
Smart Snacks in School: Fundraisers

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, including foods sold through school fundraisers. The new Smart Snacks in School nutrition standards will help schools make the healthy choice the easy choice by offering students healthy choices (whole grains, fruits and vegetables, leaner protein, low fat dairy) while limiting foods with too much sugar, fat, and sodium.

Fundraisers are time-honored traditions that support local school activities, such as class trips, athletic programs, and the purchase of school supplies. Smart Snacks in School nutrition standards seek to balance school funding with student wellness.

Highlights of the Smart Snacks in School Nutrition Standards

All food or beverages sold during the school day must meet the Smart Snacks in School nutrition standards.

This includes foods sold as part of a school event, sports tournament, music /speech event, bake sales, other fundraisers, school store, etc., that occurs during the school day. The school day is defined as midnight to 30 minutes after the last bell of the day.

No limits on fundraisers that meet the new Smart Snacks in School nutrition standards.

The Smart Snacks in School rule does not limit fundraisers that sell non-food items or foods or beverages that meet the new standards. There are plenty of healthy fundraising options available to schools, including selling fresh produce, books, school spirit merchandise or other nonfood items during the school day. For more ideas, check out the Montana School Nutrition Programs website: opi.mt.gov.

Smart Snacks in School nutrition standards don't apply to events held outside of school hours.

Smart Snacks in School nutrition standards only apply to foods and beverages sold to students on the school campus during the school day. The nutrition standards do not apply to foods and beverages sold at events held after school, off campus, or on weekends, such as school plays or sporting events.

Distribution of order forms and foods not intended for consumption at school .

Smart Snacks in School nutrition standards do not apply to fundraising activities that take place outside of school, such as cookie dough or frozen pizza sales. Distribution of order forms and foods not intended for consumption at school may continue.

For more information contact:



Montana Team Nutrition Program

Phone 406-994-5641

Email kbark@mt.gov

Montana School Nutrition Programs

Phone 406-444-2501

Email cemerson@mt.gov



This institution is an equal opportunity provider.