



## **USDA Smart Snacks in School FAQs**

### **What is Smart Snacks in School and how does it affect my fundraiser?**

The Healthy Hunger-Free Kids Act of 2010 directed the USDA to establish nutrition standards for all foods and beverages sold to students in school, during the school day. This also includes foods sold through school fundraisers on the school campus, during the school day. The new Smart Snacks in School nutrition standards has sought to balance the need of schools to conduct fundraisers, while still ensuring that students have access to healthier foods and beverages during the day.

### **Can we still fundraise with Butter Braid® frozen pastries?**

Yes. Per the USDA, you can fundraise with frozen pastries as long as they are sold off campus, after school hours.

### **Can we still have fundraising products delivered to our school campus for students to take home and deliver?**

Yes. As long as the product is not unwrapped or consumed on the school campus during the school day. The school day is defined as the period from the midnight before, to 30 minutes after the end of the official school day.

### **Can we promote a Butter Braid® pastry fundraiser during the school day through posters, announcements, or assemblies?**

Yes. As long as the products are not sold on school campus during the school day. Promotions are permitted during the school day per the USDA.

### **What are fundraising exemptions?**

A special exemption is allowed for foods that do not meet competitive food standards for the purpose of conducting infrequent, school-sponsored fundraisers. The USDA has allowed states to set their own limits on the frequency of exempt fundraisers. If the State agency does not specify the exemption frequency, no fundraiser exemptions may be granted. There are currently 21 states that have developed exemptions.

### **Does my state have fundraising exemptions?**

Currently, 21 states have developed fundraising exemptions. [Click here](#) for a list of states with fundraising exemptions.

### **Can we still fundraise even if our state doesn't have any fundraising exemptions?**

Yes, you can still run Butter Braid® pastry fundraisers off campus, after school hours per the USDA, even if your state does not have any fundraising exemptions. Distribution of order forms and foods not intended for consumption at school may continue. You can promote the fundraiser through posters, announcements, and assemblies during the school day. The pastries should be sold off school grounds, to family, neighbors, and community supporters. Your school will not lose any federal lunch program funding if these guidelines are followed.

### **My state has fundraising exemptions, how do I use them?**

Procedures vary by state. Talk to your local school administration to find out how you can take advantage of your existing fundraising exemptions.

*\*It is important to note that state agencies and school districts may establish more restrictive policies than that of the USDA's minimum standards, including those related to delivery of food products, distribution of forms, and collection of money. Check with your schools administration to verify no additional policies are in place.*