

Billings Public Schools

SCHOOL WELLNESS

Concession Stand

Concession Stand for the purposes of this policy is defined as the sale of food other than in the cafeteria's School Lunch Program, outside of the school day during activities. If a concession stand wishes to be open during the school day it must be 100% compliant under the *USDA's Smart Snack Guidelines*. Smart Snack approved foods can be found here:

https://www.healthiergeneration.org/live_healthier/eat_healthier/alliance_product_navigator/browse_products/?product_category_id=720https://foodandhealth.com/blog/wp-content/uploads/2013/08/SchoolSnacksHandout.pdf

Otherwise, concession stands cannot operated until ½ hour following the end of the school day.

Relevance to District

The Billings School District 2 School Health Advisory Committee (SHAC) believes that the school district has a responsibility to, and an interest in, modeling healthy food and beverage choices. The district can do this by offering healthy beverage and snack choices in addition to traditional fare at all concessions offered: 1) within the schools, and/or 2) by school-affiliated organizations at locations outside the schools. By establishing procedures to guide concession offerings, the district can support parental efforts to improve their children's eating habits, and can contribute to improved student health, which is related to improved school performance and lifelong health.

District Goal

It is not the intent of this procedure to dictate precisely which food and beverages will and will not be sold in school concession stands. Rather, the goals are: 1) to make sure concession stand patrons have the opportunity to purchase healthy foods and beverages; to accomplish this the District requests that at least 50% of food choices follow the *USDA Smart Snack Guidelines* and, 2) to encourage evaluation of the nutritional value of all foods and beverages sold on school grounds in an effort to move snack food sales in a more positive and healthful direction for the benefit for the students and families we serve. The district requests that more foods offered at concession stands be among the best choices stated in this procedure and strongly encourages differential pricing, as described in this document, to promote their sale.

BEVERAGE BEST CHOICES – To achieve the procedure goal, concessions should be stocked and marketed to emphasize sales of the following most desirable beverages:

- Water
- Non-caloric flavored water

- Fruit and vegetable beverages containing at least 50% fruit or vegetable juice in servings of 16 oz. or less. Beverages containing 100% fruit or vegetable juice are encouraged.
- Nonfat and lowfat milk (regular or flavored) in servings of 16 oz. or less
- Yogurt based beverages and smoothies in sizes of 16 oz or less.

POP AND SPORTS DRINKS – If pop is served, sugar-free rather than regular pop is encouraged, in servings of 16 oz. or less. Sports drinks in servings of 20 oz. or less are suggested as an alternative to regular pop, not because they are healthful but because they generally contain less sugar than regular pop.

FOOD SALE BEST CHOICES - To achieve the procedure goal, concessions should be stocked and marketed to emphasize sales of the following most desirable snacks, in single-serving portions whenever possible:

- Pretzels with mustard dip (rather than cheese dip)
- Individual packages of pretzels
- Trail mix, granola, and cereal bars with less than 35% kcals as fat. (>2 grams fiber per serving desirable)
- Baked (rather than fried) chips and crackers
- Snack-size bags of light microwave popcorn
- Unbuttered popcorn
- Individual packages of nuts and seeds
- 100% fruit frozen fruit bars
- Beef jerky
- 100% fruit leather
- Individual pieces of fresh fruit

Concessions at all-day events should consider offering the following more substantial options or combos:

- Cups of mixed fresh fruit pieces with yogurt
- Cups of mixed vegetable sticks with optional lowfat dip
- Apples slices and or celery sticks with peanut butter
- Granola bar and string cheese
- Baked tortilla chips and salsa
- Bagels and low-fat cream cheese, jams, or jellies and milk or juice
- Individual cereals containing less than 6 grams sugar per serving along with lowfat milk
- honey graham crackers
- Sandwiches made with whole-grain breads, lowfat cheese, and lean beef, ham, or turkey
- Chili

PRICING

Low nutrition snacks & beverages with higher caloric, sugar, and fat content should be sold at a higher profit margin than healthier snacks to: 1) discourage the purchase of low-nutrition items, and 2) allow healthier items (particularly those that are typically more expensive) to be sold at a more attractive price.

Persons who feel a food list of brand name products that fit the healthy profile would be helpful when choosing foods and beverages for concession sales, are referred to the following link:
https://www.healthiergeneration.org/live_healthier/eat_healthier/alliance_product_navigator/browse_products/?product_category_id=720

Implementing Procedure 8231 School Wellness

Cross References: Policy 4210 School Support Organizations
 Procedure 4210-P1 Student Fund-Raising Activities

Procedure History:

Issued by Superintendent on: October 20, 2008

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