

Smart Snacks

The Basics



FOUNDED BY:



2004

Local
Wellness
Policies

2006

Alliance
Competitive
Food &
Beverage
Guidelines

2007

IOM
Standards

2010

Healthy
Hunger-
Free Kids
Act

2013

Smart
Snacks in
School
Nutrition
Standards



July
1st


2014

JOT IT DOWN!





All products
SOLD




Entire school
day



Entire school
campus

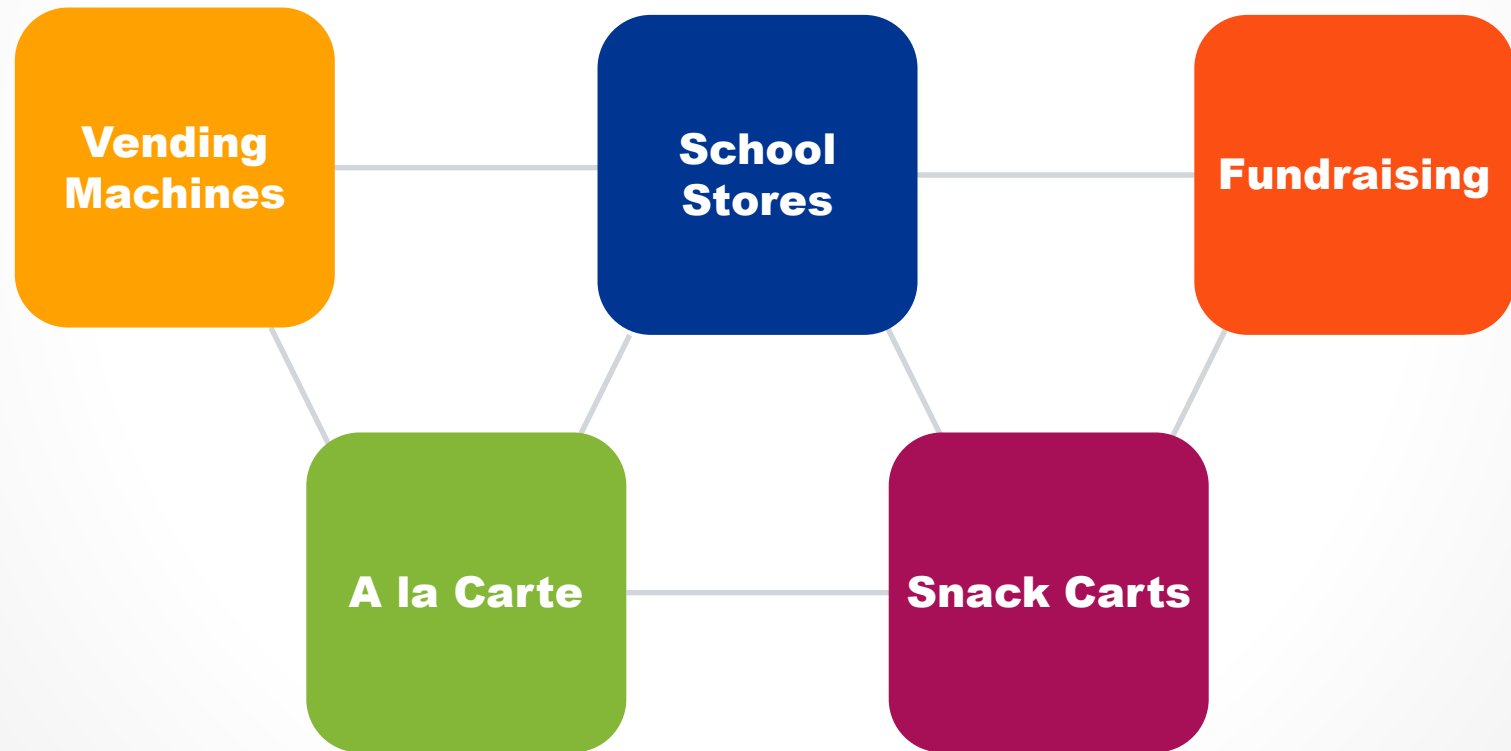


NOT foods
served



NOT evenings,
weekends or
community
events

SMART SNACKS IN SCHOOL NUTRITION STANDARDS



FUNDRAISERS

**School Day
Only**

**Exemptions
set by State
Agencies**

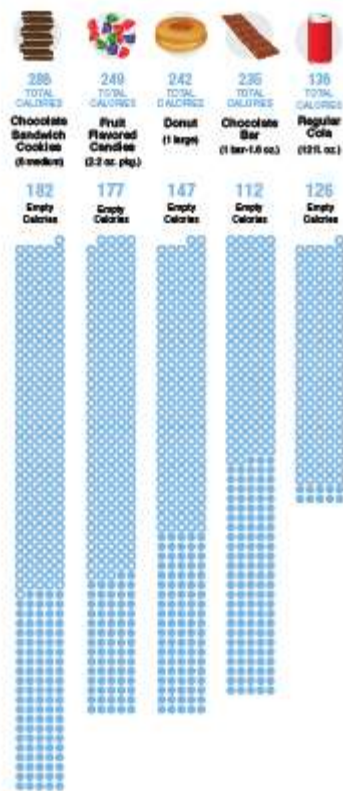
**No Limit on
Products that
Meet**

SMART SNACKS IN SCHOOL

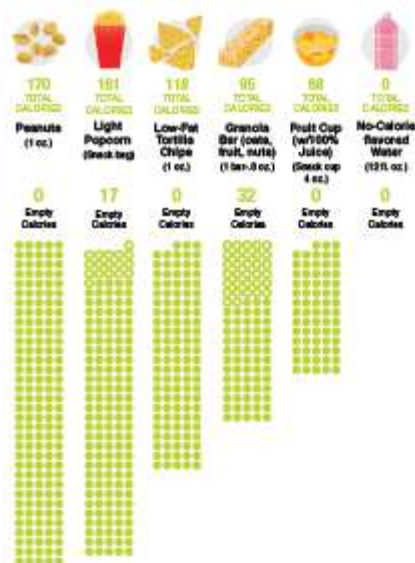
The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools—beyond the federally-supported meals programs. This new rule carefully balances science-based nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools around the country, and healthy food and beverage offerings already available in the marketplace.

● Equals 1 calorie ○ Equals empty calories*

Before the New Standards



After the New Standards



*Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty calories are part of total calories.

START TODAY

**Know Your
Venues**

**Build
Consensus**

**Know Your
Products**

**Work with
Contracts/
Vendors**



BROWSE RESOURCES AT
.....
www.healthiergeneration.org/smartsnacks



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