



Interim Final Rule: Nutrition Standards for All Foods Sold in School

USDA Food and Nutrition Service
Child Nutrition Division

2014



Healthy, Hunger-Free Kids Act

- Requires that USDA establish nutrition standards for all foods and beverages sold in school – beyond the Federal child nutrition programs in schools
- The law specifies 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



Interim Final Rule

- Published: June 28, 2013
- Requirements take effect July 1, 2014



State and Local Flexibility

- The nutrition standards included in the interim final rule for all foods sold in school are minimum standards
- State agencies and school districts may establish additional standards
- State or local standards must be consistent with Federal standards



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 school meal programs



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



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



Fundraisers

- All foods that meet the regulatory standards may be sold as 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
- State agencies establish the number of infrequent exempt fundraisers that may be held during the school year



Fundraiser Exemption

- State agencies establish the number of infrequent exempt fundraisers that may be held during the school year
- If the State agency does not establish limits, no fundraisers may take place in the schools.
- School districts may institute additional standards
- No exempt fundraiser foods or beverages may be sold in competition with school meals in the food service area during the meal service



State Agency Options

- Policy Memo SP 36-2014 clarifies that State agencies may not delegate authority to LEAs or to SFAs on the upper limits on the number of fundraisers allowed
- State agencies may establish a procedure for LEAs to request approval for more frequent fundraisers than allowed by the State
- It is up to the State to decide whether or not they wish to institute such a procedure in their State



Standards for Foods

- Apply to All Grade Levels
- Include General Standards and Specific Nutrient Standards
- Provide exemptions to Nutrient Standards for Specific Foods
- Allow broader exemptions for fruits and vegetables and some NSLP/SBP foods



General Standard for Food

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

AND



General Standard (cont'd)

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



Nutrient Standards

- Total Fat
- Saturated Fat
- Trans Fat
- Sodium
- Calories
- Total Sugar



Fruit and Vegetable Exemption

- The following are exempt from meeting all nutrient standards
 - Fresh, frozen and canned fruit packed in water, 100 percent juice, light syrup or extra light syrup
 - Fresh, frozen and canned vegetables with no added ingredients except water
 - Canned vegetables with small amount of sugar for processing purposes



NSLP/SBP Entrée Exemption

- Exemptions for entrée items only
- Side dishes sold as competitive food must meet all standards
- Entrée exemption for the day of service and the school day after



Grain Only Breakfast Entrees

- Interim rule does not include grain-only items as entrees
- We understand that this limits availability of products at breakfast
- Policy Memo SP 35-2014 issued on April 17, 2014
- Policy allows SFAs to determine which School Breakfast Program item is an entrée item for breakfasts offered as part of the SBP, and that item is exempt from all Smart Snacks standards on the day of, or the day after, it is served in the SBP



Standards for Beverages

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



Beverages for All

- Water
- Milk
- Juice

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.
- 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



Caffeine

Elementary and Middle

- Foods and beverages must be caffeine-free, with the exception of trace amounts of naturally- occurring caffeine substances

High School

- No caffeine restrictions



Recordkeeping

- LEAs and SFAs maintain records such as receipts, nutrition labels and product specifications
- SFAs maintain records for competitive foods sold under the nonprofit school food service account
- LEAs maintain records for all other competitive food sales

Monitoring and Compliance

- 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, technical assistance and corrective action plans would be required



Flexibilities

- Phased-in Breakfast implementation
- Option to offer a daily meat/meat Alternate at breakfast
- Allowed students to take just one-half cup of fruit or vegetables under OVS
- Removed the starchy vegetable limit
- Pushed out the second sodium target by an additional year
- Lifted the weekly maximums on grain and meat/meat alternates
- Allowed frozen fruit with added sugar
- Clarified allowable whole grain-rich corn products
- Provided two-year flexibility for schools that cannot obtain acceptable whole grain-rich pasta
- Provided Smart Snack exemption for grain-only entrees served at breakfast



