Professional Standards Learning Codes:  
1310, 1320, 3230



# Hello!



**My name is  
Jessica Krug**



**Presenting with me  
is Emmy Clarke**

Today's webinar is intended for School Nutrition Program Directors, menu planners and other staff who are responsible for compliance with competitive foods in schools that operate the National School Lunch Program.

We will be discussing the Smart Snacks in Schools Final Rule.

This webinar is being recorded for future use.





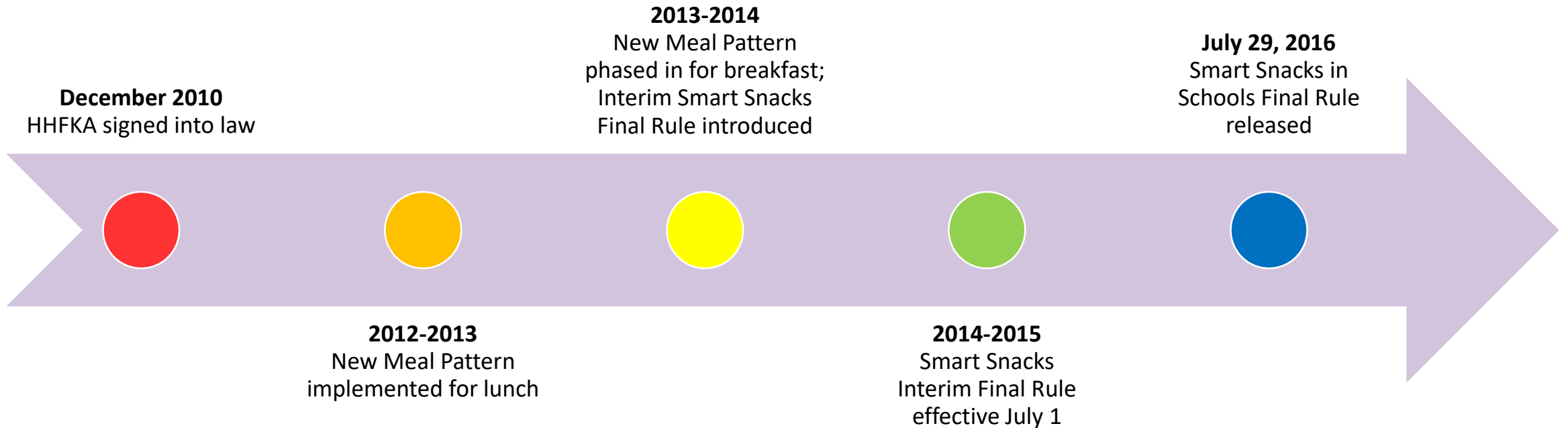
# Agenda

- ***What*** the Smart Snacks in Schools Final Rule is.
- ***Why*** it was created and the science behind the nutrition standards.
- ***How*** to ensure the foods sold on campus during the school day are compliant.



# The “What” of Smart Snacks

# Timeline of Implementation



# Smart Snacks in Schools Final Rule

- The Final Rule sets guidelines for all competitive foods sold on the school campus during the school day outside of the reimbursable meal.



# Smart Snacks in Schools Final Rule

- The Final Rule sets guidelines for all competitive foods sold on the school campus during the school day outside of the reimbursable meal.

*All food and beverages other than reimbursable meals available for sale to students on the school campus during the school day.*



# Smart Snacks in Schools Final Rule

- The Final Rule sets guidelines for all competitive foods sold on the school campus during the school day outside of the reimbursable meal.

*All areas of the property under the jurisdiction of the school that are accessible to students during the school day.*

# Smart Snacks in Schools Final Rule

- The Final Rule sets guidelines for all competitive foods sold on the school campus during the school day outside of the reimbursable meal.

*The period from the midnight before to 30 minutes after the end of the official school day.*

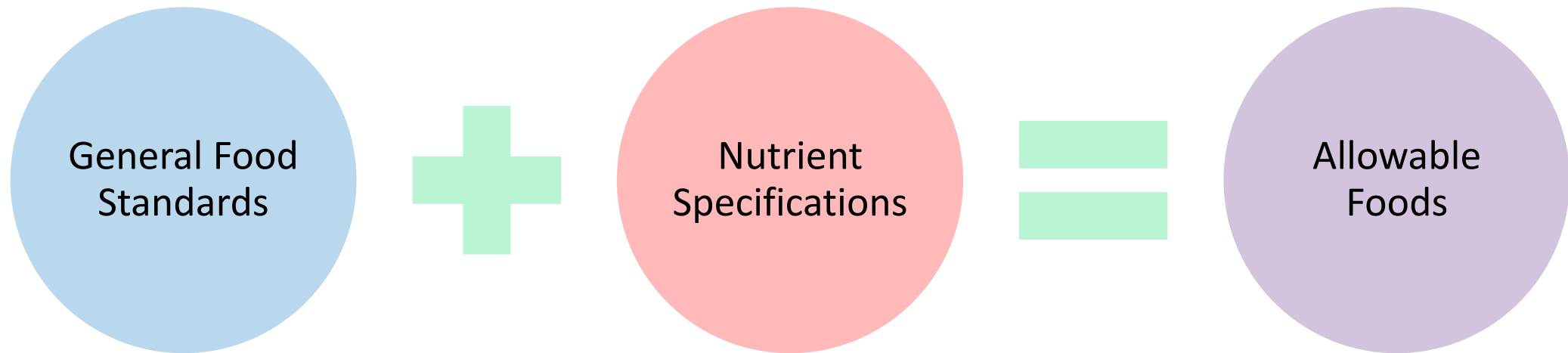
# Smart Snacks in Schools Final Rule

All foods and beverages sold to students in grades K-12 are subject to the standards. This includes:

- A la carte
- School stores
- Snack bars
- Vending machines
- Fundraisers



# What makes a food Smart Snack compliant?



General Food  
Standards

Foods must meet  
at least one general  
food standard:

- be whole grain-rich; *or*
- have as the first ingredient fruit, vegetable, dairy, or protein foods; *or*
- be a combination food that contains at least  $\frac{1}{4}$  cup fruit and/or vegetable.



# Ingredient Labels

**INGREDIENTS:** ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B<sub>1</sub> [THIAMIN MONONITRATE], VITAMIN B<sub>2</sub> [RIBOFLAVIN], FOLIC ACID), CORN SYRUP, HIGH FRUCTOSE CORN SYRUP, DEXTROSE, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), SUGAR, BLEACHED WHEAT FLOUR, CONTAINS TWO PERCENT OR LESS OF WHEAT STARCH, SALT, DRIED BLUEBERRIES, DRIED GRAPES, DRIED APPLES, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), CITRIC ACID, MODIFIED WHEAT STARCH, GELATIN, YELLOW CORN FLOUR, PALM OIL, XANTHAN GUM, SOY LECITHIN, CARAMEL COLOR, CORNSTARCH, TURMERIC EXTRACT COLOR, RED 40, VITAMIN A PALMITATE, NIACINAMIDE, REDUCED IRON, NATURAL AND ARTIFICIAL FLAVORS, BLUE 2, BLUE 1, VITAMIN B<sub>6</sub> (PYRIDOXINE HYDROCHLORIDE), VITAMIN B<sub>2</sub> (RIBOFLAVIN), VITAMIN B<sub>1</sub> (THIAMIN HYDROCHLORIDE), COLOR ADDED.

**CONTAINS WHEAT AND SOY INGREDIENTS.**

Does not meet general  
food standards

**INGREDIENTS:** WHOLE WHEAT FLOUR, SUGAR, CORN SYRUP, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B<sub>1</sub> [THIAMIN MONONITRATE], VITAMIN B<sub>2</sub> [RIBOFLAVIN], FOLIC ACID), DEXTROSE, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), BLEACHED WHEAT FLOUR, POLYDEXTROSE, GLYCERIN, FRUCTOSE, CONTAINS TWO PERCENT OR LESS OF WHEAT STARCH, DRIED BLUEBERRIES, DRIED GRAPES, DRIED APPLES, CALCIUM CARBONATE, SALT, LEAVENING (SODIUM ACID PYROPHOSPHATE, BAKING SODA), SODIUM STEAROYL LACTYLATE, MODIFIED WHEAT STARCH, CITRIC ACID, DATEM, GELATIN, YELLOW CORN FLOUR, PALM OIL, XANTHAN GUM, CARAMEL COLOR, CORNSTARCH, TURMERIC EXTRACT COLOR, SOY LECITHIN, RED 40, VITAMIN A PALMITATE, NIACINAMIDE, REDUCED IRON, NATURAL AND ARTIFICIAL FLAVORS, BLUE 2, BLUE 1, VITAMIN B<sub>6</sub> (PYRIDOXINE HYDROCHLORIDE), VITAMIN B<sub>2</sub> (RIBOFLAVIN), VITAMIN B<sub>1</sub> (THIAMIN HYDROCHLORIDE), COLOR ADDED.

**CONTAINS WHEAT AND SOY INGREDIENTS.**

Does meet general food  
standards

# Ingredient Labels

## Ingredients:

Sugar, Corn Syrup, Dried Corn Syrup, Pear Puree Concentrate, Modified Corn Starch, Fructose, Maltodextrin, Palm Oil. Contains 2% or less of: Cottonseed Oil, Glycerin, Grape Juice Concentrate, Carrageenan, Citric Acid, Monoglycerides, Sodium Citrate, Malic Acid, Vitamin C (ascorbic acid), Potassium Citrate, Agar-Agar, Natural Flavor, Color (red 40, yellows 5 ; 6), Xanthan Gum.

