



Competitive Foods in Schools

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Presenters



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Healthy Kids Act vs. Healthy Hunger-Free Kids Act

- Healthy Kids Act
 - State Law
 - Competitive Foods
 - Physical activity
 - CPR requirements
- Healthy Hunger-Free Kids Act (*interim final rule*)
 - Federal Law
 - School Meals
 - Competitive Foods
 - School Wellness Policy



Healthy Kids Act Nutrition Committee

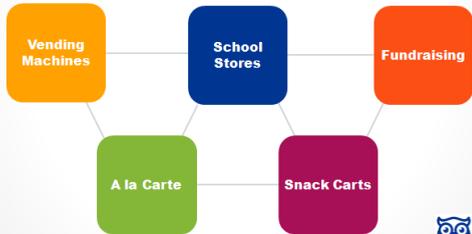
- Met in December 2013
- Recommended state standards to be equivalent to the federal standards
 - To reduce confusion for schools
 - Assist with product availability
- Recommendations were presented to the Iowa Board of Education on Jan. 23, 2014
- Rules Committee approved May 13th, 2014







SMART SNACKS IN SCHOOL NUTRITION STANDARDS



Summary Chart: [Click here!](#)



General Information

Category	Healthy Kids	Smart Snacks	What does this mean for my school?
School Day	Bell to Bell	The period from midnight before to 30 minutes after the end of the day	<i>Standards will affect foods sold before school and 30 minutes after</i>
General	Food items sold must include at least two fruits or non-fried vegetables	Food items must be either a fruit, a vegetable, a dairy product, a protein food, a "whole-grain rich" product, or a combination food, or 10% DV	<i>Food items sold do not have to include at least two fruits or non-fried vegetables</i>

Entrée and Side Items

Category	Healthy Kids	Smart Snacks	What does this mean for my school?
Entrée items sold as a la carte	Items that are offered as part of the meal and served in the same frequency per week are exempt.	Entrée items that are offered as part of the meal on the same day and the day after are exempt from the standards.	<i>Entrée item can only be served on the same day or the day after</i> <i>Side items must meet standards</i>
Calories	Snack Item ≤ 200 Entrée Item ≤ 400	Snack Item ≤ 200 Entrée Item ≤ 350	<i>Entrée item must be ≤350 calories and snack items ≤200 calories</i>



Definition of an Entrée

The main course of a meal that contains:

- A combination food of meat or meat alternate and whole grain-rich food; or
 - A combination food of vegetable or fruit and meat or meat alternate;
 - A meat or meat alternate alone with the exception of yogurt, low-fat or reduced fat cheese, nuts, seeds and nut butters or seed butters.*
- NOTE: Please be sure to enter information as product is SOLD, including amount sold and all components and accompaniments. For example, for a beef patty, enter information as product will be sold, such as on a bun with lettuce, tomato, pickles and ketchup.

Side and Snack Items

- Side Item:
 - A product that is sold in addition to an entrée at a meal, such as rice, steamed vegetables, mashed potatoes or French fries
- Snack Item:
 - A side item (not part of a reimbursable meal) sold in a la carte, vending, school stores, etc. such as granola bars, chips, popcorn, or crackers

Grains, Sugar, & Sodium

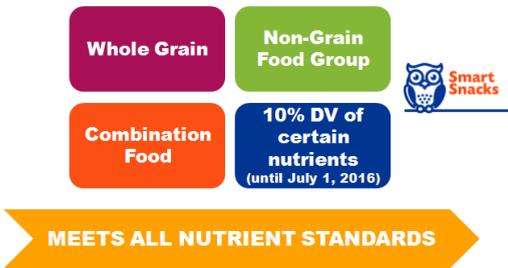
Category			What does this mean for my school?
Grains	50% of the grain products offered must be whole grain	Grain products must include 50% or more whole grains by weight	All grain offerings must be whole grain-rich
Sugar	≤ 35% of calories, excludes yogurt	≤ 35% of weight 	Allowable sugar amounts is calculated by ≤ 35% of weight Yogurt is not exempt
Sodium	Snack Item ≤ 200mg Entrée Item ≤ 480mg	Snack Item ≤ 230mg Entrée Item ≤ 480mg	Snack items can be ≤ 230mg, entrée sodium levels remain the same

Things to Consider First:

- Is the item?
 - A “whole grain-rich” grain product; or
 - First ingredient a fruit, a vegetable, a dairy product, or a protein food; or
 - A combination food that contains at least ¼ cup of fruit and/or vegetable; or
 - Contain 10% of the DV of one of the nutrients of concern (calcium, potassium, vitamin D, or dietary fiber).



