

How to Comply with Smart Snacks and Competitive Foods Standards in Arizona



Health and Nutrition Services
Arizona Department of Education





Disclaimer

This training was developed by the Arizona Department of Education (ADE) Health and Nutrition Services Division (HNS). The content in this training is intended for professionals operating one or more USDA Child Nutrition Programs in Arizona under the direction of ADE. The information in this training is subject to change. Attendees are encouraged to access professional development materials directly from the training library to prevent use of outdated content.

Intended Audience

This training is intended for School Food Authorities (SFAs) operating the National School Lunch Program (NSLP) who sell or are thinking about selling competitive foods.

Objectives

At the end of this training, attendees should be able to understand:

- the background of the Smart Snacks in Schools Rule;
- the connection between Smart Snacks and the Arizona Nutrition Standards;
- the definitions related to smart snacks in schools;
- how foods meet the guidelines for sale and/or service in schools; and,
- Arizona's fundraiser exemption policy.

TRAINING HOURS

Information to include when documenting this training for Professional Standards:

Training Title: How to Comply with Smart Snacks and Competitive Foods Standards in Arizona

Key Area: 3000 - Administration

Learning Code: 3230

Length: 30 minutes

Quiz Time



Throughout this guide, there will be comprehension quiz questions to test your knowledge and help you apply what you're learning. Be sure to review these quiz questions and answers available within the guide.

The question mark icon below will indicate a comprehension quiz question.



Table of Contents

Section 1: Overview of the Healthy, Hunger-Free Kids Act of 2010	6-8
Section 2: Introduction to the Smart Snacks in Schools Rule	9-19
Section 3: Fundraisers Under Smart Snacks	20-26
Section 4: Arizona Nutrition Standards	27-34
Section 5: Resources for Smart Snacks and Fundraisers	35- 38

Overview of the Healthy, Hunger-Free Kids Act of 2010

SECTION 1



Healthy Schools, Healthy Students

The Healthy, Hunger-Free Kids Act (HHFKA) of 2010 represented the biggest overhaul in school meal programs in decades. This law revised the meal pattern for school lunches and school breakfasts and provided an additional \$0.06* per meal for SFAs whose menus were certified.

This law:

