

A background image showing a group of diverse students in a school cafeteria. They are standing around a food service counter, looking at various food options. The image is overlaid with a semi-transparent blue filter.

MAINE DEPARTMENT  
OF EDUCATION  
Child Nutrition Programs

# Snack Standards: Guidelines for Foods & Beverages Sold to Students

**Presented by:** Maine DOE, Child Nutrition



## A Guide to Smart Snacks in School



Help make the healthy choice  
the easy choice for kids at school



May 2012

# Smart Snacks in Schools

A set of nutrition standards that applies to any food and beverage sold to students during the school day on the school campus.

*These standards are separate from foods provided as a part of a reimbursable meal.*

# Also Known as Competitive Foods in Schools ( EFE Policy )

- 20-A 6661. Foods outside the school meal program
- 2. Food and beverages outside school lunch programs. The department shall adopt rules to establish Standards for food and beverages sold or distributed on school grounds but outside of school meal programs. These Standards must include maximum portion sizes, except for portion sizes for milk, that are consistent with federal school nutrition Standards. Rules adopted pursuant to this subsection are major substantive rules as defined in Title 5, chapter 375, subchapter 2-A.
- Rules adopted pursuant to this subsection do not apply to food and beverages sold or offered at community events or fund-raisers held outside the hours of the normal school day and to products prepared in culinary arts programs provided by career and technical schools and programs.
- Policy Type Statute
- Source Maine Revised Statutes

# Applies to:



- A la carte foods & beverages sold to students separate from a reimbursable meal
- School fundraisers
- Items sold in school stores
- Vending machines that are on during the school day

## When & Where Smart Snacks Standards Apply-

**During the School Day:** The period from the midnight before, to 30 minutes after the end of the official school day.

**On the School Campus:** All areas of the property under the school's jurisdiction that are accessible to students during the school day.





# Exceptions to Smart Snacks Standards

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- Areas where students do not have access



# Food Item Standards

To comply with the Smart Snack standards the food item must be.

- Whole grain-rich; OR
- First ingredient is a fruit, vegetable, dairy, or protein; OR
- An Item that contains at least  $\frac{1}{4}$  cup of fruit and/or vegetable if a combination food

<b>Nutrient</b>	<b>Snack</b>	<b>Entrée</b>
<b>Calories</b>	200 calories or less	350 calories or less
<b>Sodium</b>	200 mg or less	480 mg or less
<b>Total Fat</b>	35% of calories or less	35% of calories or less
<b>Saturated Fat</b>	Less than 10% of calories	Less than 10% of calories
<b>Trans Fat</b>	0 g	0 g



Look-alike Smart Snacks

Repackaged Smart Snacks

Store versions

Consistent brands



# Accompaniments & Condiments

Condiments offered with an item must be included in the calculation to determine product compliance with smart snacks standards

- Cream Cheese
- Salad Dressing/Dips
- Hot Sauce



# SBP/NSLP Entrée Exemption

- Entrée items that are part of the reimbursable meal can be available a la carte if sold on the day the item is served and the day after.



# Beverages

What are the Smart Snacks Standards for beverages?

## Water



Plain water, with or without carbonation.

All Grades

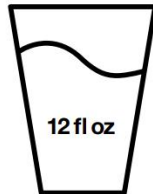
# Beverages

## Milk

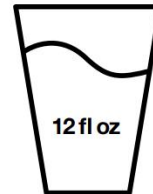
Unflavored or flavored fat-free milk, unflavored low-fat milk, and milk alternatives as permitted by the National School Lunch Program/School Breakfast Program. Starting on July 1, 2022 for school years 2022-2023 and 2023-2024, schools may also sell flavored low-fat milk as a Smart Snack.\*



Elementary School



Middle School



High School

# Beverages

## Low- and No-Calorie Beverages (High School Only)

Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free, flavored water.



Low Calorie Maximums:\*

40 calories/8 fl oz

60 calories/12 fl oz

\*Equivalent to 5 calories per fluid ounce.



No Calorie Maximum:\*

10 calories/20 fl oz

\*Less than 5 calories per 8 fluid ounces.



# Exempt from all guidelines (calories, sodium, fats, sugar)

- **National School Lunch Program/School Breakfast Program Entrées**
  - Entrée exemption is for the day of service and the school day after.
    - Side dishes and desserts sold as competitive foods are not exempt.
- **Fruit and Vegetables**
  - Fresh, frozen fruit and vegetables with no other added ingredients except for water
  - Canned fruit packed in water, juice, light or extra light syrup
  - Low sodium/no salt added canned vegetables with no added fat
- **Sugar Free Chewing Gum**

## Exempt from fat (not exempt from total calories, sodium or sugars)

- Reduced fat cheeses and part-skim mozzarella
- Nuts, seeds and nut/seed butters
- Dried fruit with nuts and/or seeds with no added nutritive sweeteners or fat
- Seafood with no added fat
- Whole eggs with no added fats

## Exempt from sugar (not exempt from total calories, sodium or fats)

- Dried fruits with no added sweeteners (dried cranberries, dried cherries and blueberries can have added sugar).