Smart Snacks Tools and Resources

USDA Food and Nutrition Service
Child Nutrition Division

2014



Nutrition Facts Panel

- Contains information necessary to evaluate against the nutrient standards
 - Calories
 - Total Fat
 - Saturated Fat
 - Trans Fat
 - Sodium
 - Sugars



Smart Snacks Tools

Alliance Smart Snacks Calculator

Take guesswork out of the standards

<http://HealthierGeneration.org/smartsnacks>

HealthierGeneration.org/smartsnacks

The screenshot shows the website's header with the logo for the Alliance for a Healthier Generation, navigation links for 'Contact Us', 'Donate', 'Join Us!', and 'Log In', and a search bar. Below the header is a blue banner for the 'healthy schools program'. A left sidebar contains a 'Home' link and a 'Focus Areas' section with links to 'Wellness Councils and Policies', 'Snacks and Beverages', 'Breakfast and Lunch', 'Health Education', 'Physical Education', 'Physical Activity', and 'Employee Wellness'. Below this is a '6 Step Process' section with links to 'Resources & Tools' and 'New & Notable'. At the bottom of the sidebar is a 'STUCK?' section with a link to 'Get Online Support'. The main content area features the 'Alliance Product Calculator' title, a 'Share' button with icons for email, Facebook, Twitter, and a plus sign, and four tabs: 'Smart Snacks', 'Fundraisers', 'Celebrations', and 'Non-Food Rewards'. The 'Smart Snacks' tab is active, displaying the heading 'Is Your Snack a Smart Snack?' and a paragraph of text explaining the calculator's purpose and providing a link to the calculator. A large blue button labeled 'Launch the Product Calculator' is positioned at the bottom of the main content area.

ALLIANCE FOR A HEALTHIER GENERATION

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Search

Visit healthiergeneration.org

healthy schools program

Home

Focus Areas

- Wellness Councils and Policies
- Snacks and Beverages
- Breakfast and Lunch
- Health Education
- Physical Education
- Physical Activity
- Employee Wellness

6 Step Process

Resources & Tools

New & Notable

STUCK?
[Get Online Support](#)

Alliance Product Calculator

Share

Smart Snacks Fundraisers Celebrations Non-Food Rewards

Is Your Snack a Smart Snack?

Take the guesswork out of nutrition guidelines with the new Alliance Product Calculator for Smart Snacks! Simply enter the product information, answer a few questions, and determine whether your beverage, snack, side or entrée item meets the new USDA Smart Snacks in School Guidelines. You can also [add a link to the Alliance Product Calculator to your website](#). Click the button below to launch the Alliance Product Calculator.

Launch the Product Calculator

Product Information

Take the guess work out of your day! Our Smart Snacks Product Calculator will help you determine if your product meets the USDA Smart Snacks in School nutrition standards*. Answer the following series of questions to see whether your product is compliant. Then save and print for your records!

*Results from this calculator have been determined by the U.S. Department of Agriculture to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools.

NOTE: Please enter information for the product as SOLD (both amount actually portioned, as well as how it is eaten, such as a beef patty on a bun with all of the accompaniments as opposed to just the beef patty).

My Product is a ...

- a) Snack 
- b) Side 
- c) Entree 
- d) Beverage

[START OVER](#)[NEXT STEP](#)

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My Product is a ...

- a) Snack [i](#)
- b) Side [i](#)
- c) Entree [i](#)
- d) Beverage

START OVER

NEXT STEP



Is the first ingredient* of your product a ...

- a) Fruit
- b) Vegetable [i](#)
- c) Dairy [i](#)
- d) Protein food [i](#)
- e) Whole Grain [i](#)
- f) None of the above

* Refer to the label's ingredient statement. If the first ingredient is water, is the second ingredient one of the options above.

START OVER

NEXT STEP



Is the first ingredient* of your product a ...

- a) Fruit
- b) Vegetable [i](#)
- c) Dairy [i](#)
- d) Protein food [i](#)
- e) Whole Grain [i](#)
- f) None of the above

* Refer to the label's ingredient statement. If the first ingredient is water, is the second ingredient one of the options above.

START OVER

NEXT STEP



What type of vegetable is your product?

