



2009 CHILD NUTRITION AND  
WIC REAUTHORIZATION

TOOLS FOR IATP FOOD &  
SOCIETY FELLOWS

JUNE 23, 2009

## KETCHUP AS A VEGETABLE?

LEVERAGING CHILD NUTRITION POLICY TO MAKE  
HEALTHY FOODS THE EASIEST CHOICES FOR ALL CHILDREN





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# FELLOWS PANEL



# PURPOSE

To provide a general overview of the 2009 Child Nutrition and WIC Reauthorization and outline opportunities for IATP Food & Society Fellows to promote principles of “good food” through federal legislation.





# WHAT IS THE CHILD NUTRITION & WIC REAUTHORIZATION ACT?

- Federal legislation that authorizes all school meal and child nutrition programs which provide funding to ensure that low-income children have access to healthy and nutritious foods
- The programs serve millions of children with the goals of improving educational achievement, economic security, nutrition and health
- Reauthorized every five years
- Expires September 2009



# PROGRAMS

- Special Supplemental Nutrition Program for Women, Infants and Children
- WIC Farmers Market Nutrition Program
- Child and Adult Care Food Program
- Summer Food Service Program
- Afterschool Snack and Meal Program
- National School Lunch Program
- School Breakfast Program
- Special Milk Program
- Fresh Fruit and Vegetable Program

