



- Schools offered few whole grain foods in the school year 2004-05, and French fries and other similar potato products accounted for a disproportionate amount of the vegetable options on school lunch menus.

### Recommendations

The Task Force made broad and sweeping recommendations related to updating nutritional standards and increasing resources for school meals (such as equipment, outreach and technical assistance, connecting school meals programs to local growers and use farm-to-school programs where possible).

### Where’s the incentive? HealthierUS Schools Challenge

Setting a benchmark for success, the Task Force recommended encouraging schools to improve their school meal programs through the HealthierUS Schools Challenge (HUSSC).

HUSSC is a voluntary national certification program that recognizes excellence in nutrition and physical activity. The Challenge is designed to bring schools closer to compliance with the Dietary Guidelines for Americans and the Institutes of Medicine’s recommendations for school meals and foods in schools.

The White House Task Force on Childhood Obesity Schools has set goals of doubling the number of schools that meet the Challenge criteria by June 2011, and adding another thousand schools in each of the following two years.

It has also set a goal that all elementary and secondary schools offering meal options meet standards for total fat and saturated fat by 2015 (as measured by the USDA-commissioned School Nutrition Dietary Assessment Study).

It is also a key component of First Lady Michelle Obama’s Let’s Move initiative, which includes the goal of doubling the number of HUSSC schools by June 2011 and adding 1,000 more schools for each of the following two years.

To provide incentive for schools to participate, the USDA Food and Nutrition Service has been allocated funds to provide monetary incentives for award winning schools, as shown in the table below.

Table 5-2: HealthierUS Challenge, Award Levels & Amounts	
Award	Amount