

# Smart Snacks FAQs

Kansas State Department of Education  
Child Nutrition & Wellness



# Smart Snacks in School – Nutrition Standards for All Foods Sold in School Interim Final Rule

- 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.



# What are competitive foods?

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.



# Where do the standards apply?

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



# 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.



# Applicability

Including:

- a la carte in the cafeteria
- in school stores
- snack bars
- vending machines
- fundraising
- other venues





# Resources



USDA – Smart Snacks in School Webpage

<http://www.fns.usda.gov/school-meals/smart-snacks-school>

Smart Snacks Product Calculator

[www.healthiergeneration.org/calculator](http://www.healthiergeneration.org/calculator)

Smart Snacks Product Navigator

[www.healthiergeneration.org/productnavigator](http://www.healthiergeneration.org/productnavigator)



# Fundraising Exemption Policy

## Exempt fundraiser limit set by the Kansas State Board of Education

“One exempt fundraiser per school organization per semester that does not meet the Nutrition Standards for All Foods Sold in School during the school day (midnight before to 30 minutes after the end of the school day) on school grounds will be allowed. An organization is defined as a school group that is approved by the local board of education. Length of the organization’s exempt fundraiser cannot exceed 2 days.”





# Fundraisers

**Question:** What is considered a fundraiser?

**Answer:** USDA considers a fundraiser to be an event that includes any activity during which currency/tokens/tickets, etc. are exchanged for the sale/purchase of a product in support of the school or school-related activities. For example, giving away food but suggesting a donation would be considered a fundraiser, since funds may be raised as a result. Another example may include a vending machine when the profits are used to support a school-sponsored club or activity such as the school band or football team. Purchasing tickets or tokens to be exchanged later for food items would also be considered a fundraiser.



# Fundraisers

**Question:** What if tickets or tokens are provided to students as rewards? Would items exchanged for such tickets have to comply with the Smart Snacks standards?

**Answer:** If a ticket or token is given to a student for good behavior or good grades – a behavioral or performance award – and no money is exchanged in order to acquire the ticket/token, the exchange of the reward ticket or token would not be considered a sale to the student.



# Fundraisers

**Question:** Can our school sell fundraiser foods not intended for consumption in schools?

**Answer:** Sale of frozen pizza, cookie dough and other items preordered and distributed in a precooked state or bulk quantities (multiple servings to a package) for consumption at home is not required to meet the standards. For example, boxes of preordered Girl Scout cookies intended for consumption at home would not be subject to the standards. Students could take orders and deliver them during the school day for consumption outside of school. Distribution of order forms and foods not intended for consumption at school may continue.



# Fundraisers

**Question:** Can orders or tickets be sold for foods not meeting the nutrition standards for more than two days if those foods are only delivered for up to two days as an exempt fundraiser?

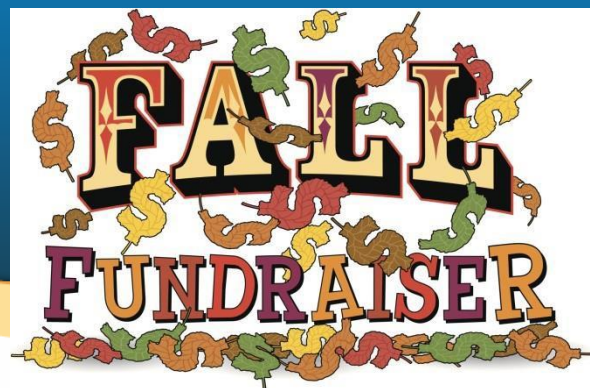
**Answer:** Tickets or orders can be taken for multiple days with delivery of those items occurring on one or both of the days that are allowed for an exempted fundraiser. Selling the tickets ahead of time will help with forecasting and purchasing for the organization.



# Fundraisers

**Question:** How is our school supposed to raise money for important activities and clubs now?

**Answer:** There are a variety of ways to continue raising money. There are no limits on fundraisers that meet Smart Snacks Requirements or on non-food fundraisers. Infrequent “exempt” fundraisers are allowed. Standards do not apply during non-school hours, on weekends, and at off-campus fundraising events.



# Fundraiser Exemption

**Question:** Can our school conduct exempted fundraisers during the School Breakfast Program or National School Lunch Program?

**Answer:** Exempted fundraisers may not be sold in competition with school meals in the food service area during meal service, there are no additional restrictions.



# Fundraiser Exemptions – Adult Organizations

**Question:** Can PTO or other adult organizations be granted exemptions to conduct fundraisers during the school day, on the school campus that do not meet Smart Snacks Requirements?

**Answer:** USDA Policy states that flexibility for exemptions is only for the purpose of conducting infrequent **school-sponsored** fundraisers during which foods that do not meet the nutrition standards for Smart Snacks may be sold. Only School-Sponsored fundraisers may be granted an exemption.





# Fundraisers Meeting Nutrition Standards

**Question:** Can food/beverages that meet the Smart Snacks guidelines be sold in competition with Food Service?

**Answer:** Exempted fundraisers may not be sold in competition with school meals in the food service area during meal service; however, there are no restrictions on when and where foods that meet the guidelines can be sold. The Smart Snack standards are minimum standards, a school or district can choose to implement stricter standards if they so choose.