Does not meet general  
food standards

## Ingredients:

Apple Puree, Corn Syrup, Polydextrose, Sugar, Modified Corn Starch. Contains 2% or less of: Vitamin C (ascorbic acid), Citric Acid, Sodium Citrate, Malic Acid, Sunflower Oil?, Color (vegetable juice, spirulina extract, fruit juice, turmeric extract, and annattoextract), Natural Flavor, Carnauba Wax. ?Adds A Trivial Amount Of Fat

Does meet general food  
standards

Nutrient  
Specifications

Foods must meet  
all nutrient  
standards for:

- Calories
- Total fat
- Saturated fat
- Trans fat
- Sodium
- Sugar



# K-12 Nutrient Standards (per serving)

	Snack	Entrée
Calories	$\leq 200$	$\leq 350$
Total Fat	$\leq 35\%$ of calories	$\leq 35\%$ of calories
Saturated Fat	$< 10\%$ of calories	$< 10\%$ of calories
Trans Fat	0 g	0 g
Sodium	$\leq 200$ mg	$\leq 480$ mg
Sugar	$\leq 35\%$ by weight	$\leq 35\%$ by weight

# Nutrient Standards: Entrée vs. Snack

## Entrée

The main course of a meal that contains:

- (1) A combination food of meat or meat alternate and whole grain-rich food; or
- (2) A combination food of vegetable or fruit and meat or meat alternate; or
- (3) A meat or meat alternate alone with the exception of meat snacks (e.g., beef jerky), yogurt, low-fat or reduced fat cheese, nuts, seeds and nut butters or seed butters; or
- (4) A grain only, whole grain-rich entrée that is served as the main dish of the School Breakfast Program reimbursable meal.

## Snack/Side

Snacks include products such as chips, popcorn, nuts or granola bars.

Sides include products that are sold in addition to an entrée at a meal, such as rice, steamed vegetables, mashed potatoes or French fries.



# Food Exemptions

- An entrée that is served in the NSLP on the day it is served or the day after is exempt from the Smart Snacks standards.
- Some nutrient-dense foods or combination foods are exempt from certain nutrient standards. Examples:
  - Fruits and vegetables with no added ingredients → exempt from all nutrient standards
  - Reduced-fat cheese, nuts, seeds or nut/seed butters, alone or paired with a fruit or vegetable → exempt from total fat and saturated fat standards

# Beverage Standards



*Plain, with or without carbonation*

No size limit



*Unflavored or flavored low-fat or fat-free milk*

K-5: 8 oz  
6-8: 12 oz  
9-12: 12 oz



*100% fruit or vegetable juice, with or without carbonation\**

K-5: 8 oz  
6-8: 12 oz  
9-12: 12 oz

\*May be diluted with water with no added sweeteners

# Beverage Standards: Additional Beverages Allowed for High School Only

Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free flavored water



**Low-calorie maximums:**  
**12 oz size limit**

5 calories per fluid ounce (fl oz)

