School Wellness Conference
February 9, 2019
Lory Hayon, RD, LDN
Clark County School District Food Service

Navigating Competitive Foods
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.
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

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Snack</th>
<th>Entree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>200 calories or less</td>
<td>350 calories or less</td>
</tr>
<tr>
<td>Sodium</td>
<td>200 mg or less</td>
<td>480 mg or less</td>
</tr>
<tr>
<td>Total Fat</td>
<td>35% of calories or less</td>
<td>35% of calories or less</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>Less than 10% of calories</td>
<td>Less than 10% of calories</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>35% by weight or less</td>
<td>35% by weight or less</td>
</tr>
</tbody>
</table>
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 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.
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

<table>
<thead>
<tr>
<th><strong>SALTY</strong></th>
<th><strong>SWEET</strong></th>
<th><strong>CHEWY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked Lays Potato Chips</td>
<td>Chex Mix (Whole Grain)</td>
<td>Clif Z-Bars</td>
</tr>
<tr>
<td>Barbecue</td>
<td>Chocolate Caramel</td>
<td>Chocolate Chip</td>
</tr>
<tr>
<td>Original</td>
<td>Strawberry Yogurt</td>
<td>Iced Oatmeal</td>
</tr>
<tr>
<td>Sour Cream and Onion</td>
<td>Dole Fruit Cup (in own juice)</td>
<td>S’mores</td>
</tr>
<tr>
<td>Boulder Canyon Fries</td>
<td>Mandarin oranges</td>
<td>Western Smokehouse Smart Stix</td>
</tr>
<tr>
<td>Hot Fries</td>
<td>Mixed fruit</td>
<td>Original Jerky</td>
</tr>
<tr>
<td>Cheese Fries</td>
<td>Nature’s Bakery Whole Grain Fig Bars</td>
<td>Pork Jerky</td>
</tr>
<tr>
<td>Cheez-it (Whole Grain)</td>
<td>Apple Cinnamon</td>
<td>Stretch Island Fruit Leathers</td>
</tr>
<tr>
<td>Atomic</td>
<td>Blueberry</td>
<td>All Flavors</td>
</tr>
<tr>
<td>Cheddar</td>
<td>Raspberry</td>
<td></td>
</tr>
</tbody>
</table>
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**

![Image of a nutritional facts label with ingredient list]

- **Nutrition Facts**
  - **Serving Size**: 1 bar (71g)
  - **Calories**: 310
  - **Calories from Fat**: 150
  - **Total Fat**: 17g (26% DV)
  - **Sat. Fat**: 2.5g (13% DV)
  - **Polyunsat. Fat**: 5g
  - **Monounsat. Fat**: 9g
  - **Trans Fat**: 0g
  - **Cholesterol**: 10mg (3% DV)
  - **Sodium**: 60mg (3% DV)
  - **Potassium**: 350mg (10% DV)
  - **Vitamin A**: 0% DV
  - **Vitamin C**: 2% DV
  - **Calcium**: 15% DV
  - **Iron**: 6% DV
  - **Thiamin**: 20% DV
  - **Riboflavin**: 25% DV
  - **Niacin**: 30% DV
  - **Vitamin B6**: 15% DV
  - **Vitamin B12**: 8% DV
  - **Pantothenic Acid**: 15% DV
  - **Phosphorus**: 25% DV
  - **Magnesium**: 20% DV
  - **Copper**: 25% DV

- **Amount/serving**:
  - **Total Carb**: 26g (9% DV)
  - **Dietary Fiber**: 4g (16% DV)
  - **Sugars**: 17g
  - **Protein**: 17g (34% DV)

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
BOARD OF SCHOOL TRUSTEES

Lola Brooks, President
Linda P. Cavazos, Vice President
Chris Garvey, Clerk
Irene A. Cepeda, Member
Danielle Ford, Member
Deanna L. Wright, Member
Dr. Linda E. Young, Member

Jesus F. Jara, Ed.D., Superintendent