Smart Snacks

Maine Department of Education
Child Nutrition
Smart Snacks

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

School Day is from midnight to 30 minutes after the school bell.

Separate from foods provided as a part of the school meals program.
This Includes!

• School fundraisers
• The school store
• Vending machines that are tuned on during the school day
• Foods sold a’ la carte
Exceptions

Any locations in the school not accessible to students
A Smart Snack Must...

- Be “whole grain-rich”
  - Or
  - Have the first ingredient of the food be a fruit, vegetable, dairy, or protein
    - Or
    - The food contains at least ¼ cup of fruit and/or vegetable
Food Items Sold Must...

Meet nutrient standards for:

- Calories
- Sodium
- Sugar
- Fat
Nutrient Standards

• **Calorie Limits:**
  ° Snack items: ≤ 200 calories
  ° Entrée items: ≤ 350 calories
Nutrient Standards

• Sodium Limits:
  ° Snack items: ≤ 200 mg
  ° Entrée items: ≤ 480 mg
Nutrient Standards

• Fat Limits:
  ° Total fat is $\leq 35\%$ of calories
  ° Saturated fat < 10% of calories
  ° Zero Trans fat
Exceptions to total fat

- Reduced fat cheese (includes part-skim mozzarella)
- Nuts, seeds and nut/seed butters
- Items consisting of only dried fruit with nuts / seeds (no added nutritive sweeteners or fats)
- Seafood (no added fat)
Nutrient Standards

- **Sugar Limit:**
  \[ \leq 35\% \text{ of the food’s weight can come from sugar(s)} \]
Exceptions to sugar

▪ Dried whole fruits or vegetables and dehydrated fruits or vegetables (with no added nutritive sweeteners)

▪ Dried whole fruits or vegetables and dehydrated fruits or vegetables with nutritive sweeteners that are required for processing and/or palatability (like cranberries, or tart cherries)

▪ Items consisting of only dried fruit with nuts/seeds (no added nutritive sweeteners or fats)
Accompaniments/Condiments

Examples include:
Cream cheese, salad dressing and butter.

*Must be included in the nutrient profile as part of the food item sold.*
How to Calculate %

To calculate the percentage calories from fat
(choose either method – each method may provide slightly different results)

Using the Calories from fat
\[
\frac{\text{calories from fat}}{\text{total calories}} \times 100
\]

OR

Using the Grams of fat
\[
\frac{\text{grams of fat}}{\text{total calories}} \times 9 \times 100
\]

To calculate the percentage of calories from Saturated Fat

\[
\frac{\text{grams saturated of fat}}{\text{total calories}} \times 9 \times 100
\]

To calculate the percent of sugar by weight

\[
\frac{\text{grams of sugar}}{\text{total weight of food in grams}} \times 100
\]
Beverages
Milk

- Unflavored Low Fat & Fat Free
- OR
- Flavored Fat Free
Juice

100% fruit or vegetable juice, with or without carbonation

Elementary School  8 fl oz
Middle School     12 fl oz
High School       12 fl oz
Diluted Juice

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

- Elementary School: 8 fl oz
- Middle School: 12 fl oz
- High School: 12 fl oz
Water

Plain, with or without carbonation

No Limit
High School Only
“Low/No” Calorie Beverages

“Low Calorie”
- Flavored with or without caffeine and/or carbonation
- Limit of 5 Calories per 1 oz. up to 12 oz

“No Calorie”
- You may sell up to a 20 oz as long as it has less than 10 calories
# Beverages

<table>
<thead>
<tr>
<th>Beverages</th>
<th>Elementary School*</th>
<th>Middle School*</th>
<th>High School**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water (plain or plain carbonated)</td>
<td>No size limit</td>
<td>No size limit</td>
<td>No size limit</td>
</tr>
<tr>
<td>Low fat Milk (unflavored)</td>
<td>≤ 8 fl oz</td>
<td>≤ 12 fl oz</td>
<td>≤ 12 fl oz</td>
</tr>
<tr>
<td>Fat Free Milk (flavored or unflavored)</td>
<td>≤ 8 fl oz</td>
<td>≤ 12 fl oz</td>
<td>≤ 12 fl oz</td>
</tr>
<tr>
<td>100% fruit/vegetable juice</td>
<td>≤ 8 fl oz</td>
<td>≤ 12 fl oz</td>
<td>≤ 12 fl oz</td>
</tr>
<tr>
<td>100% fruit/vegetable juice diluted with water (with or without carbonation, no added sweeteners)</td>
<td>≤ 8 fl oz</td>
<td>≤ 12 fl oz</td>
<td>≤ 12 fl oz</td>
</tr>
<tr>
<td>Other flavored and/or carbonated beverages (containing ≤ 5 kcal / 8 oz or ≤ 10 kcal / 20 oz)</td>
<td>Not allowed</td>
<td>Not allowed</td>
<td>≤ 20 fl oz</td>
</tr>
<tr>
<td>Other flavored and/or carbonated beverages (containing ≤ 40 kcal / 8 oz or ≤ 60 kcal / 12 oz)</td>
<td>Not allowed</td>
<td>Not allowed</td>
<td>≤ 12 fl oz</td>
</tr>
</tbody>
</table>

