PUBLIC HEALTH POLICY CHANGE

ADDRESSING CHILDHOOD OBESITY THROUGH SCHOOL FOOD PROCUREMENT

APRIL 17, 2012

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Introductions

Susan Bishop
Great Trays Access Coordinator
Minnesota Department of Health
Introductions

Jessica Donze Black, RD, MPH
Director, Kids Safe and Healthful Foods Project
The Pew Charitable Trusts
Introductions

Mary Marrow
Staff Attorney
Public Health Law Center
Introductions

Jennifer Pelletier
Research Assistant, Public Health Law Center
Graduate Student, University of Minnesota School of Public Health
Introductions

Jean Ronnei, SNS
Director,
Nutrition and
Custodial Services
St. Paul Public Schools
WEBINAR OBJECTIVES

Discuss role of school food procurement in promoting nutritious school meals and reducing childhood obesity.

Describe procurement practices schools use to obtain food for school meals.

Identify policy and legal issues impacting school food procurement.

Demonstrate how procurement practices and nutrition guidelines are implemented on the ground.
IMPACT OF THE SCHOOL FOOD ENVIRONMENT ON CHILDREN’S HEALTH

Jessica Donze Black, RD MPH
Director, Kids Safe and Healthful Foods Project
The Pew Charitable Trusts
KIDS’ SAFE & HEALTHFUL FOODS PROJECT

The School Food Environment

Jessica Donze Black

jblack@pewtrusts.org
The Kids Safe and Healthful Foods Project

Purpose:
To advance administrative and legislative actions that improve the safety and healthfulness of foods sold in schools.
Program History:

- **1946**: National School Lunch Act established the National School Lunch Program.

- **1966**: Child Nutrition Act establishes the School Breakfast Program and requires USDA to develop nutrition guidelines for school meals.

- **2010**: more than 31 million children served lunch and over 15 million served breakfast daily.
School meals are critical to children’s health

- Nearly 1 in 3 or 23 million young people are overweight or obese – a prevalence that has tripled over the past 30 years and has also increased rates of type 2 diabetes, heart disease, and other diseases that were historically associated with adults.

- Many children get over half of their daily calories while in school.

- Studies show that students who eat school lunches eat healthier than those who do not – they get more fruits, vegetables, and low fat dairy.

- Nationally, 94% of elementary schools, 96% of middle schools, and 73% of high schools have closed campuses, which means that the food on campus is the food available to them during the day.

- More students than ever are relying on free and reduced price lunches due to economic insecurity at home. The number of students receiving subsidized lunches rose from 18 million in 2006-2007 to 21 million in 2010-2011 (a 17% increase).
How Decisions are Made

- **Child Nutrition Reauthorization**
  - School Lunch, Breakfast, afterschool snacks, special milk program, child and adult care feeding programs, WIC

- **Farm Bill**
  - USDA Foods, Fresh Fruit and Vegetable Program, Nutrition Education, Section 32 – fruits and vegetables for school meals

- **Appropriations**
  - Annual process of assigning spending limits to various agriculture programs

- **Regulatory Process – USDA**
  - Rules and regulations are set for the operation of school feeding programs
Healthy, Hunger-Free Kids Act

- Passed by Congress in December 2010
- Investment of $4.5 Billion additional dollars
- First MAJOR improvements to child nutrition programs in more than 15 years
  - Updated nutrition guidelines for all foods sold in schools throughout the school day
  - Improved program access
  - Improved program operation/accountability
The process of updating school meal standards

- School meal standards have been set by USDA since the introduction of the program.

- Supposed to be updated every 5 years with Dietary Guidelines for Americans.


- January 2011 USDA proposed new rules.

- 90 day comment period generated 130,000 comments.
USDA finalized the rule in January 2012
The Updated USDA School Meal Standards

- Sets maximum calorie targets
- Increases fruits and vegetables
- More whole grains
- Milk must be low or no fat
- No trans fat
- Limit sodium
Financing the improved school meal….

