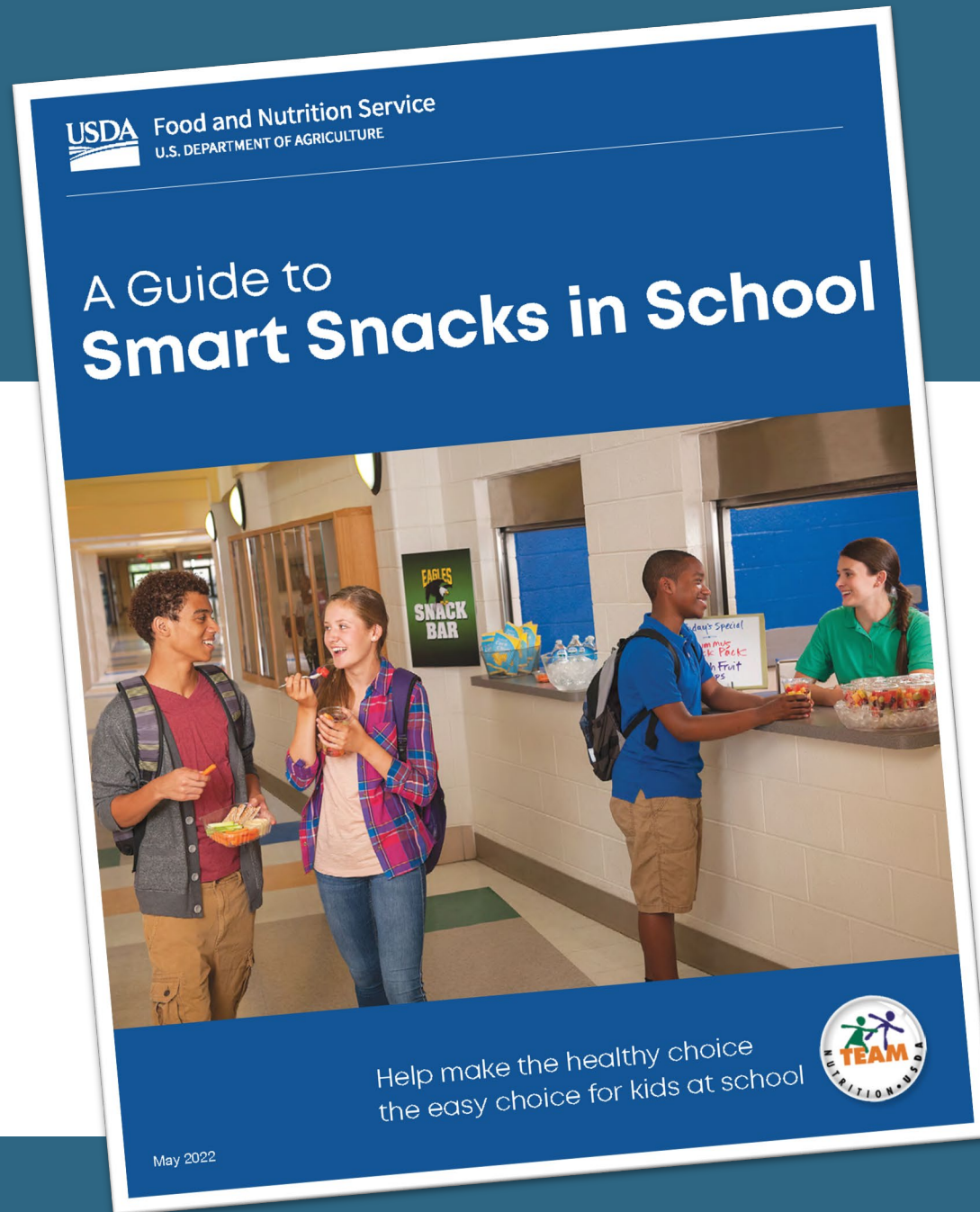


# Smart Snacks, Fundraising, & Marketing in School Nutrition



**Suzannah Yoder**  
Regional Education Specialist  
ALSDE CNP School Programs





# USDA's Guide to Smart Snacks



# Which foods and beverages sold at school need to meet the Smart Snacks Standards?

- 1** Any food and beverage sold to students at schools during the school day,\* other than those foods provided as part of the school meal programs.
- 2** Examples include à la carte items sold in the cafeteria and foods sold in school stores, snack bars, and vending machines.
- 3** Foods and beverages sold during fundraisers, unless these items are not intended for consumption at school or are otherwise exempt by your State agency.