- 40 calories/8 fl oz
- 60 calories/12 fl oz




**No-calorie maximums:**  
**20 oz size limit**

Less than 5 calories per 8 fl oz

- 10 calories/20 fl oz

# The “Why” of Smart Snacks

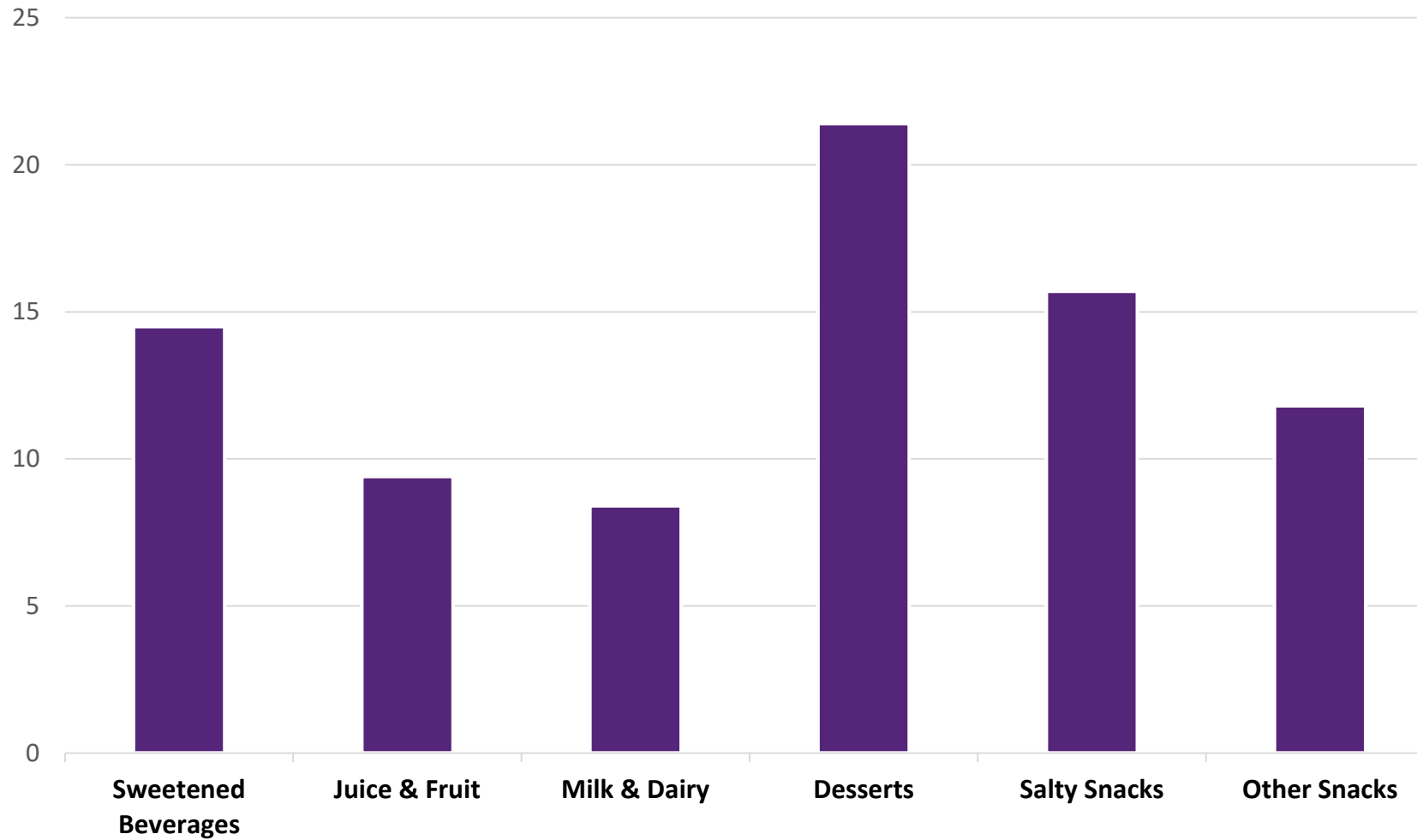


# 27%

*of calories in children's diets come from snacks*



# Snacking Breakdown



# Nutrition Highlights of Smart Snacks

- Sugar
- Saturated Fat
- Sodium

**3**

**Limit calories from added sugars and saturated fats and reduce sodium intake.** Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

# Recommended Saturated Fat Intake for Children & Adolescents

- 10% of daily calories (2015 Dietary Guidelines for Americans)

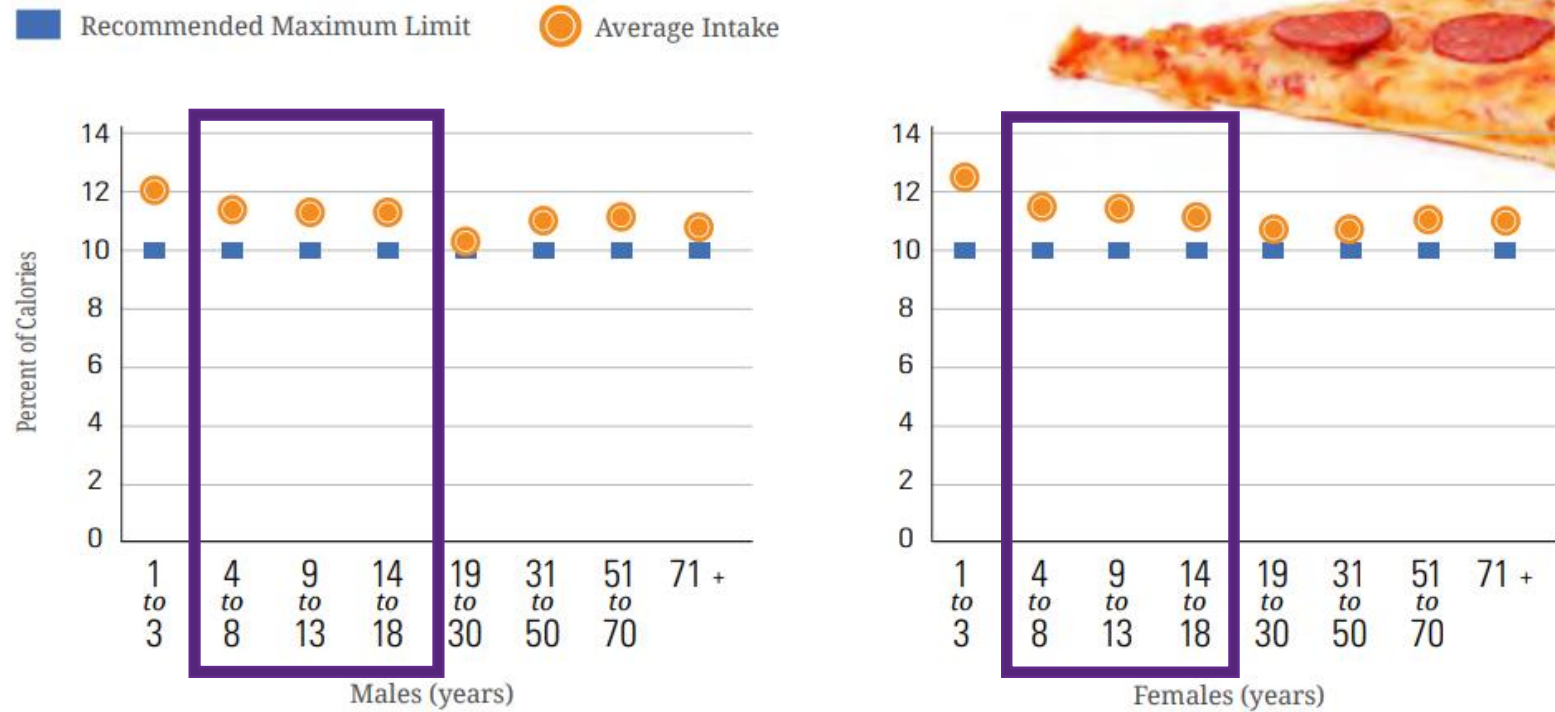


# What is saturated fat anyway?

- Fats that are solid at room temperature
- Examples:
  - Most animal fats
  - Butter
  - Cheese
  - Fat found in dairy

Figure 2-11.