- 6 cents/lunch (sec 201) – details on obtaining forthcoming.
- Set reasonable prices for paid meals (sec 205)
- Cover costs for a la carte foods (sec 206)
- Clearer guidance on usage of overhead/indirect charges

**By the Numbers**

<table>
<thead>
<tr>
<th>Cost of Improvements to School Meals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast:</td>
<td>$4.2 billion</td>
</tr>
<tr>
<td>Lunch:</td>
<td>$2.6 billion</td>
</tr>
<tr>
<td><strong>Total Cost:</strong></td>
<td><strong>$6.8 billion</strong></td>
</tr>
</tbody>
</table>

**Increased Revenue projections from the Healthy, Hunger-Free Kids Act**

<table>
<thead>
<tr>
<th>Section</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>201</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>205</td>
<td>$323 million</td>
</tr>
<tr>
<td>206</td>
<td>$7.2 billion</td>
</tr>
<tr>
<td><strong>Total New Revenue:</strong></td>
<td><strong>$9 billion</strong></td>
</tr>
</tbody>
</table>

*All figures over 5 years*
Timeline and Practicality…. 

- Most of the new standards take effect Fall of 2012.
- MANY schools and districts are already implementing standards very close to those that are new
  - Over 8,000 US Healthier School Challenge award winners
  - Over 12,000 participants in Alliance for a Healthier Generation program with nearly 1,000 award winners.
- Increased support ($50 million/year X 2 years) distributed to states to help with implementation.
But the conversation is not over…
Next stop…everything else

Food sold outside of school meals:
- Vending
- A la carte
- School stores
Why does it matter?

Bridging the Gap June 2010:

- Sixty-two percent of public *elementary* students can purchase “competitive” foods or beverages on campus.

- Less-healthy competitive products are commonly available:
  - 44 percent of public *elementary* school students can buy foods such as potato chips, candy, cookies or french fries;
  - 17 percent could buy sugar-sweetened beverages
  - 38 percent could buy high-fat milks through vending machines, à la carte lines or other competitive venues on campus.
Why does it matter?

- The average child who buys snacks at school consumes nearly 300 calories per day from these foods – a significant amount considering that as little as 165 additional calories per day may be responsible for children’s excessive weight gain (Wang, Peds, 06)

- Decreased access to competitive foods and beverages leads to increased participation in school meal.
Snack Food and Beverages Timeline

- USDA to propose standards for all snacks and beverages… spring 2012

- 90 Day comment Period

- Finalize Rule….by end of 2012?

- Implement Rule…2013+
Stay in the loop!

1. Visit us at [www.healthyschoolfoodsnow.org](http://www.healthyschoolfoodsnow.org) and sign up for alerts.

2. Take note when USDA proposes the new rule and offer comments to USDA. (Input does matter!)

3. Spread the word, tell your friends and colleagues, and garner support for continued improvements to the school nutrition environment.

4. Implementation…we’ll need support from a wide range of parents, educators, and stakeholders!
SCHOOL FOOD PROCUREMENT: PRACTICES AND POLICIES

Mary Marrow, Staff Attorney
Jennifer Pelletier, Research Assistant

Susan Bishop
Great Trays Access Coordinator
Minnesota Department of Health
What Is School Food Procurement?

Ways that schools obtain food for school meals

- Purchasing
- USDA Foods
Food and Nutrition Service Programs in Schools

- National School Lunch Program
- School Breakfast Program
- Fresh Fruit and Vegetable Program
- Special Milk Program for Children
How Do Schools Procure Food?

1) Direct purchasing

2) Collective purchasing

3) USDA Foods ("donated" or "commodity" foods)
Direct Purchasing: What and Why

Individual school district food service operators contract directly with a food supplier

- Food distribution company
- Food service management company
- Farmer or producer
Direct Purchasing: How

School District

Request for bids/proposals

Suppliers

School selects winner(s) based on price or price and service

Bids/Proposals
Direct Purchasing: Food Distribution Companies

 Contracts with food distributors
  • National or regional companies
  • Wide variety of food products

 Examples:

 ![Sysco](image1)
 ![US Foods](image2)
 ![Fox River Foods](image3)
Direct Purchasing:
Food Service Management Companies

➢ Provide food *and* some management tasks

➢ 13% of school districts

➢ Schools remain responsible for program oversight

➢ Examples:
Direct Purchasing: Farm to School

- Purchase from local farmer
- Active in >2,000 school districts in all 50 states
Direct Purchasing: Legal Requirements

