



Competitive Foods Rule/Smart Snacks in Schools

What Foods & Beverages Can Schools Sell to Students?

On July 1, 2014 the USDA implemented their new “All Foods Sold in Schools” standards. These standards are for all food and beverages sold to students during the school day, including for fundraisers.

Nutrition Standards for Foods

Any food sold in school must:

- Be a “whole grain-rich” grain product; or
- Have as the first ingredient a fruit, a vegetable, a dairy product, or a protein food; or
- Be a combination food that contains at least ¼ cup of fruit and/or vegetable; or
- Contain 10% of the Daily Value (DV) of one of the nutrients of public health concern in the 2010 Dietary Guidelines for Americans (calcium, potassium, vitamin D, or dietary fiber).

Foods must also meet several nutrient requirements:

- Calorie limits:
 - Snack items: ≤ 200 calories
- Sodium limits:
 - Snack items: ≤ 230 mg
- Fat limits:
 - Total fat: ≤ 35% of calories
 - Saturated fat: < 10% of calories
 - Trans fat: zero grams
- Sugar limits:
 - ≤ 35% of weight from total sugars in foods

Nutrition Standards for Beverages

All schools may sell:

- Plain water (with or without carbonation)
- Unflavored low fat milk
- Unflavored or flavored fat free milk and milk alternatives permitted by NSLP
- 100% fruit or vegetable juice and
- 100% fruit or vegetable juice diluted with water (with or without carbonation), and no added sweeteners.

Beverages must also meet portion size requirements:

- Elementary schools may sell up to 8-ounce portions of milk or juice.
- Middle & High Schools may sell up to 12-ounce portions of milk or juice.
- There is no portion size requirement for plain water.

High Schools may sell “no calorie” and “lower calorie” beverages that meet several requirements:

- No more than 20-ounce portions of
 - Calorie-free, flavored water (with or without carbonation)
 - Other flavored and/or carbonated beverages that are labeled to contain < 5 calories per 8 fluid ounces or \leq 10 calories per 20 fluid ounces.
- No more than 12-ounce portions of
 - Beverages with < 40 calories or 8 fluid ounces, or \leq 60 calories per 12 fluid ounces.

Exemptions for Fundraisers

- These above standards do not apply for fundraisers taking place during non-school hours, on weekends and at off-campus events.
- These standards and CSUSA allow for schools to have infrequent fundraisers that are exempt from these nutrition standards and the CSUSA Competitive Foods Rule.
- Exempt fundraisers cannot operate anywhere on the school campus 30 minutes prior until 30 minutes after the end of breakfast and lunch meal services.
- The number and length of the exemptions are determined by each state agency.
- Each school shall have a designee responsible for documenting the occurrence of any exempt school fundraisers to demonstrate compliance with this rule. At any point CSUSA or your state could ask to review this information.

Smart Snacks in School Resources

Healthy Ideas for Fundraisers, Celebrations and Non-Food Rewards

Find ideas for fundraisers that are healthy alternatives to food.

https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/

Product Navigator

Browse the online catalog featuring food and beverage products that meet the Smart Snacks standards.

https://schools.healthiergeneration.org/resources_tools/school_meals/alliance_product_navigator/

Product Calculator

Have a product you want to sell, but you are not sure if it is compliant? Enter the product information, answer a few questions, and determine whether your beverage or snack meets the Smart Snacks standards.

https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/smart_snacks/alliance_product_calculator/