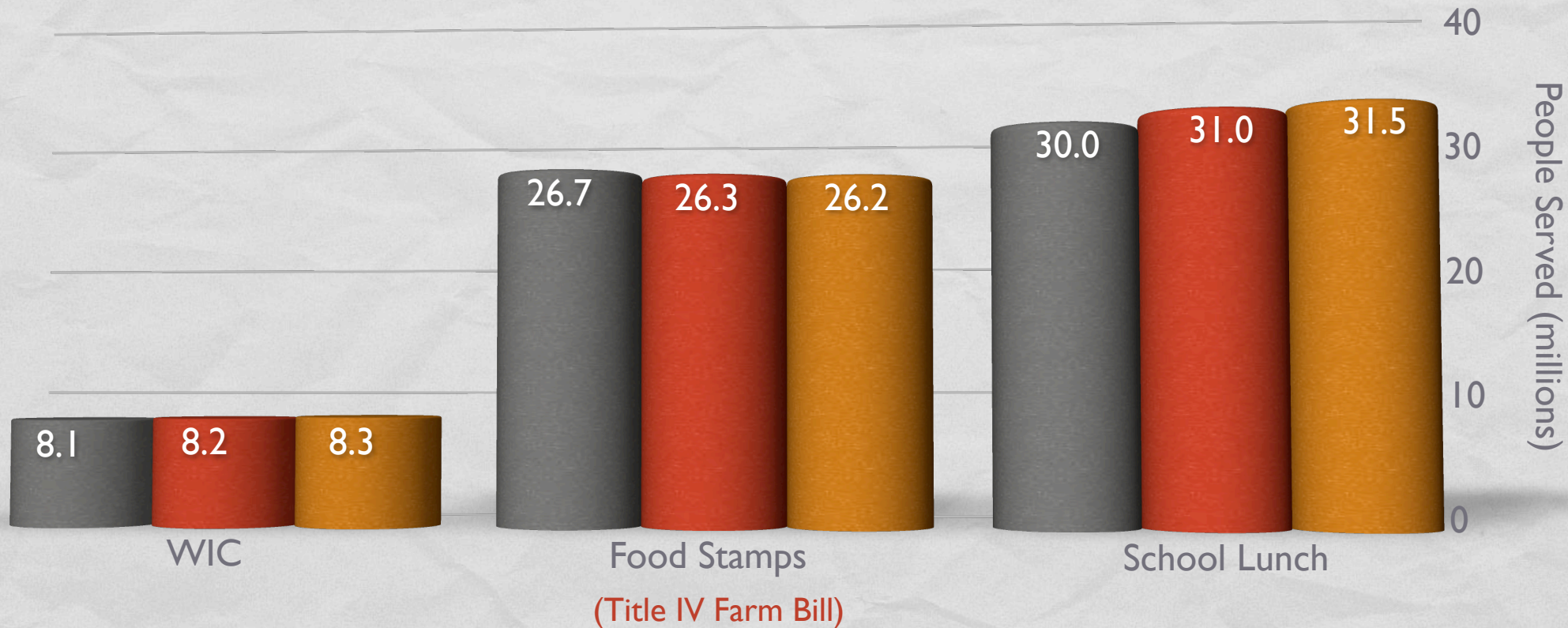


# People Served Through Nutrition Assistance Programs (Millions of People)

FY2006

FY2007

FY2008

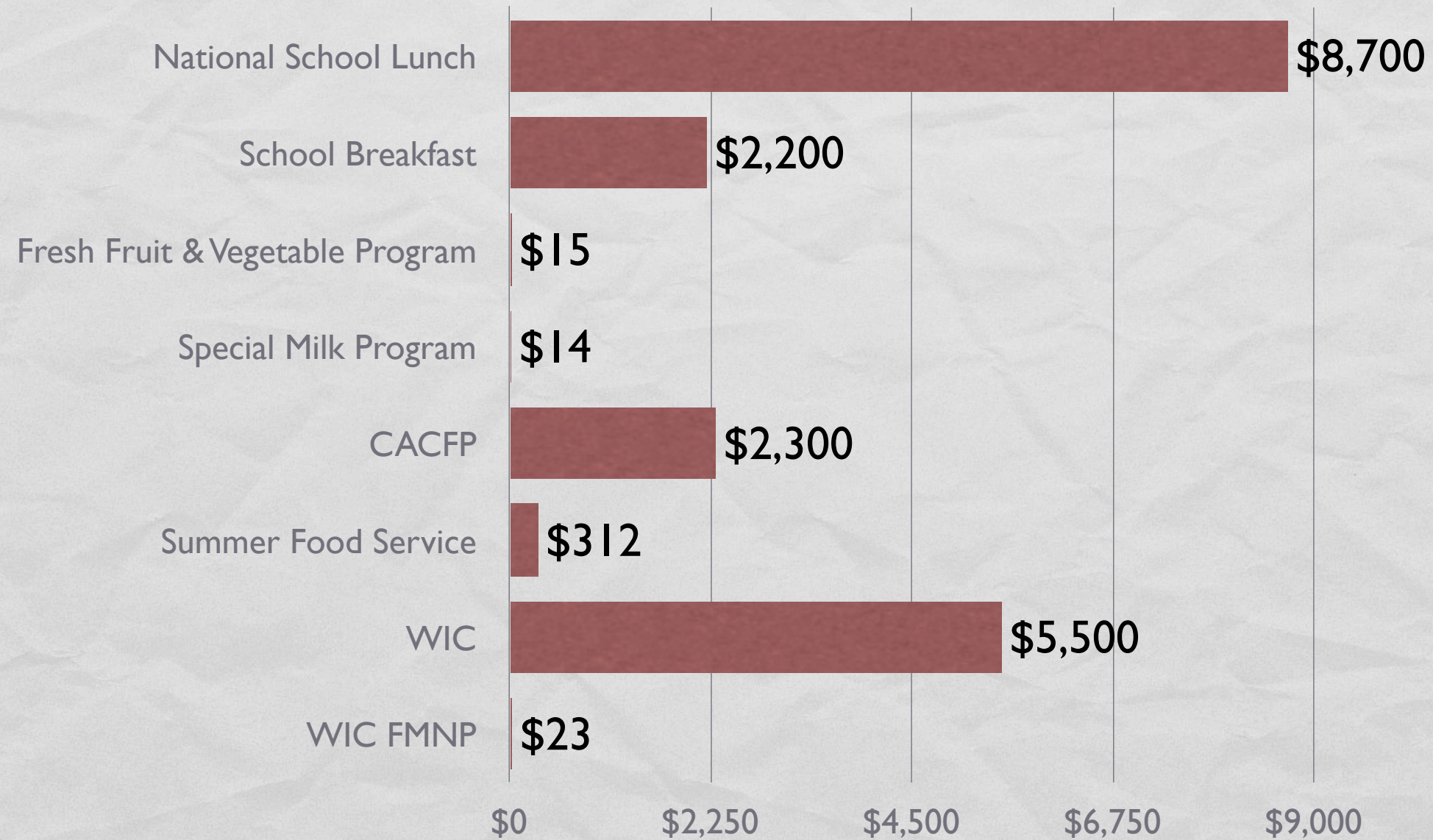


FY2008 Budget (\$ billions)	\$5.5	\$36.7	\$14.6
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Source: USDA FY2008 Budget Summary and Annual Performance Report



# FY2007 Expenditures (\$ millions) for Child Nutrition Programs



Sources: USDA FY2008 Budget Summary and Annual Performance Report, FRAC



# POLITICAL PROCESS

## Budget

- House Budget Committee
- Senate Budget Committee

## Authorizing

- House Education and Labor Committee
- Senate Agriculture Committee

## Financing

- House Ways and Means Committee
- Senate Finance Committee



# CONGRESS

## House Education and Labor Committee

### *Healthy Families and Communities Subcommittee*

Carolyn McCarthy (D-NY), Chairwoman  
Todd "Russell" Platts (R-PA), Ranking Member  
Yvette Clarke (D-NY)  
Brett Guthrie (R-KY)  
Howard P. "Buck" McKeon (R-CA)  
George Miller (D-CA), Chairman of HELC  
Jared Polis (D-CO)  
Carol Shea-Porter (D-NH)  
David Roe (R-TN)  
Robert C. "Bobby" Scott (D-VA)  
Glenn 'GT' Thompson (R-PA)  
Paul Tonko (D-NY)

## Senate Agriculture, Nutrition and Forestry Committee

### *Subcommittee on Nutrition and Food Assistance, Sustainable and Organic Agriculture, and General Legislation Jurisdiction*

\*Committee not assigned





# WIC & FARMERS' MARKET NUTRITION PROGRAM

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MATERNAL & CHILD HEALTH DIRECTOR  
MICHIGAN DEPARTMENT OF COMMUNITY HEALTH



# THE WIC PROGRAM

- Special Supplemental Nutrition Program for Women, Infants & Children
- Authorized in 1974
  - Provided services to 88,000 clients
  - At a program cost of \$20.6 million
- Served 8.7 million clients monthly in 2008
  - 2.22 million infants + 2.15 million women
- The 2009 WIC budget is \$6.86 billion





# WHO CAN PARTICIPATE?

- Low income families – 185% of federal poverty level or below
- Pregnant, postpartum and breastfeeding women
- Infants
- Children up to age 5
- All 50 states and 34 Indian Tribal Organizations/US territories