- Competitive bidding

- Geographic preference

- Food licensing
  See state specific requirements.
Collective Purchasing: What and Why

- School districts pool their purchases together for bidding/contract process
- Higher volume of purchases results in lower prices
Collective Purchasing: How

- Group Purchasing Organizations
- Non-profit Purchasing Cooperatives
- Buying Groups
Collective Purchasing: Minnesota Example:

Minnesota School Food Buying Group ("MSFBG")

- Legal mechanism: Joint Purchasing Agreement with Anoka-Hennepin School District

- MN state statute 471.59 allows government entities to share contracts

- All public school districts with self-operating food service are eligible to participate.
Collective Purchasing: How does MSFBG Work?

- **Annual participation Fee:**
  - <3,000 students = $400
  - >3,000 students = $700

- Bids to manufacturers for products

- Awarded products available through all MN distributors working with schools

- Decision-making body: Voting group of 15 participants
Collective Purchasing: Example of Savings

Example Menu
Based on a school with 350 students. On this single day, the savings add up to $41.80. If you served these items once a month, the yearly savings would be $376.20!

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Quantity</th>
<th>Savings Per Unit</th>
<th>Savings Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken Quesadilla**</td>
<td>3 cases</td>
<td>$9.00</td>
<td>$27.00</td>
</tr>
<tr>
<td>Romaine salad*</td>
<td>7#</td>
<td>$0.40</td>
<td>$2.80</td>
</tr>
<tr>
<td>Banana*</td>
<td>3 cases</td>
<td>$4.00</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

Daily Total Savings $41.80

Yearly Total Savings $376.20

*Compared with average distributor pricing for a non-MSFBG school district
** Compared to current year MSFBG pricing
Collective Purchasing: Savings - Fresh Vegetables

- Average savings of $4.47 or 25% per case

Non-MSFBG pricing from district with 4150 students, avg. participation of 82%
Collective Purchasing: Savings - Chicken Products

Average Savings of $9.96 or 22% per case
Non-MSFBG pricing from district with 4150 students, avg. participation of 82%
Joint Powers Authority

2011 Minnesota Statutes

471.59 JOINT EXERCISE OF POWERS.

Subdivision 1. Agreement. Two or more governmental units, by agreement entered into through action of the governing body of each unit, may exercise jointly and in common any powers vested by law in such units or in their respective boards or officers except as otherwise provided by law.
USDA Foods: What and Why

Schools receive an amount of “entitlement commodities” based on the number of reimbursable school lunches they serve

• Dates back to 1930s
• Provides 15-20% of school food

http://www.fns.usda.gov/fdd/
USDA Foods: Types of Products

- Brown box
- Bonus commodities
USDA Foods: Types of Products

Processed/diverted commodities

USDA Foods:
Department of Defense Programs

➢ DoD Fresh
  • 45 states + D.C.

➢ DoD Farm to School
  • 12 states

USDA Foods: How

U.S. Farmer → USDA

USDA Foods

School Food Authority

State Agency

real choices
Eating healthy never tasted so good

Minnesota Department of Education
USDA Foods: Legal Requirements

- Must be domestically produced.
- Schools must accept as many USDA Foods as they can efficiently use.
USDA Foods: Pilot Programs

- Cash-in-lieu of commodities
  (1980s)

- Commodity letters of credit
  (1980s)

- Michigan and Florida
  (Jan-Dec 2012)

Resources


HOW WE GOT (ALMOST) THERE

APRIL 17, 2012

Jean Ronnei, SNS
Director, Nutrition and Custodial Services
Saint Paul Public Schools
Today’s Agenda

- A bit about Saint Paul
- Ideas to meet new standards
- “Healthy Hits” Process
- New Meal Pattern Tools
- Saint Paul’s next steps
- Resources
SPPS Demographics

➢ 39,000 Students
  • 70 languages/dialects
  • 73% F/R eligible

➢ Overall Participation YTD
  • 63% breakfast – Yeah, B2G!
  • 78% lunch – Closed Campus

➢ Financially Solvent
  • $24 mil budget
  • $3.8 mil fund balance
  • 35% food cost
  • $1,200 a la carte/day district-wide