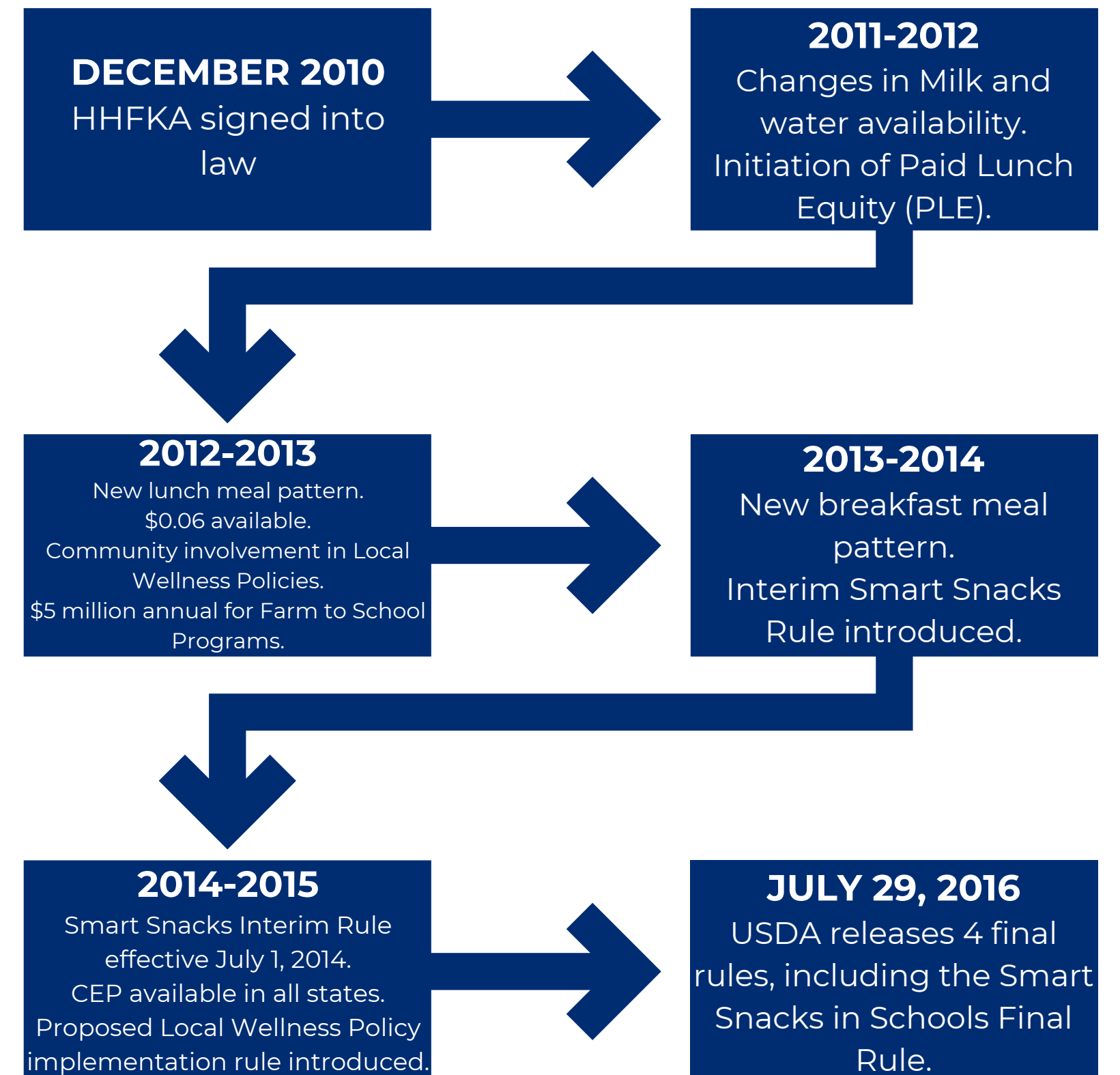
- created the paid lunch equity rule;
- brought about the Community Eligibility Provision (CEP);
- changed the monitoring process from the Coordinated Review Effort (CRE) to the Administrative Review and changed the cycle from every 5 years to every 3 years;
- strengthened the requirements for the Local Wellness Policy; and
- set guidelines for competitive foods sold in school (i.e. the Smart Snacks rule).

*This per-meal reimbursement addition has increased since the HHFKA's introduction.

Implementation of HHFKA

The various components of the law were phased in over a period of 5 years. USDA wanted to allow School Nutrition Directors to implement the various provisions of the law, while also giving industry and students a chance to adjust to the new requirements.

TIMELINE OF IMPLEMENTATION



Introduction to the Smart Snacks in Schools Rule

SECTION 2



Definitions

The final rule includes these definitions:

Competitive Food

All food and beverages other than reimbursable meals, available for sale to students on the school campus during the school day.

School Campus

All areas of the property under the jurisdiction of the school that are accessible to students during the school day.

School Day

The period from the midnight before, to 30 minutes after the end of the official school day.

Entree

The main course of a meal that has a combination of the components meat/meat alternate, whole grains, fruit, and/or vegetable that is served as the main dish of a Child Nutrition Program reimbursable meal.

Snack

All foods and/or beverages outside the reimbursable meal that are not considered entrees.

Competitive Foods

Rule: Smart Snacks

The final rule sets guidelines for all competitive foods sold on the school campus, during the school day, outside of the reimbursable meal.

This means all foods and beverages sold to students in grades K-12 are subject to the standards. This includes:

- a la carte;
- school stores;
- snack bars;
- vending machines; and
- fundraiser food.



Quiz Time

Smart Snacks guidelines apply during the school day.
How is school day defined?

- A** From the first bell until the last bell.
- B** 30 minutes before the first bell to 30 minutes after the last bell.
- C** Midnight the night before to 30 minutes after the last bell.
- D** There is no timeframe. It is set by the districts.



Quiz Time

Smart Snacks guidelines apply during the school day.
How is school day defined?

