



Competitive Food and Beverage Sales On School Campuses

Definitions:

“Competitive Foods”- All foods and beverages sold to students on school campus during the school day outside the reimbursable meal program.

“School Day”- From midnight to 30 minutes after the school day.

“Sold”- The exchange of food for money, coupons, or vouchers. Includes order forms AND when any part of the exchange occurs on campus.

Food and Beverages Sold on Campuses:

Effective July 1, 2014, **national standards** went into effect for foods and beverages sold to students on school campuses, by any entity, outside of the school meal program.

The definition of **“sold”** has been provided. With this definition, sales such as Valentine’s Day candy grams, cookie dough sales, and candy/snack sales via catalog and order form cannot be conducted on school campuses during the school day. The exchange of coupons or vouchers for food or beverages is also considered a competitive food sale.

Monitoring and Record Maintenance Requirement:

School districts have the responsibility for controlling and monitoring competitive foods. Districts are required to approve all competitive food and beverage sales. VCUSD accomplishes this by utilizing a Food Sales Request Form. This practice keeps us in compliance with the regulations (see next paragraph).

As a reference the following is included in District Board Policy: (AR3554(c), “The Superintendent or designee shall maintain records, or shall require organizations selling foods and beverages to maintain records, to document compliance with federal nutrition standards for all competitive foods and beverages sold through and outside the district’s food services program. At a minimum, these records shall include receipts, nutrition labels, and/or product specifications.”

The Nutrition Services Division of the CA Dept. of Education is required to monitor state competitive food and beverage requirements and, when conducting Administrative Reviews, will ask Districts to provide documentation. They may check Student Fund and or PTA/PTO records to verify compliance with fundraising activities.

Food/Beverage Give-A-Ways:

What to consider:

1) The VCUSD Student Wellness Policy

The District’s Wellness policy states:

Board Policy 5030 Student Wellness

(cf. 3554 - Other Food Sales)

(continued)

The Superintendent or designee shall encourage school organizations to use healthy food items or non-food items for fundraising purposes. He/she also shall encourage school staff to avoid the use of non-nutritious foods as a reward for students' academic performance, accomplishments, or classroom behavior.

2) VCUSD's Full Service Community Schools Movement

The VFSCS program provides comprehensive academic, social, mental, and physical education services to meet student, family, and community needs.

The goal of the VFSCS is to improve student academic achievement and well-being through the offering of comprehensive high quality services.

3) VCUSD's Nutrition and Obesity Prevention Grant

The program seeks to increase nutrition education and physical activity opportunities for students.

This includes conducting youth engagement projects to address an identified issue with consumption and access to healthy foods and beverages and physical activity opportunities in their environment and identify solutions applying public health approaches.