# WHAT DOES WIC PROVIDE?

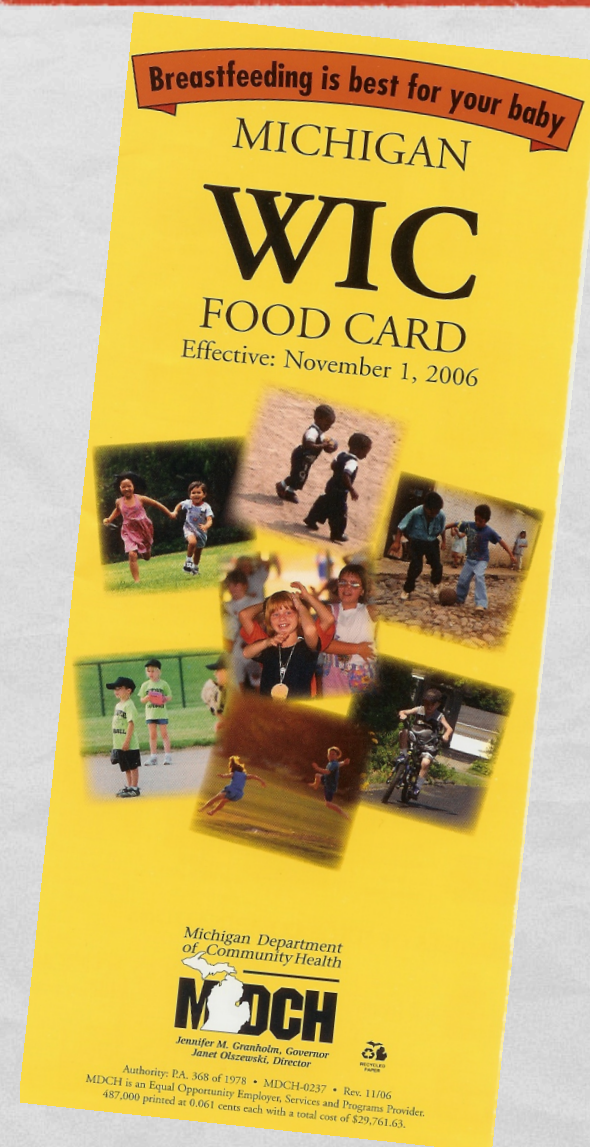
- Nutritious foods
- Nutrition education
- Referrals to health and other social services to participants at no charge





# WIC PRIORITY EFFORTS

- Encourage healthy eating
- Promote breastfeeding
- Reduce obesity in children
- Promote proper growth and development
- Support technology use in program administration





# NEW FOOD PACKAGE



Coming October 2009



# CONTINUE THE WONDERS OF WIC

- ✓ The demand for WIC is higher than ever
- ✓ Funding needed to support demand
- ✓ Funds must support current food costs
- ✓ Continue support of breastfeeding peer counselors
- ✓ Use available technology optimally
- ✓ Encourage coordinated health messages
- ✓ Evaluate impact of recent food package change



# WIC FARMERS MARKET NUTRITION PROGRAM (FMNP)

- Established in 1992
- Provides fresh, nutritious, locally grown fruits and vegetables to WIC participants
- Promotes use of locally grown produce
- Expands the awareness and use of farmers markets



Groundswell Farm, Langlois, OR



# HOW DOES FMNP OPERATE?

- Available in 45 states, territories & ITOs
- Certified women, infants (>4 months) and children get FMNP benefits
- Fruits and vegetables are purchased from local farmers markets or road side stands
- FMNP available during the growing season



# ARE LOCAL FARMERS HELPED?

- Variety of vegetables, fruits, and herbs sold
- Produce grown in the area of service
- Food benefits offered
  - \$10 - \$30 per year per participant
- Nutrition education expands produce use



Detroit Farmers Market, 2007



# HOW MANY HAS FMNP HELPED?

- In 2008...
- 2.3 million WIC participants
- 16,016 farmers
- 3,367 farmers markets
- 2,398 road side stands
- More than \$20 million in revenue to farmers





# WIC & FMNP STILL NEEDED

- ✓ FY 2009 FMNP funded at \$19.8 million
- ✓ WIC participation is higher than ever
- ✓ Women and children continue to need access to fresh fruits and vegetables
- ✓ Low cost program saving health care dollars





# **CANFIT**

Communities • Adolescents • Nutrition • Fitness

## **CHILD & ADULT CARE FOOD PROGRAM**

ARNELL HINKLE, MPH, RD  
EXECUTIVE DIRECTOR, CANFIT



# WHAT'S A JUNK FOOD?

## (ACCORDING TO THE USDA)

Fruitades  
(with little juice)  
French fries  
Ice cream bars  
Candy bars  
Cookies  
Chips  
Snack cakes  
Doughnuts



Allowed



Seltzer water  
Caramel corn  
Popsicles  
(without fruit juice)  
Jelly beans  
Chewing gum  
Lollipops  
Cotton candy  
Breath mints

Not Allowed



# CHILD AND ADULT CARE FOOD PROGRAM (CACFP)

- Serves over 3 million low-income children daily in child care centers, family care homes, after school programs, and 100,000 elderly in adult care settings
- Provides approximately 2 billion meals/snacks for pre-school and school-age children
- Today's comments will focus on issues for school-age children

For info on pre-school children go to: <http://www.ccfproundtable.org/docs/CACFPLegKit09ShortV2.1.pdf>.



