New Managers’ Training Series: 

**Smart Snacks in Schools**

**Overview of Rules for Competitive Foods and Fundraising**

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CLICK HERE to access the Smart Snacks webinar
Learning Code

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Event Date: August 11, 2023
Hours: 1 (One)
Professional Learning Code: 3200
AGENDA

Smart Snacks in Schools:
Overview of Rules for Competitive Foods & Fundraising

USDA’s Definition of Smart Snacks
What are Competitive Foods?
USDA Rule for Smart Snacks
Exemptions to the Smart Snacks Rule
Smart Snacks Calculator
USDA Fundraising Policies
Annual Reporting Requirements
Questions?
USDA’s Guide to Smart Snacks in School

Help make the healthy choice the easy choice for kids at school

May 2022
Learn about Smart Snacks

Do you...

☐ Coordinate school fundraisers,

☐ Manage a school store or snack bar,

☐ Sell food or beverages during the school day on campus, or

☐ Manage school vending machines?

If you checked any of the boxes above, then the foods and beverages you’re selling need to meet the Smart Snacks Standards. You play an important role in helping kids get the nutrition they need to grow and learn. Use this guide to learn how.
How Does USDA Define Smart Snacks?

- **Smart Snacks in School** refers to the national nutrition standards for foods and beverages sold outside of the federal reimbursable school meal programs during the school day. These items are called “competitive foods” because they can compete with participation in school meal programs.

- **All competitive foods and beverages sold during the school day** must meet or exceed Smart Snacks in School nutrition standards, which include limits on fat, sugar, sodium, and calorie content. These standards are the minimum requirement for schools, but states and local education agencies can continue to implement stronger nutrition standards for all competitive foods in schools.
COMPETITIVE FOODS

- Competitive foods are foods sold in schools during the school day that compete for students' dollars with federally-regulated breakfast and lunch programs.

- **School Day**: This refers to the period from midnight before, to 30 minutes after the end of the official school day.

- Competitive foods may not be sold in a time frame of:
  - One (1) hour before,
  - During, or
  - One (1) hour after reimbursable school meals are served.

- These foods must meet Smart Snacks Standards.
Sarah’s breakfast meal service starts at 7:15 a.m. Her last breakfast meal service ends at 8:00 a.m. Her first lunch period begins at 10:30 a.m. Her last lunch period ends at 1:00 p.m. Her school day ends at 3:15 p.m. When can her school sell competitive foods?

- **Breakfast Meal Service:**
  - 7:15 a.m. – 8:00 a.m.
  - 1 hour before – 6:15 a.m.
  - 1 hour after – 9:00 a.m.

- **Lunch Meal Service:**
  - 10:30 a.m. – 1:00 p.m.
  - 1 hour before – 9:30 a.m.
  - 1 hour after – 2:00 p.m.
  - 9:00 a.m. – 9:30 a.m.
  - After 2:00 p.m. – 3:45 p.m.
Which foods and beverages need to meet Smart Snack standards?

- Any food or beverage sold to students at school during the *school day, other than those foods provided as part of the school meal programs.

- Examples: vending machine items (not reimbursable meals), student stores, fundraisers, or a la carte items sold by the cafeteria and foods sold in school stores, snack bars, and vending machines.
The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools — beyond the federally-supported meals programs. This new rule carefully balances science-based nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools around the country, and healthy food and beverage offerings already available in the marketplace.

Before the New Standards

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Calories</th>
<th>Empty Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Sandwich Cookies</td>
<td>286</td>
<td>182</td>
</tr>
<tr>
<td>Fruit Flavored Candies</td>
<td>249</td>
<td>177</td>
</tr>
<tr>
<td>Donut</td>
<td>242</td>
<td>147</td>
</tr>
<tr>
<td>Chocolate Bar</td>
<td>235</td>
<td>112</td>
</tr>
<tr>
<td>Regular Cola</td>
<td>136</td>
<td>126</td>
</tr>
</tbody>
</table>

After the New Standards

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Calories</th>
<th>Empty Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peanuts</td>
<td>170</td>
<td>0</td>
</tr>
<tr>
<td>Light Popcorn</td>
<td>161</td>
<td>17</td>
</tr>
<tr>
<td>Low-Fat Tortilla Chips</td>
<td>118</td>
<td>0</td>
</tr>
<tr>
<td>Granola Bar</td>
<td>95</td>
<td>0</td>
</tr>
<tr>
<td>Fruit Cup</td>
<td>68</td>
<td>0</td>
</tr>
<tr>
<td>No-Calorie flavored Water</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Smart Snack Standards

Smart Snack standards do not apply to:

- Items sold during non-school hours, weekends or off-campus fundraising events
- Foods brought from home

Individual entrée items are exempt when offered as part of lunch or breakfast from all competitive food standards when sold a la carte the day of or the day after they are served as part of a reimbursable meal.
To qualify as a smart snack or entrée must first meet the general nutrition standards:

