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FROM FUNDRAISERS TO SCHOOL MEALS: THE IMPACT OF SCHOOL NUTRITION STANDARDS



Welcome everyone and thank you for joining us for today's presentation on school nutrition standards.

We will discuss the USDA rules establishing nutrition standards for snack and meal standards as a part of the policy improvements enacted in the Healthy, Hunger-Free Kids Act of 2010. Together, these improvements are designed to promote a healthy school environment.

Collectively these policies, and others, will help combat child hunger and obesity and improve the health and nutrition of the nation's children.

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THE SCHOOL NUTRITION ENVIRONMENT

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

- improving diet and overall health of American children;
- ensuring children from all income levels adopt healthful eating habits that will enable them to live productive lives; and
- helping children make healthier choices and reduce their risk of obesity.

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Since a significant portion of calories are consumed by children at school, improving the nutritional profile of all foods sold in school beyond Federally-reimbursable meals is critical to improve the diets and overall health of America's children, and to ensure that children from all income levels adopt the kind of healthful eating habits and lifestyles that will enable them to live healthier, more productive lives.

The principal is that giving school children healthy food options, from both school meals and competitive foods, will help them make healthier choices during the day and can reduce their risk for obesity.

What we've seen this last school year is that School Nutrition has made many changes to be in alignment with the new meal pattern regulations but have been in direct competition with school stores and other venues on campus who have not had to make changes; the USDA regulations will help ensure that all food sold at school will improve the overall school nutrition environment.

First we'll talk about foods sold at school outside of the school meal

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APPLICABILITY

Including:

- a la carte in the cafeteria
- in school stores
- snack bars
- vending machines
- all other venues on campus



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This would include foods and beverages sold a la carte in the cafeteria, in school stores, at snack bars, from vending machines or any other venues that sell food to students on the school campus during the school day.

(Note to Beth: By a show of hands how many School Food Authorities (SFAs) have competitive food in either

- 1.) school stores
- 2.) snack bars
- 3.) vending machines

Then ask if the food is healthy food)

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CONSIDERATIONS

- Dietary Guidelines for Americans
- Authoritative scientific recommendations, such as the IOM Report
- Existing voluntary standards
- Current State and local standards and
- Stakeholder input.

USDA considered a wide range of information available on competitive foods in developing these nutrition standards. The law directed USDA to make the standards consistent with the current 2010 Dietary Guidelines for Americans and authoritative scientific recommendations for nutrition standards.

The Agency gave consideration to the Institute of Medicine's report entitled Nutrition Standards for Foods in Schools: Leading the Way Toward Healthier Youth.

In addition, USDA conducted a broad review of existing nutrition standards including: USDA's HealthierUS School Challenge standards, existing State and local nutrition standards for competitive foods and existing voluntary standards and recommendations that have been developed by various private organizations such as the National Alliance for Nutrition, and Activity and the Alliance for a Healthier Generation, as well as the extensive commenter input received on the proposed rule.

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STATE AND LOCAL FLEXIBILITY

- The nutrition standards included in the interim final rule for all foods sold in school are minimum standards.
- School districts may establish additional standards, must be consistent with Federal standards.

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These standards for food and beverages represent minimum standards that must be met for foods sold in school; schools have the discretion to establish their own standards for competitive foods sold to children as long as those standards are consistent with the minimum standards established by federal regulation, this is particularly true in the development of School Wellness Policies

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WHAT ARE COMPETITIVE FOODS?

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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Competitive food is defined as 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 National School Lunch Act and the Child Nutrition Act (which would include the school lunch and breakfast programs).

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WHERE DO THE STANDARDS APPLY?

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



These standards apply to all areas of the school campus where competitive foods are sold. School campus is defined, for the purpose of competitive food standards implementation, as all areas of the property under the jurisdiction of the school that are accessible to students during the school day.

This would not include areas for the exclusive use of the faculty and staff, such as teacher's lounges, as those areas are not accessible to students during the school day.

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WHEN DO THE STANDARDS APPLY?

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



The competitive food standards apply during the school day. With the many activities, programs and schedules established by schools, it is not possible to specify in regulations a precise time for the start of the school day; therefore, this rule retains the definition as proposed that the sale of competitive food to students be prohibited from the midnight before, to 30 minutes after the end of the official school day, or what may be considered the instructional day. For example, if a school dismissed each day at 3:00, then the standards would apply from midnight that day until 3:30 pm, 30 minutes after dismissal.