*Must be caffeine free (except trace amount of naturally occurring caffeine substances)

**May contain caffeine
Smart Snacks in School
Foods Flowchart

Is the food sold to students on the school campus during the school day?

Yes → Is it an entrée served as part of a reimbursable meal or on the day after?

Yes → Allowable

No → Is the food item sold a la carte?

Yes → Does the food item meet at least one of the following Food Standards?

- Is the 1st ingredient whole grain? OR
- Is the 1st ingredient a fruit, vegetable, dairy product or protein food? OR
- Does the food contain at least ¼ cup fruit and/or vegetable?

Yes → Does the food item (including accompaniments) meet the following Nutrient Standards?

Calories
- Snack ≤ 200 / Entrée ≤ 350

Sodium
- Snack ≤ 200 mg** / Entrée ≤ 480 mg

Fat
- Total fat ≤ 35% of calories
- Saturated fat: <10% of calories
- Trans fat zero grams

Sugar
- ≤ 35% of weight from total sugars in foods

Yes → Allowable

No → Not Allowable

No → Not Allowable

Adapted from CDC Office of School Nutrition
Alliance for a Healthier Generation
Web Resources

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

List of foods that have been predetermined Smart Snacks compliant.
https://foodplanner.healthiergeneration.org/products)
Does the USDA have a list of approved foods and beverages?

- The USDA does not approve individual foods or beverages. Even if the food says “smart snacks approved” you should still evaluate the label.
Made From Scratch???

My Recipe – from USDA My Plate
(https://www.supertracker.usda.gov/myrecipe.aspx)
POPCORNers

Serving Size: 28g
Calories: 130
Total Fat: 6g
Sat Fat: .5g
Trans Fat: 0
Sodium: 190mg
Sugars: 2g

Ingredients: NonGMO Yellow Corn, Sunflower Oil, Whey, Maltodextrin, Cheddar and Blue Cheese {Pasteurized Cultured Milk, Salt, Enzymes}, Canola Oil, Salt, Citric Acid and Lactic Acid.

Contains: milk
The Smart Snacks Calculator

https://foodplanner.healthiergeneration.org/calculator/
Smart Food Delight White Cheddar

Nutrition Facts

Serving Size 1 oz (28g/About 3 1/2 cups)

- Calories: 130
- Total Fat: 5g
- Sodium: 220mg
- Sugar: 1g

In a 35 calorie cup:
- Calories: 35
- Total Fat: 5g
- Sodium: 65mg
- Sugar: 0g

Ingredients: Popcorn, Vegetable Oil (Corn, Canola)
Smart Food Delight White Cheddar

My Product is a...

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

Smart Snacks Calculator
https://foodplanner.healthiergeneration.org/calculator/
Smart Food Delight

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

Smart Snacks Calculator
https://foodplanner.healthiergeneration.org/calculator/
# Smart Food Delight

**Smart Snacks Calculator**

[https://foodplanner.healthiergeneration.org/calculator/](https://foodplanner.healthiergeneration.org/calculator/)

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size oz 1 (about g)</td>
</tr>
<tr>
<td>Servings Per Container</td>
</tr>
<tr>
<td><strong>Amount Per Serving</strong></td>
</tr>
<tr>
<td>Calories</td>
</tr>
<tr>
<td>Total Fat (g)</td>
</tr>
<tr>
<td>Saturated Fat (g)</td>
</tr>
<tr>
<td>Trans Fat (g)</td>
</tr>
<tr>
<td>Sodium (mg)</td>
</tr>
<tr>
<td>Carbohydrates</td>
</tr>
<tr>
<td>Sugars (g)</td>
</tr>
</tbody>
</table>

**Serving Size 1oz**
- Calories: 130
- Total Fat: 5g
- Saturated Fat: 1g
- Trans Fat: 0
- Sodium: 220mg
- Sugar: 1g
Smart Food Delight White Cheddar

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

Your product is NOT compliant.