- A** From the first bell until the last bell.
- B** 30 minutes before the first bell to 30 minutes after the last bell.
- C** Midnight the night before to 30 minutes after the last bell.
- D** There is no timeframe. It is set by the districts.

The definition of School Day is the period from the midnight before, to 30 minutes after the end of the official school day.



Smart Snack Compliance

WHAT MAKES A FOOD SMART SNACK COMPLIANT?

To qualify as a Smart Snack, a snack or entrée must first meet the general nutrition standards:

- Be a grain product that contains 50 percent or more whole grains by weight (have a whole grain as the first ingredient); or
- Have as the first ingredient a fruit, a vegetable, a dairy food, a protein food; or
- Be a combination food that contains at least ¼ cup of fruit and/or vegetable (for example, ¼ cup of raisins with enriched pretzels); and
- The food must meet the nutrient standards for calories, sodium, fats, and total sugars.

Nutrient Guidelines		
	SNACK	ENTREE
Calories	200 or less	350 or less
Sodium	200 mg or less	480 mg or less
Total Fat	35% calories or less	35% calories or less
Saturated Fat	<10% calories	<10% calories
Trans Fat	0 g	0 g
Sugar	35% by weight or less	35% by weight or less



Review [USDA’S Guide to Smart Snacks in School](#), for more information!

Smart Snacks

WHAT ABOUT BEVERAGES?

There are also guidelines for beverages that are sold during the school day on school campuses.

All beverages sold on campus must meet the guidelines, which differ based on school grades (elementary, middle, and high school).

Beverage Guidelines			
BEVERAGE	K-5	6-8	HIGH SCHOOL
Plain Water with or without carbonation	No size limit	No size limit	No size limit
Low fat milk, unflavored or unflavored	≤ 8 oz	≤ 12 oz	≤ 12 oz
Non fat milk, unflavored or flavored	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% fruit/vegetable juice	≤ 8 oz	≤ 12 oz	≤ 12 oz
Calorie-free flavored water with or without carbonation	Not allowed	Not allowed	Maximum 20 fl. oz • Up to 5 cal/8 fl. oz • Up to 10 cal/20 fl. oz
Low-Calorie Beverages	Not allowed	Not allowed	Maximum 12 fl. oz • Up to 40 cal/8 fl. oz • Up to 60 cal/12 fl. oz
No Calorie Beverages	Not allowed	Not allowed	Maximum 20 fl. oz • Less than 5 cal/8 fl. oz • Up to 10 cal/20 fl. oz

Smart Snacks

RESOURCE FOR ASSESSING COMPLIANCE

USDA has partnered with the Alliance for a Healthier Generation to provide an online calculator to help determine if a product complies with Smart Snacks Standards, which can be found at [Alliance Product Calculator](#).

The screenshot shows the 'Smart Foods Planner' website. At the top is a navigation bar with the Alliance for a Healthier Generation logo, links for HELP, LOG IN, and REGISTER, and a search bar. Below the navigation bar is a main header with the title 'Smart Foods Planner' and a secondary navigation menu: 'Smart Snacks, Policy & More', 'Menu Plans', 'Recipes', 'Calculators', and 'About Us'. The main content area is divided into three columns. The left column features a 'Wellness Policy' section with an image of a person drinking water and text about refreshing and implementing wellness policies. The middle column has a 'Recipes' section with an image of a school lunch tray and text about kid-friendly recipe ideas. The right column displays 'Menu Plans' with an image of a menu and text about checking out great menu ideas. Below these are three larger sections: 'Get Students Involved' with text about engaging students and a list of resources; 'Product Calculator' with three buttons for 'View Smart Snacks Product Calculator', 'View CACFP Product Calculator', and 'View PHA Product Calculator'; and 'Healthy School Meals Boost Student Achievement' with text about healthy students being better learners and a 'Read More' link. At the bottom, there is a 'How to Use the Smart Food Planner' section with instructions on using product and CACFP calculators, finding recipes, and viewing menu plans, followed by a 'Share This Tool' section with a link to share the tool.

ALLIANCE FOR A HEALTHIER GENERATION

HELP LOG IN REGISTER Search

Smart Foods Planner

Smart Snacks, Policy & More Menu Plans Recipes Calculators About Us

Wellness Policy

Refresh and implement your wellness policy to include Smart Snacks in School nutrition standards.

