

Smart Snacks in School Fundraisers

The Healthy Hunger-Free Kids Act of 2010 directed the USDA to establish nutrition standards for all foods and beverages sold to students in school during the school day, including foods sold through school fundraisers. The new Smart Snacks in School nutrition standards will help schools to make the healthy choice the easy choice by offering students more of the foods and beverages we should be encouraging – whole grains, fruits and vegetables, leaner protein, lower-fat dairy – while limiting foods with too much sugar, fat and salt.

USDA understands that fundraisers are time-honored traditions that support local school activities, including class trips, athletic programs and the purchase of school supplies. Under the “Smart Snacks in School” nutrition standards, USDA has sought to balance the needs of schools to conduct occasional fundraisers, while still ensuring that students have access to healthier foods and beverages during the school day.

Highlights of the Smart Snacks in School nutrition standards include:

○ States set an appropriate number of exempt school-sponsored fundraisers.

States are well-positioned to identify the particular needs of their local communities. As such, each state will have the flexibility to set a certain number of fundraisers that can sell foods or beverages that do not meet the nutrition standards.

○ No limits on fundraisers that meet the new standards.

In addition, fundraisers that sell non-food items or foods or beverages that meet the new standards are not limited under the nutrition standards. There are many healthy fundraising options available to schools, including selling books, fresh produce, school spirit merchandise or other non-food items during the school day. Your school’s local wellness committee may have some great tips on how to raise funds and help students make healthy choices at the same time.

○ Schools decide what can be sold at events outside of school hours.

Smart Snacks in School only applies to foods and beverages sold to students on the school campus during the school day. The nutrition standards do not apply to foods and beverages sold at events held after school, off campus, or on weekends, such as school plays or sporting events.

○ Exceptions for fundraiser foods not intended for consumption in schools.

Fundraising activities that take place outside of school, such as cookie dough or frozen pizza sales, are exempt from the nutrition standards. Distribution of order forms and foods not intended for consumption at school may continue.

