



COMPETITIVE FOODS



California Department of Education
Nutrition Services Division

CSNA Conference
November 8, 2019
Ontario, CA

AGENDA

Competitive Foods

- Why sell? Why restrict?
- Definitions
- Overview of requirements
- Recordkeeping
- The local school wellness policy (LSWP) link—marketing/advertising
- Administrative review (AR) and school meal program flexibilities
- Wrap up



WHY ARE COMPETITIVE FOODS SOLD?

- Funding for programs, uniforms, field trips, club events, etc.
- Food and beverage industry-organized fundraiser activities
- Other reasons?
- Revenue generating

WHY COMPETITIVE FOOD RESTRICTIONS?

- Competition with school meal participation
- Nutrition quality of competitive items
- Obesity epidemic and other health consequences
- Obligation to create a healthy school environment!

DEFINITION OF COMPETITIVE FOODS (1)

A food or beverage that is:

- Sold
- To students
- On school campus
- During the school day
- Outside of the school meal program



DEFINITION OF COMPETITIVE FOODS (2)

Sold means the exchange of food or beverages for money, coupons, vouchers, or order forms when any part of the exchange occurs on a school campus.



DEFINITION OF COMPETITIVE FOODS (3)

There are two parts to the definition of **sold** which must be met. Both parts must occur with a student on school campus and during the school day:

- An exchange of money for food, or money for a coupon or voucher, which will be exchanged for food, or completing an order form and submitting payment
- The exchange of the food or beverage

DEFINITION OF COMPETITIVE FOODS (4)

Best Practice Tips:

- Prevent sales from occurring on school campus and during the school day.
- Prevent foods or beverages from being picked up on school campus and during the school day.

DEFINITION OF COMPETITIVE FOODS (5)

School day means the period from midnight before to 30 minutes after the end of the official school day.



DEFINITION OF COMPETITIVE FOODS (6)

School campus means all areas of the property under the jurisdiction of the school that are accessible to pupils during the school day.



DEFINITION OF COMPETITIVE FOODS (7)

If a food or beverage meets all five criteria described under the term **competitive foods**, it must comply with the competitive food rules.



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (1)

- Requirements differ from school meals
- Requirements differ based on school type
- Requirements differ based on the entity selling

Dietary Requirements



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (2)

Requirements differ from school meals:

- Nutrition quality of school meals is measured over time
- Nutrition quality of competitive foods is measured by each individual item



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (3)

Requirements differ based on school type:

- Public, noncharter schools must follow California and federal rules
- Charter (and private) schools are only required to follow federal rules



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (4)

Requirements differ based on the entity selling:

- All entities, groups, individuals must comply with the nutrition standards
- Student organizations must also follow additional California rules



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (5)

Food Standards:

- General Food Standard
 - Fruit, vegetable, dairy, protein, whole grain
- Specific Nutrition Standards
 - Total fat, saturated fat, trans fat, calories, sugar, sodium



OVERVIEW OF COMPETITIVE FOOD REQUIREMENTS (6)

Beverage Standards:

- Allowable beverage categories
 - Water, juice, milk, electrolyte replacement, flavored waters
- Must be labeled or marketed as an allowable beverage category
- Must then meet specific beverage category criteria



POP QUIZ!!!



POP QUIZ QUESTION 1

To celebrate spirit week, a public, noncharter high school principal has arranged for a food truck to come onto campus on Monday, November 18, 2019, from noon to 1 p.m. The food truck will be selling hamburgers, teriyaki bowls, chips, fruit, and water. The school account will receive a portion of the sales.

Does this scenario meet the definition of competitive foods?

POP QUIZ QUESTION 2

A public, noncharter middle school student organization is participating in a candy bar fundraiser. The company will provide a case of candy bars to each of the participating students during lunch time. The students will be directed to bring the candy home, sell them in their neighborhood, then bring the funds back to school and give them to the Activities Director.

Does this scenario meet the definition of competitive foods?