# Paired Exemptions (exempt from fat and sugar)

- If two items that are each individually exempt from all or some of the Smart Snack guidelines are paired together, they only need to meet the calorie and sodium nutrient guidelines for a snack.
- Examples:
  - Peanut butter and celery sticks
  - Apple slices and reduced-fat cheddar cheese
  - Trail mix of nuts, seeds and dried fruit

# New This Year

**Bean dips such as hummus sold as a standalone option are exempt from the total fat standard in the Smart Snack regulations.**

- This exemption applies to products marketed as hummus, as well as bean dips made from any variety of beans, peas or lentils.

**Entrees that include enriched grains exempt from meeting the smart snacks standards on the day of and day after meal service.**

- Both whole grain-rich and enriched entrees served as part of a reimbursable meal in the National School Lunch or School Breakfast Program may qualify as an entrée item when sold a la carte as a smart snack on the day they are served or the school day after they are offered on the breakfast or lunch menu.

# Resources and guides found on the DOE CN webpage

## Smart Snacks in Schools

- [A Guide to Smart Snacks in Schools](#)
- [Smart Snacks Calculator](#)
- [Smart Snacks in Schools Flowchart](#)
- [Smart Snacks in Schools](#) link to USDA; tools and resources are available to help schools identify food items that meet Smart Snacks criteria



# Smart Snacks Calculator

- Alliance for a Healthier Generation

<https://foodplanner.healthiergeneration.org/calculator/>



# Nutri-Grain Breakfast Bar



Serving size **37g**  
Calories: **120**  
Total Fat: **3g**  
Saturated Fat: **.5g**  
Trans: **0g**  
Sodium: **125mg**  
Sugar: **11g**

Whole Grain Oats, Enriched Flour,  
Whole Wheat Flour, Vegetable Oil,  
Sugar,

# Nutri-Grain Breakfast Bar

## My Product is a ...

- a) **Snack** 
- b) **Side** 
- c) **Entree** 
- d) **Beverage** 

Serving size **37g**  
Calories: **120**  
Total Fat: **3g**  
Saturated Fat: **.5**  
Trans: **0g**  
Sodium: **125mg**  
Sugar: **11g**

Whole Grain Oats, Enriched Flour,  
Whole Wheat Flour, Vegetable Oil,  
Sugar,

# Nutri-Grain Breakfast Bar

Is the first ingredient\* of your product a ...

- a) Fruit [i](#)
- b) Vegetable [i](#)
- c) Dairy [i](#)
- d) Protein food [i](#)
- e) Whole Grain [i](#)
- f) None of the above

# Nutri-Grain Breakfast Bar

## Nutrition Facts

Serving Size oz  (about g)  

Servings Per Container  

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Amount Per Serving

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Calories

---

Total Fat (g)

Saturated Fat (g)

Trans Fat (g)

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Sodium (mg)

---

Carbohydrates

Total Sugars (g)

---

Serving size **37g**  
Calories: **120**  
Total Fat: **3g**  
Saturated Fat: **.5**  
Trans: **0g**  
Sodium: **125mg**  
Sugar: **11g**

# Nutri-Grain Breakfast Bar

✔ Your product is compliant!

Your whole grain product meets all nutrient standards for entrees or snack foods.

**Brand**

**Serving Size**

37.00 g

**Product**

**First Ingredient**



# Don't Be Fooled!



**INGREDIENTS:** UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID), SAFFLOWER OIL, RAW SUGAR, DEFATTED WHEAT GERM, CORNSTARCH, BROWN RICE SYRUP, SEA SALT, MALTED BARLEY EXTRACT, LEAVENING (MONOCALCIUM PHOSPHATE, BAKING SODA), NATURAL TURMERIC FLAVOR.

**CONTAINS: WHEAT.**

**DISTRIBUTED BY:**  
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MAPLES, FL 34109 USA

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# Fruit Snacks

- Must be 100% fruit and not exceed the calorie or sugar limit



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## Made From Scratch Recipes

Scratch-made items - nutrient analysis must be conducted on the recipe.

The nutrient analysis should then be put through the smart snacks calculator to assess for the products compliance.

Most school nutrition program software allows you to analyze scratch recipes.

# Posting Calories

Maine law - Calories must be posted at the point of decision for pre-packaged a la carte items. Even on open carts or racks when a product can physically be handled to read the label, calories must still be posted.

Calorie information must be posted at the point of decision!

