

Food and Beverage Marketing

This document outlines the Local Wellness Policy requirements for marketing food and beverages to students at schools operating the National School Lunch Program (NSLP) and/or the School Breakfast Program (SBP).



LOCAL WELLNESS POLICY REQUIREMENTS

Every local education agency (LEA) participating in the National School Lunch Program and/or the School Breakfast Program must establish and follow a local wellness policy and wellness implementation plan.

Food and beverage marketing should be addressed in the nutrition guidelines section of the local wellness policy and wellness plan.

- ✓ Local wellness policy and wellness plan requirements and resources are available at [SquareMeals.org/LocalWellnessPolicy](https://www.squaremeals.org/LocalWellnessPolicy)






This resource was created in partnership with the TDA Local Wellness Policy Advisory Committee.

FOOD AND BEVERAGE MARKETING REQUIREMENTS

All food and beverage marketing on school campuses during the school day (midnight before to 30 minutes after the end of the day) must meet the federal Smart Snacks standards. Schools must assess food and beverage marketing on campuses to ensure marketing reflects items that meet federal regulations.

- ✓ Learn more about Smart Snacks: www.fns.usda.gov/tn/guide-smart-snacks-school
- ✓ Contact your regional Education Service Center for technical assistance

MARKETING FAQs:

- ?** **What is marketing?**
Strategies to promote the sale of a food or beverage
-  **What types of marketing are included?**
Examples include oral communications, digital communications, and visual messages on posters, menu boards, vending machines, tray liners, cups, coolers, or food service equipment
-  **When and where do the standards apply?**
On the school campus during the school day for schools operating NSLP and/or SBP
-  **When do the marketing standards not apply?**
Marketing standards do not apply for materials used for classroom educational purposes and for schools that do not operate NSLP and/or SBP



TEXAS DEPARTMENT OF AGRICULTURE
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Food and Nutrition Division
National School Lunch Program

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Steps to Evaluate Food and Beverage Marketing at Schools:

- 1 LOCATE**
Find where food and beverage marketing is displayed on the school campus during the school day.
- 2 EVALUATE**
Compare the food and beverage marketing to the Smart Snacks standards to determine if it is compliant.
- 3 PLAN**
If the marketing item is not compliant, either (1) replace the marketing material immediately or (2) outline how it will be replaced in the future. The replacement strategy for marketing materials should be included in the wellness plan.
- 4 IMPLEMENT**
Refer to the replacement strategy when the marketing materials need to be updated (e.g., when a contract expires with a sponsor or when an item needs to be replaced due to wear and tear).



Some Examples of Food and Beverage Marketing on School Campuses



GYMNASIUM

- ✓ Water station logo
- ✓ Concession stand graphics and posters
- ✓ Vending machine exterior graphics



CAFETERIA

- ✓ Nutritional posters
- ✓ Menu board
- ✓ Lunch tray liner
- ✓ Trash can graphics
- ✓ Food service equipment
- ✓ Beverage cups



CLASSROOM / HALLWAY

- ✓ Fundraising flyers
- ✓ Message boards
- ✓ In-school radio or television broadcasts
- ✓ School computer screensavers



SPORTS FIELD

- ✓ Sponsor signs on athletic field fences
- ✓ Sponsor logo on scoreboards
- ✓ Sports equipment
- ✓ Coolers



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