



Navigating Competitive Foods



School Wellness Conference

February 9, 2019

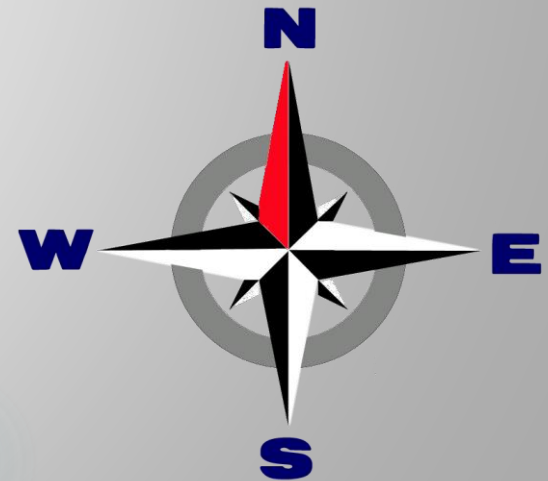
Lory Hayon, RD, LDN

Clark County School District Food Service



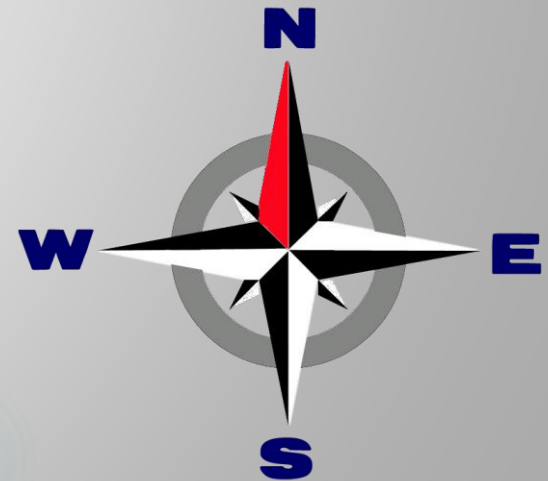
Objectives

- ▶ Understand the definition of a competitive food
- ▶ What the regulations are and why they are important
- ▶ How to get an item approved
- ▶ Where to submit for approval
- ▶ Where to find the approved list



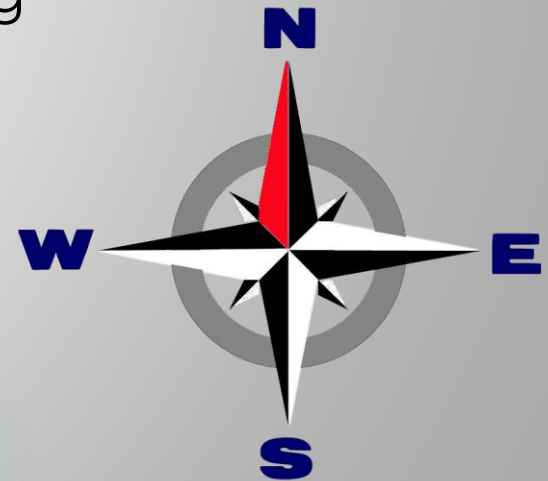
What are Competitive Foods?

Competitive foods refers to any food or drink sold or served to students on school grounds, during regular school hours, other than meals served by the school food service program.



Where are Competitive Foods Served?

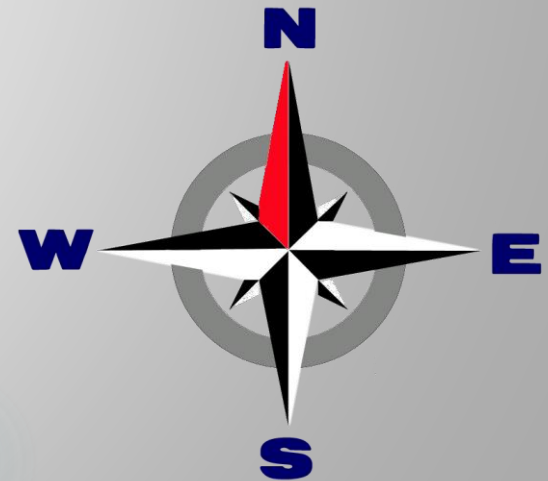
- Ala Carte Offerings
- Food and Beverages in Vending Machines
- Snack Bars
- School Stores and Concession Stands
- Food or Beverage sold as part of school-sponsored fundraising activity
- Refreshments served to students at parties, celebrations and meetings



What Policies Exist that Provide Guidance for Competitive Foods?