Recipes

Freshen up your menu with these kid-friendly recipe ideas.

Menu Plans

Check out our collection of great menu ideas.

Get Students Involved

It's important to engage students (your customers!) in the decision-making process about the types of foods and beverages they will see in the cafeteria, the quality of their customer experience and nutrition education activities that will be offered. Gaining input and approval from students will put you on a path to offering healthy, tasty meal options that keep youth lining up.

Use these resources to get started:

- Conduct a [Student School Food Survey](#)
- Use our [Focus Group How-To Guide](#) and [Student Focus Group - Moderator's Guide](#) to gain input on products that students would like to see on the menu
- Hold a taste testing event using our [Taste Testing Guide](#)

Product Calculator

[View Smart Snacks Product Calculator](#)

[View CACFP Product Calculator](#)

[View PHA Product Calculator](#)

How to Use the Smart Food Planner

Use our [Smart Snacks Product & CACFP Product Calculators](#) to ensure snacks and meals served at your school or out-of-school time program meet [Smart Snacks in School Nutrition Standards](#).

Find kid-friendly [recipes](#) for your school or site.

View [menu plans](#) to use as turnkey food service solutions.

Do you want to see your school or program's menus or recipes featured on this site? Send an email to foodtools@healthiergeneration.org.

Share This Tool

Could a colleague or contact use this tool? Share it!

Healthy School Meals Boost Student Achievement

Healthy (and not hungry!) students are better learners. As the bell rings on a new school year, Healthier Generation would like to express our gratitude to school nutrition staff across the nation. These unsung heroes of the education system ensure that millions of students receive healthy meals that equip them to reach their full academic potential.

[Read More >](#)

Quiz Time

True or False: Flavored, carbonated water can be sold to elementary students.

A True

B False



Quiz Time

True or False: Flavored, carbonated water can be sold to elementary students.

A True

B False

The smart snacks beverage standards allow plain carbonated water, and non-flavored carbonated water only for elementary students.



Fundraisers Under Smart Snacks

SECTION 3



What is considered a fundraiser?

FUNDRAISERS DEFINED

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.

This also includes:

- Giving away food but suggesting a donation
- Vending machines where profits are used to support a school-sponsored club or activity (e.g. school band, football team, etc.)

Fundraisers

[HNS 20-2019](#), ADE HNS's fundraiser policy, explains that food-related fundraisers must:

- Be infrequent, single events of duration not exceeding one week; and
- Not be in competition with school meals in the food service area during meal service.

It also states that SFAs may request an exemption for up to 75 fundraisers involving foods/beverages that do not meet the Smart Snacks guidelines. The number of exemptions granted will be tracked and action will only be taken if the number of exemptions for any school exceeds 75 requests per year.

All exemptions submitted below the upper limit will automatically be approved, but each SFA has local control over the amount and type of food allowed on their campus. If ADE tracking shows an excessive number of exemptions for a particular SFA, ADE will contact the SFA and discuss their activities.

Fundraiser exemptions can be requested by submitting a request online to the following:

<https://www.surveymonkey.com/r/FundraiserExemption>.

Quiz Time

How many fundraisers are exempt from meeting the Smart Snacks standards?

- A** None. All foods sold as fundraisers must meet Smart Snacks guidelines.
- B** 5 per school per year
- C** 75 fundraisers per year can be exempt from the Smart Snacks guidelines as long as the exemption request is submitted to ADE.



Quiz Time

How many fundraisers are exempt from meeting the Smart Snacks standards?

A None. All foods sold as fundraisers must meet Smart Snacks guidelines.

B 5 per school per year

C 75 fundraisers per year can be exempt from the Smart Snacks guidelines as long as the exemption request is submitted to ADE.

75 fundraisers per year can be exempted from the standards by submitting an online request. You can submit a request by clicking on the link in the fundraiser memo, [HNS 20-2019](#).