Specifying the period of midnight before ensures that the competitive food standards would apply to foods sold in the morning, including the School Breakfast Program meal service.

The intent of the definitions of school day and school campus deal exclusively with the application of the food standards and are intended to have no impact whatsoever on any definition of instructional day or school campus that is established by a State or a local educational agency or school for other purposes.

While USDA's authority does not extend beyond the school day, school districts have the discretion to apply these standards during afterschool, evening and weekend activities on campus, should they wish to do so.

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GENERAL STANDARD FOR FOOD

To be allowable, a food item must meet all of the competitive food nutrient standards

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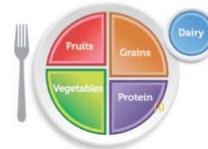
In general, in order to be sold to students at school, a competitive food item must not only meet all of the competitive food nutrient standards which we will discuss shortly, but a food item must also qualify under one of four other criteria.

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GENERAL STANDARD (CONT'D)

- 1) Be a whole grain rich product; **OR**
- 2) Have as the first ingredient a fruit, vegetable, dairy product or protein food (meat, beans, poultry, etc.); **OR**
- 3) Be a “combination food” with at least ¼ cup fruit and/or vegetable; **OR**
- 4) Contain 10% of the Daily Value of one nutrient of public health concern (only through June 30, 2016)

- Calcium, potassium, vitamin D, dietary fiber



- 1) Be a whole grain rich product; **OR**
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- 4) Contain 10% of the Daily Value of one nutrient of public health concern Calcium, potassium, vitamin D, dietary fiber (only through June 30, 2016)

I will review each of the general standards in detail in the next slides.

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NUTRIENT STANDARDS

- Total Fat ≤ 35% of total calories *
- Saturated Fat ≤ 10% of total calories *
- Trans Fat < 0.5g
- Sodium ≤ 480mg (entrée) ≤230/200mg (side dish)
- Calories ≤ 350 (entrée*) ≤200 (side dish)
- Total Sugar ≤ 35% of weight from total sugars per item

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Standards that must be met for a competitive food to be allowable include criteria for the following nutrients:

Total Fat cannot exceed 35% of the total calories

Saturated Fat cannot exceed 10% of the total calories

Trans Fat must be less than ½ gram

Sodium may not exceed 480 milligrams for an entrée or 230/200 milligrams for a side dish (changing in two years)

Calories may not exceed 350 calories per entrée or 200 calories per side dish

and Total Sugar must be below 35% of the total weight

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DEFINITION OF ENTRÉE

- Entrée item means an item that is either:
 - A combination food of meat/meat alternate and whole grain rich food; or
 - A combination food of vegetable or fruit and meat/meat alternate; or
 - A meat/meat alternate alone, with the exception of yogurt, low-fat or reduced fat cheese, nuts, seeds and nut or seed butters and meat snacks (such as dried beef jerky and meat sticks).

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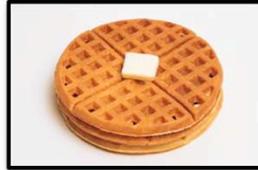
What is an entrée? An entrée item is defined in this rule as either a combination food of meat and grains, of fruit or vegetables and meat, or a meat or meat alternate served alone.

Some meat alternates, such as yogurt, cheese, nuts, seeds and nut butters, are excluded from the definition of entrée because they are typically snack items and would not be appropriate if offered in entrée sized portions.

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ACCOMPANIMENTS

- Must be included in nutrient profile as a part of item served
- Examples include:
 - Salad dressings
 - Butter or jelly on toast
 - Cream cheese on bagels
 - Garnishes, etc.
- No pre-portioning required – may determine average portion



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Items commonly served with foods, such as butter, salad dressing, cream cheese, etc. can add a significant amount of calories, fat, sugar, and sodium to a diet.

Those accompaniments must be included as a part of the item served and meet all of the nutrient standards, however preportioning is not required. Schools may establish that the food served meets the competitive food standards by determining the average portion of the accompaniments used and adding the nutrients to the profile of the food item the accompaniment is served with. This is similar to the approach schools have used for nutrient analysis of meals.

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CHEWING GUM

Sugar-free chewing gum is exempt from standards

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The regulations did not address chewing gum, clinical studies have shown that chewing sugarless gum for 20 minutes following meals can help prevent tooth decay.

Therefore, the regulations allow the sale of sugar-free chewing gum however schools may choose not to allow the sale of gum.

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NUTRITION STANDARDS FOR BEVERAGES

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Now let's move on to the standards specific to beverages.

