



**Mequon-Thiensville School District**  
*City of Mequon and Village of Thiensville*

5000 W. Mequon Rd., Mequon, WI 53092  
Phone: 262-238-8500, Fax: 262-238-8520  
[www.mtsd.k12.wi.us](http://www.mtsd.k12.wi.us)

Demond A. Means, Ed.D., Superintendent  
Matthew Joynt, Assistant Superintendent of Educational Services  
Gail Grieger, Executive Director of Business Services  
Jeridon Clark, Executive Director of Organizational Alignment & Digital Learning  
Sarah Zelazoski, Executive Director of Human Capital  
Rachel Fellenz, Executive Director of Student Services  
Jennifer Flierl, Executive Director of Communications

Dear Parents and Guardians:

The Mequon-Thiensville School District is committed to providing a safe and healthy environment for all students. We will continue to offer your child healthier lunch options during this school year. The healthier options are in compliance with the United States Department of Agriculture's (USDA) new nutrition standards and apply to all foods and beverages sold to students during the school day.

The "Smart Snacks in School" standards require healthier alternatives to a la carte foods that are sold in the cafeteria. A la carte items, such as cookies, have been reformulated to fit the new "whole grain-rich" standards. A different variety of snacks are available which meet these new nutrition standards. All foods sold in the Mequon-Thiensville schools during the school day must meet at least one of the following requirements:

- Be a whole grain product
- Have a fruit, vegetable, dairy or protein listed as the first ingredient
- Be a "combination food" with at least  $\frac{1}{4}$  cup of fruit and/or vegetable
- Contain 10 percent of the Daily Values of one nutrient of public healthy concern (calcium, potassium, vitamin D or dietary fiber)

Foods and beverages must also meet specific nutritional requirements related to calories, fat, sodium and sugar.

The standards only apply to food and beverages sold during the school day. The standards do not apply to any foods brought to school in bagged lunches.

Please see the attached FAQs for more information about the healthier food and beverage options available to your child.

Sincerely,

A handwritten signature in cursive script that reads 'Gail M. Grieger'.

Gail M. Grieger  
Executive Director of Business Services

## Smart Snacks in School FAQs

### What are Smart Snacks?

The “Smart Snacks in School” is a requirement of the Healthy, Hunger-Free Kids Act of 2010 which required the USDA to establish nutrition standards for all foods sold to students during the school day. The standards set limits on the amount of calories, sodium, fat and sugar included in items sold to students. A “Smart Snack” is defined as a product that meets nutritional guidelines. Products that do not meet these guidelines can no longer be sold during the school day.

### How does this affect my child’s school lunch offerings?

Your child is now offered healthier a la carte options in the school cafeteria. All foods sold in Mequon-Thiensville schools must meet the following calorie limits:

- Snack items <200 calories
- Entrée items <350 calories

Also, all foods must meet one of the following requirements:

- Be a whole grain-rich product
- Have a fruit, vegetable, dairy or protein listed as first ingredient
- Be a “combination food” that contains at least ¼ cup of fruit and/or vegetable
- Contain 10 percent of the Daily Values of one nutrient of public health concern (calcium, potassium, vitamin D or dietary fiber)

### What food/beverage products are now offered?

- Cookies – a new recipe made with whole grain-rich flour
- Lower calorie beverage options
- More fresh fruit and vegetables
- Fruit Slushies’ & Smoothies
- Baked/Reduced Fat Chips
- Whole grain-rich snacks

### Do the standards apply to food and beverages sold before or after school?

- The restrictions do not apply to food and beverage items sold after the school day, on weekends, or at off-campus events.
- The school day is defined as the time period from midnight before through 30 minutes after the end of the official day.

**What does this mean for fundraisers?**

During the school day, only foods and beverages that meet the Smart Snacks standards can be sold in fundraisers. The Department of Public Instruction has allowed two exemptions per student organization per school year for infrequent and special school-sponsored events.

Again, the standards do not apply to items sold during non-school hours, weekends or off-campus fundraising events. Foods sold on campus that cannot be consumed onsite, such as frozen pizza sales, are also exempt.

**Why is MTSD implementing the Smart Snacks standards?**

The Mequon-Thiensville School District has chosen to comply with the U.S. Department of Agriculture in order to promote a healthy environment for all students and to ensure continued federal funding. MTSD receives in excess of \$250,000 annually in federal and state aid to support our school lunch program. Loss of this funding would need to be made up locally by price increases or as a line item in our school budget. Currently, our lunch program is self-sufficient and does not impact our school budget.