



SMART SNACKS & FUNDRAISING MARKETING STATEMENT

There are new Smart Snacks in School nutrition standards that went into effect across the country July 1, 2014 as part of under the Healthy Hunger-Free Kids Act (HHFKA) of 2010. These standards will impact **all foods sold in schools**, outside of the meals sold in the cafeteria, including vending machines and foods sold for fundraising.

USDA, SFE & your local school nutrition agency understand the importance of school fundraising activities to honor certain traditions involving students, faculty, and school groups. **USDA defines fundraisers as an event that includes any activity during which currency/tokens/tickets, etc. are exchanged for the sale/purchase of a product in support of the school or school-related activities.**

Below are the guidelines related to fundraisers and the Smart Snacks in School standards:

- The sale of food items that meet the new nutrition regulations are not impacted in any way by these new standards.
 - Use the Smart Snacks Calculator to see if your snack meets these standards:
https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/smart_snacks/alliance_product_calculator/
- The standards do not apply during non-school hours (beginning 30 minutes after the last scheduled class), on weekends and at off-campus fundraising events.
- Fundraisers involving the sale of food items not intended for consumption during school hours, such as cookie dough, are exempt from these standards.
- Standards do not apply to foods brought from home for parties or personal consumption, only to foods being sold to students.

More information on fundraising ideas that meet these new standards can be found here:
https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/fundraisers/

It is the goal of SLPS and SFE to guarantee students receive nutritious foods during the school day. We are available to assist you in navigating these new regulations to ensure fundraising efforts are in compliance with Smart Snacks in School Guidelines.

If you have any specific questions about your school, please contact Director of Food and Nutrition Services Althea Albert-Santiago at 314-345-4519 or SFE Nutrition Coordinator III Sarah Drayton at 314-381-4155.