Arizona Nutrition Standards

SECTION 4



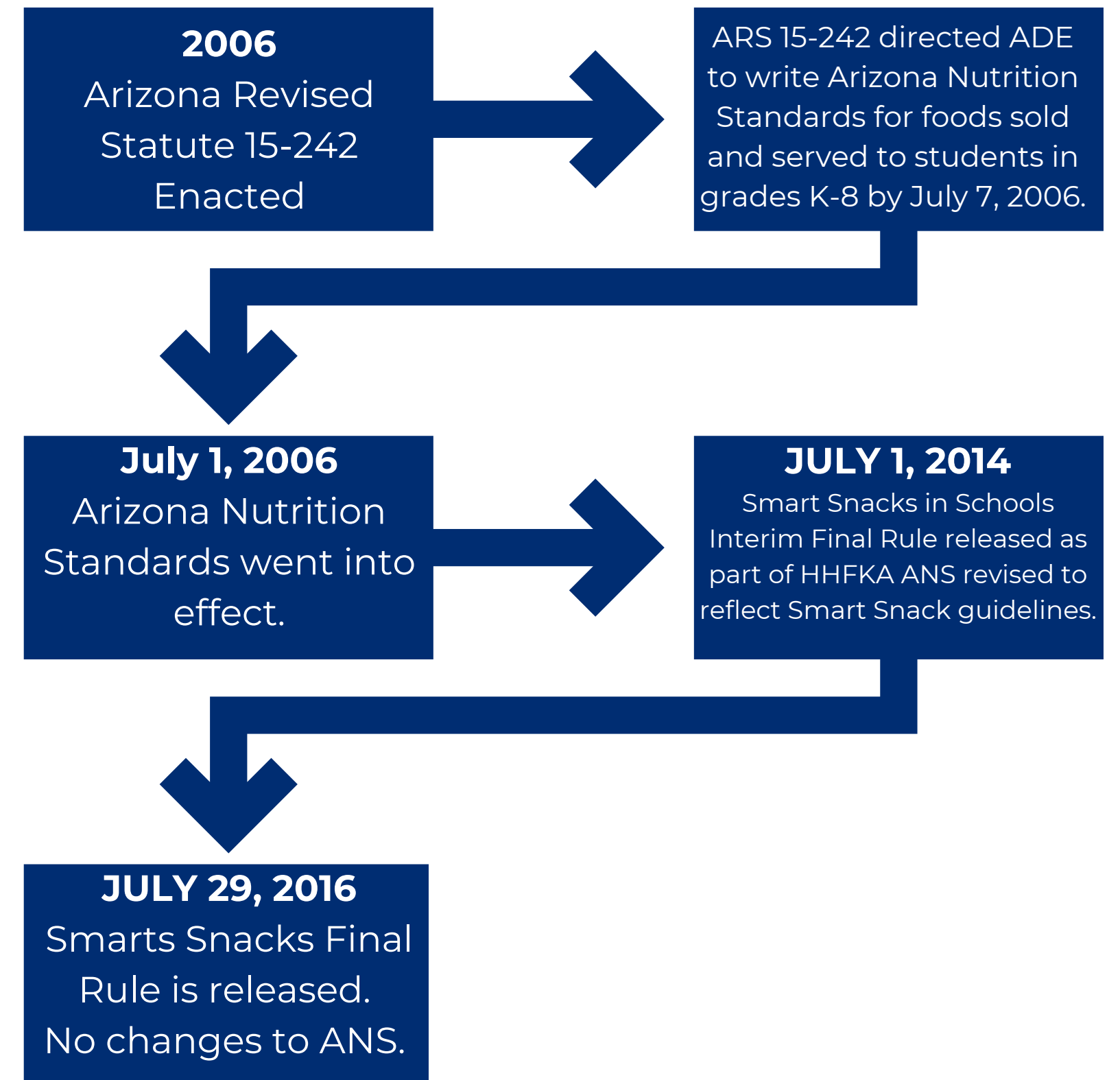
Arizona Nutrition Standards

BACKGROUND

In 2006, the Arizona Legislature passed ARS 15-242. This state law directed the Arizona Department of Education, Health and Nutrition Services division to establish the Arizona Nutrition Standards, which are nutrition guidelines for all foods served and sold to students in grades K-8.