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BEVERAGES FOR ALL			
Beverage	Elementary School	Middle School	High School
Plain water , carbonated or not	no size limit	no size limit	no size limit
Low fat milk, unflavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
Non fat milk, unflavored or flavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% fruit/vegetable juice **	≤ 8 oz	≤ 12 oz	≤ 12 oz

*Includes nutritionally equivalent milk alternatives, as permitted by NSLP/SBP

**May include 100% juice diluted with water (with or without carbonation) & with no added sweeteners. 16

Plain water may be sold to all students without limits on size, including plain carbonated water with no added ingredients. Some bottled waters have added minerals, including fluoride and others like magnesium for taste, this is acceptable, but no other additives. No natural or other flavors or sweeteners are allowed for carbonated water sold to students in elementary or middle schools.

Unflavored low fat milk and Unflavored or flavored non fat milk may be sold in up to 8 ounce servings in elementary school and up to 12 ounces for middle and high school students.

100% fruit and/or vegetable juice may be sold. The rule now allows the addition of 100% juice diluted with water which may be sold in these age-appropriate portion sizes. Diluted juice provides a lower calorie and nutritious option. These products could be carbonated or not carbonated, but they must not include any added sweeteners or other additives, only 100 percent juice and water. For elementary schools, the maximum serving size for juice is 8 ounces, and for middle and high schools, the maximum serving size is 12 ounces

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OTHER BEVERAGES IN HIGH SCHOOL

Calorie-Free Beverages: Maximum Serving Size 20 fluid ounces

- Calorie-free flavored water , with or without carbonation
- Other “calorie-free” beverages with less than 5 calories per 8 fluid ounces, or up to 10 calories per 20 fluid ounces.

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In recognition of the wide range of beverages available to high school students in the broader marketplace and the increased independence these older students have, relative to younger students, the regulations provide additional beverage choices for high school students.

Therefore, the following beverages are allowed in high schools:

Calorie-free, flavored and/or unflavored water, with or without carbonation (≤ 20 fl. oz);

Other calorie free beverages with
<5 calories per 8 fluid ounces or;
 ≤ 10 calories per 20 fluid ounces.

Such products may include flavored waters, carbonated or un-carbonated, or enhanced waters, vitamin/nutrient waters or other similar beverages.

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OTHER BEVERAGES IN HIGH SCHOOL

Lower-Calorie Beverages - Maximum Serving Size 12 fluid ounces

- Up to 60 calories per 12 fluid ounces; or
- Up to 40 calories per 8 fluid ounces



For other beverages available in high school, the interim final rule includes the lower of the 2 options set forth in the proposed rule. Lower calorie beverages up to 60 calories per 12 ounces or up to 40 calories per 8 ounces may be served in a maximum serving size of 12 ounces. There are many options available in the current marketplace that meet these standards at this time, such as lower calorie sports drinks, lower calorie tea/lemonade beverages, 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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The regulations specify that only caffeine-free foods and beverages be allowed for elementary and middle school students but allow foods and beverages that contain trace amounts of naturally-occurring caffeine substances, such as chocolate milk.

The regulations do not prohibit caffeine or any specific products containing caffeine for high school students. That is a district level decision at this time.

Question:

So who can tell me of some ways these new requirements can be incorporated into your Wellness Policies?

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FUNDRAISERS



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Now let's talk about the new standards and how they interact with fundraisers on campus.

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FUNDRAISERS

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

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We recognize that school-sanctioned fundraisers are a method of financing many important activities for students.

The sale of food items that meet the nutrition requirements, as well as the sale of non-food items, that fundraisers would not be limited in any way under the interim final rule.

By a show of hands: who's Wellness Policy addresses treats or other snack food items?

In addition, the nutrition standards would not apply during non-school hours, weekends and off-campus fundraising events, such as concessions during sporting events and school plays.

It is also important to note that these standards do not apply to treats for birthdays or foods brought by the student from home for their own consumption, though many local school wellness policies currently address these food items.