# CACFP ISSUES

- While considerable efforts are underway to improve the nutritional quality of foods and beverages in schools, the quality of federally subsidized foods provided outside of schools settings has not been addressed
- CACFP meal patterns have not been updated in 30 years





# CACFP RECOMMENDATIONS

- Improve quality of food by applying uniform national standards to the CACFP specifically:
  - ✓ Require nutrition standards consistent with U.S. Dietary Guidelines within one year of publication of these guidelines
  - ✓ Reduce frequency of juice service and increase frequency that fresh fruit and vegetables are provided
  - ✓ Require that whole wheat bread and other whole grains are served daily
  - ✓ Add an additional (third) component to the after school snack program in order to enable sponsors to serve fresh fruit daily



# CACFP RECOMMENDATIONS



- ✓ Provide at least 50% of foods produced without pesticides, chemicals, antibiotics and synthetic hormones
- ✓ Ensure that at least 10% of fresh fruits and vegetables served are local/regionally produced
- ✓ Align community nutrition program foods and menus with the cultural food patterns of participants
- ✓ Increase CACFP afternoon snack for school-aged children to three components and increase funding commensurately



# CACFP RECOMMENDATIONS

- ✓ Establish a seamless community nutrition program that consolidates school meal, summer and child care food programs
- ✓ Provide higher reimbursement to community nutrition programs which meet higher nutrition standards
- ✓ Provide funds to serve a full supper, instead of just snacks, in afterschool programs
- ✓ Provide incentives for increasing fresh fruits and vegetables in meals and snacks through Farm-to-Institution programs
- ✓ Create incentives for switching from juice to fresh, whole fruits and vegetables
- ✓ Provide funding for demonstration projects to improve food and beverage quality



# SUMMER FOOD SERVICE PROGRAM

When school lets out, millions of low-income children lose access to the school meals they receive during the regular school year





# RECOMMENDATIONS

- ✓ Allow community nutrition program sponsors to operate open summer lunch sites in areas with 40-49% free and reduced price eligibility
- ✓ Eliminate 15-day requirement, allowing truly year-round service
- ✓ Increase funding for staff training and kitchen renovations to support cooking of whole foods
- ✓ Require all state agencies to establish online transactions with sponsors, beginning with application and renewal documents, claiming procedures, site change forms and all other paper correspondence. Technology grants might be necessary to ensure state agencies and sponsors are adequately wired



# POLICY PLATFORMS OF KEY ORGANIZATIONS

## CANFIT

<http://canfit.org/pdf/ChildNutritionReauthorization.pdf>

## Child Care Food Program Roundtable

<http://www.ccfproundtable.org/docs/CACFPLeKit09ShortV2.1.pdf>

## Food Research and Action Center

<http://frac.org/afterschool/pubs.htm>



# PRIORITY ASKS

- Contact your Representative and Senators and request that they invest at least \$1 billion per year in new money for improving the child nutrition programs.
- Senators Debbie Stabenow (D-MI) and Richard Lugar (R-IN) recently introduced S. 990, the “Afterschool Flexibility to Expand Reimbursement for School Meals Act of 2009” (also known as the “AFTERschool Meals Act of 2009”).
- This bill authorizes a nationwide expansion of the Afterschool Meal Program, allowing children from all states to benefit from a nutritious meal after school.