In 2014, the Arizona Nutrition Standards were updated to reflect the Smart Snacks guidelines.

EVOLUTION OF AZ'S NUTRITION STANDARDS



Road to Smart Snacks Standards

HHFKA

- Mandated as part of a federal law
- Applies to grades K-12
- Applies to all foods sold on school campus
- School day defined as midnight to 30 minutes after the last bell
- Uses the nutrient standards and general guidelines to determine if a snack is smart
- Directs States to determine the number of exempt fundraisers

ARS 15-242

- Mandated as part of state law
- Applies to grades K-8
- Applies to foods served and sold on campus.
- School day defined as first breakfast period until the last bell rings
- Set guidelines that restricted sale of foods of minimal nutritional value for grades K-12



SMART SNACKS IN ARIZONA NUTRITION STANDARDS

- Applies to foods served & sold in grades K-8
- Applies to foods sold in 9-12
- Eliminates foods of minimal nutritional value.
- School day is midnight the night before until 30 minutes after the last bell.
- All competitive foods must meet Smart Snacks guidelines.



Quiz Time

How do the Smart Snacks guidelines impact competitive foods for grades K-8?

- A** The guidelines don't apply to these grades.
- B** The guidelines only apply to food sold to these students.
- C** The guidelines apply to food served and sold to these students.
- D** Districts can decide where the guidelines apply.



Quiz Time

How do the Smart Snacks guidelines impact competitive foods for grades K-8?

- A** The guidelines don't apply to these grades.
- B** The guidelines only apply to food sold to these students.
- C** The guidelines apply to food served and sold to these students.
- D** Districts can decide where the guidelines apply.

Arizona Nutrition Standards sets guidelines for all food served at school- wide events and to foods sold to students during the school day. Refer to previous slides for clarification.



Quiz Time

How do the Smart Snacks guidelines impact competitive foods for grades 9-12?

- A** The guidelines don't apply to these grades.
- B** The guidelines only apply to food sold to these students.
- C** The guidelines apply to food served and sold to these students.
- D** Districts can decide where the guidelines apply.



Quiz Time

How do the Smart Snacks guidelines impact competitive foods for grades K-8?

A The guidelines don't apply to these grades.

B The guidelines only apply to food sold to these students.

C The guidelines apply to food served and sold to these students.

D Districts can decide where the guidelines apply.

Smart Snacks guidelines do not apply to food served to students at the high school level, but they do apply to foods sold to these students.