Nutritional Profile Lunch K - 5
% of calories fat – 25
% of calories sat fat – 6.6
Sodium – 1356 mg (w/ condiments)
Vitamin A – 105%
Vitamin C – 83%
Iron – 65%
SPPS Programs / Operation Style

- Cook/Chill Central Kitchen
- Ship out once daily
- Make from scratch items such as:
  - Fresh made wraps and sandwiches
  - Sauces, soups, lasagna, pasta
  - WW Breakfast breads, pizza crusts
  - WW French bread - daily
  - WW Crisps, Cookies
- Breakfast to Go
- FFVP - 26 Schools
- After School Snack Programs
- “Summer Program Sponsor
- “Unlimited” Choice (salad) Bars
Ideas to Meet New Standards

- Plan your Plan!
- Pick “low hanging” fruit first
- Introduce big changes at start of year
- Get staff buy-in
- Try new recipes, but not crazy ones
- Market the good reasons for the changes
- Remember – students won’t be hungry if they eat their fruits and veggies!
- Just because someone thinks an idea is good, don’t jump in without testing
The “Healthy Hits” Process

Recipe Submission or New Product
Ex: Teriyaki Chicken & Edamame

Is this healthy?

Do we think it will be a hit with kids?

YES!
The Healthy Hits Process

Analyze Cost Per Serving

Is it $0.60 or less per serving?

YES!
$0.28 per half cup

Can we really afford to serve Caviar?
Yes! Not every student will take it ☺ You may be able to offer more expensive seasonal fruits/veggies, grains and other healthy items after all when you consider this truth.
### The Healthy Hits Process

Analyze nutritional profile

Does it meet or exceed USDA requirements for calories, fat and nutrients?

**YES!**

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**Saint Paul School Food Service**

Recipe: 001726 *Chicken & Edamame*

<table>
<thead>
<tr>
<th>Alternate Recipe Name:</th>
<th>Number of Portions: 50</th>
<th>Size of Portion: 1/2 cup</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Serving Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>RICE,BROWN,CKD...</td>
<td>12 CUP</td>
<td>5 LB</td>
</tr>
<tr>
<td>Chicken meat, ckd, diced...</td>
<td>4 cup</td>
<td>3 (1/2 cup)</td>
</tr>
<tr>
<td>Teriyaki Sauce</td>
<td>2 CUP</td>
<td>2 CUP</td>
</tr>
<tr>
<td>Edamame</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peppers, Red, Sweet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CILANTRO,RAW</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Nutritional Information**

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>169</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>38 mg</td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td>620 mg</td>
<td></td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>1.25 g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>13.80 g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>12.13 g</td>
<td></td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>3.77 g</td>
<td></td>
</tr>
<tr>
<td>Fat</td>
<td>0.91 g</td>
<td></td>
</tr>
<tr>
<td>Calories from Fat</td>
<td>32.65%</td>
<td></td>
</tr>
<tr>
<td>Calories from Prot</td>
<td>28.68%</td>
<td></td>
</tr>
<tr>
<td>Calories from Ch</td>
<td>20.99%</td>
<td></td>
</tr>
<tr>
<td>Calories from T Fat</td>
<td>4.67%</td>
<td></td>
</tr>
</tbody>
</table>

Recipe HACCP Process: #2 Same Day Service

Nov 25, 2009
The Healthy Hits Process

Small and large batch tests

Can it be produced on a large scale in the Nutrition Center and/or in school kitchens?

YES!
The Healthy Hits Process

Pilot at a school

Is there positive feedback from students and staff?
Taste tests & Focus Groups too!

- YES!
- NO

Celebrate the flops, at least you’re trying!
Is there positive feedback from students and staff? Do the participation numbers show it is well received with students?