**Average Intakes of Saturated Fats as a Percent of Calories per Day by Age-Sex Groups, in Comparison to the *Dietary Guidelines* Maximum Limit of Less Than 10 Percent of Calories**



DATA SOURCE: What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group.



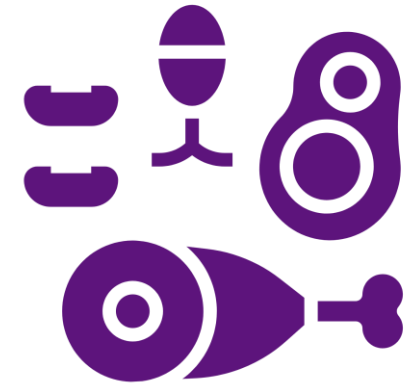


### **Mixed Dishes**

(pizza, sandwiches/burgers,  
pasta dishes, rice dishes)



### **Snacks & Sweets**



### **Protein Dishes**

# Top Sources of Saturated Fat

# Why controlling saturated fat intake matters

- Raises “bad” cholesterol levels
- Increases risk for heart disease
- High in calories, which can lead to weight gain

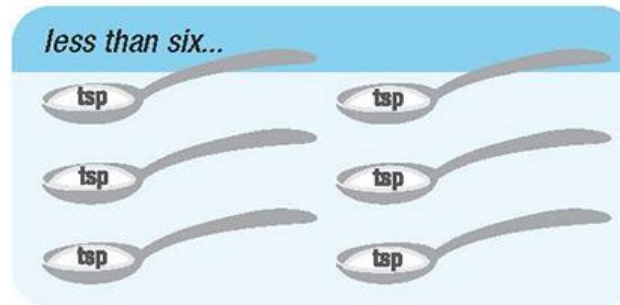


# Recommended Added Sugar Intake for Children & Adolescents

- 10% of daily calories (2015 Dietary Guidelines for Americans)
- 25 grams per day (American Heart Association)

## HEALTHY KIDS ARE SWEET ENOUGH

Kids age 2-18 should have **LESS THAN 25 GRAMS** or  
**SIX TEASPOONS** of **ADDED SUGARS DAILY**  
for a healthy heart.



Source: American Heart Association statement:  
Added Sugars and Cardiovascular Disease Risk in Children



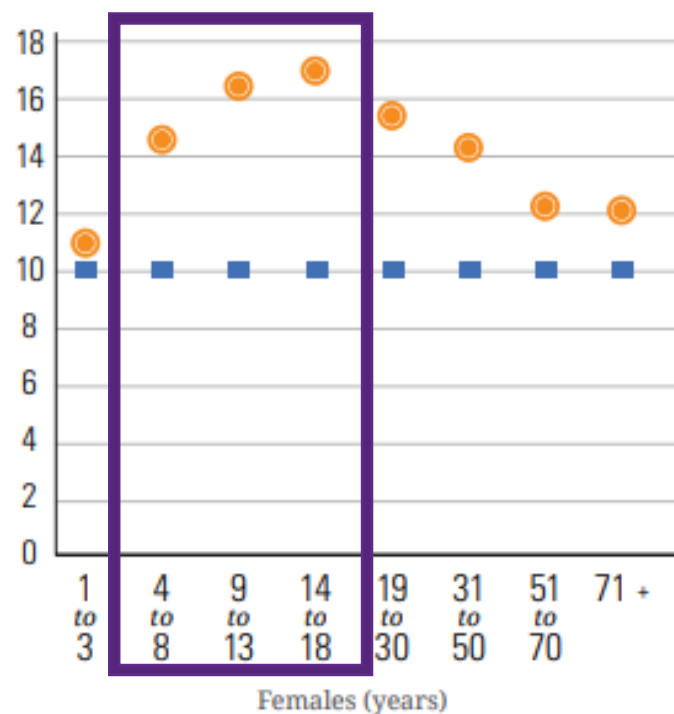
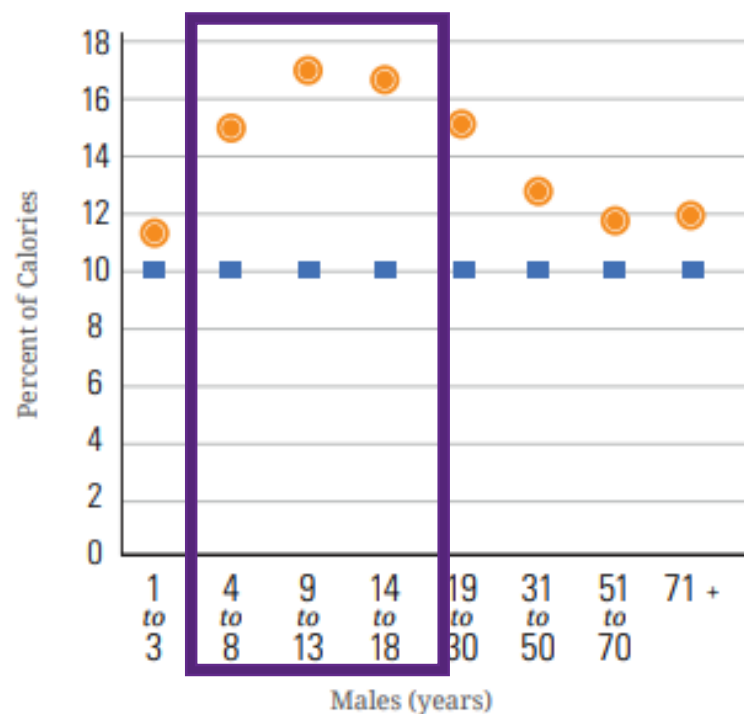
<https://www.heart.org/en/healthy-living/healthy-eating/eat-smart>