GENERAL STANDARDS FOR COMPETITIVE FOODS



Nutrient Standards

- Calorie limits:
 - Snack: ≤ 200 calories
 - Entrée: ≤ 350 calories
- Sodium limits:
 - Snack: ≤ 230 mg
 - Entrée: ≤ 480 mg
- Fat limits:
 - Total Fat: ≤ 35% of calories
 - Saturated Fat: ≤ 10% of calories
 - Trans fat: Zero grams
- Sugar limits:
 - Snack: ≤ 35% of weight from total sugars



Combination Foods

- A product that contains 2 or more food group items (fruit, vegetables, dairy, protein, or grain)
- If a combo food does not meet the general standards by being:
 - A grain product that is whole grain-rich; or
 - A product with the first ingredient of a fruit, vegetables, dairy, or protein food; or
 - A product containing 10% of the DV (calcium, potassium, vitamin D, or dietary fiber)
- **THEN** the combination food must contain $\frac{1}{4}$ cup of fruit and/or vegetable.

Accompaniments

- Cream cheese, jelly, butter, salad dressing, ketchup, etc.
- Must be included in the nutrient profile of the item sold
- Examples:
 - Bagels and cream cheese
 - Baby carrots and ranch

Yes or No?

- A blueberry muffin contains refined grains, $\frac{1}{4}$ cup of blueberries, and meets the nutrient standards.

YES!

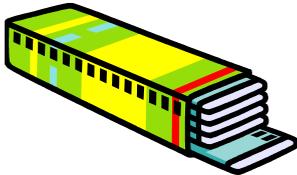
Yes or No?

- A 100 calorie pouch of small chocolate chip cookies (made with refined grains) sold with one banana and meets the nutrient standards.

YES!

Chewing Gum

Category		 Smart Snacks	What does this mean for my school?
Sugar-Free Chewing Gum	Not allowed	Is exempt from all competitive food standards.	Sugar-free gum is allowed



Beverages

Category		 Smart Snacks	What does this mean for my school?
Portion Sizes of Beverages Sold	No portion sizes 	Elementary : Up to 8 oz. Middle: Up to 12 oz. High: Up to 12 oz. for lower calorie and 20 oz for calorie free	There are different portion sizes for different grade groups
Juice	100% full strength juice	100% juice may be diluted with water	100% juice diluted with water is allowed at all grade levels

Beverages

Category	Healthy Kids	Smart Snacks	What does this mean for my school?
Additional beverage options	Sports drinks, flavored water, caffeinated beverages are allowed at middle and high school	Lower-calorie beverages are only allowed at high school 	Lower calorie sports drinks, caffeinated beverages, and flavored water are only allowed at high school
Carbonated Beverages	Only 100% juice beverages can be carbonated	Juice and water can be carbonated at all levels, no and low-calorie beverages can be carbonated at high school level	Carbonation is allowed in all beverages.

Caffeine

- Allowed in high school
- Be mindful of the level of caffeine in beverages when selecting products



ALL GRADES


WATER

▽

(with or without carbonation)

NON FAT MILK

▽

(plain or flavored)

LOW FAT MILK

▽

(plain only)

100% FRUIT OR VEGETABLE JUICE

(no added sweeteners)

100% FRUIT OR VEGETABLE JUICE DILUTED W/WATER

(with or without carbonation)

SERVING SIZE LIMITS:
8 oz. ES
12 oz. MS/HS

(milk, juice)

HIGH SCHOOL ONLY



DIET BEVERAGES
(20 oz.)

(≤ 5 kcal/8 oz. OR
 ≤ 10 kcal/20 oz.)

LOW-CALORIE BEVERAGES
(12 oz.)

(≤ 40 kcal/8 oz. OR
 ≤ 60 kcal/12 oz.)

FUNDRAISERS

School Day Only

(midnight to 30 minutes after the end of the school day)

All foods and beverages sold must meet the standards





ENGAGE STUDENTS



KEY TO SUCCESS



Lined writing area for student engagement notes.



JOIN THE MOVEMENT! HealthierGeneration.org

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THANK YOU!!

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