- a) Fresh vegetable **i**
- b) Canned vegetables with no added ingredients except water **i**
- c) Frozen Vegetables with no added ingredients except water
- d) Dried vegetables with no added nutritive sweeteners
- e) Potato is the first ingredient **i**
- f) Other

START OVER

NEXT STEP



What type of vegetable is your product?

- a) Fresh vegetable **i**
- b) Canned vegetables with no added ingredients except water **i**
- c) Frozen Vegetables with no added ingredients except water
- d) Dried vegetables with no added nutritive sweeteners
- e) Potato is the first ingredient **i**
- f) Other

START OVER

NEXT STEP



Enter your product's nutrition information per amount SOLD (including all components and accompaniments).

Nutrition Facts	
Serving Size oz <input type="text"/>	(about g) <input type="text"/> 
<hr/>	
Amount Per Serving	
<hr/>	
Calories <input type="text"/>	
	Calories from Fat <input type="text"/>
<hr/>	
Total Fat (g) <input type="text"/>	
<hr/>	
Saturated Fat (g) <input type="text"/>	
<hr/>	
Trans Fat (g) <input type="text"/>	
<hr/>	
Sodium (mg) <input type="text"/>	
<hr/>	
Carbohydrates	
<hr/>	
Sugars (g) <input type="text"/>	
<hr/>	

[START OVER](#)

[NEXT STEP](#)



USDA Foods Fact Sheet for Schools & Child Nutrition Institutions

(last updated, 07-16-2013)

Visit us at www.fns.usda.gov/fdd

100357 – POTATOES, FROZEN, OVEN FRY, 5 LB

Nutrition Information

CATEGORY	<ul style="list-style-type: none"> Vegetables: Subgroup – Starchy
PRODUCT DESCRIPTION	<ul style="list-style-type: none"> U.S. Grade A, low moisture, frozen French fried potatoes that have been crinkle cut. Potato strips will be from 3/8 inch to 1/2 inch across.
PACK/YIELD	<ul style="list-style-type: none"> 6/5 lb pkgs per case. One 5 lb pkg AP yields about 20 1/4 cups baked crinkle cut French fries and provides about 81.0 1/4-cup servings baked vegetable. One lb AP yields 0.92 lb (about 4 cups) baked crinkle cut French fries and provides about 16.2 1/4-cup servings baked vegetable. CN Crediting: 1/4 cup baked crinkle cut French fries provides 1/4 cup vegetable.
STORAGE	<ul style="list-style-type: none"> Store frozen potato wedges in the original shipping containers in the freezer at 0 °F or below, off the floor, and away from walls to allow for circulation of cold air. Temperature changes shorten shelf life and speed deterioration. Rotate use to avoid development of ice crystals and off-flavors. Handle carefully to avoid excessive product breakage. Use First-In-First-Out (FIFO) storage practices to ensure use of older product first.
PREPARATION/ COOKING INSTRUCTIONS	<ul style="list-style-type: none"> Keep potatoes frozen until ready to use. Spread the potatoes in a single layer on a sheet pan to permit sufficient air flow and speed cooking time.

Potatoes, French fried, crinkle cut, oven-heated

	3 oz (about 13 pieces) (84 g)
Calories	120
Protein	2 g
Carbohydrate	20 g
Dietary Fiber	2 g
Sugars	.18 g
Total Fat	3.5 g
Saturated Fat	1 g
Trans Fat	0 g
Cholesterol	0 mg
Iron	2 %
Calcium	0 %
Sodium	20 mg
Vitamin A	0 %
Potassium	350 mg
Vitamin C	10 %

Enter your product's nutrition information per amount SOLD (including all components and accompaniments).

Nutrition Facts

Serving Size oz (about g) 

Amount Per Serving

Calories

Calories from Fat

Total Fat (g)

Saturated Fat (g)

Trans Fat (g)

Sodium (mg)

Carbohydrates

Sugars (g)

[START OVER](#)

[NEXT STEP](#)

 **Your product is compliant!**

- Your vegetable product meets all nutrient standards.