\* The school day is defined as the midnight before to 30 minutes after the end of the school day.

# Why are Smart Snacks important?

1

Almost a quarter of kids' daily calories may come from snacks.

2

Kids who have healthy eating patterns are more likely to perform better academically.

3

Kids consume more healthy foods and beverages during the school day. When Smart Snacks are available, the healthy choice is the easy choice.

4

Smart Snacks Standards are a Federal requirement for all foods sold outside the National School Lunch Program and School Breakfast Program.

# Who needs to know about Smart Snacks & Competitive Foods?



School Superintendent  
Child Nutrition Director  
School Level Administration  
School Level Cafeteria Manager

AND



Anyone who coordinates school fundraisers.  
Anyone who sells food or beverages during the school day on campus.  
Anyone who manages the school vending machines.  
Anyone who hosts, facilitates, or participates in food-based celebrations during the school day.



# 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
- ☐ Locations on the school campus that are NOT accessible to students. Example: Teachers' Break Room

# Smart Snack Standards for Foods

| 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     |

# Leftover Meals as à 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.

# Snack Items as à la Carte

How do I know if a  
Snack Item is  
Allowable?

ALLIANCE FOR A  
**HEALTHIER  
GENERATION**



Smart Snack Calculator



<https://foodplanner.healthiergeneration.org/calculator/>

# Snack Items as à la Carte



## Nutrition Facts

About 4 servings per container

**Serving size 25 Crackers (30g)**

Amount per serving

**Calories 150**

% Daily Value\*

**Total Fat** 8g **10%**

Saturated Fat 1.5g **3%**

Trans Fat 0g

Polyunsaturated Fat 3.5g

Monounsaturated Fat 2g

**Cholesterol** 0mg **0%**

**Sodium** 250mg **11%**

**Total Carbohydrate** 18g **7%**

Dietary Fiber <1g **2%**

Total Sugars 0g

Includes 0g Added Sugars **0%**

**Protein** 3g

Vitamin D 0mcg 0% • Calcium 30mg 2%

Iron 1mg 4% • Potassium 30mg 0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Enriched flour (wheat flour, niacin, reduced iron, vitamin B<sub>1</sub> [thiamin mononitrate], vitamin B<sub>2</sub> [riboflavin], folic acid), **vegetable oil** (soybean and palm oil with TBHQ for freshness), **cheese made with skim milk** (skim milk, whey protein, salt, cheese cultures, enzymes, annatto extract color).

**Contains 2% or less of salt, paprika, yeast, paprika extract color, soy lecithin.**

**CONTAINS WHEAT, MILK AND SOY INGREDIENTS.**



Sodium 250mg

# Snack Items as à la Carte



## Nutrition Facts

1 Servings Per Container

Serving Size 1 cookie (48 g)

Amount Per Serving

**Calories** **200**

|                               | % Daily Value* |
|-------------------------------|----------------|
| <b>Total Fat</b> 7g           | <b>9%</b>      |
| Saturated Fat 2g              | <b>10%</b>     |
| Trans Fat 0g                  |                |
| <b>Cholesterol</b> 5mg        | <b>2%</b>      |
| <b>Sodium</b> 135mg           | <b>6%</b>      |
| <b>Total Carbohydrate</b> 31g | <b>11%</b>     |
| Dietary Fiber 3g              | <b>10%</b>     |
| Total Sugars 15g              |                |
| Includes 14g Added Sugars     | <b>29%</b>     |
| <b>Protein</b> 3g             | <b>5%</b>      |
| Vitamin D 0.1mcg              | 0%             |
| Calcium 30mg                  | 2%             |
| Iron 2.1mg                    | 10%            |
| Potassium 160mg               | 4%             |
| Thiamin                       | 10%            |
| Riboflavin                    | 4%             |
| Folate                        | 2%             |

\* The % Daily Value (dv) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## PRODUCT INGREDIENTS

