

Brownsville Area School District



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Director of Food Service

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Smart Snacks are Here!

Smart Snacks in School nutrition standards are being implemented beginning with the 2014 - 2015 school year. As valued members of the Brownsville Area School District community, here are a few things you need to know:

- **Smart Snacks nutrition standards are now a federal law and must be implemented in all schools across the country.**
- Smart Snacks will apply to all foods and beverages **sold** to students outside of the school meals programs - including vending machines, a la carte, school stores, snack carts and **fundraising**.
- Smart Snacks will be in effect for the entire school day (midnight before to 30 minutes after the end of the school day) across the entire school campus.
- Smart Snacks will **not** apply to foods served, such as classroom celebrations and during evening, weekend or community events.
- Smart Snack regulations went into effect July 1, 2014.

Some fundraising will be affected. Fundraising that involves food for individual consumption shall not occur during the school day. Food fundraisers may take place if the product is disbursed at least 30 minutes following dismissal.

Non-food fundraisers are **not** limited in any way Visit www.healthiergeneration.org/smartsnacks to find additional resources on alternative fundraising ideas and healthier foods and beverages that can be used for fundraising.

Students who are well nourished are better prepared to learn. By implementing consistent nutrition standards throughout all corners of the school building, we believe this will enhance the learning environment and contribute to the overall health and well-being of our students. In addition, consistently providing healthier foods and beverages outside of the cafeteria will build on the great strides being made in the cafeteria to offer healthier foods and beverages.

Our district is fully prepared to implement these nutrition standards, and we are already working to assess products in each school building. We are also meeting with our vendors to find replacement products.

As we work to change our foods and beverages throughout the district, we would appreciate your support. Please contact me if you have any questions.

Sincerely,

Amy Keeler, SNS
Food Service Director

Committed to Excellence