Smart Snacks

Maine Department of Education

Child Nutrition
Maine Department of Education

Smart Snacks

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

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

This Applies To:

- Foods sold a’ la carte
- School fundraisers
- School stores
- Vending machines that are turned on during the school day

When and where Smart Snacks Applies

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

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

Exceptions

Any locations in the school not accessible to students

Smart Snacks Standards

The Food Item or Entrée must be:

1. Be Whole Grain Rich

OR

2. Have the first ingredient be a fruit, vegetable, dairy, or protein

OR

3. The food contains at least ¼ cup of fruit and/or vegetable if a combination food

Nutrient Standards
Entrées and Snacks

Nutrient	Snack	Entrée
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

Look-alike Smart Snacks	Repackaged Smart Snacks	Store versions	Consistent brands

Accompaniments & Condiments

Any condiments offered with the item must be included to meet the nutrient standards.

Cream cheese
Salad dressing
Peanut butter
Hot sauce/ Salsa

Must be included in the nutrient profile as part of the food item sold.

NSLP/SBP Entrée Exemption

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

Allowable Beverages

What are the Smart Snacks Standards for beverages?

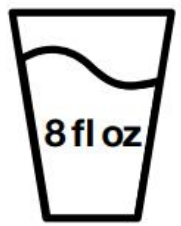
Water

Plain water, with or without carbonation.

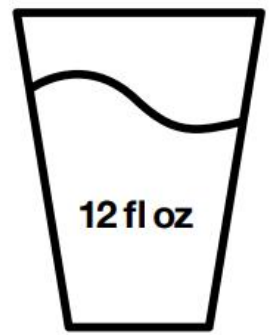
All Grades

Milk

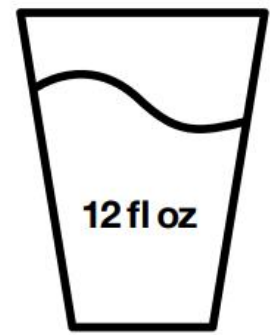
Unflavored or flavored fat-free milk, unflavored low-fat milk, and milk alternatives as permitted by the National School Lunch Program/School Breakfast Program. Starting on July 1, 2022 for school years 2022-2023 and 2023-2024, schools may also sell flavored low-fat milk as a Smart Snack.*



Elementary School



Middle School



High School

Juice

100% fruit or vegetable juice, with or without carbonation.

Elementary School

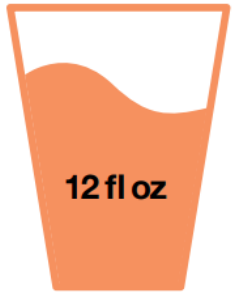
Middle School

High School

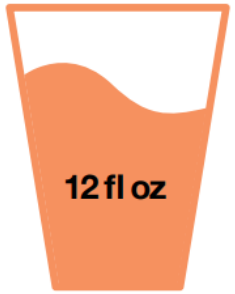
Diluted Juice

100% fruit or vegetable juice diluted with water, with or without carbonation, and with no added sweeteners.

Elementary School



Middle School



High School

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

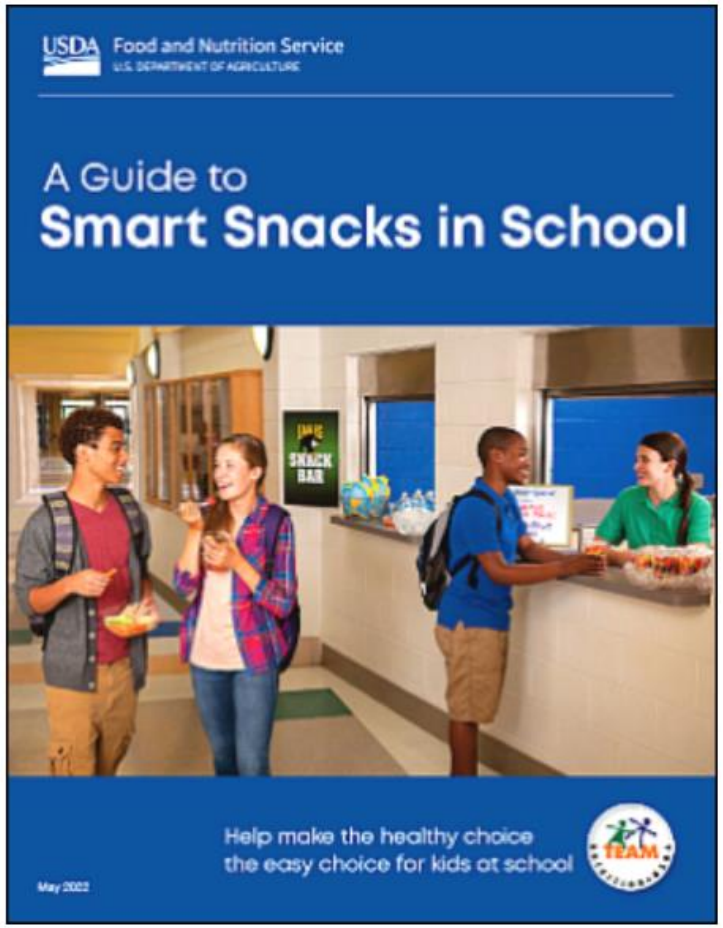
*Equivalent to 5 calories per fluid ounce.

No Calorie Maximum:*
10 calories/20 fl oz

*Less than 5 calories per 8 fluid ounces.