Resources for Smart Snacks and Fundraisers

SECTION 5

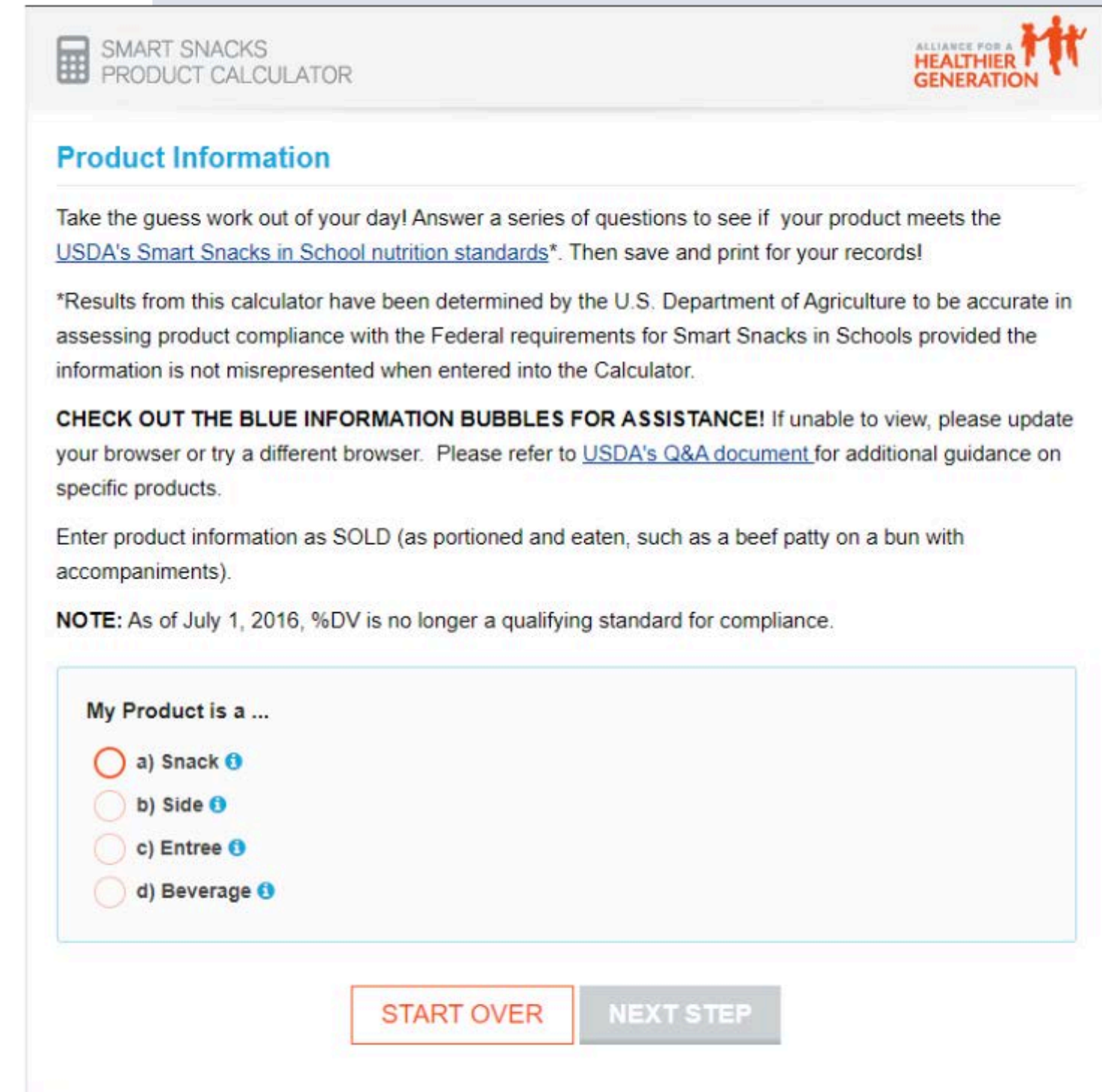


Smart Snacks Calculator

The Alliance for a Healthier Generation has a [Smart Snacks Product Calculator](#). Use the directions below to use this resource.

1. Answer the questions
2. Fill in the nutrient facts in the calculator to find out if your snack is a Smart Snack.
3. Print out the calculator results and save them in your records if it meets the requirements.

The printout will serve as documentation that the foods being sold and/or served on your campus meet the requirements.



The screenshot shows the 'SMART SNACKS PRODUCT CALCULATOR' interface. At the top left is a calculator icon and the title. At the top right is the 'ALLIANCE FOR A HEALTHIER GENERATION' logo. The main heading is 'Product Information'. Below it, a paragraph instructs users to take the guesswork out of their day by answering questions to see if their product meets USDA's Smart Snacks in School nutrition standards. A disclaimer states that results are determined by the U.S. Department of Agriculture. A section titled 'CHECK OUT THE BLUE INFORMATION BUBBLES FOR ASSISTANCE!' provides instructions on what to do if unable to view information and refers to a Q&A document. Below this, it says to enter product information as SOLD (as portioned and eaten, such as a beef patty on a bun with accompaniments). A note states that as of July 1, 2016, %DV is no longer a qualifying standard for compliance. The main form area is titled 'My Product is a ...' and contains four radio button options: 'a) Snack', 'b) Side', 'c) Entree', and 'd) Beverage'. Each option has a blue information bubble icon. At the bottom right, there are two buttons: 'START OVER' and 'NEXT STEP'.

SMART SNACKS
PRODUCT CALCULATOR

ALLIANCE FOR A
HEALTHIER
GENERATION

Product Information

Take the guess work out of your day! Answer a series of questions to see if your product meets the [USDA's Smart Snacks in School nutrition standards](#)*. Then save and print for your records!