Figure 2-9.

**Average Intakes of Added Sugars as a Percent of Calories per Day by Age-Sex Group, in Comparison to the *Dietary Guidelines* Maximum Limit of Less than 10 Percent of Calories**




■ Recommended Maximum Limit      ○ Average Intake







But what about  
*natural sugar?*



# Added Sugar vs. Naturally Occurring Sugar

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- **Naturally occurring sugar:** found naturally in foods such as fruit (fructose) and milk (lactose)
- **Added sugar:** any sugar added to foods that is not naturally present. Examples: sugar in chocolate milk, ice cream, baked goods, coffee, ketchup, sweetened beverages

# What's in a name? It's still sugar.

- Brown Sugar
- Corn sweetener
- Corn syrup
- Fruit juice concentrates
- High fructose corn syrup
- Honey
- Invert Sugar
- Malt Sugar
- Molasses
- Raw sugar
- Sugar
- Syrup
- Chemicals ending in “ose” (dextrose, fructose, glucose, lactose, maltose, sucrose)

# So why do we use sugar?

- Palatability
- If food doesn't taste good, most people won't eat it







**Cookies**



**Sports Drinks**



**Cakes**



**Sodas**

# Top Sources of Added Sugars



# Why controlling sugar intake matters

- Foods high in added sugars are often low in essential nutrients
- Added sugars add calories to the diet without adding beneficial nutrients, which contributes to weight gain
- Increased triglyceride levels
- Tooth decay

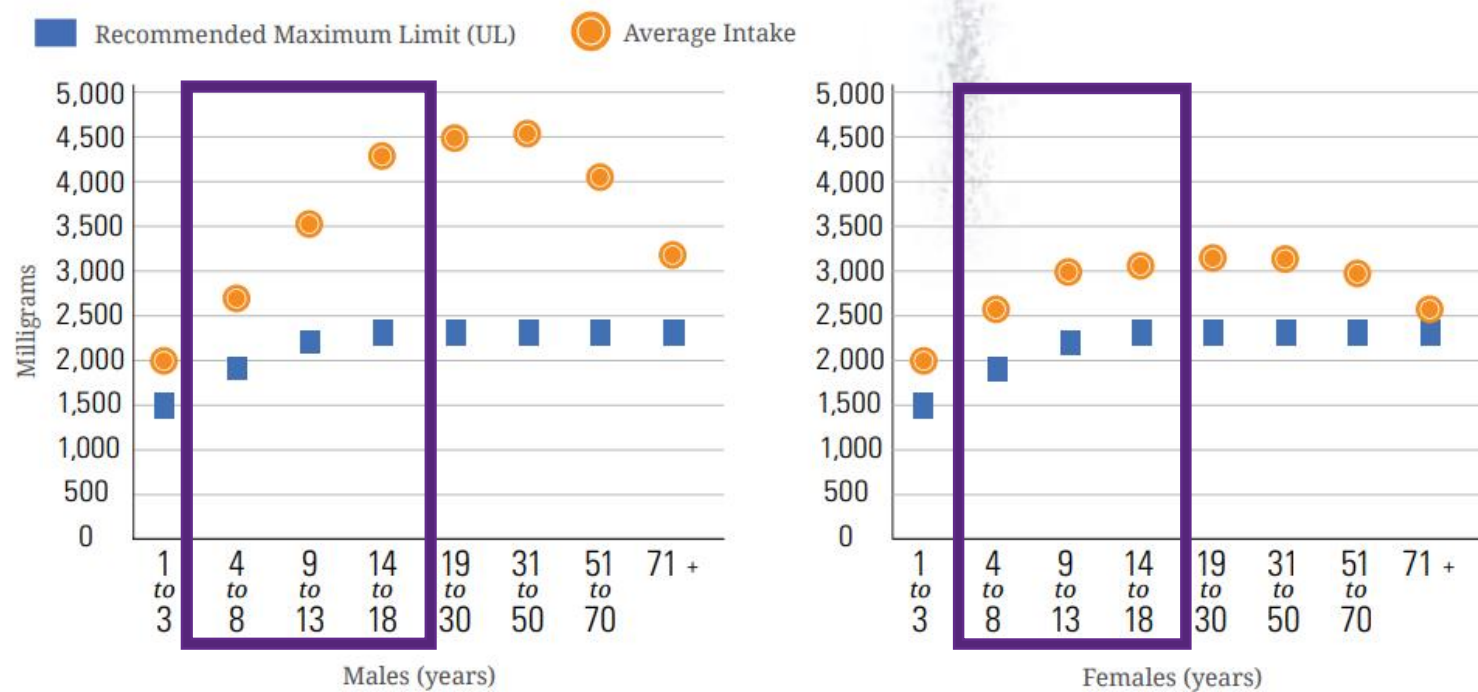


# Recommended Sodium Intake for Children & Adolescents

- 2000 – 2400 mg sodium per day
- 1 teaspoon of salt

Figure 2-13.

