

# WELCOME

- Make sure your speakers are on and the volume is up.
- The webinar will begin shortly!
- Closed Captions Available
- Visit the On-Demand Library for 75 recorded webinars.

# Upcoming Webinars!

## Smart Swaps: Practical Solutions for Meeting New School Meal Requirements

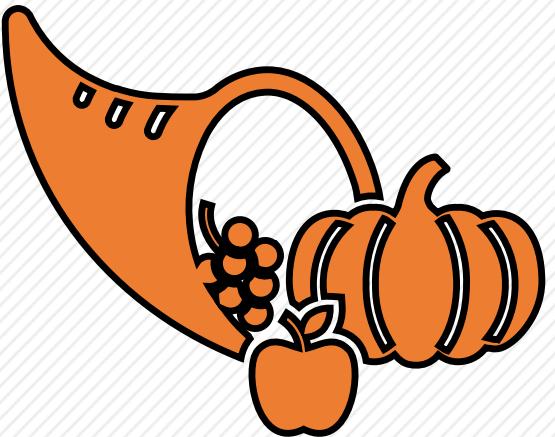
October 29



# Upcoming Webinars!

## Best of ANC25 Series!

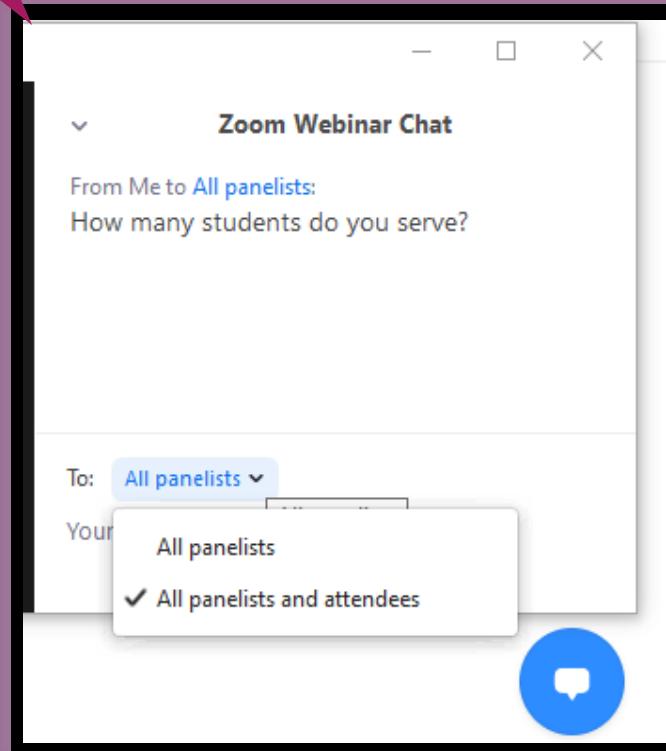
**Begins in November**



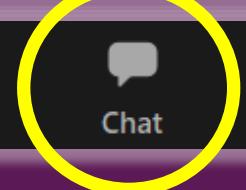
# SNA Advocacy in Action

*September 29, 2025*

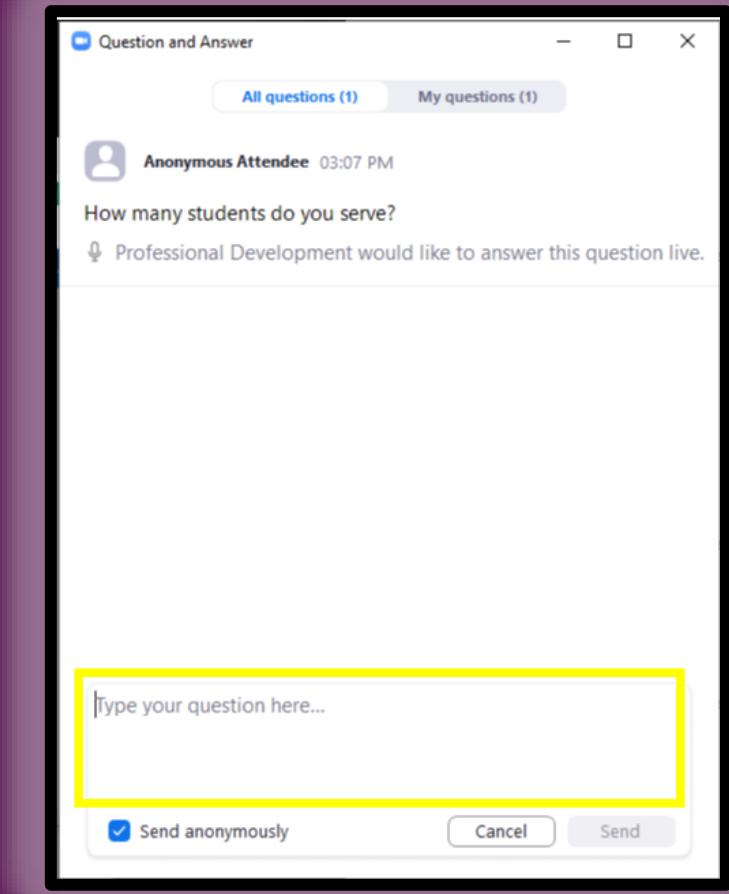
# Chat with other attendees



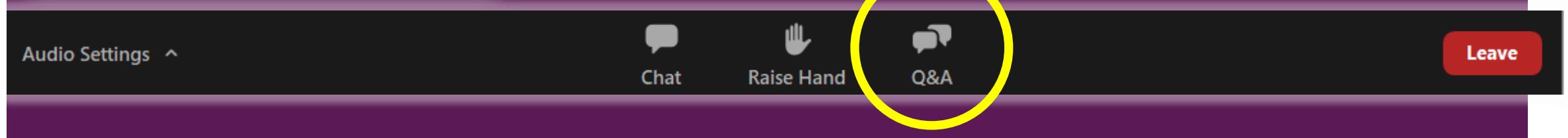
Audio Settings ^



Leave



- **Attendees are in “listen-only” mode.**
- **Open the Q&A window, to ask the moderator or speaker a question.**



# SNA GAMRs



**Liz Campbell, MA, RDN**

VP of Government Affairs & Media Relations  
School Nutrition Association



**Diane Pratt-Heavner**

Director  
Media Relations



**Nadia Davis**

Senior Federal Policy Analyst



**Hollie Briones**

Government Affairs & Media Relations  
Coordinator

# Advocacy Update



# Shutdown Watch

- Funding bill ends September 30
- Meeting with Congressional Leaders and White House today
- USDA has not published contingency plan
- Reduction in Force
- Impact to School Meals



# HR.1 (Big Beautiful Bill): Impact & Advocacy

- SNAP state cost share (up to 15%) starts FY 2028 based on error rates
- Work requirements and eligibility changes reduce direct certification
- Threatens CEP participation and state universal meal programs
- Forces Governors to make difficult state level funding decisions, which could impact state level school meal investments