- Be a grain product that contains 50 percent or more whole grains by weight (have whole grain as the first ingredient); or
- Have as the first ingredient a fruit, vegetable, dairy product, or protein food
- Be a combination food that contains at least ¼ cup fruit or vegetable; and
- The food must meet the nutrient standards for calories, sodium, sugar, and fats:

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Snack</th>
<th>Entrée</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>200 calories or less</td>
<td>350 calories or less</td>
</tr>
<tr>
<td>Sodium</td>
<td>200 mg or less</td>
<td>480 mg or less</td>
</tr>
<tr>
<td>Total Fat</td>
<td>35% of calories or less</td>
<td>35% of calories or less</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>Less than 10% of calories</td>
<td>Less than 10% of calories</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Total Sugars</td>
<td>35% by weight or less</td>
<td>35% by weight or less</td>
</tr>
</tbody>
</table>

USDA: A Guide to Smart Snacks in School
USDA’s Definition of an Entrée

What is an entrée?

For purposes of Smart Snacks, an entrée is defined as the main course of a meal that has a combination of:

• meats/meat alternates + whole grain-rich food;
• vegetables + meats/meat alternates;
• fruits + meats/meat alternates;
• meats/meat alternates alone, except for meat snacks (e.g., beef jerky), yogurt, low-fat or reduced fat cheese, nuts, seeds, and nut or seed butters; and
• a grain only, whole grain-rich entrée that is served as the main dish of the School Breakfast Program reimbursable meal.
Sometimes, schools serve extra entrées from school meals as à la carte items (as individual items sold outside of the school meal). These entrées do not have to meet Smart Snacks Standards when they are sold as an à la carte item up to one day after being served at school lunch or breakfast.
Are there healthy exemptions to certain nutrient requirements?

The Smart Snacks Standards reflect practical and flexible solutions for healthy eating. A few foods or combinations of foods are exempt from certain nutrient standards. Refer to the table below for examples of these exemptions.

<table>
<thead>
<tr>
<th>Food</th>
<th>Smart Snacks Standards Exemptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh and frozen fruits and vegetables, with no added ingredients except water</td>
<td>Exempt from all nutrient standards</td>
</tr>
<tr>
<td>Canned fruits packed in 100% juice or light syrup, with no added ingredients except water</td>
<td>Exempt from the total fat and saturated fat standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Canned vegetables (no salt added/low sodium), with no added fats</td>
<td>Exempt from the total fat standard, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Reduced-fat cheese (including part-skim mozzarella)</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Nuts, seeds, or nut/seed butters</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Apples with reduced-fat cheese*</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Celery with peanut butter (and unsweetened raisins)*</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Whole eggs with no added fat</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Seafood with no added fat (e.g., canned tuna packed in water)</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Dried fruits with no added sugars</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Dried cranberries, tart cherries, or blueberries, sweetened only for processing and/or palatability, with no added fats</td>
<td>Exempt from the sugar standards, but must meet all other nutrient standards</td>
</tr>
<tr>
<td>Trail mix of only dried fruits and nuts and/or seeds, with no added sugars or fats</td>
<td>Exempt from the total fat, saturated fat, and sugar standards, but must meet all other nutrient standards</td>
</tr>
</tbody>
</table>

*Paired exemptions are always required to meet the calorie and sodium limits for Smart Snacks.
Smart Snack Standards for Beverages

**Milk**
Unflavored or flavored fat-free milk, unflavored low-fat milk, and milk alternatives as permitted by the National School Lunch Program/School Breakfast Program. Starting on July 1, 2022 for school years 2022-2023 and 2023-2024, schools may also sell flavored low-fat milk as a Smart Snack.

- **Elementary School**
- **Middle School**
- **High School**

**Juice**
100% fruit or vegetable juice, with or without carbonation.

- **Elementary School**
- **Middle School**
- **High School**

**Water**
Plain water, with or without carbonation.

- **All Grades**

USDA: A Guide to Smart Snacks in School
Smart Snack Standards for Beverages

Diluted Juice
100% fruit or vegetable juice diluted with water, with or without carbonation, and with no added sweeteners.

- **Elementary School**: 8 fl oz
- **Middle School**: 12 fl oz
- **High School**: 12 fl oz

Low- and No-Calorie Beverages (High School Only)
Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free, flavored water.

- **Low Calorie Maximums**: 40 calories/8 fl oz; 60 calories/12 fl oz
- **No Calorie Maximum**: 10 calories/20 fl oz

*Equivalent to 5 calories per fluid ounce.

*Less than 5 calories per 8 fluid ounces.

USDA: A Guide to Smart Snacks in School
School districts have the ability to create stricter standards for Smart Snacks.

