

CNR: Putting the Act into Action



USDA Smart Snacks In School Rule: What You Need to Know

February 14, 2013



Healthy, Hunger-Free Kids Act



The Healthy, Hunger-Free Kids Act gave USDA:

- Authority to issue healthy nutrition standards for all foods sold in schools (“competitive foods”)
- Power to eliminate unhealthy foods in vending machines, snack bars, “a la carte” lines in cafeterias, and other foods sold outside of the federally-reimbursed school meals





HHFKA Impact

- Creating standards for snack foods, beverages and other competitive foods sold in schools consistent with the U.S. Dietary Guidelines will promote the health of all school children throughout America.
- Low-income children will especially benefit from stronger standards.

Nutrition Standards for All Foods Sold in School

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- Proposed regulations will establish national nutrition standards for all foods sold on the school campus throughout the school day



Creating Healthier School Environments

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- Creating standards for competitive foods is the next step in the HHFKA comprehensive plan to create healthier school environments:
 - Nutrition Standards for School Meals
 - Competitive Food Standards
 - Child and Adult Care Food Program
 - Enhanced Wellness Policy Requirements
 - School Environment Report Cards



Healthy, Hunger-Free Kids Act

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To fully implement the new law for maximum impact and success requires:

- strong rules and enforcement
- local change and compliance and enthusiasm
- transparency in what schools are doing
- advocate and stakeholder action



Today's Webinar



- Learn about USDA's plans, process and timeline for the proposed rule.
- Discover new research findings on the importance of a healthy school food environment.
- Ask your questions.



Today's Webinar



Speakers:

- Julie Brewer, Child Nutrition Division, USDA
- Nancy Lyons, Child Nutrition Division, USDA
- Laura Cunliffe, Child Nutrition Division, USDA
- Heather Hartline-Grafton, Food Research and Action Center



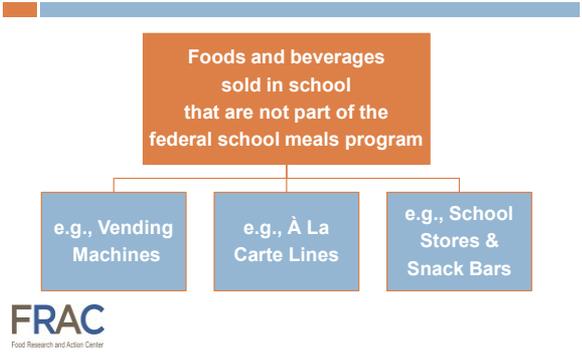
Competitive Foods: Background & Impacts



www.frac.org

Heather Hartline-Grafton, DrPH, RD
Food Research & Action Center

Definition of Competitive Foods



Availability of Competitive Foods

- At least one source of competitive foods in:
 - 89% of elementary schools
 - Nearly all middle and high schools

 - À la carte lines and vending machines are primary sources

 - About 40% of students consume at least one competitive food on a typical school day
- FRAC**
Food Research and Action Center

Characteristics of Competitive Foods

- Healthy options are available
 - E.g., water, fruits, vegetables

 - Less healthy options are available
 - E.g., baked goods, salty snacks, soda

 - Most commonly consumed competitive foods are energy-dense, nutrient poor items like baked goods, candy, sports drinks, and soda
- FRAC**
Food Research and Action Center

Impact of Competitive Foods: Student Health

- Link between competitive food availability and poor dietary quality
- Link between competitive food availability and increased body mass index (BMI)
- Contradictory message to students about the importance of nutrition and health



Impact of Competitive Foods: School Meals

- Competitive food sales lead to decreases in school meal participation
- Unhealthy competitive foods undermine efforts to improve school meals
- School meals have subsidized competitive foods in the past (*Healthy, Hunger-Free Kids Act* fixes this)



Impact of Competitive Foods: Low-Income Students

- Competitive foods are especially harmful for students from low-income families in terms of:
 - Unnecessary cost
 - Nutrition quality
 - Peer pressure and stigma
 - Overt identification