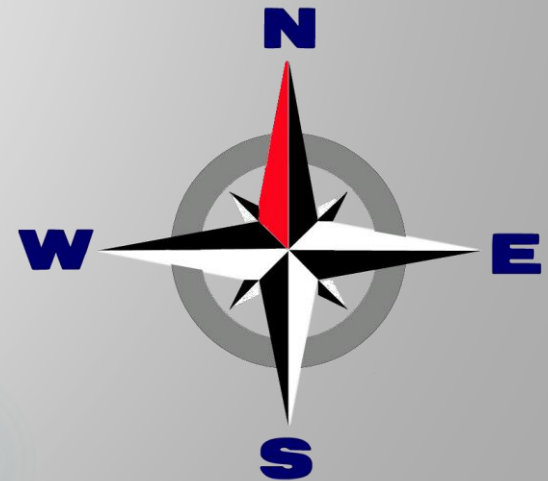
USDA Smart Snacks Standards

CCSD R-5157



Smart Snacks Standards

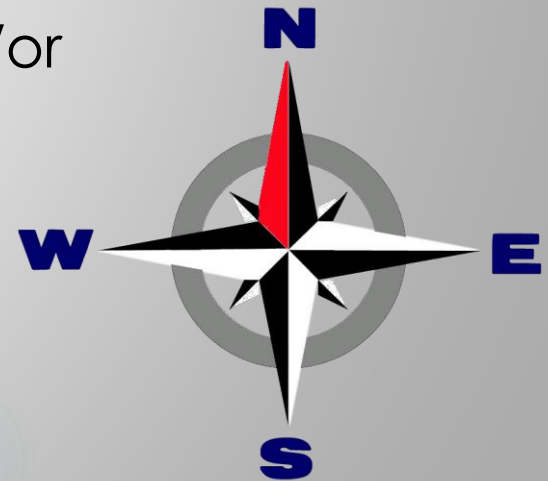
- ▶ **Smart Snacks Standards** are a Federal requirement for all foods sold outside the National School Lunch Program and School Breakfast Program
- ▶ **The Smart Snacks Standards** apply only to locations on the school campus that are accessible to students.



Smart Snacks Standards In Detail

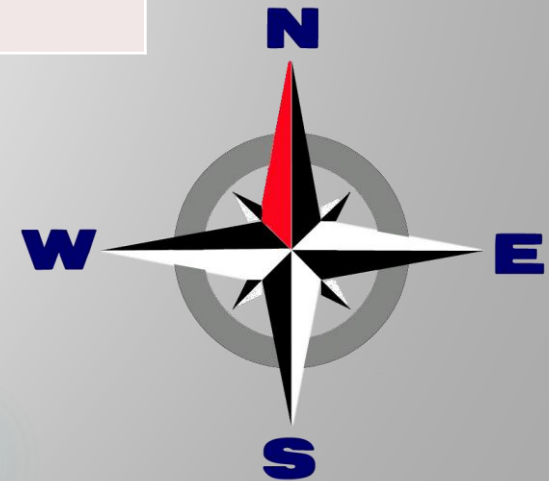
To qualify as a Smart Snack, a snack or entrée must **FIRST** meet the General Nutrition Standards:

- Be a **grain** product that contains 50 percent or more whole grains by weight (have whole grain as the first ingredient) ; or
- Have as the first ingredient a **fruit**, a **vegetable**, a **dairy** product, or a **protein** food; or
- Be a combination food that contains at least ¼ cup **fruit** and/or **vegetable**.
- The food must also meet the **nutrient standards** for **calories**, **sodium**, **sugar** and **fats (next slide)**.



