



BREAK for a PLATE  
ALABAMA

New Managers' Training Series:

# Smart Snacks in Schools

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



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# WEBINAR LINK

[CLICK HERE](#) to access the Smart Snacks webinar



# **BREAK** *for a* **PLATE** **SCHOOLS**

## **Learning Code**

Event Name: Smart Snacks Annual Training Webinar

Event Date: August 11, 2023

Hours: 1 (One)

Professional Learning Code: 3200

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USDA's Definition of Smart Snacks

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What are Competitive Foods?

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USDA Rule for Smart Snacks

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Exemptions to the Smart Snacks Rule

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Smart Snacks Calculator

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Annual Reporting Requirements

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Questions?



# AGENDA

## **Smart Snacks in Schools:**

*Overview of Rules for Competitive Foods & Fundraising*

USDA Food and Nutrition Service  
U.S. DEPARTMENT OF AGRICULTURE

# A Guide to Smart Snacks in School



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



May 2022

# USDA's Guide to Smart Snacks



## 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.



# Smart Snacks

## Smart Snacks in Schools:

*Overview of Rules for Competitive Foods & Fundraising*

# 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**.





At what times will Sarah be able to sell competitive food and beverage items at her school site?

- 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.

# SMART SNACKS IN SCHOOL

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.

● Equals 1 calorie

○ Shows empty calories\*

## Before the New Standards



## After the New Standards



# 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.

# Smart Snack Standards for Foods

To qualify as a smart a 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:

Nutrient	Snack	Entrée
Calories	200 calories or less	350 calories or less
Sodium	200 mg or less	480 mg or less
Total Fat	35% of calories or less	35% of calories or less
Saturated Fat	Less than 10% of calories	Less than 10% of calories
Trans Fat	0 g	0 g
Total Sugars	35% by weight or less	35% by weight or less

# 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.



## Smart Snacks

### Smart Snacks in Schools:

*Overview of Rules for Competitive Foods & Fundraising*

## Leftover Meals as A' la carte



- ❑ 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.

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

\*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



# 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



Middle School



High School

## 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

\*Equivalent to 5 calories per fluid ounce.



No Calorie Maximum:\*

10 calories/20 fl oz

\*Less than 5 calories per 8 fluid ounces.



# Stricter Standards

- ❑ 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.

# Smart Snack Calculator

The Smart Snack Calculator is listed under Resources.

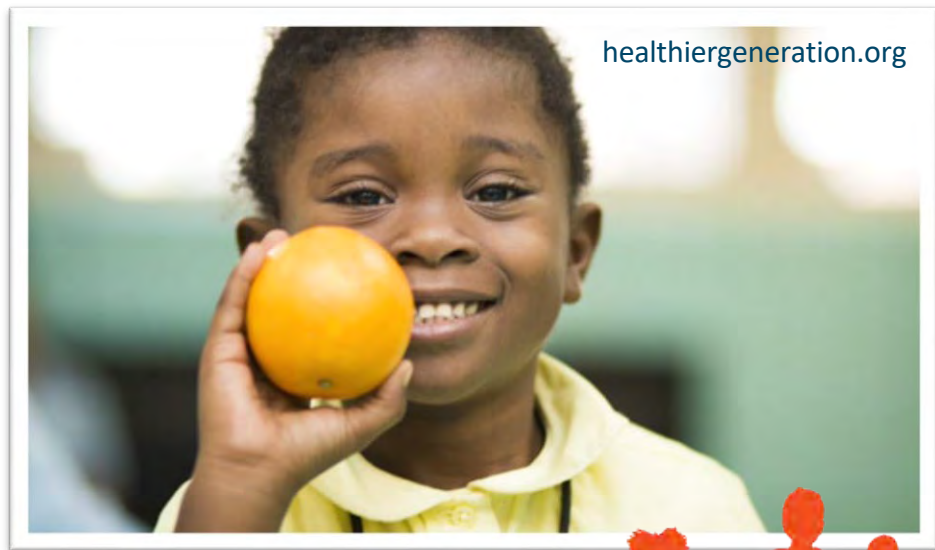
[www.healthiergeneration.org/app/resources/81](http://www.healthiergeneration.org/app/resources/81)



A screenshot of the Alliance for a Healthier Generation website. The top navigation bar includes the logo, "About Us", "Our Work", "Take Action", "America's Healthiest Schools", "Resources" (highlighted with an orange box and an arrow from the URL above), and "Blog". There is also a "Go to the Action Center" link, a search bar, and a "GIVE" button. Below the navigation bar is a large photograph of diverse children running happily in a grassy field. At the bottom of the screenshot, the text reads: "Every mind, every body, every young person healthy and ready to succeed" followed by "Working with schools, youth-serving organizations, and businesses, we're building healthier communities that support children's physical, social, and emotional health."


# Smart Snack Calculator


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



ALLIANCE FOR A  
**HEALTHIER  
GENERATION**



 SMART SNACKS  
PRODUCT CALCULATOR



### Product Information

Take the guess work out of your day! Answer a series of questions to see if your product meets the [USDA's Smart Snacks in School nutrition standards](#)\*. 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 provided the information is not misrepresented when entered into the Calculator.

**CHECK OUT THE BLUE INFORMATION BUBBLES FOR ASSISTANCE!** If unable to view, please update your browser or try a different browser. Please refer to [USDA's Q&A document](#) for additional guidance on specific products.

Enter product information as SOLD (as portioned and eaten, such as a beef patty on a bun with accompaniments).

