

# USDA Ruling on Fundraisers, and Smart Snacks in School Rules

As the school year gets underway, we'd like to bring you up to date on a critical element in the effort to promote a healthy school environment. Effective July 1, 2014, new federal requirements are in place for all foods sold and fundraisers in school outside of the meal programs. These rulings by the U.S. Department of Agriculture include all foods sold in vending machines, school stores and a la carte lines, and any fundraising events held in school during school hours.

Based on the USDA Smart Snacks In School rules, all fundraisers held during school hours (midnight until 30 minutes after school) must comply with the Smart Snacks in School rules. Otherwise, any foods and beverages sold to raise money during this time frame would have to meet the Smart Snacks in School limits on calories, sodium, fat etc. Schools that do not comply can be fined by their state agency.

## When do the new rules take effect?

This interim final rule, also known as the "Smart Snacks" rule, became **effective on July 1, 2014**. Read the Smart Snacks nutrition standards here: [http://www.fns.usda.gov/sites/default/files/allfoods\\_flyer.pdf](http://www.fns.usda.gov/sites/default/files/allfoods_flyer.pdf)

## What do the standards require?

In order for food, snacks or beverages to be sold to students during the school day, the products must meet certain nutritional requirements for calories, sugar, sodium and fat. For beverages, there are also volume requirements as well as caffeine restrictions. Two informative USDA fliers summarizing this topic are:

1. Smart Snacks in Schools- Fundraisers: [http://www.fns.usda.gov/sites/default/files/allfoods\\_fundraisers.pdf](http://www.fns.usda.gov/sites/default/files/allfoods_fundraisers.pdf)
2. Smart Snacks in School-USDA's "All Foods Sold in Schools" Standards: [http://www.fns.usda.gov/sites/default/files/allfoods\\_flyer.pdf](http://www.fns.usda.gov/sites/default/files/allfoods_flyer.pdf)

## Who does this affect?

The new requirements affect **any group or organization** that sells food items to students **at school during the school day**. This could include the organization in charge of the school store, vending machines and special fundraisers as well as teachers who collect donations for a special pizza party in the classroom. Keep in mind that there is no restriction on fundraisers during the school day that meet the criteria of the Smart Snacks nutrition standards.

## Culinary Arts Programs

The Smart Snacks nutrition standards have no impact on the culinary education programs' *curriculum* in schools, nor do they have any impact on foods sold to *adults* at any time or to students outside of the school day. However, **nutrition standards do apply to all foods sold to students** on the school campus during the school day, including food prepared and/or sold by culinary education programs. It may take time to modify procedures if your school sells food prepared by culinary education programs to students. We encourage you to use the fundraising exemption if necessary.

## Conclusion

We care about our kids. We want to ensure that our students have the best environment in which to learn, grow and thrive. Healthy kids are smarter kids. We encourage all school staff, clubs and PTAs to work towards implementing these meaningful standards that complement the healthier school meals introduced last fall and make *the healthy choice, the easy choice* for students across the school community. We can do this by encouraging snacks that contain whole grains, low-fat dairy, fruits, vegetables or protein as their main ingredients, and placing sensible limits on sugar, fat and salt. We can positively impact all of our students by ensuring that they are offered healthy foods at school.

## Questions and Answers – School Fundraisers

**Q: When does this take effect?**

**A:** The Smart Snacks rules went into effect on July 1, 2014.

**Q: What does “school day” mean?**

**A:** School day is defined as midnight before the start to 30 minutes after the end of the official school day.

**Q: What does “school campus” mean?**

**A:** All areas under jurisdiction of the school which are accessible to students during the school day.

**Q: Does this apply to food sold to adults?**

**A:** No. The Smart Snacks standards are for food sold to students.

**Q: How do the new standards affect fundraising by school groups?**

**A:** The USDA recognizes that revenues from school stores, vending machines and occasional fundraisers can play an important role in supporting student clubs, parent teacher organizations and booster groups. All foods that meet the standards can be sold during fundraisers during school hours. The standards do not apply to items sold during nonschool hours, weekends or off-campus fundraising events, such as concessions during sporting events and school plays.

**Q: What are some allowable food items students can sell? Is there a list?**

**A:** If you have a special food item\* that you would like to consider, use the Smart Snacks Product Calculator (see below link) to determine if it is an acceptable

product. For a safe snack list, visit [www.Snacksafely.org](http://www.Snacksafely.org).

**Q: What about birthday treats or other special events?**

**A:** The USDA has no role in regulating foods brought from home. Time-honored traditions like treats for birthdays or foods at an after-school sporting event are not subject to these standards. Your local School Wellness Policy and Allergy Policy is an appropriate place to promote healthy foods\* brought from home/provided in the classroom.

**Q: Do vending machines fall into this requirement?**

**A:** Yes. Vending machines and school stores would be required to follow Smart Snacks standards.

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

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

**Q: What can schools sell instead of candy?**

**A:** There are many options for healthy fundraising (see the resource list below). Many current sweet/salty food items can be replaced with more healthy food options. Consider nonfood fundraisers as another way of raising important revenue. The department is currently developing an extensive list of snack items that meet Smart Snacks regulations. The list is in the process of being added to our district website.

*\*Please note, all foods must comply with the East Islip School District food allergy policy.*

## Helpful Links

Smart Snacks in School explanatory video: <http://www.smartsnacksinschool.com>

Smart Snacks in School Survival

Guide: [http://www.healthyvending.com/docs/SSIS\\_Survival\\_Guide.pdf](http://www.healthyvending.com/docs/SSIS_Survival_Guide.pdf)

Smart Snacks Product

Calculator: <http://rdp.healthiergeneration.org/calc/calculator/>

USDA Memo: <http://www.fns.usda.gov/sites/default/files/SP36-2014os.pdf>