



ANC 2013

Legislative and Policy Update:

Where We Began
Where We Are
Where We Will Go

Where We Began



- LAC 2013
 - Record breaking attendance
 - Well attended reception on Capitol Hill with Members of Congress attending
 - SNA received strong feedback on SNA Member Hill visits. “Best prepared group of people we’ve seen.”
 - Introduction of 2013 Issue Paper
 - Three Members of Congress spoke on importance of school nutrition programs

Where We Began



- **2013 Legislative Issue Paper**
 - SNA supports the elimination of the weekly limits on Grains and Meat/Meat Alternates served in the National School Lunch Program.
 - SNA urges a delay in the implementation of the School Breakfast Program modifications pending resolution of outstanding issues related to the School Lunch Meal Pattern.
 - SNA asks Congress to amend Section 205 to only those School Food Authorities that have a negative fund balance at the end of the previous school year.
 - Congress should require USDA to establish a consistent national policy on how to address the debt incurred by the unpaid meal charges.

Where We Began



Legislation in 2013

- S. 427 – “Sensible School Meals Act” – to make permanent grain and protein flexibility
- H.R. 1303 is House companion bill to S. 427 and includes language addressing Section 205
- H.R. 1244 introduced by AR delegation and only addresses flexibility
- H.R. 1395 – Weekends without Hunger Bill
- H.R. 1783 – Loans and equipment grants

Where We Began



Competitive Foods

- USDA released a proposed rule in February with closing date for comments on April 9.
- SNA Competitive Foods Task Force comprised of representatives from industry, operators, and state agency met to draft the official SNA comments.
- Once approved by the SNA Board, the comments were distributed and published to our allied organizations and SNA Membership.
- SNA held a Sweepstakes with two trips for two to LAC2014 to help generate responses to USDA. Barbara Griffiths of MN and Janet Sklar of NY were the randomly chosen winners.
- USDA received over 240,000 comments.

Where We Began



Member Engagement

- Increase Advocacy
 - Industry Members
 - Affiliated Organizations
- State Policy – better tracking and support on state policies. 50 States – 50 different approaches.
- Update methods of outreach

Where We Are



Legislation and Issue Paper

- SNA Staff has held meetings with sponsors of H.R. 1303 and S. 427.
 - Majority and Minority Staff
- Action Alerts have been sent to SNA Membership to request movement on the bills as well as asking Members of Congress to cosponsor.
- SNA Members testified before the House Education and Workforce Committee on June 27. A link to the webcast and testimony is on SNA Website.
- Seeking meetings with USDA on need to permanently waive maximums for grains and proteins.

Where We Are



Competitive Foods

- On June 27, USDA released the new Competitive Foods Rule: the “Smart Snacks in School” Rule.
- Before the release, SNA held a conference call with OMB on June 21 to discuss the competitive foods rule and explain our concerns and questions.
- USDA is holding two sessions on the interim rule at ANC. If you cannot attend, information will be posted on SNA website.
- During the second Legislative Update Session, USDA will be on hand to provide opportunity for an open dialogue with Industry members, but all are welcome.

Where We Are



- **Industry Summit**
 - First of Four Meetings was held in May at SNA Headquarters.
 - Concentrated outreach to our industry members and their DC offices to jointly work on SNA issues.
 - Next meeting will be held in September (date TBD).
- **Allied Organizations**
 - In tandem with increasing our policy work with industry members, SNA is increasing outreach and conversations with Allied Organizations.
 - National Governor's Association, Share Our Strength, FRAC, Alliance for a Healthier Generation.

Where We Are



- State Policy
 - Hired a Director of State Legislative Affairs in October.
 - Nichole Westin is primarily focused on working with states on addressing legislation and other policy issues.
 - Contact her for drafting policies papers and letters, creating responses to newly proposed legislation, formulating long-term legislative goals.
- Methods of Outreach
 - Updated TAM – sign up on SNA website.
 - Updating information on website
 - New toolkits
- Growing PAC – SNA PAC allows our collective voice to be heard.

Where We Will Go



Continuous Tasks

- Continue to push for resolution of grains and proteins maximums
 - Legislation and USDA
- Implementation of the new school breakfast guidelines
 - SNA and Alliance for Healthier Generation Breakfast Toolkit - online and here.
- On July 2, SNA retained new legislative counsel.
 - Barnes & Thornburg is a bi-partisan firm with well established advocacy reputation on the Hill and within USDA.
 - SNA will work with our new counsel on our current and future issues to better serve our members.

Where We Will Go



Implementation of Competitive Rules: “Smart Snacks”

- Reconvening of Competitive Foods Task Force
- Interim Rule = Will be drafting additional comments for submission by October 28 deadline
- Will need SNA membership feedback on data as well as anecdotes
- SNA Members can submit their own comments as well at regulations.gov

Where We Will Go



LAC2014

- Will begin drafting 2014 Legislative Paper in December, post in January and will roll it out at LAC 2014.
- Second year of Hill Reception – likely on Senate side.
- Updated Sessions
 - Getting most of Hill visits
 - Focus on State Policy development

Reauthorization – 2015

- SNA will work with State Agencies, Allied Organizations, States, and our members to move forward a positive agenda focused on improving rather than burdening school nutrition programs.
- USDA/State Agency December Training Conference will be SNA Kick-Off.

UPDATE:



- **USDA/SNA Open Dialogue/Exchange**
Monday, 2:15 – 3:15 p.m.
Room: 3501H
- **Implementation Intake Session,**
Sunday/Monday, 9:00-5:00, Room: 2104-B
(Building across street from main entrance
to Convention Center)

Questions?