



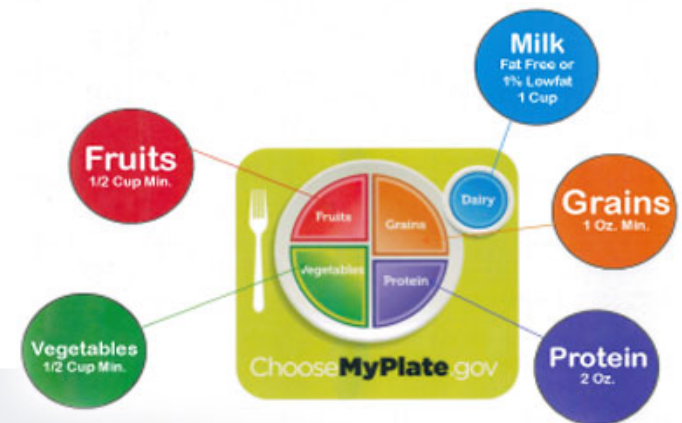
Superintendent's Report

October 2012

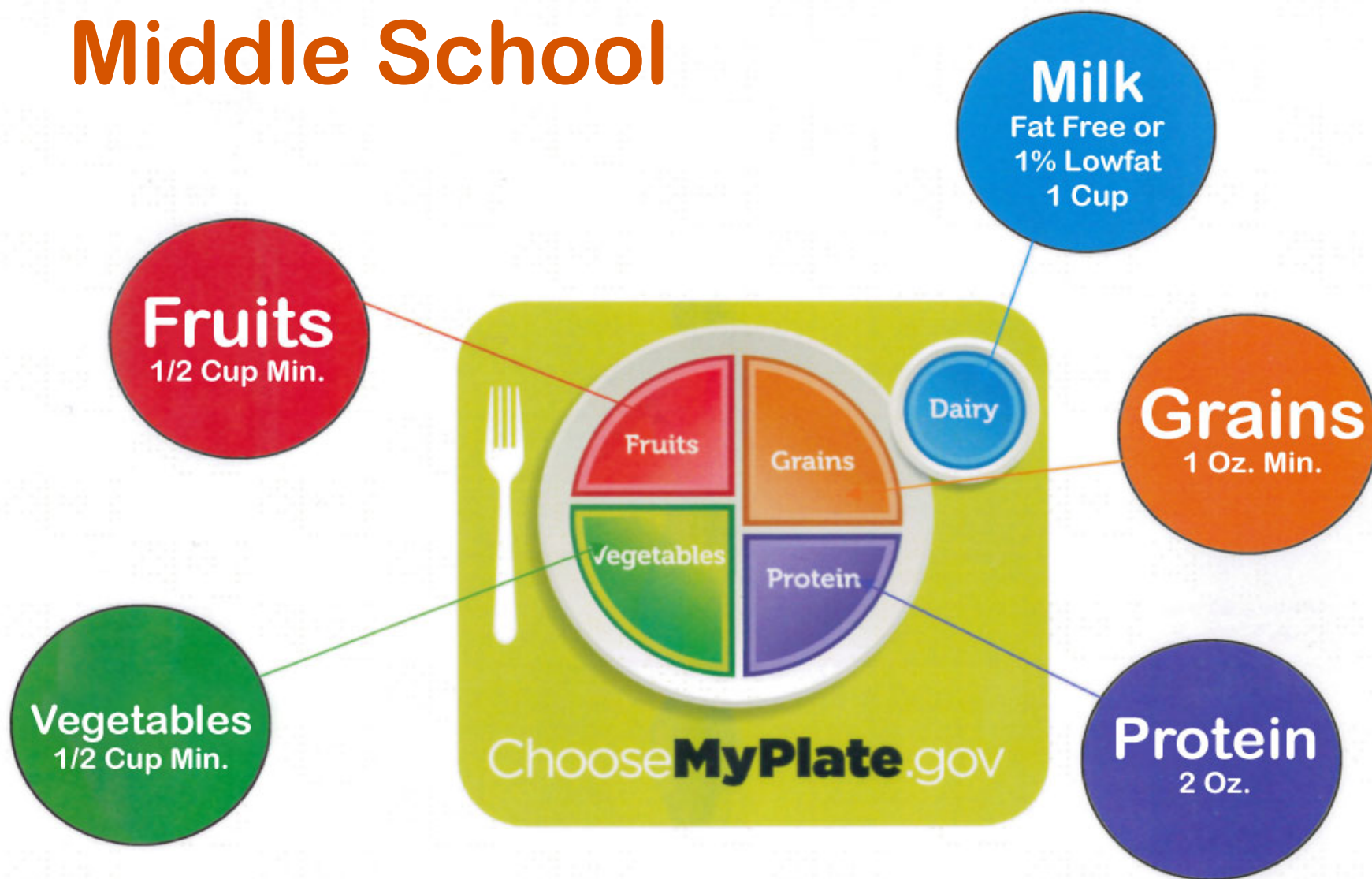


Healthy, Hunger-Free Kids Act (2010)

- Most comprehensive changes to school food program in more than generation
- President signed into law on December 13, 2010.
- Targeted to address childhood obesity.



Middle School



New Regulations

- Protein is capped at 2 oz. per day / weekly maximum for each school level
- Grains must be all whole grain; amount capped at 9-12 oz./week



New Regulations

- Maximum calories per meal are 650 elementary, 700 middle, 850 high
- Students required to take a fruit or a vegetable
- Three-year implementation of sodium restrictions



New Regulations

- Forced to raise the price of meals by 10 cents every year until meal price is equivalent to reimbursement of a free meal.
- Each week required minimums for all vegetable subgroups: dark green, red/orange, dry beans/peas, starchy, and “other.”



Challenges

- Food Service Programs, manufacturers, and distributors did not receive final guidelines until April of 2012 for July 1 implementation
- Old regulations set minimums/new regulations set maximums
- All School District menus and recipes had to be rewritten and re-evaluated.



Challenges

- Timeline did not allow manufacturers or farmers to prepare
- Changing food production line costs manufacturers approximately \$1 million



Challenges

- Fruits – Cost is increasing due to drought and demand which makes menu evaluation more difficult
- Sodium Requirement will reduce salt content to levels of those on restricted sodium diets
- Vegetables – Diversity of requirements makes them restrictive



Challenges

- Students are complaining of hunger
- Meal prices will continue to climb/ parents won't pay for children to be hungry
- Concern that manufacturers will choose to focus on other market sectors, limiting choices and raising prices further.



National Response

- Students from across the country have responded to these new regulations
- Social Media has been primary tool
- Mainstream media has picked up on students' campaign.



Our Response

- GCS hosted a meeting with aides representing Senators Graham and DeMint and Reps. Gowdy and Duncan
- Attended by Food Service Directors from surrounding districts
- Also attended by food manufacturers and distributors



Possible Solutions

- H.R. 6418 “No Hungry Kids Act” introduced in House of Representatives to repeal Healthy, Hunger-Free Kids Act
- We support modifications to current regulations



Possible Solutions

- Modify the protein and grain components to require minimums, not maximums
- Modify the vegetable requirements to make them less restrictive
- Allow districts to determine purchases on fresh fruits and vegetables based on market conditions



Possible Solutions

- Allow districts to set meal prices
- Provide the option for students to take several servings of fruits and vegetables – or none at all - instead of requiring all students to take at least one serving
- Give manufacturers time to implement requirements before mandating compliance