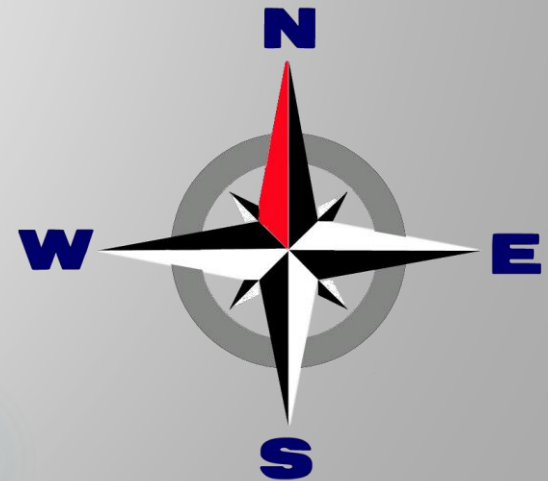
Nutrient Standards for Smart Snack Standards

Nutrient	Snack	Entree
Calories	200 calories or less	350 calories or less
Sodium	200 mg or less	480 mg or less
Total Fat	35% of calories or less	35% of calories or less
Saturated Fat	Less than 10% of calories	Less than 10% of calories
Trans Fat	0 g	0 g
Sugar	35% by weight or less	35% by weight or less



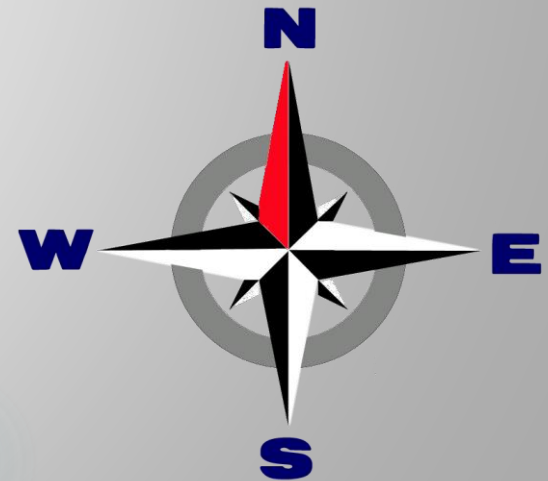
CCSD R-5157

- Nutrient and beverage standards that apply to all foods and beverages sold or given away to students during the period from midnight before, to 30 minutes after, the end of the official school day.
- Only approved snacks and beverages may be offered. The food must be commercially prepared and meet all nutrient and beverage standards with the exception of food grown in school gardens.
- Food and beverages sold more than one-half hour after regular school hours are exempt from this regulation.



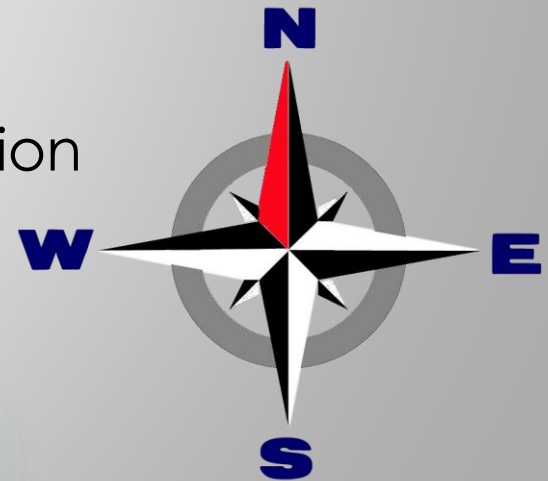
CCSD R-5157

- ▶ CCSD R-5157 and Smart Snack Standards follow the same nutrient and nutrition guidelines up until this point.
- ▶ CCSD R-5157 addresses a few additional standards as outlined in the following slides.



CCSD R-5157

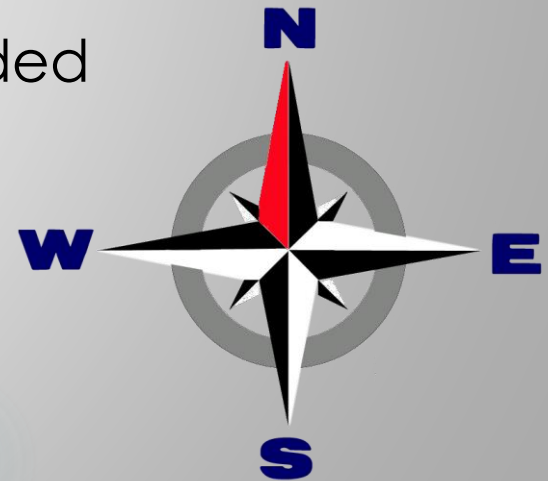
- ▶ **Sugar-Free Chewing Gum** is exempt from all competitive food standards and may be sold to students at the discretion of the principal upon approval by the instructional unit.
- ▶ **Carbonated beverages** of any sort are not allowable at any grade level. This includes soda as well as flavored waters.
- ▶ **Caffeine** only permitted at the high school level at the discretion of the principal upon approval by the instructional unit.