**NOTE:** As of July 1, 2016, %DV is no longer a qualifying standard for compliance.

My Product is a ...

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

# 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.



<b>Nutrition Facts</b>	
1 serving per container	
<b>Serving size</b>	<b>2 cups (30g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>140</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 170mg	<b>7%</b>
<b>Total Carbohydrate</b> 25g	<b>9%</b>
Dietary Fiber 2g	<b>7%</b>
<b>Total Sugars</b> 8g	
Includes 8g Added Sugars	<b>16%</b>
<b>Protein</b> 1g	
Vitamin D 0mcg	<b>0%</b>
Calcium 0mg	<b>0%</b>
Iron 0mg	<b>0%</b>
Potassium 0mg	<b>0%</b>
<b>INGREDIENTS:</b> Popcorn, sugar, canola oil, salt	
<b>First Ingredient</b>	

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**HEALTHIER  
GENERATION**





SMART SNACKS  
PRODUCT CALCULATOR

ALLIANCE FOR A  
HEALTHIER  
GENERATION

**✘ Your product is NOT compliant.**

Your whole grain product does not meet the following nutrient standards:

- ✘ Calories 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.*

**START OVER** **NEXT STEP**

SMART SNACKS  
PRODUCT CALCULATOR

ALLIANCE FOR A  
HEALTHIER  
GENERATION

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

- a) Fruit [i](#)
- b) Vegetable [i](#)
- c) Dairy [i](#)
- d) Protein food [i](#)
- e) Whole Grain [i](#)
- 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**

SMART SNACKS  
PRODUCT CALCULATOR

ALLIANCE FOR A  
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Enter your product's nutrition information per amount SOLD (including all components and accompaniments). For BULK products only, enter servings per container as "1". Do not enter the servings per container for the entire bulk box or case. [i](#)

**Nutrition Facts**

Serving Size oz  (about g)  [i](#)

Servings Per Container

Amount Per Serving

Calories

Total Fat (g)

Saturated Fat (g)

Trans Fat (g)

Sodium (mg)

Carbohydrates

Total Sugars (g)

# Fundraising Policies

- ❑ 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 do that do not meet Smart Snack standards are limited to 30 fundraisers per school year.





# Exempt Fundraiser Guidelines

**SMART  
SNACK**

PROGRAM APPROVED

- 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.



At what times will the Beta Club be able to sell competitive food and beverage items at the school site?

- 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.**

# ANNUAL REPORTING REQUIREMENTS



## Alabama's Implementation of USDA Smart Snacks in School and Exempt Fundraisers Form



### Annual Attestation Statement

#### Alabama's Implementation of USDA Smart Snacks in School and Exempt Fundraisers Form

School Food Authority (SFA) \_\_\_\_\_

School Name \_\_\_\_\_

Please check one:  July 1  January 1

Form should be completed and signed by the principal before the fundraisers commence.

	Sponsoring Organization	Item Sold	Date of Sale
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
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19			
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21			
22			
23			
24			
25			
26			
27			
28			
29			
30			

Principal Signature \_\_\_\_\_ Date \_\_\_\_\_

Original: Principal File At School Copy: SFA CNP Wellness File

Developed: May 2015

#### Annual Attestation Statement

DATE: \_\_\_\_\_

FROM: [School Food Authority Superintendent]

TO: [State Agency Official and Title]

SUBJECT: Attestation of Compliance with Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities

**Instruction: The following statement must be signed by the school food authority (SFA) superintendent operating exempt food fundraisers in schools with National School Lunch and/or School Breakfast Programs, and filed as outlined in the Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities.**

I \_\_\_\_\_, as the superintendent of \_\_\_\_\_ [SFA Name], do hereby attest that the aforementioned SFA and all schools under its jurisdiction operating the National School Lunch Program authorized under the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq), and/or the School Breakfast Program authorized under the Child Nutrition Act of 1966 ( 42 U.S.C. 1773), are in compliance with Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities for School Year \_\_\_\_\_.

I certify that this attestation is true and correct, and therefore, I believe \_\_\_\_\_ [SFA Name] is in compliance with Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities.

In addition, I understand that Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities Form must be completed semi-annually and filed by the following dates: July 1 and January 1 of each School Year.

Superintendent Signature \_\_\_\_\_

Date \_\_\_\_\_

Original: CNP Director

Developed: May 2015





# Exempt Fundraiser Procedures: Role of the Principal

## fundraising

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

Complete, approve and sign

- Provide copy to CNP Director

Provide

- Provide documentation of approval upon request by Alabama State Department of Education (ALSDE) for audit review.

Provide



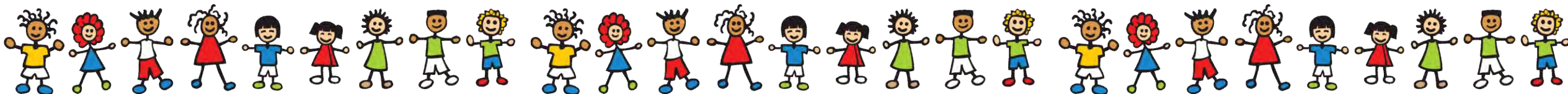
# Exempt Fundraiser Procedures: Role of the Superintendent



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 Form to the Superintendent to complete and sign the attestation document.

Retain

- Provide the Exempt Fundraiser Form 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





# USDA Non-Discrimination Statement

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation\*), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: [USDA Program Discrimination Complaint Form](#) from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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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New Managers' Training Series:

# Smart Snacks in Schools

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



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