WHOLE WHEAT FLOUR, ENRICHED UNBLEACHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, HIGH OLEIC CANOLA AND HYDROGENATED COTTONSEED OILS, HERSHEY'S® SEMISWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE, COCOA BUTTER, MILKFAT, SOY LECITHIN (AN EMULSIFIER), NATURAL FLAVOR, MILK), LIQUID BROWN SUGAR (CANE SYRUP, INVERT SUGAR), SKIM MILK, SOYBEAN OIL, DEXTROSE, SORBITOL, SEMISWEET CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, COCOA ALKALI PROCESSED, SOY LECITHIN (AN EMULSIFIER), NATURAL FLAVOR), MALTODEXTRIN, MOLASSES, COCOA ALKALI PROCESSED, CONTAINS LESS THAN 2% OF THE FOLLOWING: WHOLE GRAIN YELLOW CORN FLOUR, CORN SYRUP, SWEETENED CONDENSED MILK (MILK, SKIM MILK, SUGAR), EGGS, NATURAL FLAVOR, SALT, MODIFIED CORNSTARCH, CELLULOSE GUM, LEAVENING (BAKING SODA), CELLULOSE GEL, POTASSIUM CITRATE, TARTARIC ACID.

# Snack Items as à la Carte

SMART SNACKS IN SCHOOLS  
PRODUCT CALCULATOR

**Smart Snacks  
Product Calculator Results**

Brand:  
**Rich's**

Product Name:  
**Triple Chocolate Filled Cookie**

Serving Size:  
**48.00 g**

First Ingredient:  
**Whole Wheat Flour**

Your whole grain product meets all nutrient standards for entrees or snack foods.

**✓ Your product is compliant!**

**Nutrition Facts**

Serving Size 48.00 g ⓘ  
Servings Per Container ⓘ

Amount Per Serving

Calories 200

Total Fat (g) 7

Saturated Fat (g) 2

Sodium (mg) 135

Carbohydrates

Total Sugars (g) 15

Vitamin D (%) NA

Calcium (%) NA

Potassium (%) NA

Dietary Fiber (%) NA

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.

LEADING THE WAY FOR CHILDREN'S HEALTH

It is a manager's responsibility to maintain local level documentation.

Delegate the responsibility for periodic check-ups and review of new items.



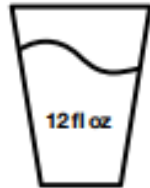
# Smart Snack Standards for Beverages

## Milk

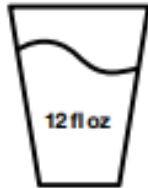
Unflavored and flavored whole milk and reduced-fat (2%) milk are now permitted as competitive beverages alongside the previously allowed low-fat (1%) and fat-free options. Flavored milk sold as a competitive food cannot exceed 10 grams of added sugars per 8 fluid ounces. In middle and high schools, the 12-ounce option cannot exceed 15 grams of added sugars per 12 ounces.



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

## Low- and No-Calorie Beverages (High School Only)

Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free, flavored water.

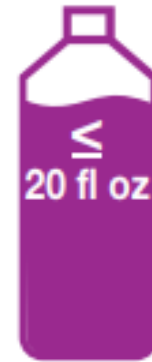


Low Calorie Maximums:\*

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.



How would you know if  
scratch made beverages  
meet Smart Snack  
standards?



# Stricter Standards

- ❑ School districts can create stricter standards for Smart Snacks.
  - Federal Standards are the minimum requirements.
  - State Agency or local school districts can establish stricter standards.
  - Refer to your local district's Local School Wellness Policy for more information.

# Fundraising and Competitive Food Sales



What types of fundraisers are held at your school?

# 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.**

# Exempt Fundraiser Guidelines



- ☐ Schools may sponsor a maximum of thirty (30) exempt FUNDRAISERS per school year.
- ☐ If five (5) different exempt fundraisers are occurring on the same day, this would count as five (5) exempt fundraisers from the total of thirty (30) allowed fundraisers.
- ☐ Each fundraiser may be no more than one (1) day in length.

# 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  |                         |           |              |
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| 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, \_\_\_\_\_, 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:  
January 1 of each School Year.

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

Date \_\_\_\_\_

Original: CNP Director

Developed: May 2015

# 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.

# Boundaries with Competitive Foods

## Alabama Implementation of USDA Smart Snacks in School and Fundraising Activities

### Nutrition Implementation Guidelines School Settings (Cafeteria and Vending Machines)

Beginning SY 2015-2016, schools shall provide a consistent environment that is conducive to healthful eating behaviors during school hours. The school campus shall reflect healthy nutrition environments. Schools must not establish policies, class schedules, bus schedules or other barriers that directly or indirectly restrict access to and compete with meal schedule. After being seated with their meal, students must have a minimum of 15-20 minutes to consume their meal.