Beverage Standards Smart Snack & R-5157

All Schools May Sell:

- ▶ Plain Water without carbonation (any size)
 - ▶ Unflavored Low-Fat Milk
- ▶ Unflavored or Flavored Fat-Free Milk or Milk Alternatives permitted by the NSLP/SBP
 - ▶ 100% Fruit or Vegetable Juice
- ▶ 100% Fruit or Vegetable Juice diluted with water and no added sweeteners
 - ▶ *Elementary schools may sell up to 8-ounce portions, Middle and High School may sell up to 12-ounce portions of milk and juice*



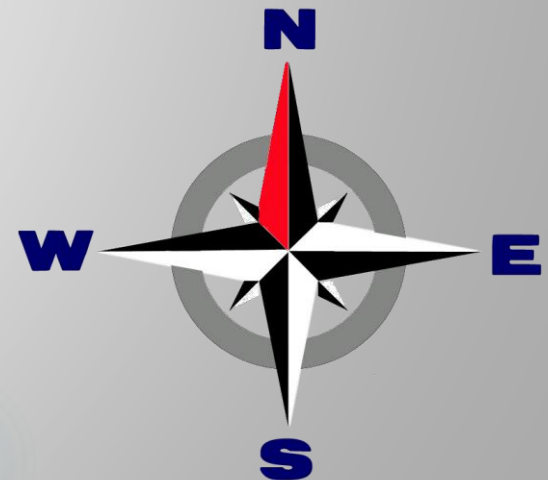
High School Beverages

No more than 20 ounce portions of the following:

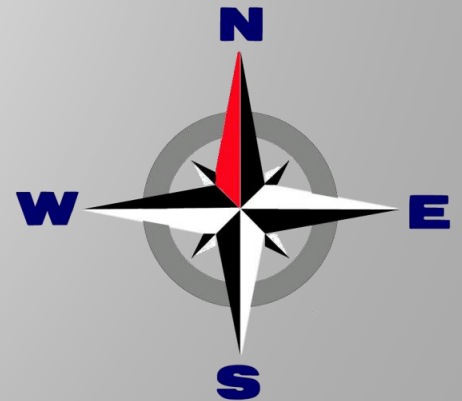
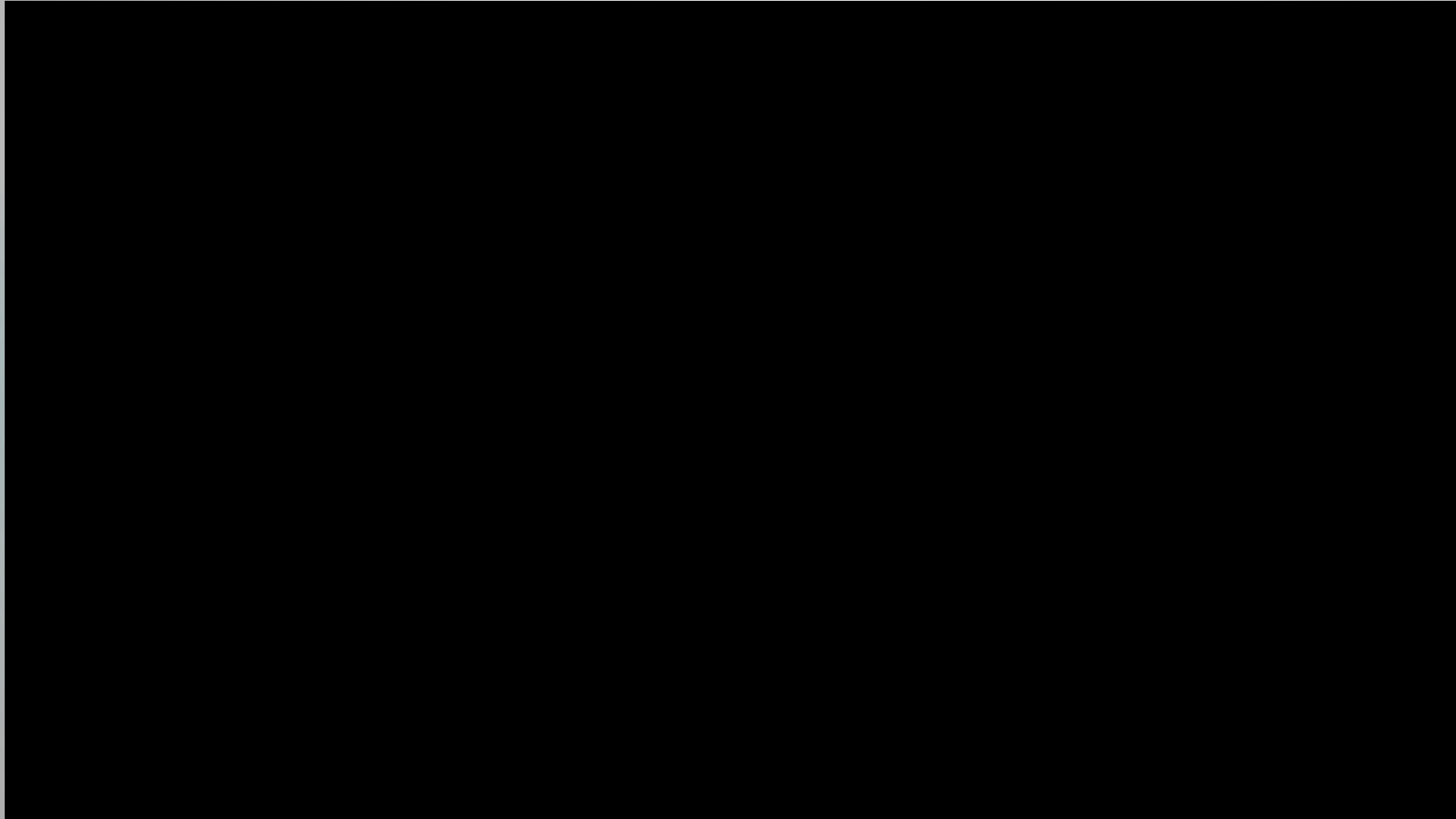
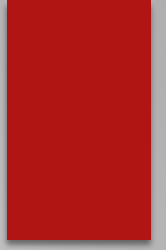
- Calorie-Free, Flavored Water (non-carbonated)
- Other Flavored Beverages that contain < 5 calories per 8 ounces
 - Other Flavored Beverages that contain ≤ 10 calories per 20 ounces

No more than 12-ounce portions of the following

- ▶ Beverages with ≤ 40 calories per 8 ounces
- ▶ Beverages with ≤ 60 calories per 12 ounces



Smart Snack Standards, The History

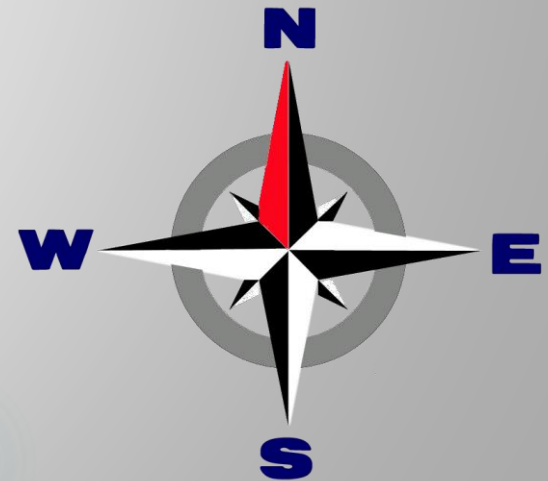


What is the importance of these regulations?