Wait! There's just a little more! We are going to help make your life easier. Enter your product information in the fields below and save and/or print. This will help with record-keeping to show your product's compliance when you need to refer to it at a later date. It's worth it!

Brand**Serving Size****Product****First Ingredient**[START OVER](#)[NEXT STEP](#)

 **Your product is compliant!**

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Wait! There's just a little more! We are going to help make your life easier. Enter your product information in the fields below and save and/or print. This will help with record-keeping to show your product's compliance when you need to refer to it at a later date. It's worth it!

Brand**Serving Size****Product****First Ingredient**[START OVER](#)[NEXT STEP](#)



Smart Snacks Product Calculator Results

Brand:
USDA Foods

Product Name:
**100357 - Potatoes, Frozen, Oven Fry,
5 LB**

Serving Size:
84.00 g

First Ingredient:
potatoes

• Your vegetable product meets all nutrient standards.

Nutrition Facts

Serving Size 84.00 g ⓘ

Amount Per Serving

Calories 120

Calories from Fat NA

Total Fat (g) 3.5

Saturated Fat (g) 1

Trans Fat (g) 0

Sodium (mg) 20

Carbohydrates

Sugars (g) 0.18

Vitamin D (%) NA

Potassium (%) NA

Calcium (%) NA

Dietary Fiber (%) NA

START OVER

PRINT FOR YOUR RECORDS



Smart Snacks Tools

Alliance Product Navigator

Browse products that meet the standards & download a list to show your vendors



Smart Snacks Tools

Smart Snacks Toolkit

Step-by-Step guide for implementing
Smart Snacks in your school



Tools for Schools

- Your one-stop guide to nutrition standards for school meals and snacks
 - Free nutrition materials, training, and recipes for school food service
 - Smarter Lunchroom strategies
 - Tips for offering more fruits, vegetables, and whole grain-rich foods
 - Grant opportunities
 - Best practices from other schools
 - Regulations and policies



- Related Links**
- > [Healthier School Day](#)
 - > [School Breakfast Toolkit](#)
 - > [Smart Snacks Product Calculator](#)
 - > [Best Practices Sharing Center](#)
 - > [Chefs Move to School](#)
 - > [Farm to School](#)
 - > [Fresh Fruit and Vegetable Program](#)
 - > [Healthy, Hunger Free Kids Act](#)
 - > [Local School Wellness Policies](#)
 - > [MyPlate](#)
 - > [School Meals](#)
 - > [Team Nutrition](#)
 - > [USDA Foods](#)

Healthier School Day

Tools for Schools: Focusing on Smart Snacks

[Print](#)



- [Smart Snacks](#)
- [Fruits & Vegetables](#)
- [Sodium](#)
- [Whole Grain-Rich](#)

Starting in school year 2014-15, all foods sold at school during the school day will need to meet nutrition standards. The Smart Snacks in School regulation applies to foods sold a la carte, in the school store, and vending machines. Prior to the publishing of the Smart Snacks rule, 39 States already had nutrition standards in place.

A number of tools and resources are available to help schools identify food items that meet Smart Snacks criteria. See the resources below for information about the Smart Snacks requirement, helpful tools, and ways to encourage children to make healthier snack choices that give them the nutrition they need to grow and learn.

Resource Materials

- [Competitive Foods and Beverages \(USDA Healthy Meals Resource System\)](#)
- [Healthy Fundraising \(USDA Healthy Meals Resource System\)](#)
- [Nutrition Voyage: The Quest to Be Our Best - Backpack Full of Snacks](#)
- [School Store and Vending \(USDA Healthy Meals Resource System\)](#)
- [Smart Snacks Calculator \(Alliance for a Healthier Generation\)](#)
- [Smart Snacks in School - Fundraisers](#)
- [Smart Snacks in School Resources \(USDA Healthy Meals Resource System\)](#)
- [Smart Snacks Issue Brief: Fundraisers](#)
- [State School Health Policies and Resources/State Laws for School Snack Foods and Beverages \(USDA Healthy Meals Resource System\)](#)
- [USDA 10 Tips Nutrition Education Series: Make Better Beverage Choices](#)
- [USDA 10 Tips Nutrition Education Series: MyPlate Snack Tips for Parents](#)

