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

A la Carte
School Stores
Fundraising
Vending Machines
Snack Carts

Summary Chart: Click here!

General Information

<table>
<thead>
<tr>
<th>Category</th>
<th>What does this mean for my school?</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Day</td>
<td>Bell to Bell</td>
</tr>
<tr>
<td>General</td>
<td>Food items sold must include at least two fruits or non-fried vegetables</td>
</tr>
</tbody>
</table>

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. Food items sold do not have to include at least two fruits or non-fried vegetables.

General

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The period from midnight before to 30 minutes after the end of the day. Standards will affect foods sold before school and 30 minutes after.

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Entrée and Side Items

<table>
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<tr>
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<tbody>
<tr>
<td>Entree items sold as a la carte</td>
<td>Items that are offered as part of the meal and served in the same frequency per week are exempt.</td>
</tr>
<tr>
<td>Calories</td>
<td>Snack Item ≤ 200 Entrée Item ≤ 400</td>
</tr>
</tbody>
</table>

Entrée item can only be served on the same day or the day after. Side items must meet standards. Snack Item ≤ 200 Entrée Item ≤ 350. Entrée item must be ≤350 calories and snack items ≤200 calories.
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

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

- 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

Nutrient Standards
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 ¼ 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, ⅛ 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!**

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**Chewing Gum**

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<tr>
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<th>Healthy for Kids</th>
<th>Smart Snacks</th>
<th>What does this mean for my school?</th>
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</thead>
<tbody>
<tr>
<td>Sugar-Free Chewing Gum</td>
<td>Not allowed</td>
<td>Is exempt from all competitive food standards.</td>
<td>Sugar-free gum is allowed</td>
</tr>
</tbody>
</table>

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**Beverages**

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Portion Sizes of Beverages Sold</td>
<td>No portion sizes</td>
<td></td>
<td>There are different portion sizes for different grade groups</td>
</tr>
<tr>
<td>Juice</td>
<td>100% full strength juice</td>
<td>100% juice may be diluted with water</td>
<td>100% juice diluted with water is allowed at all grade levels</td>
</tr>
</tbody>
</table>
## Beverages

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<tbody>
<tr>
<td>Additional beverage options</td>
<td>Sports drinks, flavored water, caffeinated beverages are allowed at middle and high school</td>
</tr>
<tr>
<td></td>
<td>Lower-calorie beverages are only allowed at high school</td>
</tr>
<tr>
<td>Lower calorie sports drinks, caffeinated beverages, and flavored water are only allowed at high school</td>
<td></td>
</tr>
<tr>
<td>Carbonated Beverages</td>
<td>Only 100% juice beverages can be carbonated</td>
</tr>
<tr>
<td></td>
<td>Juice and water can be carbonated at all levels, no and low-calorie beverages can be carbonated at high school level</td>
</tr>
<tr>
<td>Carbonation is allowed in all beverages.</td>
<td></td>
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</tbody>
</table>

## 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:**
  - ES: 8 oz.
  - MS/HS: 12 oz.

- Snacks provided for all grades.
Child Nutrition Review

- Review of items sold during the school day in a la carte, vending machines, school stores, fundraisers
- Multiple school staff may be involved
- Print out of items to demonstrate compliance
- Recommendations and/or corrective action