Promotes student wellness by making nutrient dense snacks available

May prevent or reduce childhood obesity

Exposes students at an early age to healthy choices



EXAMPLES OF APPROVED ITEMS

SALTY

Baked Lays Potato Chips

Barbecue

Original

Sour Cream and Onion

Boulder Canyon Fries

Hot Fries

Cheese Fries

Cheez-it (Whole Grain)

Atomic

Cheddar

SWEET

Chex Mix (Whole Grain)

Chocolate Caramel

Strawberry Yogurt

Dole Fruit Cup (in own juice)

Mandarin oranges

Mixed fruit

Nature's Bakery Whole Grain Fig Bars

Apple Cinnamon

Blueberry

Raspberry

CHEWY

Clif Z-Bars

Chocolate Chip

Iced Oatmeal

S'mores

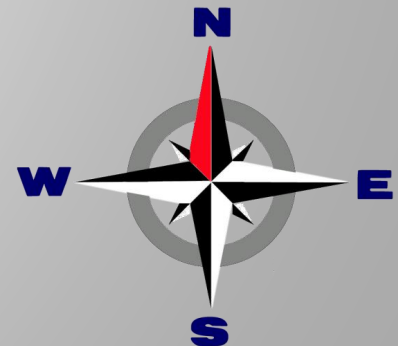
Western Smokehouse Smart Stix

Original Jerky

Pork Jerky

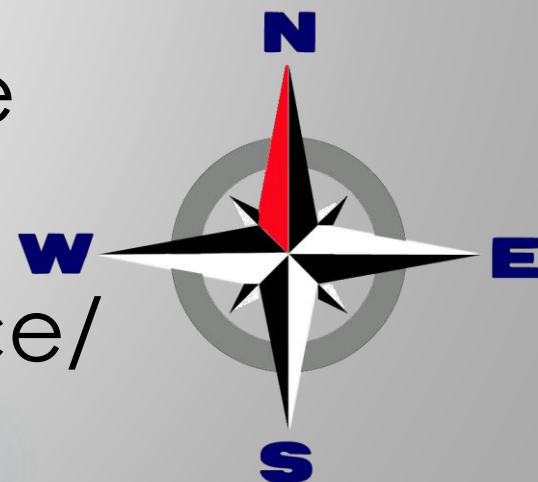
Stretch Island Fruit Leathers

All Flavors



What does it take to get a competitive food approved?

- ▶ 1. Nutrition Facts Label
- ▶ 2. Ingredients List
- ▶ Submit both items using the Smart Snack Approval Form.
- ▶ Link can be found on CCSD Food Service Website
- ▶ <http://ccsd.net/departments/food-service/>



EXAMPLE: Nutrition Facts Label & Ingredient List



Nutrition Facts

Serving Size 1 bar (71g)

Calories 310

Calories from Fat 150

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

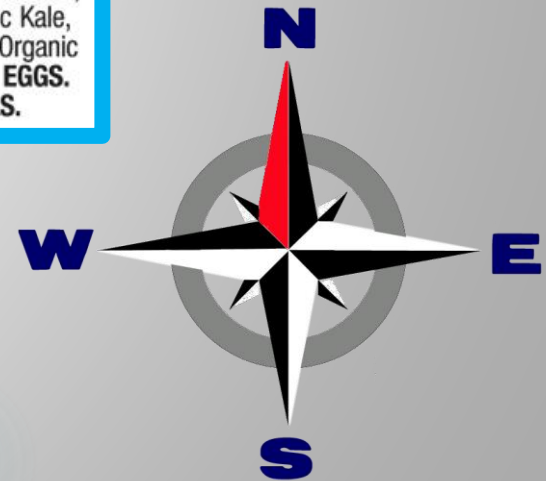
Amount/serving	%DV*
Total Fat 17g	26%
Sat. Fat 2.5g	13%
Monounsat. Fat 9g	
Polyunsat. Fat 5g	

Amount/serving	%DV*
Trans Fat 0g	
Cholest. 10mg	3%
Sodium 60mg	3%
Potassium 350mg	10%

Amount/serving	%DV*
Total Carb. 26g	9%
Dietary Fiber 4g	16%
Sugars 17g	
Protein 17g	34%