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MONITORING AND COMPLIANCE

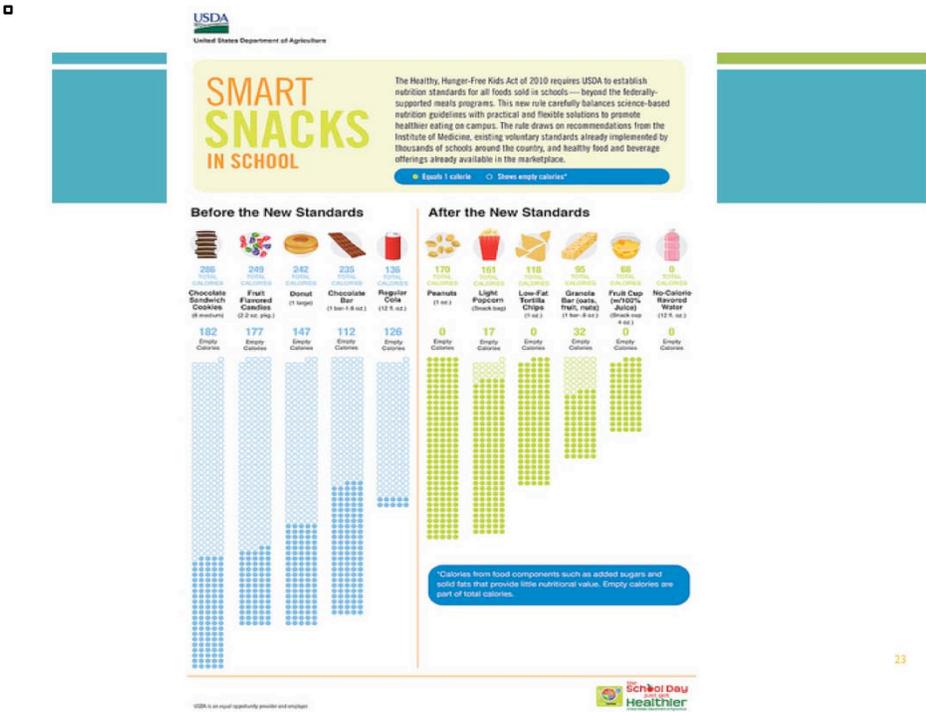
- Alaska Child Nutrition Programs will monitor compliance with the standards through a review of local educational agency records as part of the agency administrative review.
- If violations have occurred, technical assistance and corrective action plans would be required.

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As with all other child nutrition program requirements, our office will be responsible for monitoring compliance with the requirements of the competitive food nutrition standards through periodic reviews of local educational agency records and operations.

USDA envisions local education agency designees, rather than school food service staff, taking the lead in training all local educational agency personnel involved with selling competitive foods on the new requirements as well as monitoring implementation and ensuring those personnel are properly implementing the new rules.

As with other program violations, if our office determines during an administrative review that violations of the competitive food standards have occurred, corrective action plans would be required to be submitted to us.



This slide provides examples of food and beverages that may or may not meet the standards. It is important to note that each product must be evaluated individually as specific food profiles vary greatly. (also available on handout)

Typically, foods that are not likely to meet the standards include most fried foods such as donuts, and most desserts high in fat, calories and sugar such as cakes, pastries, cookies, candy and most energy bars.

However, foods such as fruits and vegetables, granola bars, low-fat tortilla chips, nuts and light popcorn will likely meet the standards.

Again, each food item is formulated differently; therefore it is critical to evaluate each food item on an individual basis to determine compliance.

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IMPLEMENTATION AND SUPPORT

- State agencies and schools must implement the provisions of this interim rule beginning July 1, 2014.

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As mentioned earlier, State agencies and schools will not be required to implement the standards and other provisions of this interim final rule until July 1, 2014.

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SCHOOL MEALS

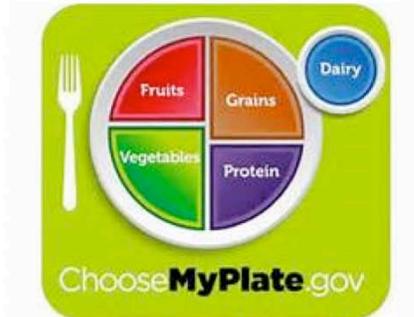
- Implemented in stages beginning with school year 2012-2013
- Aligns school lunch & breakfast to the 2010 Dietary Guidelines for Americans

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Now we'll look at the school meal programs - lunch and breakfast. The Healthy, Hungry-Free Kids act changes to the meal programs is being implemented in stages beginning with last school year. The changes to the school meal pattern align the meals to the 2010 Dietary Guidelines for Americans.

SCHOOL MEALS – NEW REQUIREMENTS

- Requirements:
 - whole grains
 - low fat/non-fat milk
 - Vegetable subgroups
 - Dark green
 - Red/orange
 - Legumes
 - Water must be made available



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When we began our training process with schools on the new meal pattern, we always came back to the core philosophy that every meal, every day should be a lesson in good nutrition; every meal should reflect MyPlate.