- State level advocacy guides in the works



# What's Moving in Congress: Farm Bill



- Looking at what's moving through Congress: opportunity to put forth our issues through the Farm Bill
- LFS Legislation



# Draft Local Foods Bill: Listening Sessions

- Level One Consulting conducted listening sessions with various groups to gathering direct feedback and identifying "pain points" and practical solutions, as well as promising practices.

## Bill language focus:

- Focus on schools
- Funding distribution
- Administrative burden
- Flexibility and access
- Funding mechanisms
- Inflation adjustments



# MAHA Strategy and SNA's efforts



A thumbnail image of a news article from the SNA website. The title 'SNA Calls for Funding to Implement MAHA Strategy' is displayed in white text on a dark purple background. Below the title, the word 'NEWS' is written in a smaller, white, sans-serif font. At the bottom of the thumbnail is the SNA logo, which features a stylized leaf and the text 'SCHOOL NUTRITION ASSOCIATION' in a serif font. The background of the thumbnail has a subtle pattern of megaphones.

- SNA welcomed the release of the MAHA Commission's Make America Healthy Again Strategy and urged Congress and the Administration to boost funding for school meals
- SNA echoed the call for funds in comments submitted to the Administration's RFI on the definition of UPFs



# Ultra-processed foods (UPFs) Definition

## – SNA's Ongoing Campaign

**School nutrition operators, parents, and industry partners** can use SNA's easy-to-customize template letter to submit their own comments on developing a uniform definition for UPFs.