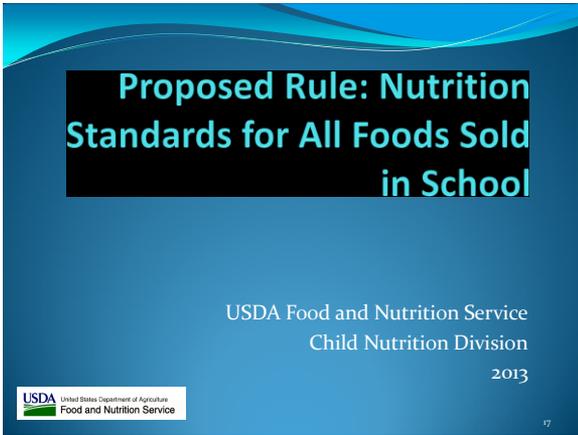


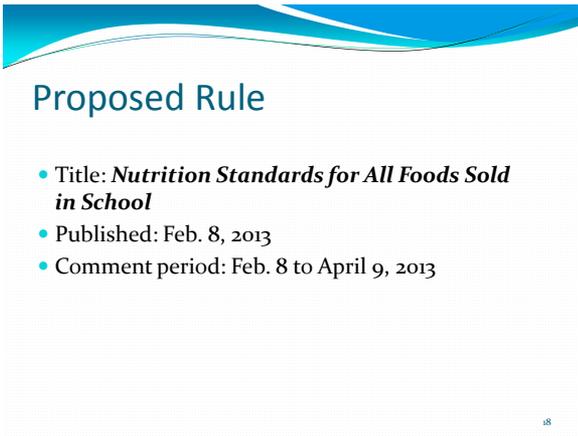
Summary

- Competitive foods:
 - Are widely available in schools
 - Can have a negative impact on student health
 - Decrease school meal participation
 - Are especially harmful to low-income students

Upcoming FRAC Release:
How Snack Foods, Beverages, and À La Carte Items in Schools Impact Student Health, School Meal Programs, and Students from Low-Income Families







Law Requirements

- *Section 208-* Healthy, Hunger-Free Kids Act of 2010
 - Nutrition standards

- *Section 203-* Healthy, Hunger-Free Kids Act of 2010
 - Potable water requirements

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Presentation Outline

- Requirements for All Foods Standards
- Recordkeeping
- Next Steps

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Background

- A significant portion of calories consumed by children are consumed at school.
- Federal child nutrition programs are an important source of nutritious, balanced meals.
- Despite progress in meal quality, work remains to improve children's diets.
- Research has consistently shown that American children do not meet current national dietary recommendations.

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Background

Improving the nutritional profile of all foods sold in school is critical to:

- improve diet and overall health of American children
- ensure children from all income levels adopt healthful eating habits that will enable them to live productive lives.

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Healthy, Hunger-Free Kids Act

- USDA has **new authority** to establish nutrition standards for all foods and beverages sold outside of the Federal child nutrition programs in schools.
- The provisions specify that the nutrition standards shall apply to all foods sold:
 - outside the school meal programs;
 - on the school campus; and
 - at any time during the school day.

Section 208, HHFKA

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Healthy, Hunger-Free Kids Act

Requires standards be **consistent with most recent Dietary Guidelines for Americans**

Directs the Secretary to consider:

- authoritative scientific recommendations,
- existing school nutrition standards,
- current State and local standards,
- practical application of standards and
- exemptions for school-sponsored fundraisers.

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Impact on students

The proposed changes are intended to:

- improve the health of the Nation's children,
- increase consumption of healthful foods during the school day and
- create an environment that reinforces the development of healthy eating habits.

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Minimum Standards

- The nutrition standards for all foods sold in school are minimum standards.
- Additional State or local standards are allowed if consistent with the final rule.

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Proposal Development

USDA considered a wide range of information available on competitive foods, including:

- Recommendations of the 2007 Institute of Medicine (IOM) Report;
- USDA's HUSSC standards;
- Existing State and local standards;
- Existing voluntary standards and recommendations; and
- Input from nutrition program stakeholders.

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Further Considerations

- The practical application of standards in school settings;
- Context of new meal patterns for the Federal school meal programs;
- Support of the federally- reimbursed school nutrition programs as the major source of foods and beverages offered at school;

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Importance of Public Comments

USDA requests public consideration and comment on the relative merits of each proposed provision.

Note that some provisions contain specific alternatives for comment.