Policy Guidance

- [Secretaries Vilsack & Duncan: Joint Letter of Support](#)
- [Smart Snacks: Fact Sheet](#)
- [Smart Snacks: Infographic](#)
- [Smart Snacks: Summary Chart](#)
- [Smart Snacks Issue Brief: Flexibility for Entrees](#)
- [Smart Snacks Issue Brief: Beverage Options](#)
- [Smart Snacks TV Feature](#)
- [Smart Snacks: Interim Final Rule](#)
- [Policy Memo: Questions and Answers Related to the "Smart Snacks" Interim Final Rule](#)
- [Policy Memo: Grain Entrees Related to Smart Snacks in Schools Standards](#)
- [Policy Memo: Smart Snacks Nutrition Standards and Exempt Fundraisers](#)
- [Policy Memo: Smart Snacks Nutrition Standards and Culinary Education Programs](#)
- [Alliance Smart Snacks Calculator for Food Sold to Students in School](#)
- [USDA's Smart Snacks in Schools Presentation](#)
- [USDA Blog: A Healthier Generation through Smart Snacks in Schools](#)

Many parents are working hard every day to make sure they provide healthy, balanced meals and snacks to their kids. Unfortunately, we don't always have control over the snacks our kids have access to when they're away from home. That's why, as a mom myself, I am so excited that schools will now be offering healthier choices to students and reinforcing the work we do at home to help our kids stay healthy.

-- First Lady Michelle Obama

Last Modified: 06/05/2014



Search HMRS

Go

- Search all USDA
- Advanced Search

Browse by Subject

- Recipes
- Menu Planning
- Best Practices
- Nutrition Education
- Resource Library
- HealthierUS School Challenge Resources
- Wellness Policy Resources
- State Sharing Center
- Professional Standards

Smart Snacks in School Resources



Smart Snacks Product Calculator

Alliance for a Healthier Generation.

Is your snack a Smart Snack? Find out with the Alliance for a Healthier Generation Smart Snacks Product Calculator! This calculator has been determined by the USDA, Food and Nutrition Service to be accurate in assessing product compliance with the federal requirements for Smart Snacks in Schools. The calculator can be used on food and beverages.



Smart Snacks in School

United States Department of Agriculture. Food and Nutrition Service.

Questions and Answers Related to the "Smart Snacks" Interim Final Rule (PDF | 164 KB)

United States Department of Agriculture. Food and Nutrition Service.

Alliance Smart Snacks Calculator for Food Sold to Students in School Food and Nutrition Service Memo (PDF | 30.1 KB)

United States Department of Agriculture. Food and Nutrition Service.

Smart Snacks in School Beverage Guidelines (PDF | 106 KB)

United States Department of Agriculture. Food and Nutrition Service.

The Food and Nutrition Service is currently exploring options for providing a beverage calculator similar to the food product calculator. This chart can be used to assess beverages against the Smart Snacks in School standards.

Competitive Foods in Schools

Centers for Disease Control and Prevention.

View background information about competitive foods, and learn how to successfully implement strong nutrition standards for competitive foods.

8 Smart Snack Celebrations

Alliance for a Healthier Generation.

Eight fun ways to have a healthy celebration at school. All ideas have been implemented by other schools and success stories are included.

Smart Snacks In School Rule

California Project LEAN.

This resources includes background information, webinars, and more about Smart Snacks In School.

"Smart Snacks In School" Nutrition Standards Interim Final Rule Questions And Answers (PDF | 131.92 KB)

Virginia Department of Education.

Frequently asked questions about Smart Snacks In School.



We want your feedback!

- Keep sharing your best practices, challenges, and concerns
 - Share best practices at <http://healthymeals.nal.usda.gov/best-practices>

Thank You and Remember:

- The Smart Snacks Standards are in effect now
- The Smart Snacks Calculator and Product Navigator are useful tools for identifying compliant products
- We need your feedback on your best practices and ongoing challenges