**SN Operators  
and Parents**

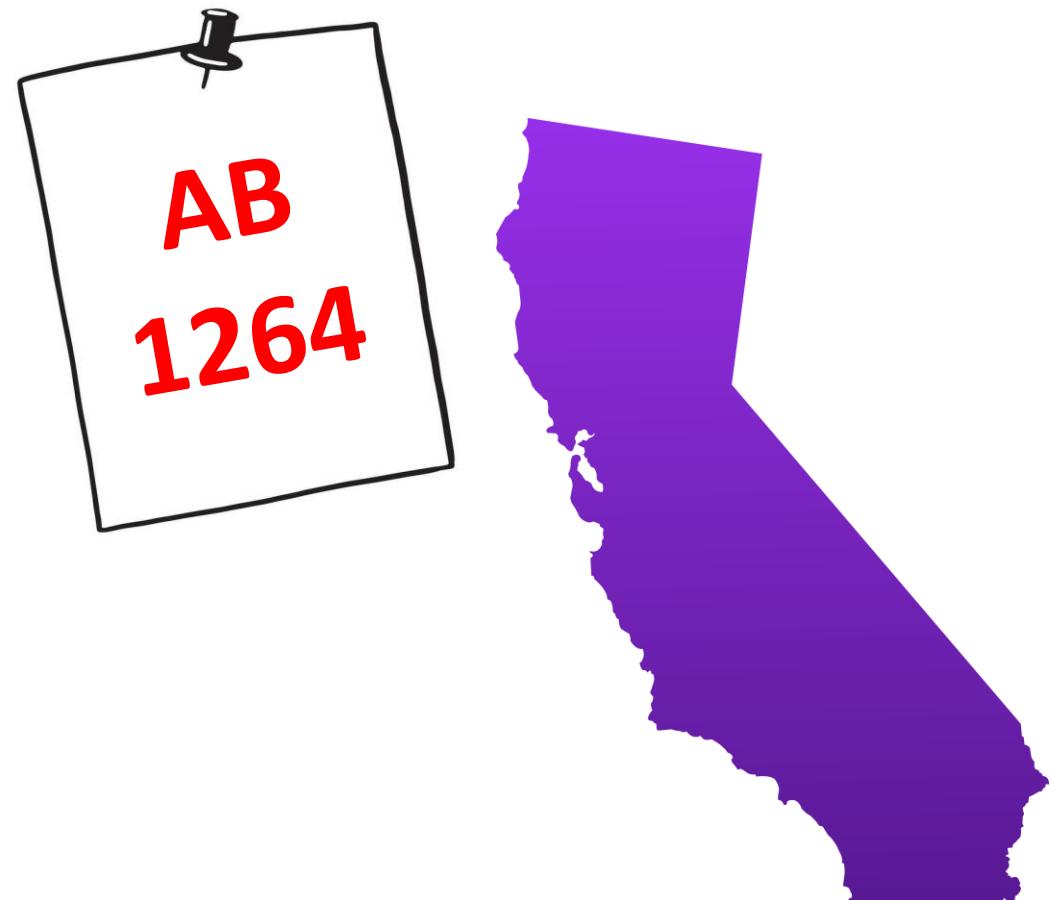


**Industry  
Partners**



# California UPF Bill

- The bill aims to define ultra-processed foods
- It does NOT automatically ban all ultra-processed foods in schools
- The bill creates a secondary category of "ultra-processed foods of concern"
- The Department of Public Health will define these "foods of concern" by July 2028
- These "foods of concern" would then be phased out through 2035, starting July 1, 2029



# How to Engage in Advocacy: Cafeteria Site Visits!

- **Jackie Morgan**, Director of Food Services at Belmont Public Schools, Massachusetts
  - Minority Whip Katherine Clark
- **Elizabeth Lee**, School Nutrition Manager at Dickson County School District, Tennessee
  - TN Rep. Jody Barrett
  - TN Rep. Bo Mitchell



# Spread the Word!

## Tennessee School Nutrition Association's post

Tennessee School Nutrition Association is in Dickson County, Tennessee.  
August 14 · [View post](#)

School meals matter, and so does telling our story! [Dickson County Schools](#) hosted Tennessee State Representative Jody Barrett (District 69) and Leonard Balmores for a behind-the-scenes look at school nutrition, complete with passing trays and meaningful conversations alongside Cafeteria Manager Elizabeth Lee.

Shoutout to Dickson County Schools Food Service Director, Troy Williams, for helping arrange this visit!



The Belmont Voice  
April 15 · [View post](#)

[Congresswoman Katherine Clark](#) was at BHS this afternoon, touring the food services department and talking with employees and students. Be sure to read the story this week in The Belmont Voice.



# State Media Successes: Idaho SNA

*“You’re going to see a lot more school districts that are having to rely on general fund...,” said Heather Plain, public policy co-chair of the Idaho School Nutrition Association.*

*“Food costs are super high. Parents don’t want to pay \$3.85 for lunch for their high school student, but you can’t go anywhere in town and get a meal for \$3.85. Certainly not one that meets all the nutritional requirements of the USDA school nutrition program.”*



BOISESTATEPUBLICRADIO.ORG

Debt, donations and alternative meals: How some Idaho school districts are handling unpaid meal costs

