

# Food and Funding à la California



# In the beginning, there was a bill...

## SB 1302 (Escutia) – 2000

- Specified guidelines for
  - Fat
  - Cholesterol
  - Sodium
  - Sugar
  - Fiber
- Increased state funding
  - From 13 – 26 cents per meal
- Failed quickly – don't amend a bad bill



# And it was time...

- To hire a state lobbyist
- 5-year plan crafted
- Long-range legislative plan
- Position statements



# State meal reimbursement

- Began in 1975 – state meal mandate
  - 5 cents
- By 1989-90
  - 13 cents
- In 2003-04
  - 13 cents



# And there were more bills...

---

- SB 19 (Escutia) – 2001
  - Original “junk food and soda” ban bill
  - In exchange 23 cents for F/RP + 10 cents for full
  - “Triggered” only if funded
  - Pilot program funded

# And more bills...

---

- SB 766 (Ortiz) - 2003
  - Banned soda and sweetened beverages from elementary and middle schools
- 2002-04
  - Two killed bills
  - Two vetoed bills

# And the bills seemed good...

---

- Opposed legislation that was “good” for kids
- Public relations issues
- Public scrutiny
  - “Killing” kids with “bad foods”
- Funding issues
  - Held firm to make the case to the Legislature

# And there were more bills...

---

- SB 12 (Escutia) – 2006
  - 35-10-35 relationship of snack foods
  - Removed financial funding “trigger”
- SB 965 (Escutia) – 2006
  - Banned soda and sweetened beverages from HS
  - Removed financial funding “trigger”

## And more.....

---

- AB 622 (McLeod) – 2006 held
  - CSNA's funding bill; 21 cents for all meals
  - No additional restrictions
  - Held in Assembly Appropriations Com.
- SB 1674 (Murray) – 2006 vetoed
  - Banned deep frying on campus
  - Set F/RP rate at 23 cents
- **Finally, some respect!**

# Until finally in 2007.....

---

- SB 77/80 Budget bills
  - Bans trans fat in meal program
  - Bans deep frying on school property
  - Sets F/RP rate at 21.95 cents
- SB 132 Budget trailer bill
  - Deep fried foods off school property okay
  - Allows sale of foods fried in “healthy oils”; canola, safflower, sunflower, corn, olive, soybean, peanut, or a blend of these oils
  - Disallows palm, coconut, palm kernel, or lard

# Other bills in 2007.....

---

- SB 490 (Alquist) – signed
  - Bans trans fat in snacks as of July 1, 2009
- AB 92 (Garcia) – held, 2 year bill
  - Mandate breakfast in “severe needy schools”
- SB 315 (Cogdill) – held, 2 year bill
  - Requires school food facilities to pay for health permit
- 12 other bills that deal with trans fat or nutrition – all held, 2 year bills
- CSNA followed 23 bills
- Alternative Meals - the cheese sandwich caper

# And in 2008.....?

---

We had plans –

- Sponsor legislation for Fresh Start program
- Sponsor legislation for facility “set aside” money
- Sponsor legislation on “severe needy” breakfast
- Work with CDE/SBE on nutrition regulations from last year’s bills

# But Instead.....

- California's budget crumbled
- \$14.8 billion deficit over next 18 months
  - \$3.3 billion in last half of current fiscal year
    - Gov calls Emergency Budget Session
  - \$11.5 billion loss for fiscal year 2008-09
    - "Get a penny, lose two"



# And there were more bills.....

- AB 904 Feuer – recycling food containers
- AB 1966 Garcia – breakfast mandate
- AB 2300 Laird – include Medi-Cal in direct certification
- AB 2704 Leno – availability of free tap water
- *AB 2708 Solorio – display of trademarks*
- *AB 2875 Furutani – Medi-Cal information dissemination*
- *SB 315 Cogdill – food facilities permit fees*
- *SB 1321 Correa – school recycling programs*
- *AB 1369 Cedillo – accelerated Medi-Cal determination*

# In Summary...

---

- Be diligent
- Be passionate
- Be consistent with your message
- Engage allied groups