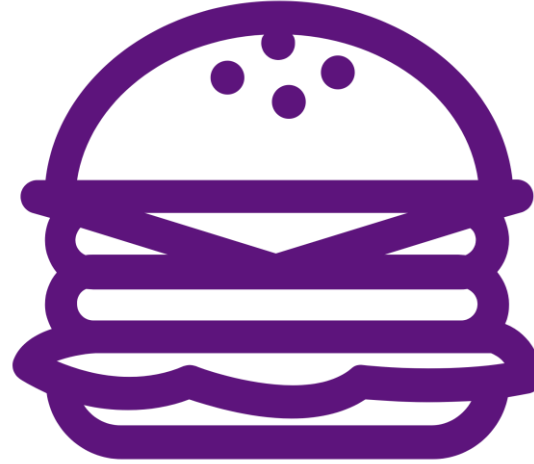
## Average Intake of Sodium in Milligrams per Day by Age-Sex Groups, Compared to Tolerable Upper Intake Levels (UL)



**DATA SOURCES:** What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Institute of Medicine Dietary Reference Intakes for Tolerable Upper Intake Levels (UL).

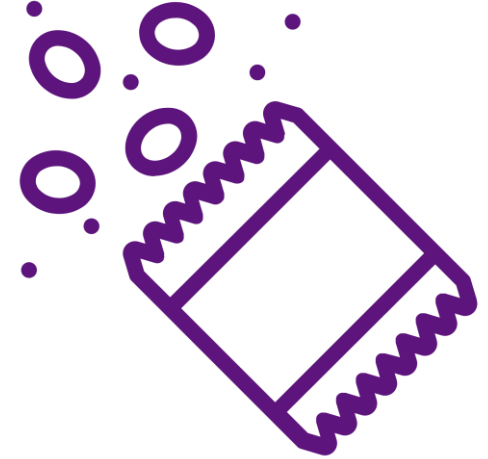


**Protein Foods**



**Mixed Dishes**


(pizza, soups, sandwiches/burgers,  
pasta dishes, rice dishes)



**Snacks & Sweets**

# Top Sources of Sodium





But what about  
*sea salt?*





# Sea Salt vs. Table Salt

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- There is no sodium difference between sea salt and table salt
- Sea salt is less processed, and usually not fortified with iodine
- Most sodium in American diets does not come from a salt shaker, but rather from processing

# Why controlling sodium intake matters

- High blood pressure
- Dehydration





**Let's compare snacks!**

## Smart Snack Compliant Graham Cracker Cookies

Serving Size: 21 grams  
Calories: 90  
Calories from Fat: 28  
**Total fat: 3 g**  
**Saturated Fat: 0 g**  
**Sodium: 0 mg** *0% daily max*  
Fiber: 1 g  
**Sugar: 5 g** *5% daily max*  
Protein: 1 g

5 grams of sugar x 180 school days =  
**900 grams of sugar**

0 grams of saturated fat x 180 school days =  
**0 grams of saturated fat**

0 grams of sodium x 180 school days =  
**0 grams of sodium**

## Traditional Packaged Chocolate Chip Cookies

Serving Size: 82 grams  
Calories: 370  
Calories from Fat: 112  
**Total fat: 16 g**  
**Saturated Fat: 6 g**  
**Sodium: 270 mg** *11-14% daily max*  
Fiber: 0 g  
**Sugar: 28 g** *112% daily max*  
Protein: 4 g

28 grams of sugar x 180 school days =  
**5040 grams of sugar**

6 grams of saturated fat x 180 school days =  
**1080 grams of saturated fat**

270 mg sodium x 180 school days =  
**48,600 grams of sodium**



# The “How” of Smart Snacks



# Recordkeeping

All competitive foods sold during the school day must have proper documentation to support compliance with the Smart Snacks standards.

- Nutrition facts label
- Ingredients label
- Standardized recipe & nutrition analysis for items prepared in-house
- [Alliance for a Healthier Generation Smart Snacks Product Calculator](#) results

# Smart Snacks Calculator

# Calculating Calories from Fat

Some Nutrition Facts labels do not include calories from fat.

To calculate calories from fat:

1 gram of fat = 9 calories

Multiply grams of fat per serving by 9 calories

4 g fat x 9 calories = 36 calories from fat

Nutrition Facts	
4 servings per container	
Serving size 1 1/2 cup (208g)	
Amount per serving	
<b>Calories</b>	<b>240</b>
% Daily Value*	
<b>Total Fat</b> 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 430mg	19%
<b>Total Carbohydrate</b> 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



# Additional Guidance

- Fundraisers
- Arizona Nutrition Standards
- LEA-level guidelines

# Fundraisers

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. This includes:

- Giving away food but suggesting a donation
- Vending machines where profits are used to support a school-sponsored club or activity (band, football, etc.)