# SNA Earned Media in 2025

- 741 TV/Radio segments reaching 28 million viewers
- 1,760 online stories
- Back to School topics:
  - Menu trends
  - Food dyes/additives
  - Meal prices/affordability
  - SNAP cuts, access & meal debt
- For help/national data: [Media@SchoolNutrition.org](mailto:Media@SchoolNutrition.org)



NYTIMES.COM

What's New in School Lunchrooms: Less Sugar, More From Scratch

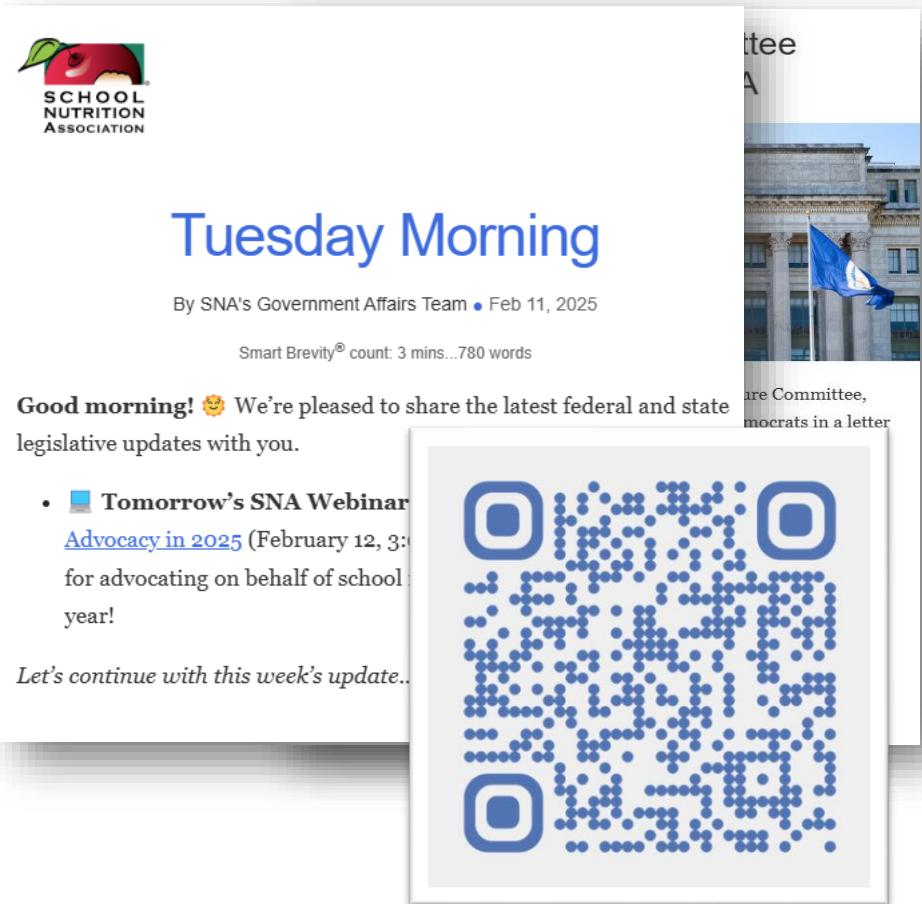
# SNA Government Affairs Team in Action



- **297 Meetings with Members of Congress**
- **22,592 people sent 36,795 messages**
- Allied Organizations
- Tuesday Morning
- Webinars



# Keep Informed and Stay in Touch!



**Tuesday Morning**

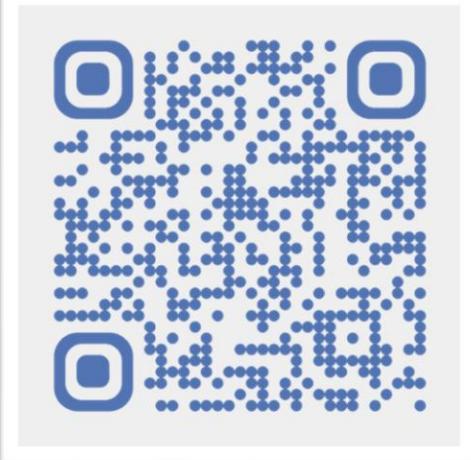
By SNA's Government Affairs Team • Feb 11, 2025

Smart Brevity® count: 3 mins...780 words

**Good morning! 🌞** We're pleased to share the latest federal and state legislative updates with you.

- Tomorrow's SNA Webinar [Advocacy in 2025](#) (February 12, 3:00-4:30 p.m. ET) for advocating on behalf of school nutrition programs and students this year!

*Let's continue with this week's update...*



Contact SNA at  
[advocacy@schoolnutrition.org](mailto:advocacy@schoolnutrition.org)  
with your advocacy and media related questions and updates!

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# Q & A

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