RECORDKEEPING

- The school district must ensure that the entity, group, or individual responsible for the competitive food sale maintain records that document compliance with the competitive food rules.
- The California Department of Education (CDE) strongly encourages districts to create a procedure so that documents, including nutrition facts labels, ingredient lists, and worksheets proving compliance, can be easily accessed by school district or CDE personnel.

THE LOCAL SCHOOL WELLNESS POLICY LINK

- Foods and beverages that are marketed or advertised on school campus and during the school day must meet the competitive food rules.
- Foods and beverages available on school campus, during the school day must be addressed in your LSWP.



ANOTHER POP QUIZ!!!



POP QUIZ QUESTION 3

You are preparing for your upcoming administrative review, and collecting any documented food fundraisers or other food sales for the month of review for your selected schools. You call each school secretary to ask for documentation. Each gives you the same answer, “I have no idea what you are talking about!” Since you are such a proactive district employee, you are going to take this challenge and resolve this issue!

Brainstorm at least **three steps** that involve your district and persons within your district that will help resolve this issue.

POP QUIZ QUESTION 4

A school club partners with Luigi's Pizzeria for a fundraising event. Ten percent of all proceeds collected at the restaurant on Friday night from 6 to 9 p.m. will be donated to the school club. The club wants to advertise this, so displays posters around the campus highlighting the event. They also asked the school principal to announce it each morning over the intercom during first period. The school will also send an email blast to all parents, as well as add the event to the home page of their website.

POP QUIZ QUESTION 4 (continued)

Are these different marketing/advertising options allowable?

Bonus Question: Is the sale at the Pizzeria allowable?

ADMINISTRATIVE REVIEW (1)

- No fiscal action
- Technical assistance
- Corrective action plan
- May withhold reimbursement for repeated or egregious violations not corrected

ADMINISTRATIVE REVIEW (2)

- Review applicable state and federal competitive food rules
- Selected school sites only
- Month and day of review



ADMINISTRATIVE REVIEW (3)

Food Service

- Review all á la carte items identified on one week menu
- Review at least 10 percent of á la carte items sold in other venues for month of review

All other groups

- Review at least 10 percent of all competitive food items for each group for month of review

ADMINISTRATIVE REVIEW (4)

Compliance issues

- Check more than 10 percent of items
- Expand beyond month and day of review

Best practices

- Share with administration
- We encourage districts to develop a process, naming the lead for each group and the procedure for collecting, storing, and updating documentation

SCHOOL MEAL FLEXIBILITIES AND COMPETITIVE FOODS (1)

Grains

- School Nutrition Program: Requires 50 percent of grain items to be whole grain-rich
- Competitive Foods: All grain items must be whole grain-rich

Flavored milk

- School Nutrition Program: Flavored low-fat (1 percent) milk is allowable
- Competitive Foods: California only allows flavored nonfat milk; federal rules allow flavored low-fat milk

SCHOOL MEAL FLEXIBILITIES AND COMPETITIVE FOODS (2)

Sodium

- School Nutrition Program: Sodium Target 1 is in place through June 30, 2024
- Competitive Foods: No changes to the snack and entree sodium requirements



RESOURCES (1)

Competitive Food and Beverage web page

<https://www.cde.ca.gov/ls/nu/he/compfoods.asp>

- Contains links to management bulletins, quick reference pages, online calculators, and more
- Details of the competitive food rules and specific resources will be shared in upcoming Competitive Foods online training courses found on the CDE course catalog web page at <https://www.cde.ca.gov/ls/nu/ed/cnpcoursecatalog.asp>

RESOURCES (2)

Competitive Food and Beverage Email

- CompetitiveFoods@cde.ca.gov

WHAT ARE THE NUTRITION REQUIREMENTS OF A...



Plant Sale!!!!

QUESTIONS?



PROFESSIONAL STANDARDS CREDITING

Key Area:

Administration (3000)

Training Topic:

Program Management (3200)

Learning Objectives:

Healthy School Environment (3230)

Total Instructional Time 1 hour

CONTACT INFORMATION

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