Healthy and appealing foods shall be available through cafeteria meals and a la carte items. Foods served and/or sold through the cafeteria shall adhere to the Smart Snacks in School standards established by USDA and the Healthy Hunger-Free Kids Act of 2010. Portion sizes, calories, sodium, fat, and sugar limits must comply with the requirements as described by the USDA Smart Snacks in School standards.

Schools must review the items offered as a la carte sales and evaluate the nutritional contribution of each item. Single items and additional portions of foods that constitute the reimbursable meal may be sold as a la carte so long as these items are also in compliance with the USDA Smart Snacks in School standards. Foods sold as the "entrée" of any single meal are exempt from the USDA Smart Snacks in School standards, and may be sold a la carte on the day of, and the day after, the item is on the menu. Except in the case of entrees, as outlined above, all foods sold a la carte during the school day must meet the USDA Smart Snacks in School standards as outlined below. Food items that do not meet these standards should be eliminated from a la carte sales, or be sold in reduced portion sizes in order to comply with the USDA requirements.

Schools should focus on improving food quality in the school meal programs by offering whole grain-rich breakfast and lunch items, having one percent or less fat milk as the standard beverage, and increasing fruit and vegetables preferably using freshly grown, Alabama produce. Preparation of foods in the cafeteria must use cooking techniques to reduce fat, sugar, and sodium in school meals. School districts must not prepare foods by deep or pan frying and should reduce the number of pre-prepared (i.e. processed) food items that are planned and served each week. Food flash-fried by the manufacturer may be served but should be prepared by a food preparation method other than frying. The State staff in the Child Nutrition Program (CNP) will work with local school system CNP employees to address modifications necessary to offer healthier school meals.

Every school shall ensure that all foods sold in vending machines, school stores, and cafeterias are in compliance with the USDA Smart Snacks in Schools standards. The School Food Authority (SFA) may wish to utilize focus group(s), surveys and other methods to evaluate and approve items that are in compliance with USDA Smart Snacks in Schools standards. Healthy products must be priced at a level that encourages students to purchase them.

Amendments made by Section 208 of the Healthy Hunger-Free Kids Act of 2010 required the Secretary of Agriculture to establish nutrition standards for all foods sold in schools, other than food sold under the school lunch and breakfast programs. Foods sold will follow the Smart Snacks in School Standards, or "Nutrition Standards for All Foods Sold in School FNS-2011-0010. Food items in competition with the CNP scheduled meal time may not be sold or provided free of charge to students. This includes, but is not limited to food items purchased through school organizations and those donated from outside sources. To encourage students to eat healthy meals, schools are required to restrict student access to concessions,

## Promoting and Protecting Healthy Student Choices



# "Competitive Foods" Guidance from ALSDE

Every school shall ensure that all foods sold in vending machines, school stores, and cafeterias are in compliance with the **USDA Smart Snacks in Schools standards**.

Food items in competition with the CNP scheduled mealtime may not be **sold or provided free** of charge to students.

This includes, but is not limited to, food items purchased through school organizations and those donated from outside sources.

# "Competitive Foods" Guidance from ALSDE

To encourage students to eat healthy meals, schools are required to restrict student access to concessions, extra sales, vending, and fundraisers **one hour before or after** meal periods.

If sales should occur that are in competition with the meal, then **all income generated** from such sales will be required to be given to Child Nutrition for depositing in the school cafeteria account. The policy is not intended to restrict access to healthy snacks during recess, or at times other than the meal service.

# What is a Manager's Responsibility?

1. Talk with your CNP Director and be sure you understand his/her expectations with Smart Snacks and Competitive Foods at your school location
2. Start a conversation about these topics with your school administrative team:
  - Vending Machine Sales
  - School Fundraising Efforts
  - History of Community Food Donations
  - Meal Service Times
  - Opportunities to share information with school staff



Elizabeth Dulemba

# A Sample Scenario

A group of English language learners completed a required annual test. To celebrate, a member of the community bought pizza for the students to have after the test, during their lunch period. Good intentions, right?!?

## Unintended Consequences:

- 100 students, 75% average daily lunch participation
- 75 students x \$4.71 lunch reimbursement = \$353.25
- Other considerations include loss of a la carte sales, food waste from prepared but unpurchased food, and unnecessary labor costs.