Yes!
The Healthy Hits Process

It’s a Healthy Hit!
Teriyaki Chicken & Edamame
Ideas to Meet New Standards -- Lunch

- Put in self-serve choice bars
- Mix dark greens w/ Iceberg
- Offer Legume Salads each day
  - Black Bean, Corn & Edamame, etc.
- Frozen vs. Canned veggies
- Replace or reduced processed items
  - Switch out fries and tots w/ roasted fresh or baked
  - Offer un-breaded items
- Cut Entrée sizes (1 oz min/day, 8 – 10 oz/wk K-5)
  - Shrink “scoop-able” size
  - Cut Pizza and Lasagna size
  - Saves money, sodium & calories!
Ideas to Meet New Standards – Breakfast

Offer limited choices

- Whole grain, low sugar cereals are available from many vendors
- Purchase or make smaller size muffins or use breakfast breads – add in carrots, whole wheat, flax
- Do wraps w/ whole grain tortillas
- Protein rich items – eggs, yogurt
- Offer fruit and juice, start w/ lower cost
- Test out B2G
<table>
<thead>
<tr>
<th>Food Group</th>
<th>Date Due</th>
<th>New USDA Regs</th>
<th>Current SPPS</th>
<th>Steps to meet USDA Regs</th>
<th>Date Met</th>
</tr>
</thead>
</table>
| Fruits     | 7/1/12   | .5-1 cup fruit per day  
Students may select only .5 cup per day under OVS. | Unlimited | N/A | 7/1/12 |
| Vegetables | 7/1/12   | .75-1 cup of veg per day  
- minimum weekly requirement:  
  -.5 cup dark green  
  -.5 cup red/orange  
  -.5 cup legumes  
  -.5 cup starchy  
  -.5 cup other  
  Reimbursable meal must contain a fruit or vegetable | Unlimited on Choice Bar  
Spinach at least 1x per week.  
Carrots at least 1x per week.  
All others typically offered 1-3x per week. | N/A | 7/1/12 |
**Tackling New Regulations Tool**

**Sodium**

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### Sodium – Lunch

Goals to be reached for 2014-2021

<table>
<thead>
<tr>
<th>Date Due</th>
<th>New USDA Regs</th>
<th>Current SPPS</th>
<th>Steps to meet USDA Regs</th>
<th>Date Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/1/14</td>
<td>Daily Averages: K-5 ≤ 1230 mg&lt;br&gt;6-8 ≤ 1360 mg&lt;br&gt;9-12 ≤ 1420 mg</td>
<td>K-5: 1052-1458 Average: 1265&lt;br&gt;6-8: 1360-1580 Average: 1463&lt;br&gt;9-12: 1278-1660 Average: 1430</td>
<td>Evaluate all menu items and establish sodium ranges for entrees and sides&lt;br&gt;Replace purchased items as needed</td>
<td></td>
</tr>
<tr>
<td>7/1/17</td>
<td>Daily Averages: K-5 ≤ 935 mg&lt;br&gt;6-8 ≤ 1035 mg&lt;br&gt;9-12 ≤ 1080 mg</td>
<td></td>
<td>Modify recipes as needed</td>
<td></td>
</tr>
<tr>
<td>7/1/22</td>
<td>Daily Averages: K-5 ≤ 640 mg&lt;br&gt;6-8 ≤ 710 mg&lt;br&gt;9-12 ≤ 740 mg &lt;br&gt;Additionally, before Years 5 and 10 required targets, USDA will conduct an analysis to ensure targets are reasonable.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Refer to handout: Meal Pattern Worksheet
Our Next Steps

- Revise plan based on final Meal Pattern
- Future goals…
  - Reduce students’ use of Ranch Dressing
  - Eliminate rest of processed potatoes
  - Increase use of F2S produce and other products
  - Replace more canned vegetables with frozen and fresh
  - Expose students to more fruits and veggies through FFVP and unlimited Choice Bar
  - Replace high sodium ingredients with fresh herbs and spices

- Watch participation
  - Overall participation didn’t drop even though….
    - No more Tots
    - No foot longs
    - No syrup

- HS Menu pilot didn’t result in lower participation even though…..
  - No fries
  - Hamburgers offered less often
  - No breaded Chix Patties, Nuggets or Ribiques
Thank You!

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Recipes, menus, nutritional analysis
www.schoolnutrition.org

Best Practice: Menu Changes to Meet the New  Proposed Meal Patterns
Tray Talk
SNA’s Upcoming Annual National Conference
Next Webinar in the Series

Telling the Public Health Story to the FDA's Center for Tobacco Products

Tuesday, May 1, 12:00-1:30 p.m. CDT

Visit www.publichealthlawcenter.org for more information
Questions???