# Birthday Treats – Other Special Events

**Question:** Are students no longer allowed to have treats for birthdays and other special events?

**Answer:** Foods given to students to celebrate special occasions do not have to comply. Only foods and beverages sold to students are required to meet the standards.



# Food and Beverage Specific Questions



# Fruit First Ingredient - Concentrate or Puree

**Question:** Is a product that has fruit concentrate or puree as the first ingredient considered to have fruit as the first ingredient?

**Answer:** If the first ingredient in a food product is dehydrated or concentrated juice or puree it does not qualify a product for sale under the general standard as that is considered to have added sugar. If the first ingredient is 100% fruit juice or fruit puree, the product is considered to have fruit as the first ingredient and would qualify under the general standard. (it would still have to meet all nutrition standards as well).



# Dried Fruit

**Question:** Which dried fruit items may have added nutritive sweeteners and still be exempt from the sugar standard?

**Answer:** At this time, the only types of dried fruit that may have added nutritive sweeteners for processing and/or palatability and be exempt from the sugar standards include, dried cranberries, dried tart cherries, and dried blueberries.



# Coffee

**Question:** Can coffee be sold to students in schools?

**Answer:** Coffee is considered a beverage and could only be sold to high school students only since it contains caffeine and the only allowable beverages for elementary and middle school students are water, 100% juice and milk. There would be a maximum serving size for the coffee sold depending how the coffee was served:

- Calorie-Free Beverages (Maximum Serving Size 20 fluid Ounces)  
Less than 5 calories per 8 fluid ounces or up to 10 calories for 20 fluid ounces
- Lower-Calorie Beverages (Maximum Serving Size 12 fluid Ounces)  
Up to 60 calories per 12 ounces or up to 40 calories per 8 fluid ounces.



# Coffee - Accompaniments

**Question:** If coffee and tea are sold, may students have cream and sweetener for their beverages?

**Answer:** Yes, cream and sweeteners are accompaniments to coffee and tea. The sugar and cream must be included in the evaluation of the coffee or tea against the beverage standard. The use of accompaniments can be averaged over the number of drinks sold.





# Juice\*\*\*

**Question:** How does one determine if juice meets the standard for being full-strength 100% fruit juice?

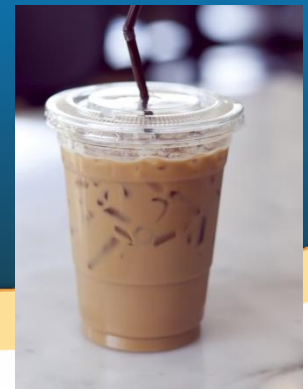
**Answer:** The Food and Drug Administration (FDA) requires beverage labels for products that contain juice to include a percent juice declaration on the product carton. When the product carton has the FDA required percent juice content declaration printed as “100% juice”, the product meets the Smart Snack standard for being full-strength.



# Coffee – Espresso/Lattes/Cappuccinos

**Question:** May espresso and steamed (or boiled) milk beverages, such as lattes and cappuccinos be sold to high school students.

**Answer:** Yes, as long as the beverage sold is comprised of two allowable beverages. Coffee combined with skim milk (flavored or unflavored) or coffee combined with 1% milk (no added flavoring). Coffee drinks may be served over or blended with ice. All final beverage sizes must be no more than 12 ounces.



# Smoothies

**Question:** Are smoothies allowed under the Smart Snacks Requirements?

**Answer:** Yes, smoothies may be sold as a food or beverage, depending on the ingredients used to make the smoothies.



# Smoothies - Food

**Question:** When would a smoothie be considered a food?



**Answer:** For a smoothie to count as a food, it must meet the general standards by including one of the main food groups categories as the first ingredient and it must meet the specific nutrient standards.

# Smoothie - Beverage

**Question:** When would a smoothie be considered a beverage?

**Answer:** A smoothie is considered a beverage when it is comprised entirely of beverages that are currently allowed under the standards for 100% juice, low fat or non fat milk, and water (or ice).



# Frozen Fruit Product

**Question:** Would a frozen fruit (i.e. slushies, frozen fruit bars, etc.) product count as a food or beverage?

**Answer:** School districts have the flexibility to determine if a frozen fruit product will be categorized as a food or a beverage.

- Food: Product must contain one of the main food groups as the first ingredient and meet all of the nutrient standards.
- Beverage: Elementary/Middle School – no added sweeteners allowed. Maximum serving size of 8 ounces for elementary and 12 ounces for middle school.
- Beverage: High School – If product contains added sweeteners it would be into the “Other” allowable beverage category. Maximum serving size – 12 ounces.



# Ice Cream\*\*\*

**Question:** Are ice cream products with milk fat as the first ingredient allowable as a Smart Snack?

**Answer:** If the product carton or the ingredient declaration specifies that the product is “ice cream” and then follows with an ingredient list that includes milk fat, milk solids or cream, the product can be measured against the nutrition standards for snacks. This is because “ice cream” meets a specific Federal standard of identity and is considered to be a “dairy food”.