What could have been a better alternative?

# Marketing Your Nutrition Program!

*It's time to make your food,  
staff, and students shine!*



# Marketing is Essential!



# Identifying our Audiences



**and understanding their unique needs.**

# Marketing our Programs

1. PROVIDE A QUALITY PRODUCT
2. SHOWCASE YOUR PRODUCT
3. COMMUNICATE EFFECTIVELY
4. GET TO KNOW EACH OTHER
5. SEEK FEEDBACK
6. IMPROVE THEIR EXPERIENCE



# Using Social Media as a Marketing Tool

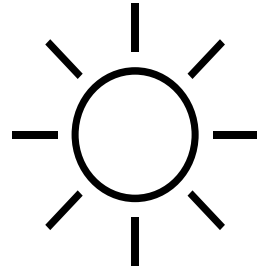
## Before you jump in:

1. Be familiar with **district policy**: student privacy, copyright, responding to comments, content expectations and limitations.
2. Remind yourself that this is **professional communication**, not a personal post.
3. You are **responsible** for all content representing your cafeteria.

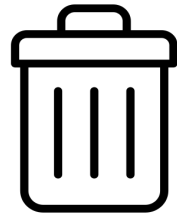


# Photography Tips

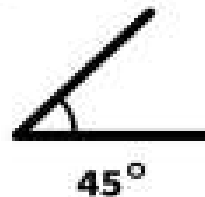
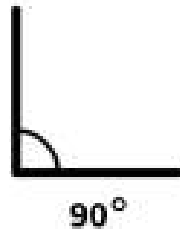
## 1. Lighting and Shadows



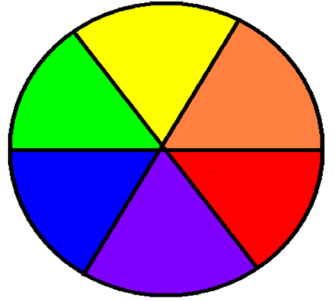
## 2. Background distractions



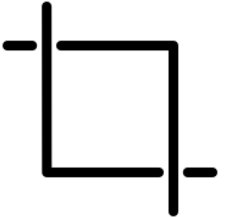
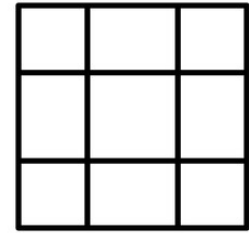
## 3. Flattering Angles



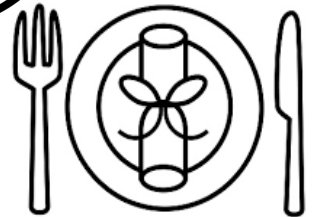
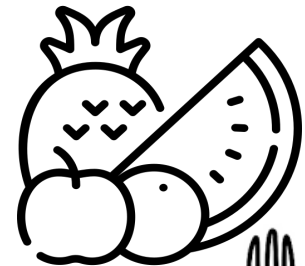
## 4. Look for Color