- Federal Standards are the minimum requirements.
- SA or local school districts can establish stricter standards.
- Refer to your local district’s Local School Wellness Policy for more information.
The Smart Snack Calculator is listed under Resources.  
www.healthiergeneration.org/app/resources/81
Smart Snack Calculator

Find out if your products are compliant with Smart Snacks in School guidelines with this interactive tool.

healthiergeneration.org
Steps Needed to Complete the Smart Snack Calculator Tool

Enter the highlighted information into the Smart Snacks Product Calculator to see if your snack meets the standards.

- Enter the type of product, such as snack, side, entrée, or beverage.
- On the next screen enter the first ingredient of the product.
- Then enter the nutrition facts according to the nutrition label.
- The next step will tell you if your product is compliant.
Smart Snack Calculator

Your product is NOT compliant.
Your whole grain product does not meet the following nutrient standards:
- Allergens exceed 200.
- Sodium exceeds 200 mg.

Brand
Product

Confused by this result? Contact us for more information.

The person or group responsible for the point of sale to students on campus should verify a product’s compliance and print their own Calculator results for documentation intended for compliance purposes. Results from this calculator have been determined by the USDA to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools provided the information is not misrepresented when entered into the Calculator.

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 above.

Start Over Next Step

Nutrition Facts
Serving Size (oz) 0.5; grams 30
Servings Per Container 2

Amount Per Serving
Calories 140
Total Fat (g) 4
Saturated Fat (g) 0
Trans Fat (g) 0
Sodium (mg) 170
Carbohydrates
Total Sugars (g) 0
Fundraisers that sell foods or beverages that meet the smart snack standards are not limited under nutrition standards.

Fundraising foods not intended for consumption at school (i.e. frozen pizzas or cookie dough) can be sold at anytime.

Fundraising foods sold during the school day that do not meet Smart Snack standards are limited to 30 fundraisers per school year.
Exempt Fundraiser Guidelines

- Schools may sponsor a maximum of thirty (30) exempt fundraisers per school year.
- Each fundraiser may be no more than one (1) day in length.
- If five (5) different exempt fundraisers are occurring on 1 day, this would count as 5 exempt fundraisers from the total 30 fundraisers.
- Items may not be sold within 1 hour before, during, or 1 hour after reimbursable school meal periods.
The school’s breakfast meal service starts at 7:00 a.m. The last breakfast meal service ends at 8:30 a.m. Her first lunch period begins at 10:15 a.m. Her last lunch period ends at 1:30 p.m. Her school day ends at 3:05 p.m. When can her school sell competitive foods?

- **Breakfast Meal Service:**
  - 7:00 a.m. – 8:30 a.m.
    - 1 hour before – 6:00 a.m.
    - 1 hour after – 9:30 a.m.

- **Lunch Meal Service:**
  - 10:15 a.m. – 1:30 p.m.
    - 1 hour before – 9:15 a.m.
    - 1 hour after – 2:30 p.m.

- Cannot serve during the AM hours
- After 2:30 p.m. – 3:35 p.m.
Alabama’s Implementation of USDA Smart Snacks in School and Exempt Fundraisers Form

Annual Attestation Statement

Development: May 2015
Exempt Fundraiser Procedures: Role of the Principal

- Complete, approve and sign Alabama’s Implementation of USDA Smart Snacks in School and Exempt Fundraisers Form

- Provide copy to CNP Director

- Provide documentation of approval upon request by Alabama State Department of Education (ALSDE) for audit review.
Exempt Fundraiser Procedures: Role of the Superintendent

Complete and sign Attestation of Compliance with Alabama Implementation of USDA Smart Snacks in Schools and Fundraising Activities form.

Provide to CNP Director’s to support the annual online application renewal.
Exempt Fundraiser Procedures: Role of the Child Nutrition Director

Receive
• A signed copy of the Alabama’s Implementation of USDA Smart Snacks in School and Exempt Fundraisers Form from Principal

Provide
• Provide the Exempt Fundraiser From to the Superintendent to complete and sign the attestation document.

Retain
• Provide the Exempt Fundraiser From to the Superintendent to complete and sign the attestation document.
Exempt Fundraiser Guidelines

- Sales of foods and beverages that meet the Smart Snacks Standards and sales of nonfood items (e.g., wrapping paper and apparel) are not limited under the Federal policy.
- Fundraising activities that occur during non-school hours, on weekends, or at off-campus events are not limited under the Federal policy.
- Fundraisers selling foods that are intended to be consumed outside the school day are not limited under the Federal policy.
Ask Us
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This institution is an equal opportunity provider.

*This language was added pursuant to the May 5, 2022, USDA memorandum. However, the inclusion and applicability of this language is currently under challenge in the matter of The State of Tennessee, et al. v. USDA, et al., Case No. 3:22-cv-00257, and may be subject to change.
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Smart Snacks in Schools

Overview of Rules for Competitive Foods and Fundraising

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