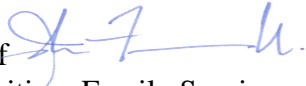




STATE OF CONNECTICUT  
DEPARTMENT OF EDUCATION



**TO:** Sponsors of School Child Nutrition Programs

**FROM:** John Frassinelli, Chief   
Bureau of Health/Nutrition, Family Services and Adult Education

**DATE:** December 15, 2014

**SUBJECT: Operational Memorandum #11-15**  
Implementation of Smart Snacks in School: State Agency Fundraiser Elections and Exemptions

This information applies **only** to schools and institutions that do **not** participate in Healthy Food Certification (HFC) under [Section 10-215f](#) of the Connecticut General Statutes. Public schools that participate in HFC must follow the fundraiser requirements outlined in the Connecticut State Department of Education's (CSDE) handout, [Requirements for Food and Beverage Fundraisers \(HFC Schools\)](#).

The Healthy, Hunger-Free Kids Act of 2010 (HHFKA) directed the U.S. Department of Agriculture (USDA) to establish nutrition standards for all foods and beverages sold to students on the school campus during the school day, including foods sold through school fundraisers. On June 28, 2013, the Food and Nutrition Service (FNS) published the "Smart Snacks in School" (Smart Snacks) regulation that carefully balances science-based nutrition standards with practical and flexible solutions to promote healthier eating on campus.

The USDA recognizes that fundraisers play a vital role in providing additional sources of income to school districts to support extracurricular activities, such as sports, drama and music, that contribute to students' education, physical health and overall well-being. The Smart Snacks regulations do not apply to fundraisers that do not sell food or that take place outside of school, e.g., cookie dough or frozen pizza sales. There are no limits on the number of fundraisers that may be held when all foods sold in a fundraiser meet the Smart Snacks requirements. The Smart Snacks standards do not apply to after-hours fundraisers or after-hours concessions that operate during athletic events, school concerts or on weekends.

States have the authority to set their own policy relating to fundraisers that do not meet these criteria, i.e., "exempt fundraisers." **Connecticut does not allow any exemptions for fundraisers under the Smart Snacks regulation. Therefore, all fundraisers sold during the school day must meet the Smart Snacks competitive foods standards.**

#### **Guidance and Information to Assist Schools with Fundraisers**

Several tools and resources are available to help school staff, parents and students identify food items that meet the Smart Snacks criteria and incorporate healthy fundraising activities in schools. Policy guidance and resource materials on Smart Snacks may be found at the USDA

Web site, [Healthier School Day Tools for Schools: Focusing on Smart Snacks](#). This site contains information that specifically addresses fundraisers, including the [Healthy Fundraising](#) Web page and [Smart Snacks in School Fundraisers](#) handout. It also includes many other practical resources, including a [Smart Snacks calculator](#), a [Smart Snacks fact sheet](#), ways to encourage children to make healthier snack choices and other resources to help schools create a healthier school environment by providing Smart Snacks.

In addition, USDA partners have developed other fundraising resources for school staff, parents and students from organizations committed to healthy nutrition in schools. The Centers for Disease Control and Prevention's (CDC) [Adolescent and School Health](#) Web page has many resources to help support implementation of nutrition policies in schools. In addition, the [Alliance for a Healthier Generation](#) has excellent resources on fundraising activities and strategies. For more resources on healthy fundraisers in schools, review the CSDE's [Healthy School Environment Resources](#).

For more information on the fundraiser requirements under Smart Snacks, see the CSDE's handout, [Requirements for Food and Beverage Fundraisers \(Non-HFC Schools, Private Schools and Residential Child Care Institutions\)](#). For more information on the USDA Smart Snacks standards, see the Connecticut State Department of Education's (CSDE) [Competitive Foods](#) Web page.

Questions may be directed to:

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Fairfield County	Fionnuala Brown	<a href="mailto:fionnuala.brown@ct.gov">fionnuala.brown@ct.gov</a> 860-807-2129
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Hartford County (towns/cities beginning with S-W) Windham County	Susan Alston	<a href="mailto:susan.alston@ct.gov">susan.alston@ct.gov</a> 860-807-2081
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JF:sff

Important: This is a numbered Connecticut State Department of Education (CSDE) operational memorandum that contains important program information. Please read carefully and retain in a binder for future reference. All CSDE operational memoranda are posted on the CSDE's [Operational Memoranda for School Nutrition Programs](#) Web page.