



(Name of School District)		Policy Code:
<p style="text-align: center;"><b>A Model Food and Beverage Marketing School Policy for School Districts in Georgia</b></p> <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>The (insert name of school district) School Board recognizes that children should be provided with a school environment that promotes physical activity and healthy eating practices throughout the school day while minimizing commercial distractions. The (name of school district) will provide students with consistent nutrition messages on making informed choices regarding nutrition and physical activity. It is our intent to promote and protect student health. Thus, advertising and marketing of food and beverages sold on the school campus must be consistent with the wellness policy.</li> </ul> <p><b>Model Policy Language</b></p> <ul style="list-style-type: none"> <li>By (insert date), all school districts will prohibit any food and beverage marketing to students on school premises during the school day that does not meet or exceed the USDA Smart Snacks in School nutrition standards.</li> <li>By (insert date), all school districts will prohibit participating in any corporate-sponsored or incentive program that rewards students with free and/or discounted foods or beverages that do not meet the Smart Snacks standards.</li> <li>By (insert date), food and beverages sold on school premises should: (a) meet the state or USDA Smart Snacks in School nutrition standards or (b) markets specific products that do meet the Smart Snacks standards.</li> <li>By (insert date), all school districts will prohibit the marketing to students on the school campus during the school day of any corporate food or restaurant brand with the exception that the food product manufactured, sold, or distributed under the corporate brand name meets the USDA Smart Snacks in School nutrition standards or District nutrition standards.</li> </ul> <p><b>Exceptions to the Marketing Requirements</b></p> <ul style="list-style-type: none"> <li>Restrictions for food and beverage marketing do not apply if the marketing occurs in:             <ul style="list-style-type: none"> <li>Media produced outside of the school and which is used as an educational tool (e.g., ads in magazines used in art class);</li> <li>Product packaging (e.g., when the corporate brand name or logo is placed on a physically present food or beverage product or its container).</li> </ul> </li> </ul> <p><b>USDA Food and Beverage Marketing requirements</b></p> <ul style="list-style-type: none"> <li>The USDA requires wellness policies to limit unhealthy food and beverage marketing on campus. In addition, all school districts that participate in the National School Lunch or Breakfast Program (NSLP/NSBP) must revise their wellness policies to ensure that on-campus foods and beverages meet the USDA Smart Snacks in School nutrition standards.</li> </ul>		
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**Institute of Medicine Nutrition Standards for Foods in Schools**

- Snacks, foods, and beverages meet dietary fat criteria per portion as packaged: no more than 35% of total calories from fat, less than 10% of total calories from saturated fat, and zero trans-fat.
- Snacks, foods, and beverages provide no more than 35% of calories from total sugars per portion as packaged. Exceptions to the standard are: (a) 100% fruits and fruit juices in all forms without added sugars, (b) 100% vegetables and vegetable juices without added sugars and (c) unflavored nonfat and low-fat milk and yogurt. Flavored nonfat and low-fat milk can contain no more than 22 grams of total sugars per 8-ounce portion, and flavored nonfat and low-fat yogurt can contain no more than 30 grams of total sugars per 8-ounce serving.
- Snack items are 200 calories or less per portion as packaged, and à la carte entrée items do not exceed calorie limits on comparable National School Lunch Program (NSLP) items.
- Snack items meet a sodium content limit of 200 mg or less per portion as packaged or 480 mg or less per entrée portion as served à la carte.

**State files of Food and beverage marketing policies at varying levels:**

1. Strong Food and beverage marketing policies (Arkansas) – These are policies that require that competitive food and beverages are not sold to students during the school day. In addition, specific times during the day are given to sell competitive food or beverages.
2. Weak Food and beverage marketing policies (Washington) – These are policies that recommend snack food and beverages meet minimum standards, but they are not required. In addition, these policies have not been updated to be aligned with the USDA Smart Snacks.

*State Example of Strong Food and Beverage Marketing Policy*

**Arkansas:**

8.01.1 Elementary students will not have in-school access to vending machines offering food and beverages.
8.01.2 During the school day, all schools may serve or provide food or beverages that are compliant with Smart Snacks regulations. This includes competitive foods provided by school administrators or school non-licensed or licensed staff (principals, coaches, teachers, club sponsors, etc.), students or student groups, parents or parent groups, or any other person, company, or organization associated with the school site.
8.01.3 During the school day, all schools are prohibited from selling competitive food or beverages to students anywhere on school premises, except:
8.01.3.1 Prior to the start of the first classes of the school day
8.01.3.2 Thirty (30) minutes after the last lunch period has ended
8.01.3.3 This prohibition includes competitive foods and beverages sold by school administrators or school non-licensed or licensed staff (principals, coaches, teachers, club sponsors, etc.), students or student groups, parents or parent groups, or any other person, company, or organization associated with the school site.

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*State Examples of Weak Food and Beverage Marketing Policy*

**Washington:**

Only healthy food and beverages provided by schools during school hours or for school-sponsored activities shall be available on school campuses. Minimum standards for available food and beverages, except food served as part of a United States department of agriculture meal program, are:

(a) Not more than thirty-five percent of its total calories shall be from fat. This restriction does not apply to nuts, nut butters, seeds, eggs, fresh or dried fruits, vegetables that have not been deep-fried, legumes, reduced-fat cheese, part-skim cheese, nonfat dairy products, or low-fat dairy products;

(b) Not more than ten percent of its total calories shall be from saturated fat. This restriction does not apply to eggs, reduced-fat cheese, part-skim cheese, nonfat dairy products, or low-fat dairy products;

**Georgia School Districts Recess Policies at varying levels:**

1. Strong Food and beverage marketing policies (Fayette County)—These are policies that require that competitive food and beverages are not sold to students during the school day. In addition, specific times during the day are given to sell competitive food or beverages.
2. Weak Food and beverage marketing policies (Appling County)—These are policies that prohibit the sale of food, but does not state that food and beverages will comply with the federal guidelines or USDA Smart Snacks.

*School District Example of Strong Food and Beverage Marketing Policy*

**Fayette County:**

**Competitive Foods and Beverages**  
 All schools within the Fayette County School System will adhere to the guidelines set forth by the USDA, State and system School Nutrition Director. In addition to these guidelines, all schools will comply with the Smart Snacks in Schools and Competitive Foods laws set by the USDA and the State.  
 The Board of Education for Fayette County Public School District is committed to providing students with nutritious food and beverage options during the school day on the school campus. The School day is defined as the period from the midnight (12:00 am) before, until 30 minutes after the end of the official school day. School campus includes all areas of the property under the jurisdiction of the school that are accessible to the students during the school day. This includes outdoor eating areas, parking lots, school stores, etc.

*School District Example of Weak Food and Beverage Marketing Policy*

**Appling County:**

**School Nutrition Program**  
 The Appling County School Board hereby prohibits the sale of food of minimal nutritional value from the beginning of the school day through the end of the last meal period in grades K-8 and all other system schools are prohibited from the sale of foods of minimal nutritional value during the meal periods in the food service areas.  
 Proceeds from the sale of competitive foods shall benefit the schools' nonprofit meal program, or the school, or student organizations approved by the school.

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