## 5. Maximize your Phone



## 6. Use a Few Props

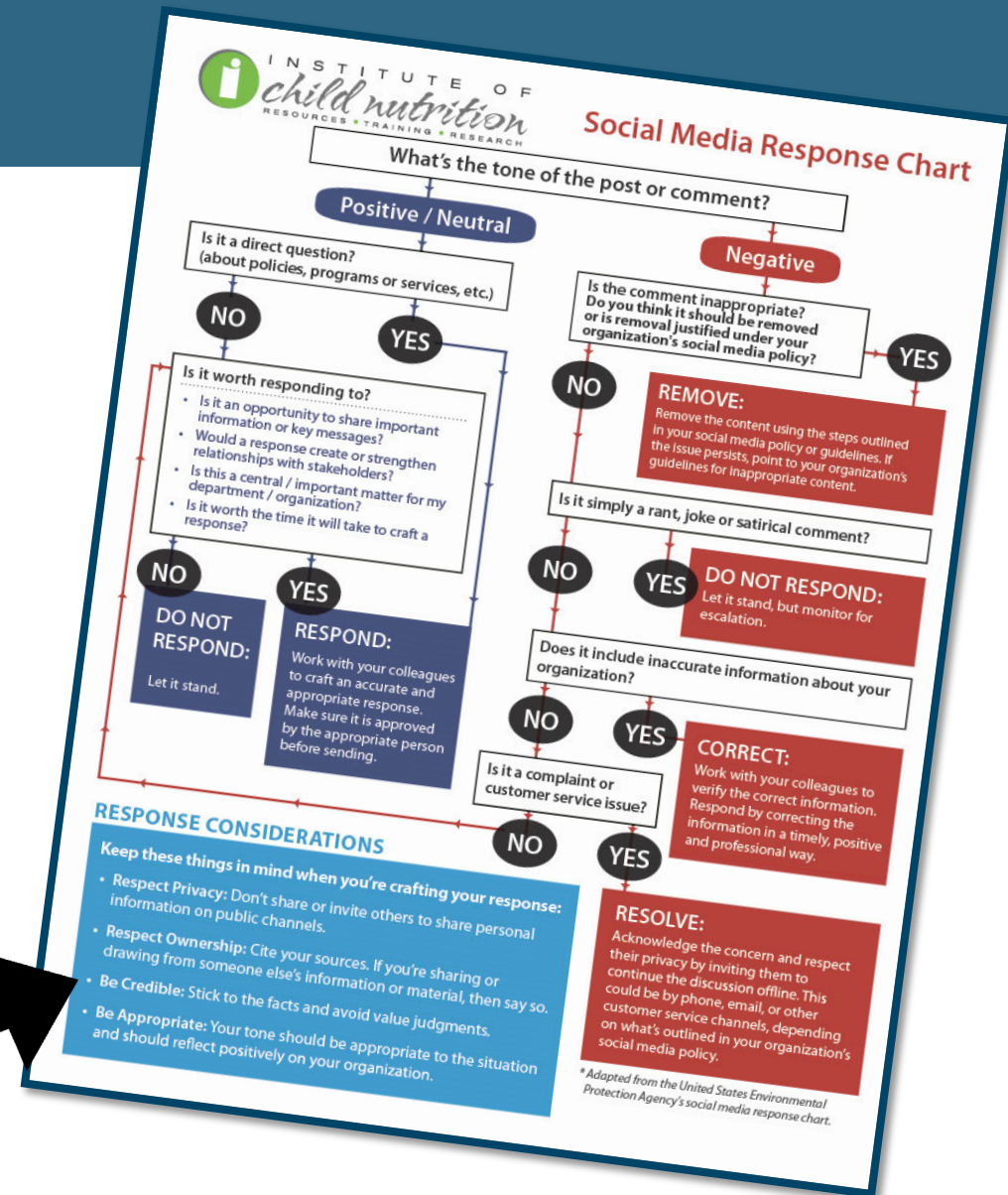


# Photography Tips

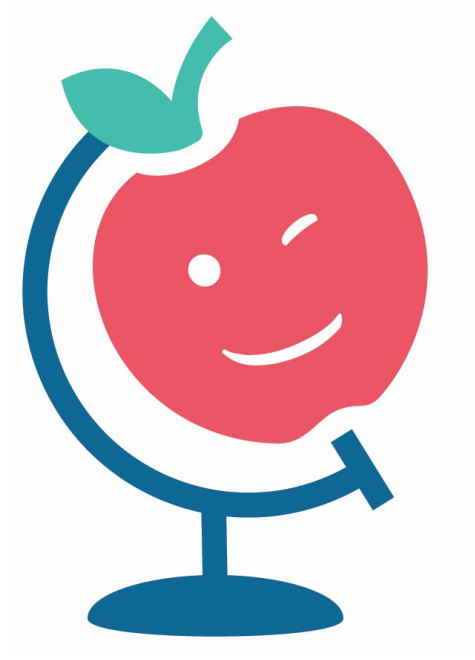


# STEPS TO RESPOND APPROPRIATELY

1. Pause and fact check.
2. Regain perspective.
3. Contact your supervisor for support and direction.
4. Be strategic and specific in your response.
5. Offer a "private" and professional space to listen.
6. Invite personal connections.
7. Be kind.



[Social Media Response Chart - Institute of Child Nutrition \(theicn.org\)](https://theicn.org)



*Questions?*  
**ASK US!**



**Training:** ALSDE New Managers' Training  
**Training Hours:** 10 hours

**USDA Professional Learning Code(s):**

Nutrition: 1100

Operations: 2100, 2400, 2500, 2600

Administration: 3200, 3300, 3400

Marketing: 4100