# SCHOOL LUNCH AND BREAKFAST PROGRAMS

DEB ESCHMEYER  
NATIONAL FARM TO SCHOOL NETWORK



# WHERE WE ARE RIGHT NOW?

- The Budget Committees have given us a “Deficit Neutral Reserve Fund” for Child Nutrition Reauthorization
- Now, the Authorizing Committees are beginning to note their priorities for CNR
- Meanwhile, the Financing Committees are beginning to “look” for money to pay for new investments into Child Nutrition Programs
- Speculation of a Continuing Resolution until 2010



# NATIONAL SCHOOL LUNCH PROGRAM

- 2nd largest food and nutrition assistance program; over 214 billion lunches served since began in 1946
- In 2007, provided over 30.5 million low-cost or free lunches in over 101,000 schools per school day
- In 2007, cost the Government \$8.7 billion
- Current reimbursement
  - Free = \$2.57
  - Reduced-price = \$2.17
  - Paid = \$0.24
- Purpose is “to promote the health and well-being of the Nation’s children”





# SCHOOL BREAKFAST PROGRAM

- Began as a pilot in 1966 and made permanent in 1975
- In 2007, over 10.1 million children participated; of those 8.1 million received free/reduced
- In 2007, cost the Government \$2.2 billion
- Current reimbursement:
  - Free breakfast = \$1.40
  - Reduced breakfast = \$1.10
  - Paid breakfast = \$0.25







# LUNCH DATES

- **1946:** National School Lunch Act signed by Truman
- **1966:** Serving 3 billion meals to 19 million children. The Child Nutrition Act passed creating a two-year pilot School Breakfast Program
- **1970:** Free and reduced priced meals eligibility standards established
- **1972** The National Soft Drink Association introduces an amendment eliminating the restrictions on competitive foods. Vending machines entered schools
- **1973** Jean Mayer, Nixon's nutrition adviser, warns the President of a threatening national epidemic of obesity
- **1978** Last greatest movement for CNR with increased eligibility, reduced meal prices, and increased breakfast reimbursements
- **1981** Overall cut of 28% affected multiple child nutrition programs. Approximately 2 million children are dropped from the NSLP. Ketchup and pickle relish are declared vegetables
- **1994** Schools required lunches to conform to the Dietary Guidelines by 1996 USDA established Team Nutrition and launched the Healthy School Meals Initiative to support improvements in school lunch and increased nutrition education for children
- **2004** National Farm to Cafeteria Program authorized but not funded and School Wellness Policies created
- **2008** Farm Bill allows geographic preference
- **2009 MONUMENTAL CHANGE TO SCHOOL LUNCH** (what we hope to see here!)



# SUMMARY POLICY PRIORITIES

- ✓ Increase reimbursement rates \$0.35 per school lunch and \$0.20 per school breakfast
- ✓ Strengthen nutrition standards for school meals and competitive foods
- ✓ Apply most recent *Dietary Guidelines For Americans* to school meal programs
- ✓ Eliminate reduced price meal category
- ✓ Provide universal school breakfast and lunch
- ✓ Provide mandatory funding for Team Nutrition Network
- ✓ Increase use of local/regional foods





# BREAKFAST PRIORITIES

- ✓ Expand breakfast-for-all programs, especially in schools in low-income areas, where all kids can get breakfast in the classroom or cafeteria for free
- ✓ Supply grants to school districts to cover one-time equipment costs for school breakfasts
- ✓ Fund breakfast commodities currently available only for school lunch



# FARM TO SCHOOL PRIORITY



- Enact Mandatory Funding for Section 122: Access to Local Foods and School Gardens
  - \$50 million over 5 years (\$10 million per year)
  - Will provide for start-up grants (up to \$100,000) for schools/school districts to establish the infrastructure necessary for implementation of Farm to School Programs
  - These competitive, one-time grants are designed to improve student access to nutritious, locally grown fresh food and to assist schools in developing hands-on nutrition education programs
  - *One Tray Campaign* in the Fall



# CURRENT CNR LEGISLATION

- HR 2322 - To establish a pilot program that requires schools to post nutritional content information regarding foods served at schools and to teach students how to make healthy food selections, and for other purposes.
- HR 1324 and S.934 - To improve the nutrition and health of schoolchildren by updating the national school nutrition standards for foods and beverages sold outside of school meals to conform to current nutrition science.