Your whole grain product does not meet the following nutrient standards:

- Sodium exceeds 200 mg.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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,
My Product is a ...

- a) Snack
- b) Side
- c) Entree
- d) Beverage
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
<table>
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<table>
<thead>
<tr>
<th>Amount Per Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
</tr>
<tr>
<td>Calories from Fat</td>
</tr>
<tr>
<td>Total Fat (g)</td>
</tr>
<tr>
<td>Saturated Fat (g)</td>
</tr>
<tr>
<td>Trans Fat (g)</td>
</tr>
<tr>
<td>Sodium (mg)</td>
</tr>
<tr>
<td>Carbohydrates</td>
</tr>
<tr>
<td>Sugars (g)</td>
</tr>
</tbody>
</table>

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


Contains: Wheat.

Distributed by: Back to Nature Foods Co., LLC
Naples, FL 34109 USA
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Western’s Smart Stix - Hickory Smoked Flavor

HICKORY SMOKED FLAVOR Smart Stix
Ingredients: Pork, Water, Sea Salt,

0 Trans Fat
No MSG
Low In Calories

Nutrition Facts
Serving Size 1 Stick (21g/.75oz)
Servings Per Container 1

Amount Per Serving
Calories: 45
Total Fat: 1.5g
Saturated Fat: 0g
Trans Fat: 0g
Cholesterol: 20mg
Sodium: 200mg
Total Carbohydrate: 0g
Dietary Fiber: 0g
Sugars: 0g
Protein: 7g

Vitamin A: 2%  •  Vitamin C: 0%
Calcium: 0%  •  Iron: 2%

% Daily Value
Calories from Fat 15
2%
0%
7%
8%
0%
0%
0%

* Percent Daily Values are based on a 2,000 calorie diet.
Western’s Smart Stix - Hickory Smoked Flavor

Your product is compliant!
Your protein food product meets all nutrient standards for entrees or snack foods.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Serving Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21.26 g</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>First Ingredient</th>
</tr>
</thead>
</table>
Diet Soda
Diet Soda

My Product is a ...

- [ ] a) Snack
- [ ] b) Side
- [ ] c) Entree
- [x] d) Beverage

START OVER  NEXT STEP
Diet Soda

This beverage is being sold in:

- [ ] a) Elementary School
- [ ] b) Middle School
- [x] c) High School

START OVER  NEXT STEP
Diet Soda

Is your beverage:

- a) Plain water or plain carbonated water
- b) Plain low fat milk
- c) Plain non-fat milk
- d) Flavored non-fat milk
- e) 100% fruit or vegetable juice
- f) 100% fruit or vegetable juice diluted with water with no added sweeteners (with or without carbonation)
- g) Other flavored and/or carbonated beverages

*Includes low fat and nonfat Kefir (cultured milk), buttermilk, acidified milk, acidophilus milk, or nutritionally equivalent milk alternatives as permitted by the school meal requirements. Does not include dairy beverages or dairy drinks (such as drinkable yogurt, milk shakes and protein shakes) or coffee drinks (such as cappuccinos, mochas, or lattes).
Diet Soda

Enter your beverage information using the Nutrition Facts Panel on your product.

Nutrition Facts
Serving Size 12 fluid oz
Servings Per Container 1
Calories 5

START OVER NEXT STEP
Diet Soda

Your product is compliant!

- Your beverage is compliant for High School!

Brand

Serving Size
12.00 oz

Product

Servings Per Container
1

The person or group responsible for the point of sale to students on campus should verify a product's compliance and print their own Calculator results for documentation intended for compliance purposes. Results from this calculator have been determined by the USDA 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.

START OVER NEXT STEP
Posting Calories

Calorie information needs to be available for competitive foods!

**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
• **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* in accordance with rules adopted under subsection 2.

• “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
Questions?
Kaitlin.Fayle@maine.gov

More webinars are available at:
https://www.maine.gov/doe/schools/nutrition/programs/nslp