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Definitions

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Definitions

Nutrition standards for competitive foods apply to all foods and beverages sold:

- outside the school meals programs;
- on the school campus; and
- at any time during the school day.

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Proposed Definitions

Competitive food: 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 NSLA and the CNA.

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Proposed Definitions

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

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Proposed Definitions

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

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Applicability

The proposed standards apply to all foods and beverages sold on campus during the school day.

- a la carte,
- in school stores,
- snack bars,
- vending machines

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Summary of Proposed Standards

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Structure of Proposed Rule

- General Standards for Food
- Specific Standards for Food
- Exemptions to General Standards
- Specific Standards for Beverages

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Standards for Foods

- Apply to All Grades
- Both General Standards and Specific Nutrient Standards
- Provide exemptions to Nutrient Standards for Specific Foods
- Allow broader Exemptions for F/V and NSLP/SBP foods

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General Standard for Food

To be allowable, a competitive food item **MUST:**
 meet all of the proposed competitive food nutrient standards

AND

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General Standard (cont'd)

Include one of the following:

- Be either a fruit, a vegetable, a dairy product, a protein food or a whole-grain rich product
- OR**
- Contain 10% of the Daily Value of a naturally occurring nutrient of public health concern (i.e., calcium, potassium, vitamin D or dietary fiber)
- OR**
- Be a combination food that contains ¼ cup of fruit or vegetable.

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Grain Product Requirement

- **Must include** 50% or more whole grains by weight or have whole grains 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.

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Specific Nutrient Standards for Food

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Calories

- **Snack items/Side dishes (Non-NSLP/SBP):**
 - ≤200 calories per portion as sold (including any added accompaniments such as butter, cream cheese, salad dressing etc.)
- **Entrée items sold a la carte (Non-NSLP/SBP):**
 - ≤350 calories for non NSLP/SBP entrée items

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Sodium

Sodium per portion as packaged for non NSLP/SBP items:

- **Snack and side items:** ≤200 mg
- **Entrée items:** ≤480 mg

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Total Fat

- ≤35% of total calories from fat per portion as packaged.
- 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.

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Saturated Fat

- <10% of total calories per portion as packaged.
- Exemption for reduced fat cheese

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Trans Fat

Zero grams of trans fat per portion as packaged

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Total Sugars

First Alternative

Second Alternative

≤35% of calories from total sugars in foods

≤ 35% of weight from total sugars in foods

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Sugar Exemptions

- Fresh, frozen and canned fruits/vegetables with no added nutritive sweeteners except for fruits packed in 100% juice or extra light syrup;
- Dried whole fruits/vegetables, dried whole fruit/vegetable pieces; and dried dehydrated fruits/vegetables with no added nutritive sweeteners;
- Low fat/nonfat yogurt with less than 30 grams of sugar per 8 ounces.

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Accompaniments

- Must be pre-portioned and included in nutrient profile as a part of item served and meet all proposed standards
- Examples include:
 - Dressings with salads
 - Butter or jelly on muffins
 - Cream cheese on bagels
 - Garnishes, etc.

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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.

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Exemptions for General Nutrition Standards for Food

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Fruit and Vegetable Exemption

- Fresh, frozen and canned vegetables with no added ingredients except water **and**
- Fresh, frozen and canned fruit packed in 100 percent juice or extra light syrup

Would be exempt from all the nutrient standards

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NSLP/SBP A La Carte Exemption

First Alternative

NSLP/SBP items sold **a la carte** are **exempt** from all standards **except**:

- fat standards
- sugar standards and
- may be served on any day.

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NSLP/SBP A La Carte Exemption

Second Alternative

NSLP/SBP entrees and side dishes (except grain based desserts) sold a la carte **exempt** from all standards but limited in terms of days of service.

- Sold on the same day the items served in the NSLP/SBP
- OR
- Sold within four operating days of service in the NSLP/SBP.

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Specific Nutrition Standards for Beverages

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Standards for Beverages

- Vary by Grade Level
- Identify Types of Beverages Allowed
- Address Container Size

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Beverages: Elementary School

- Plain water (no size limit);
- Low fat milk, plain (≤ 8 oz);
- Non fat milk, plain or flavored (≤ 8 oz), including nutritionally equivalent milk alternatives; and
- 100% fruit/vegetable juice (≤ 8 oz).