## Ways to Display

- Signs near items on the serving line
- At the point of entry to the serving line
- On stickers for wrapped items
- Posted on or near vending machines



	Calories
Hot Cakes	450
Hot Cakes	600
Big Breakfast	580
Deluxe Breakfast	660
Breakfast	560
	570

## Advertising/Marketing of Foods & Beverages

- **Brand-specific** advertising of food or beverages is prohibited in school buildings or on school grounds except for food and beverages meeting standards for sale or distribution on school grounds.
- “Advertising” does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds or advertising on product packaging.
- Advertising on School Grounds: Maine StatuEs: Title 20 A: Chapter 223, Sub Chapter 9, 6662 §6662. Foods outside school meal program



## Nutrition Facts

1 serving per container  
Serving size 1 Pouch (21g)

Amount per serving

**Calories 100**

% Daily Value\*

<b>Total Fat</b> 3.5g	<b>4%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
Polyunsaturated Fat 1.5g	
Monounsaturated Fat 1g	
<b>Cholesterol</b> <5mg	<b>1%</b>
<b>Sodium</b> 150mg	<b>7%</b>
<b>Total Carbohydrate</b> 14g	<b>5%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 0g	
Incl. 0g Added Sugars	<b>0%</b>
<b>Protein</b> 2g	

Vitamin D 0mcg 0% • Calcium 20mg 0%  
Iron 0.9mg 4% • Potassium 50mg 0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Whole wheat flour, enriched flour (wheat flour, niacin, reduced iron, vitamin B<sub>1</sub> [thiamin mononitrate], vitamin B<sub>2</sub> [riboflavin], folic acid), white cheddar cheese (milk, cheese cultures, salt, enzymes), soybean oil (with TBHQ for freshness).

Contains 2% or less of salt, paprika, yeast, paprika extract color, turmeric extract color, annatto extract color, soy lecithin.  
**CONTAINS WHEAT, MILK, AND SOY INGREDIENTS.**





## Nutrition Facts

1 servings per container

**Serving Size** Per serving

Amount Per Serving

**Calories** **130**

% Daily Value \*

**Total Fat** 5g **6%**

Saturated Fat 0.5g **3%**

Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 70mg **3%**

**Total Carbohydrates** 20g **7%**

Dietary Fiber 2g **7%**

Total Sugars 5g

Includes 4g Added Sugars **9%**

**Protein** 2g

Vitamin D 0mcg 0% • Calcium 10mg 0%

Iron 0.7mg 4% • Potassium 40mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** Enriched Flour (Bleached Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Whole Oats, Expeller-Pressed Sunflower Oil, Sugar, Whole Wheat Flour, Dried Blueberries, Honey, and Less Than 2% of the Following: Corn Grit, Malted Barley, Soy Lecithin, Skim Milk, Salt, Leavening (Baking Soda, Ammonium Bicarbonate), Natural Flavors, Wheat Gluten, Blueberry Juice Concentrate, Rosemary Extract (Antioxidant), and Mixed Tocopherols (Antioxidant). **CONTAINS MILK, SOY, WHEAT INGREDIENTS**

Allergy Information: Made on equipment that makes products containing peanuts and tree nuts.



## Nutrition Facts

7 servings per container

**Serving size** About 16 crisps (28g)

Amount per serving

**Calories** **140**

% Daily Value\*

**Total Fat** 6g **8%**

Saturated Fat 0.5g **3%**

*Trans* Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 160mg **7%**

**Total Carbohydrate** 19g **7%**

Dietary Fiber 0g **2%**

Total Sugars 2g

**Protein** 2g

Vitamin D 0mcg 0%

Calcium 30mg 2%

Iron 0.2mg 0%

Potassium 110mg 2%

Not a significant source of added sugars.

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used as a basis for comparison. Read our disclaimer for more information.

Shop similar items

Ingredients. **Yellow Corn**, Sunflower Oil, Whey, Reduced Lactose Whey, Maltodextrin (Made From Corn), Natural Flavors, Canola Oil, Cheddar Cheese (Milk, Cheese Cultures, Salt, Enzymes), Salt, Citric Acid, And Lactic Acid.





# Nutrition Facts

Serving Size 1 Pastry (  )  
Servings Per Container 10

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**Amount Per Serving**

**Calories** 180 Calories from Fat 25

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**% Daily Value\***

<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 1g	<b>5%</b>
<i>Trans</i> Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 190mg	<b>8%</b>
<b>Total Carbohydrate</b> 38g	<b>13%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 16g	
<b>Protein</b> 3g	

- **INGREDIENTS:** WHOLE WHEAT FLOUR, SUGAR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B1 [THIAMIN MONONITRATE], VITAMIN B2 [RIBOFLAVIN], FOLIC ACID), CORN SYRUP, DEXTROSE, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), BLEACHED WHEAT FLOUR, POLYDEXTROSE, GLYCERIN, CONTAINS TWO PERCENT OR LESS OF ...



# Questions?

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