# WHO ARE THE PLAYERS IN CONGRESS?

- Senate Agriculture Committee
  - Tom Harkin (D-IA), Saxby Chambliss (R-GA)
- House Education and Labor Committee
  - George Miller (D-CA-7), Buck McKeon (R-CA-25)
- Others:
  - Senate and House Budget Committees
  - Leadership
  - Hunger Champions
    - Jim McGovern (D-MA-03), Rosa DeLauro (D-CT-03), Jo Ann Emerson (R-MO-08)
    - Richard Durbin (D-IL), Bob Casey (D-PA), Richard Lugar (R-IN)
  - Obama Administration



# KEY PLAYERS

- School Nutrition Association (SNA)
- The National Alliance for Nutrition and Activity (NANA)
- Child Nutrition Forum (CNF)
- Food Research and Action Center (FRAC)
- The Society for Nutrition Education (SNE)
- Community Food Security Coalition (CFSC)



# ACTION TO TAKE NOW

- Contact members of Congress to tell them the importance of investing significant new \$\$\$ in the Child Nutrition Programs
- Provide examples of how Farm to School has made a difference in your community
- Tell them why these programs are important in your state and express your support for \$50 million mandatory for Farm to School!





# Change is in the Air (and soil)!

Michelle Obama: “I've learned that if it's fresh and grown locally, it's probably going to taste better. That's what I learned. And that's how I've been able to get my children to try different things, and in particular fruits and vegetables. By making this small change in our family's diet and adding more fresh produce for my family, Barack, the girls, me, we all started to notice over a very short period of time that we felt much better and we had more energy, right?”

***So to make sure that we give all our kids a good start to their day and to their future, we need to improve the quality and nutrition of the food served in schools.*** We're approaching the first big opportunity to move this to the top of the agenda with the upcoming reauthorization of the child nutrition programs. In doing so, we can go a long way towards creating a healthier generation for our kids.” (June 2009)



# SPECIAL MILK PROGRAM



Northwood Farm, Woneewoc, WI

## Recommendations:

- ✓ 100% milk from cows that are grass-fed, pasture-raised and not administered antibiotics or synthetic hormones
- ✓ A minimum of 10% of milk served is local

Serves milk to children in schools and child care institutions that do not participate in other federal nutrition programs



# FRUIT & VEGETABLE SNACK PROGRAM



## Recommendations:

- ✓ Expand to provide fresh fruit and vegetables to ALL schools to ALL students
- ✓ Priority for fruit and vegetables produced without pesticides, synthetic fertilizers or other chemicals
- ✓ A minimum of 10% fruits and vegetables served is local
- ✓ Funding for staff training and kitchen renovation to support preparing whole foods

- Provides fruit and vegetable snacks at no cost to all children in participating schools
- Expanded under the 2008 Farm Bill





TOOLS TO TAKE ACTION!



# RESOURCES

- American Dietetic Association - [www.eatright.org](http://www.eatright.org)
- Center for Public Policy Priorities - [www.cppp.org](http://www.cppp.org)
- Center for Science in the Public Interest, National Alliance for Nutrition & Activity - [www.cspinet.org](http://www.cspinet.org)
- Community Food Security Coalition [www.foodsecurity.org](http://www.foodsecurity.org)
- Congressional Hunger Center - [www.hungercenter.org](http://www.hungercenter.org)
- Food Research Action Center - [www.frac.org](http://www.frac.org)
- Library of Congress - <http://thomas.loc.gov>
- National Association of Farmers' Market Nutrition Programs - [www.nafmnp.org](http://www.nafmnp.org)
- National Farm to School Network- [www.farmtoschool.org](http://www.farmtoschool.org)
- National WIC Association - [www.nwica.org](http://www.nwica.org)
- School Nutrition Association - [www.schoolnutrition.org](http://www.schoolnutrition.org)
- Society for Nutrition Education - [www.sne.org](http://www.sne.org)
- USDA Food and Nutrition Service - [www.fns.usda.gov/fns](http://www.fns.usda.gov/fns)