# Fundraisers

Fundraisers that sell food on campus during the school day must meet the Smart Snacks standards.

Smart Snacks standards do not apply to:

- Fundraisers that do not sell food
- Fundraisers that take place outside of school hours
- Fundraisers in which food is not intended to be consumed on campus (i.e. frozen pizza or cookie dough)



# Exempt Fundraisers

USDA allows states to set their own policy related to fundraisers that do not meet Smart Snacks standards (exempt fundraisers).

HNS Memo 04-2015 explains ADE's exempt fundraiser policy. Food-related exempt fundraisers must:

- Be infrequent, single events not exceeding one week; and
- Not be in competition with school meals in the food service area during meal service.



# Exempt Fundraisers

Fundraiser exemptions can be requested by completing the survey found on the [ADE Smart Snacks and Fundraisers webpage](#).



**National School Lunch Program**

 [Getting Started with NSLP in your District](#)

 [The At a Glance Calendar](#)

▼ **Meal and Snack Requirements for School Nutrition Programs**

- [Meal Pattern Requirements](#)– National School Lunch Program and School Breakfast meal pattern charts, production
- [School Breakfast Program](#)– Resources and tools to assist schools with implementing a successful School Breakfast
- [After School Care Snack Program](#)– Program guidance and After School Care Snack Program meal pattern charts.
- [Smart Snacks and Fundraisers](#)– Policy guidance and product calculator to ensure all foods sold/served on campus c guidelines.

# Arizona Nutrition Standards

USDA allows states to develop their own nutrition standards that can be more restrictive than the federal nutrition standards.

In 2006, the Arizona Legislature passed ARS 15-242, which directed ADE to establish the Arizona Nutrition Standards (ANS), which are nutrition guidelines for all foods **served** and **sold** to students in grades K-8.

In 2014, the Arizona Nutrition Standards were updated to reflect the Smart Snacks standards.



# Arizona Nutrition Standards

Foods **served** to students applies to all foods and beverages served to students in grades K-8 during the normal school day. This includes:

- School-sponsored events that occur outside of a single classroom and involve several members of the student body, such as:
  - Pizza parties
  - Ice cream socials
  - Donuts with Dad

This does **not** apply to classroom parties that are limited to only those students enrolled in that classroom.





# LEA-Level Guidelines

LEAs can set snack and fundraising policies that are more strict than the federal- and state-level policies. This can be done through the Local Wellness Policy. Examples:

- Limit the number of fundraisers
- Limit fundraisers that sell food
- Limit the types of foods/beverages allowed to be served on campus

# Resources

[Alliance for a Healthier Generation Smart Snack Product Calculator](#)

[SP 23-2014v3: Questions and Answers Related to the Smart Snacks Interim Final Rule](#)

[USDA Guide to Smart Snacks in Schools](#)

[Flexibility for Entrees Served as Part of NSLP and SBP](#)

[Smart Snacks Standards for Exempt Foods when Paired Together](#)

[Smart Snacks Beverage Options](#)

[Smart Snacks Nutrition Standards and Culinary Education Programs](#)



# Resources: Fundraisers

[SP 36-2014: Smart Snacks Nutrition Standards and Exempt Fundraisers](#)

[HNS 04-2015: Revision to Arizona Department of Education Policy on Specially Exempted Fundraisers](#)

[Fundraisers and Smart Snacks: Foods Not Intended for Consumption at School](#)

[Smart Snacks in School – Fundraisers](#)



# Arizona Resources

[Revised Arizona Nutrition Standards in Response to Healthy, Hunger-Free Kids Act of 2010 Competitive Food Standards](#)

[CN 12-07: Arizona Nutrition Standards – Frequently Asked Questions](#)

[Web-Based Course: Smart Snacks and Competitive Food Standards in Arizona](#)

[Recorded Webinar: Smart Snacks](#)



# Thank you!

## **Any questions?**

Please type them into the chat bar now.

If you are attending the live webinar, you will receive a link to complete the survey in EMS. After you complete the survey, you can print a certificate of completion.

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.





# References

Dietary Guidelines for Americans 2015–2020 8th Edition. (2015). Retrieved from <https://health.gov/dietaryguidelines/2015/guidelines/>

Don't get sabotaged by added sugar. (2019, January 30). Retrieved from <https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/added-sugar/art-20045328>

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To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

*Information to include when documenting this training for Professional Standards:*

- Training Title: ***Recorded Webinar: The What, Why and How of Smart Snacks***
- Learning Codes: **1310, 1320, 3230**
- Key Area: 1000-Nutrition, 3000-Administration
- Length: 1 hour

## **Please Note:**

- *Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.*
- *This recorded webinar is a non-interactive activity, which may count toward no more than two hours of annual training.*



**Request a  
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<https://www.surveymonkey.com/r/RecordedWebinarOnlineSurvey>

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