

HEALTH EXPERTS, POLICYMAKERS, EDUCATORS, INDUSTRY REPRESENTATIVES AND PARENTS AGREE. USDA'S UPDATED STANDARDS FOR "SMART SNACKS IN SCHOOL" SET THE STAGE FOR HEALTHIER SCHOOLS.

"Many parents are working hard every day to make sure they provide healthy, balanced meals and snacks to their kids. Unfortunately, we don't always have control over the snacks our kids have access to when they're away from home. That's why, as a mom myself, I am so excited that schools will now be offering healthier choices to students and reinforcing the work we do at home to help our kids stay healthy." [READ MORE...](#)

First Lady of the United States Michelle Obama

"Prodded by parents who rightly want schools to support their efforts to raise healthy kids, we've made steady progress in improving the nutrition environment in American schools... And now, with the release of a final rule on smart snacks, we'll put in place common sense nutrition guidelines for snack foods and beverages sold in school stores, vending machines, and snack bars, closing a loophole that for too long has undermined the health and nutrition of our kids." [READ MORE...](#)

Senator Tom Harkin (D-IA)

"The measures unveiled today ensure all foods sold in schools during the school day reflect the best nutritional science while adding common-sense requirements and flexibility." [READ MORE...](#)

Senator Lisa Murkowski (R-AK)

"The next vital part of the process is for districts to begin implementing these standards. The guidelines established by USDA serve as a baseline—states and localities can build on them and customize exactly what items are served to students in their schools. Offering nutritious snacks will help to ensure that the healthy choice is the easy choice for all students." [READ MORE...](#)

Jessica Donze Black, director of the Kids' Safe and Healthful Foods Project

"These strong standards will not only transform the food and beverages offered in schools, they will help create optimal learning environments where our children can thrive." [READ MORE...](#)

Nancy Brown, CEO of the American Heart Association

"The updated USDA standards will provide consistency nationwide and, importantly, will help to reduce disparities that currently exist in access to healthy snack foods and beverages in our children's schools." [READ MORE...](#)

Dr. Frank Chaloupka co-director of Bridging the Gap

"Increasing the availability of fresh fruits and vegetables as snacks in schools will go a long way towards creating a healthy school food environment and improving nutrition for 32 million school children. In addition, this will drive opportunities for increased produce sales to schools, especially for fresh and fresh-cut fruits and vegetables in convenient single servings." [READ MORE...](#)

Dr. Lorelei DiSogra, vice-president of nutrition and health of the United Fresh Produce Association

"These standards will help align wellness efforts across the cafeteria and school campus, and address the critical issue of childhood obesity impacting too many children today." [READ MORE...](#)

Linda Drake, president Society of the Nutrition Education and Behavior

"In combination with the new school meal regulations, these standards have the potential to impact the health of millions of children nationwide and support, rather than undermine, parental efforts to improve children's diet. USDA is to be commended for stepping up to address the nutrition crisis in the United States and for protecting the health of children." [READ MORE...](#)

Kathryn Henderson, PhD, Rudd Center Director of School and Community Initiatives

"This is a victory for children and teenagers everywhere, and it couldn't have happened without YOU. You were one of the nearly 250,000 people earlier this year who wrote to the USDA in support of the proposed guidelines." [READ MORE...](#)

Marty Kearns, director of PreventObesity.net

"I commend the U.S. Department of Agriculture for taking this momentous step to bring healthier snacks and drinks to students across the nation. The updated standards are critical to addressing the nation's childhood obesity epidemic and helping our most vulnerable children get the foods and drinks they need to grow up strong and healthy." [READ MORE...](#)

Risa Lavizzo-Mourey, MD, president and CEO of the Robert Wood Johnson Foundation

"Pediatricians commend USDA for taking a step forward today to make sure that all foods and beverages sold in schools, including snacks, are healthy for children." [READ MORE...](#)

Thomas K. McInerney, MD, FAAP, president of the American Academy of Pediatrics

"Replacing junk food and sugary drinks with healthy options will be a win-win—for students and for schools. NEA HIN is encouraging school employees to help implement the national standards. We also urge states and school districts to enact complementary standards that are customized to meet the needs of their students." [READ MORE...](#)

Jerry Newberry, executive director of the National Education Association Health Information Network

"Millions of children will benefit from having healthier options because of the updated USDA standards for snacks and drinks sold in schools—where many of our kids consume up to half their daily calories." [READ MORE...](#)

Maya Rockey Moore, director of Leadership for Healthy Communities

"The school snacks and beverages rule issued today is an important and positive step forward for our kids. Good nutrition, physical activity, and academic achievement are inextricably linked." [READ MORE...](#)

Robert K. Ross, M.D., president and CEO of The California Endowment

"Moms understand how important it is to make sure that their kids have a nutritious diet and they do their best to provide it, but too often their efforts are undermined by junk food sold at school. That's why the USDA's Smart Snacks in Schools rule is so important to families and to ensuring our kids grow up healthy." [READ MORE...](#)

Kristin Rowe-Finkbeiner, executive director and CEO of MomsRising.org

"The retired generals and admirals of Mission: Readiness support the U.S. Department of Agriculture's efforts to improve the quality of snack foods and beverages sold in schools because of their potential impact on the nation's obesity crisis and, ultimately, the pool of young adults who are eligible for military service." [READ MORE...](#)

Norman Seip, Lieutenant General for US Air Force (Retired) On Behalf Of Mission: Readiness

"Two thumbs up to the U.S. Department of Agriculture (USDA) for issuing the interim rule on national nutrition standards for 'smart snacks' in school. Now when we teach kids about good nutrition in the classroom, our lessons will no longer be contradicted by easy access to vending machines peddling candy and empty calorie beverages in the hallways." [READ MORE...](#)

Dr. Howell Wechsler, CEO of the Alliance for a Healthier Generation

"Low-income children will especially benefit from these strong standards. When peer pressure and stigma drive low-income students to purchase less healthy appealing competitive foods, instead of eating healthy school meals, they lose out nutritionally in a much bigger way than their more affluent peers, and their families lose financially." [READ MORE...](#)

Jim Weill, president of Food Research and Action Center

"Under the updated school nutrition guidelines, parents will no longer have to worry that their kids are using their lunch money to buy junk food and junk drinks at school. Combined with the improvements in school lunches that schools are implementing, all foods and beverages sold in schools will need to meet healthy nutrition standards." [READ MORE...](#)

Margo Wootan, director of nutrition policy for the Center for Science in the Public Interest

"We commend the USDA for its thorough work in developing the first-ever national standards for all foods and beverages in schools which largely follow the guidelines implemented voluntarily by our industry beginning in 2006." [READ MORE...](#)

The American Beverage Association

"The USDA's rule on competitive foods is a strong step in the right direction. By improving nutrition standards for most foods and beverages sold outside of school meals, it will benefit millions of children across the country." [READ MORE...](#)

The National Policy & Legal Analysis Network to Prevent Childhood Obesity