Child Nutrition Website Resources

- USDA Guide to Smart Snacks in Schools
- Smart Snacks Calculator
- Flowchart



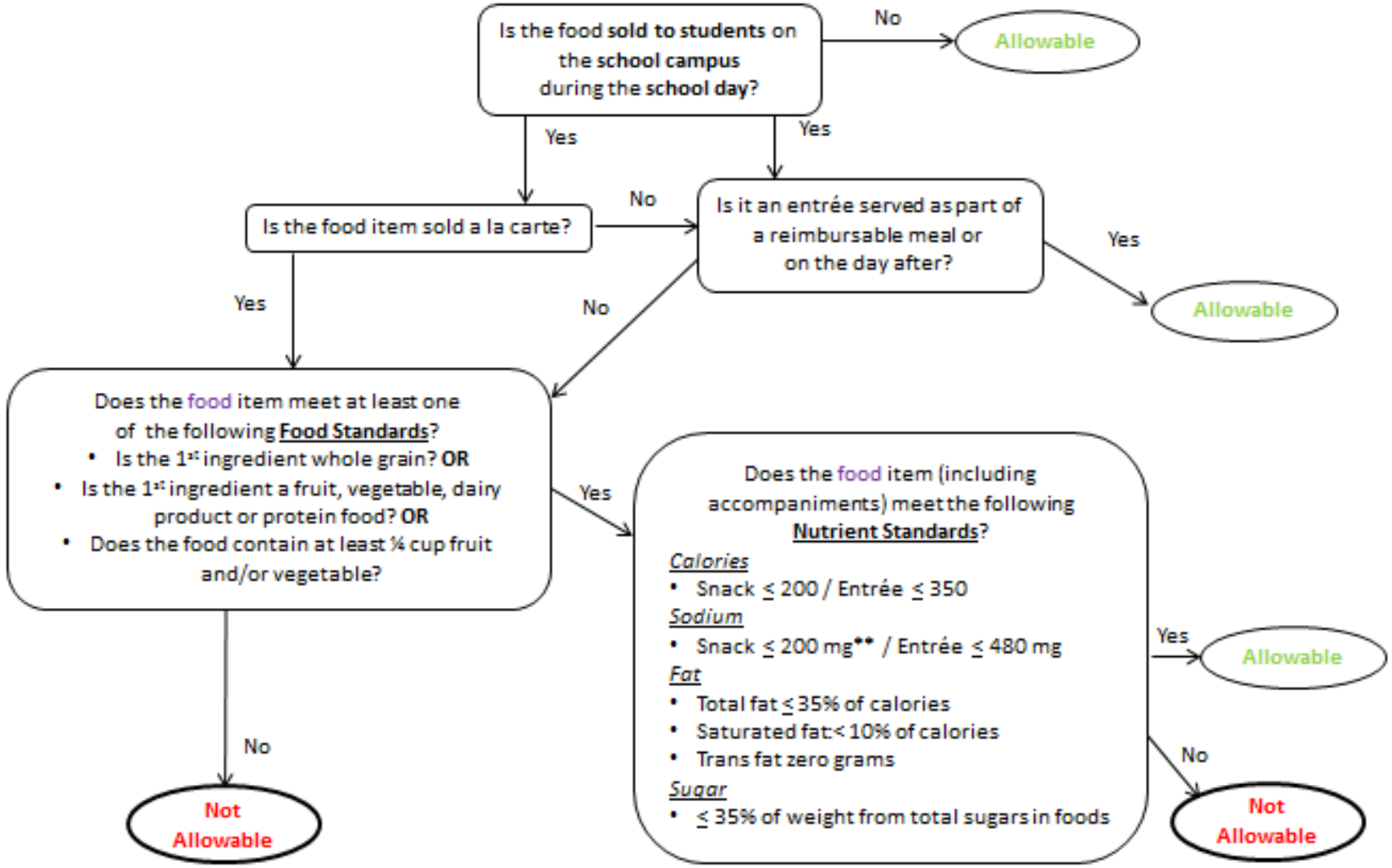
More on our website

https://www.maine.gov/doe/schools/nutrition/programs/nslp

USDA guide to smart snacks

https://fns-prod.azureedge.us/sites/default/files/resource-files/smartsnacks.pdf

Smart Snacks in School Foods Flowchart



Adapted from CDE Office of School Nutrition

Alliance for a Healthier Generation
Web Resources

Smart Snacks Calculator
(https://foodplanner.healthiergeneration.org/calculator/)

Nutrigrain 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,

Smart Snacks Calculator (https://foodplanner.healthiergeneration.org/calculator/)

Nutrigrain Breakfast Bar

My Product is a ...

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

Nutrigrain Breakfast Bar

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

- a) Fruit
- b) Vegetable
- c) Dairy
- d) Protein food
- e) Whole Grain
- f) None of the above

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,

Nutrigrain Breakfast Bar

Nutrition Facts

Serving Size oz	(about g) 37
Servings Per Container	1

Amount Per Serving

Calories 120	Calories from Fat
Total Fat (g) 0	
Saturated Fat (g) .5	
Trans Fat (g) 0	
Sodium (mg) 125	
Carbohydrates	
Sugars (g) 11	

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

Nutrigrain 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:
BACK TO NATURE FOODS CO., LLC
NAPLES, FL 34109 USA

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Fruit Snacks

Must be 100% real fruit
and not exceed the Calorie or Sugar limit

Made From Scratch Recipes

When a la cart items are made from scratch, 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

Calorie information must be posted at the point of decision!

<u>Ways to Display</u>

- 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

Maine law indicates that calories must be posted at the point of decision for all a la carte items in schools. Even on open carts or racks when a product can physically be handled to read the label, calories must still be posted.

Advertising 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