Goal 6

Competitive Foods

Challenge Requirements

The school must meet competitive food requirements for the level of award they are applying for.

Description

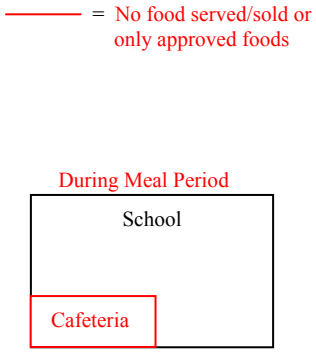
Silver Requirement:

The school must meet one of the requirements below for the Silver Award:

a) During meal periods in the foodservice area, your school does not sell/serve foods or beverages in competition with reimbursable meals.

OR

b) During meal periods in the foodservice area, your school sells/serves only the approved foods and beverages on page 24



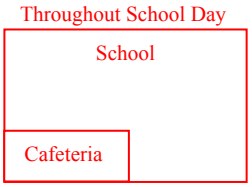
Gold Requirements:

The school must meet one of the requirements below for the Gold Award:

a) Throughout the school day and throughout the entire school campus, your school does not sell/serve foods or beverages other than reimbursable meals.

OR

b) Throughout the school day and throughout the entire school campus your school sells/serves only the approved foods and beverages on page 24.



Definitions:
Meal period: the time from the beginning of the school's scheduled meal service until the end of the scheduled meal service, or until the last student is served, whichever comes last.

Food Service Area: any area on school premises where program meals are either served and/or eaten.

Goldie's Tips

If you have a building with more than one school in it, only consider the elementary school. See example below.

Gooding Gold Award Example

Example: The elementary and junior high are in one building. The junior high has competitive foods in their hallways, but the elementary does not.

The elementary principal in this case wrote a letter that was sent in the application explaining that the elementary students are not allowed in the junior high halls and do not have access to any foods other than the reimbursable meals.

Gooding Elementary doesn't have foods that compete with school meals.

To Do:

Provide a letter of clarification from school principal if needed.

Criteria for A La Carte and/or Vended Food Items

If the school sells any foods or beverage during the meal service (either a la carte, vending machines, or school snack stores) the items must meet the criteria in the chart below:

Food or Beverage	Criteria for Sales/Service of A La Carte and/or Vended Items These criteria focus on decreasing fat and added sugar, increasing nutrient density, and moderating portion size
Fruits and Non-Fried Vegetables	Fruits and vegetables may be fresh, frozen, canned, or dried, and they must be found in Chapter 2 of the Food Buying Guide for Child Nutrition Programs http://schoolmeals.nal.usda.gov/FBG/2003FBG/%20Section%202.pdf
Approved Beverages	• Reduced fat (2%), lowfat (1%), skim/nonfat fluid milk meeting State and local standards for pasteurized fluid milk and/or USDA approved alternative dairy beverages[4]; • 100% full strength fruit and vegetable juices; and • Water (non-flavored, non-sweetened, *and* non-carbonated)
Any Other Individual Food Sales/Service	• **Calories from total fat** must be at or below 35%, *excluding nuts, seeds, and nut butters*. This is determined by dividing the calories from total fat by the total calories and multiplying by 100. If calories from fat are not available, multiply the grams of fat by 9 to equal calories from fat. • **Calories from saturated fat** must be at or below 10%. This is determined by dividing the calories from saturated fat by the total calories and multiplying by 100. If calories from saturated fat are not available, multiply grams of saturated fat by 9 to equal calories from saturated fat. • **Total sugar** must be at or below 35% by weight. This is determined by dividing the grams of sugar by the gram weight of the product and multiplying by 100. This includes both naturally occurring and added sugars. This limit does not include fruits and vegetables as defined above. • **Portion sizes** for a la carte sales in the school cafeteria are not to exceed the serving size of the food served in the NSLP/SBP; for other sales, the item package or container is not to exceed 200 calories.

Common Questions Answered

Do these criteria eliminate selling whole milk either a la carte and/or through school vending? Why?
Yes they do. The 2005 Dietary Guidelines specifies that Americans increase the daily intake of fruits and vegetables, whole grains, and nonfat or low-fat milk and milk products. While reduced fat milk (2% fat) does not meet the definition of nonfat or low-fat, the criterion allows reduced fat milk, along with nonfat and/or low-fat milk to be sold a la carte or through school vending.

Why was a 200 calorie limit put on portions of items for vended sale?
A 200 calorie limit was placed upon pre-packaged vended or a la carte sales in an effort to control portion size and thus calories. Additionally, schools that prepare foods for a la carte sales are required to limit the serving size to the serving size of the food served in the NSLP/SBP. The purpose of the *HealthierUS* School Challenge is to recognize schools that are taking steps to reduce the incidence of overweight in children. Controlling portion size is very important.

In the criteria for sales/service of a la carte and/or vended items, must the criteria for fruits and non-fried vegetables and approved beverages meet the same criteria specified for "any other individual food sales/service". For example must a fruit or non-fried vegetable meet the limits on calories from fat and saturated fat, total sugar, and portion size?
No. USDA did not set additional criteria for fruits/non-fried vegetables or approved beverages than already described in the chart next to fruits/non-fried vegetables and approved beverages The criteria for "any other individual food sales/service" are for individual food sales *other* than fruits/non-fried vegetables and the approved beverages. For example, if a fruit or non-fried vegetable is offered for a la carte or vended sales, this item does not need to meet the criteria for calories from total fat, calories from saturated fat, total sugar, and portion size.

Our school is considering applying for *Gold* certification. Before we apply, however, we would like further clarification as to the *Gold* criteria, #7 B. What types of food sales/service are included under "throughout the school day and throughout the school campus"? Does this address things sold by the school or does this include other school sponsored activities?
This criteria includes all foods and beverages made available by the school, to students on the school campus, throughout the school day. Examples of food and beverage sales/service that would require meeting the nutrition guidelines or standards are:

- Foods or beverages sold a la carte in the school cafeteria
- Foods or beverages sold in vending machines, school stores, or snack bars that are operated by the school
- School-sponsored food and beverage sales during the school day. Schools are not expected to monitor what a child brings in his/her lunch bag or what a parent sends to school for a birthday party.