*Results from this calculator have been determined by the U.S. Department of Agriculture to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools provided the information is not misrepresented when entered into the Calculator.

CHECK OUT THE BLUE INFORMATION BUBBLES FOR ASSISTANCE! If unable to view, please update your browser or try a different browser. Please refer to [USDA's Q&A document](#) for additional guidance on specific products.

Enter product information as SOLD (as portioned and eaten, such as a beef patty on a bun with accompaniments).

NOTE: As of July 1, 2016, %DV is no longer a qualifying standard for compliance.

My Product is a ...

☐ a) Snack ⓘ

☐ b) Side ⓘ

☐ c) Entree ⓘ

☐ d) Beverage ⓘ

START OVER NEXT STEP

Alternative Fundraising Resources

Alliance for a Healthier Generation also has resources for creative fundraising ideas that do not involve food or involve healthy options.

For more information, check out the [Alliance for a Healthier Generation website](#).

HEALTHY FUNDRAISING SOLUTIONS CONTINUED

CREATIVE FUNDRAISING IDEAS

There are many examples of creative fundraisers that support your school or afterschool program while also supporting a healthy environment for kids. Here are a few of our favorites:

 GET KIDS MOVING	 SPARK CREATIVITY	 SUPPORT HEALTHY EATING
Host a walk-, run-, bike-, dance-, skate-a-thon or a 5K color run Organize a Zumba, dance or yoga night Visit an ice skating rink Hold a jump rope or hula hoop competition Create a team sports tournament for youth and their families Hold a field day at school and encourage youth and families to form teams and compete	Host a talent show Hold a yard sale or auction where youth, staff and parents donate items Ask local businesses to donate: • a portion of sales of healthy menu items • products or services to an auction • event tickets to a raffle Sell school-branded promotional items such as t-shirts or water bottles Organize a student art or craft fair Hold a coin drive competition between classrooms	Hold a "Taste of Your Town" event and invite local chefs to donate healthy dishes Sell cookbooks with healthy recipes donated from parents, students and staff Host a healthy cooking class and ask a local chef to donate his/her time Sell healthy snacks made by youth after school* Create a healthy family night and invite parents to attend and enjoy a healthy meal with their children and school or program staff Hold a youth healthy cooking competition and ask local grocery stores to donate food to keep costs down

*Foods or beverages sold as fundraisers should meet the USDA's Smart Snacks in School nutrition standards. Consider reaching out to your School Nutrition Program to set up cooperative purchasing of Smart Snacks compliant products.

SFAs Have Authority to Set Stricter Guidelines

SFAs can set snack and fundraising policies that are **more strict** than the state-level policies. If an SFA does not want to allow fundraisers to use food that doesn't meet the Smart Snacks guidelines, or they would like to set a limit on the number of exempt fundraisers, they are encouraged to do so in their Local Wellness Policies.

CONTACT US

If you have a question or require additional assistance, please contact your assigned specialist or contact HNS.



602-542-8700



ContactHNS@azed.gov



www.azed.gov/hns





Congratulations

**You have completed the Online Course:
How to Comply with Smart Snacks and
Competitive Foods Standards in Arizona**

Information to include when documenting this
training for Professional Standards:

Training Title:
How to Comply with
Smart Snacks and
Competitive Foods
Standards in Arizona

Key Area: 3000 - Administration
Learning Code: 3230
Length: 30 minutes

Please note, attendees must document the amount of training hours
indicated on the training despite the amount of time it takes to complete it.

Certificate

Requesting a training certificate

Please click the button to complete a brief survey about this online training. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey.



Information to include when documenting this training for Professional Standards:

Training Title:
**How to Comply with
Smart Snacks and
Competitive Foods
Standards in Arizona**

Key Area: 3000 – Administration
Learning Code: 3230
Length: 30 minutes

Please note, attendees must document the amount of training hours indicated on the training despite the amount of time it takes to complete it.





In accordance with federal civil rights law and USDA civil rights regulations and policies, the USDA, its agencies, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the state or local agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, [AD-3027](#), found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

1. **Mail:** U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410;
2. **Fax:** (202) 690-7442; or
3. **Email:** program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.