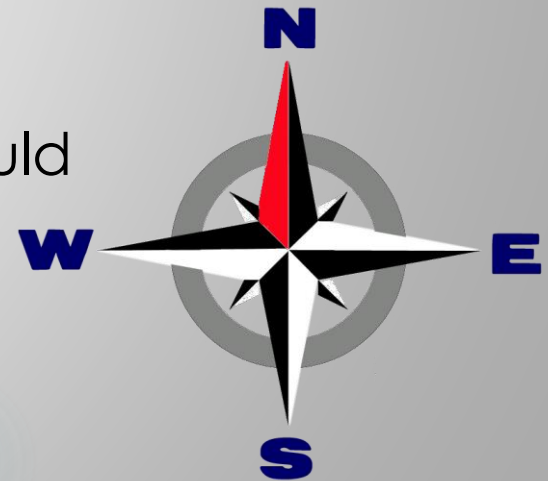
Vitamin A 0% • Vitamin C 2% • Calcium 15% • Iron 6% • Thiamin 20% • Riboflavin 25% • Niacin 30%
Vitamin B6 15% • Vitamin B12 8% • Pantothenic Acid 15% • Phosphorus 25% • Magnesium 20% • Copper 25%

INGREDIENTS: Organic Peanut Butter, Organic Honey, Nonfat Milk Powder, Dried Whole Egg Powder, Organic Rice Protein, Organic Flax Seed Oil, Organic Sunflower Seed Oil, Organic Sesame Seed Oil, Organic Olive Oil, Organic Pumpkin Seed Oil, Dried Whole Food Powders (Organic Kale, Organic Flax Seed, Organic Rose Hip, Organic Orange, Organic Lemon, Organic Papaya, Organic Tomato, Organic Apple, Organic Alfalfa, Organic Celery, Organic Kelp, Organic Dulse, Organic Carrot, Organic Spinach). **ALLERGEN WARNING: CONTAINS PEANUTS, DAIRY AND EGGS. MANUFACTURED IN A FACILITY THAT PROCESSES PEANUTS, SOY AND OTHER TREE NUTS. MAY CONTAIN OCCASIONAL NUT SHELLS.**



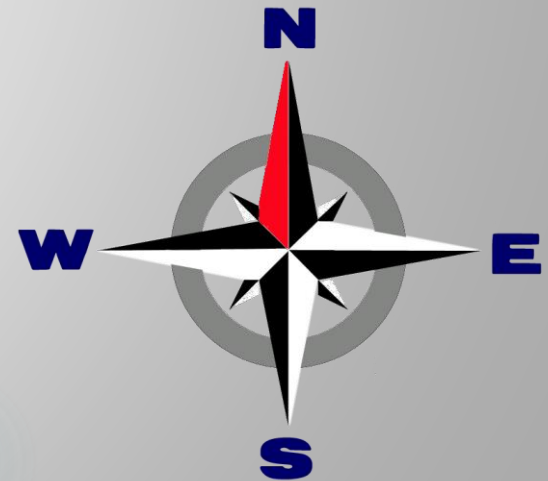
What happens next?

- ▶ Once submission is received, it will be reviewed and a determination will be made.
- ▶ If the submission meets the standards, it will be added to the list and an email confirmation will be sent.
- ▶ If the submission does not meet the standards, it will not be added to the list and an email will be sent detailing why it could not be added.

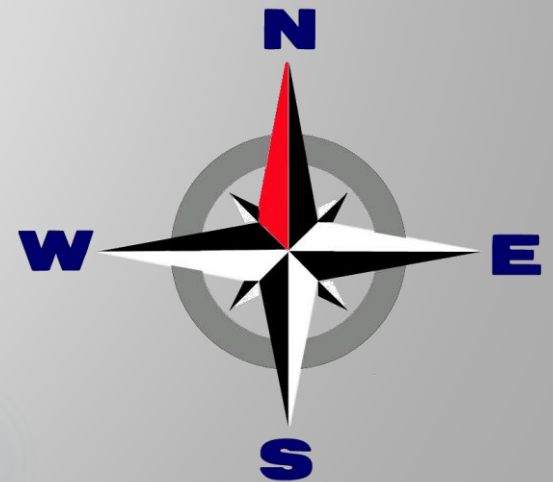


Where to find the list of approved snack and beverage list

- ▶ www.ccsd.net/departments/food-service



Closing Comments and
Questions





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SCHOOL DISTRICT

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