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Beverages: Middle School

- Plain water (no size limit);
- Low fat milk, plain (≤ 12 oz);
- Non fat milk, plain or flavored (≤ 12 oz) including nutritionally equivalent milk alternatives; and
- 100 % fruit/vegetable juice (≤ 12 oz).

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Beverages: High School

- **Allowed Any Time:**
 - Plain water (no size limit);
 - Low fat milk, plain (≤ 12 oz.);
 - Non fat milk, plain or flavored (≤ 12 oz.), including nutritionally equivalent milk alternative; and
 - 100% fruit/vegetable juice (≤ 12 oz.).

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Beverages: High School (cont.)

• **Allowed but not during meal service:**

- Calorie-free, flavored and/or unflavored, caffeinated or non-caffeinated carbonated water (≤20 oz);
- Other calorie free caffeinated or non-caffeinated beverages that comply with the FDA standard of less than 5 calories/serving. (≤20 oz.); and

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Beverages: High School (cont.)

• Other caffeinated or non-caffeinated "lower calorie" beverages that include two alternatives up to 12 ounce portion sizes:

- ≤ 40 calories/8 oz serving or (≤60 calories/12 oz serving) or
- ≤ 50 calories/8 oz serving or (≤ 75 calories/12 oz serving)

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Potable Water Requirement

- Schools must make potable water available to children at no charge
 - in the place where lunches are served (also encouraged at breakfast) and
 - during the meal service.
- Requirement and guidance further outlined in:
 - Section 203, *HHFKA*
 - Policy Memo 28-2011 available at www.usda.fns.gov/cnd/governance/policy.htm

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Fundraisers

- All foods that meet the proposed standards may be sold at fundraisers during school hours.
- The proposed standards would not apply to items sold during non-school hours, weekends, or off-campus fundraising events.

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Fundraisers Exemption

- The HHFKA allows the Secretary discretion to exempt a limited number of school-sponsored fundraisers.
- Such exempt fundraisers would be prohibited during the school meal service.

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Fundraisers Exemption

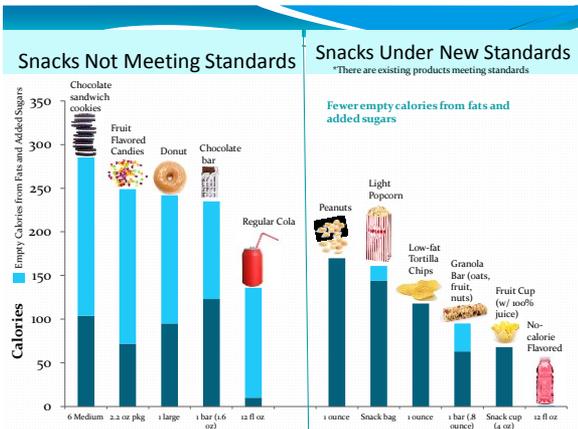
First Alternative

Allows State agencies the discretion to establish limitations on the number of exempt fundraisers that may be held during the school year.

Second Alternative

Allows State agencies to set exempt fundraising frequency standards, subject to USDA approval.

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Administrative Provisions

Recordkeeping

Records must be maintained by those designated as responsible for any competitive food service in the school.



State Agency Monitoring

- 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, corrective action plans would be required to be submitted to the State agency.

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Implementation and Support

- Schools will have at least one school year from date of publication of the final rule to implement these standards.
- FNS will provide technical assistance upon publication of final rule.
- FNS will provide guidance to State agencies and local educational agencies.

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Next Steps

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Reviewing the Rule

- Federal Register
- FNS Website
 - www.fns.usda.gov/

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Instructions for Commenting

- **When to comment:** 60-day comment period from date of publication
- **Where to comment:**
 - **Online:**
 - <http://www.regulations.gov>
 - **By mail:**
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Child Nutrition Division, Food and nutrition Service
P.O. Box 66874
Saint Louis, MO 63166

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Instructions for Commenting



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USDA's Next Steps

- Review and consider public comments
- Develop implementing rule
- Develop technical assistance materials

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Questions?

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Action Steps



- Comment on proposed competitive foods regulations
- Model comments forthcoming
- Comment Deadline: April 9, 2013

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