

To: Virginia Beach School
 Subject: Pop-Tarts® Made with Whole Grain
 Date: April 14, 2022

As you may know, school breakfast and snack options must adhere to the *USDA Healthy Hunger Free Kids Act* regulations that apply to the *School Breakfast Program*, *National School Lunch Program* and the *Smart Snacks* criteria. As part of those requirements, products must contain no more than 35% of total calories from fat, 10% of total calories from saturated fat, and 35% of total calories from sugar. To qualify for the Smart Snacks program, whole grain must either be the first ingredient or $\geq 50\%$ whole grains by total product weight.

Some parents have expressed concerns that Pop-Tarts® Made with Whole Grain do not meet these rigorous guidelines or that they are the same as the Pop-Tarts® sold in retail. We can assure you that Pop-Tarts® Made with Whole Grain not only meet the nutrition standards for school meals, but also provide key nutrients students require. In addition to this, some flavors such as Pop-Tart® Made with 10g Whole Grain Frosted Strawberry, eliminated synthetic colors and dyes from the labeled list of ingredients in place of vegetable juice for color.

A single Frosted Pop-Tart® Made with Whole Grain provides at least 10 grams of whole grain and 3 grams of fiber to help students get one step closer to meeting their nutrition needs. Frosted *Pop-Tarts*® Made with Whole Grain *also* deliver a good source of 7 important vitamins and minerals including calcium and iron. Without fortification of these nutrients in foods commonly consumed and desired by kids, a high percentage of all children and adolescents would have inadequate intakes, with the greatest inadequacy occurring among older girls¹.

The chart below compares the nutritional differences based on labeled ingredients of Frosted Pop-Tarts® Made with Whole Grain to our retail Frosted Pop-Tarts®

Comparison	USDA SBP, NSLP and Smart Snack Compliant	Made from colors and flavors from natural sources	Whole grain 1st ingredient	Grams of whole grains	Sugar (g)	Good source of vitamins and minerals	Grain Oz Equivalent	Fiber (g)
1 Frosted Pop-Tart® Made with Whole Grain*	Yes	Yes <i>(Excludes Made with Whole Grain Frosted Blueberry)</i>	Yes	10-11	14-15	7	1	3
1 Retail Frosted Pop Tart®	No	No	No	0	13-19	3	0	<1

It is important and challenging to offer nutritious breakfast and snack options that kids truly find fun and delicious, so we hope this comparison provides the clarification you need to have confidence that Pop-Tarts® Made with Whole Grain is a nutritious choice for your child. If you have any questions about our Kellogg products, please feel free to contact me at Stefanie.Dove@kellogg.com.

Sincerely,

Stefanie L. Dove, MBA RDN SNS

Stefanie Dove, MBA RDN SNS
 K-12 Wellbeing & Regulatory Business Partner, Kellogg Company

¹ Berner LA, Keast DR, Bailey RL, Dwyer JT. Fortified foods are major contributors to nutrient intakes in diets of US children and adolescents. *J Acad Nutr Diet.* 2014 Jul;114(7):1009-1022.e8.