The new meal pattern for lunch has the 5 basic components of MyPlate as you see here: fruit, vegetable, protein, grain and milk (not dairy). The requirements within those components go further in supporting nutrition by emphasizing whole grains – currently $\frac{1}{2}$ of the servings must be whole-grain or whole grain rich, but by next school year all grain products must be at least whole-grain rich. Another new change to meal service is that students are required to take no less than a $\frac{1}{2}$ serving of fruit or vegetables each day.

Additionally milk must be no more than 1% Unflavored, or non-fat flavored or unflavored. Vegetable subgroups are required on a weekly basis including dark green vegetables, red or orange vegetables, and legumes.

Additionally potable water must be available to all children.

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■ Salad Bars Success



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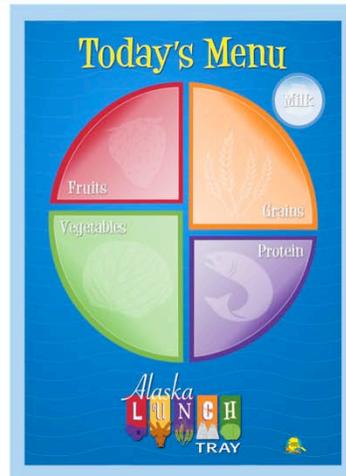
Salad Bars have been a very successful tool in helping schools meet the vegetable subgroup requirements and provide healthy food in a manner kids like.

(note to Beth: you might ask for a show of hands at who has a salad bar and ask how it's working for them)

In collaboration with the Obesity Prevention Program and the Farm to School Program, we were able to issue 14 schools salad bar grants this last school year.

SCHOOL MEALS - LIMITS

- Limitations on
 - Calories
 - Fat
 - Transfat
 - Saturated fat
 - Sodium



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The new meal pattern also sets several limits. Similar to the standards set for competitive foods discussed earlier, there are calorie limits for school meals as well as fat limitations and sodium limits.

Calories limits are contingent on the grade levels

Saturated Fat cannot exceed 10% of the total calories

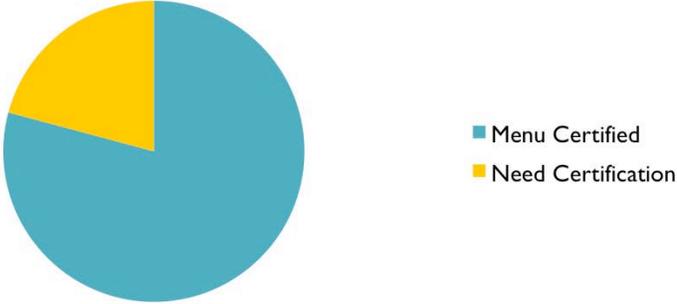
Trans Fat must be less than ½ gram

Sodium Reductions in incremental stages

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MENU COMPLIANCE

Status of Compliance

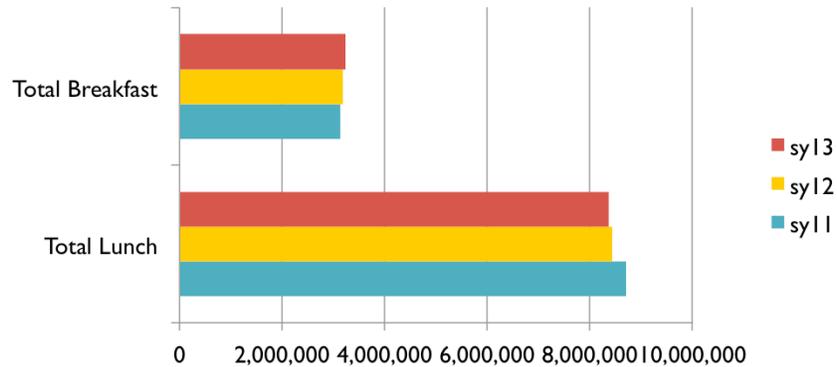


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All schools are required to follow the new meal pattern and to have their menus certified by our office, currently 80% of the school districts in Alaska have had their menus certified and we continue to provide training and technical assistance to the remaining few who are still working towards this process.

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MEAL PARTICIPATION



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Overall in the last 3 years Alaska's trends have been similar to the national trends; our school breakfast is up by 3% and school lunches are down by 4%. We anticipate that as the new meal pattern becomes the new norm, and children become more accustomed to the new meals, and as school nutrition operators become more accustomed to preparing the new meals, that the participation numbers will rebound.