USDA Proposed Meal Pattern Regulation

Timeline of SNA Activities

December 13, 2010: S. 3307 (The Healthy, Hunger-Free Kids Act) becomes P.L. 111-296 (unrelated to the regulations that were proposed).

January 13, 2011: USDA Proposed Meal Pattern Regulation published (unrelated to The Healthy, Hunger-Free Kids Act legislation).

January 24, 2011: SNA moves quickly to convene its 11-member Task Force to draft comments in response to the proposed rule.

February 15-16, 2011: Task Force Meeting at SNA HQ.

Actions: -3 drafts developed; Board approval process begins
-SNA comments circulated among allied organizations
-SNA comments become basis for conference call with the Grocery Manufacturers Association
-SNA distribution outlets: SNA State Chapters, Presidents, Committees, SNA blog, email blasts, SNA publications, website, Hill, other.

March 6, 2011: LAC Listening Session held on Proposed Meal Pattern Regulation.

March 9, 2011: LAC Closing General Session with USDA (Sec. Vilsack, Deputy Under Secretary Thornton, Child Nutrition Division Director Cindy Long) on Proposed Meal Pattern Regulation.

March 29, 2011: SNA files 11 page comments on highly technical and numerous subject areas.

March 30-April 13, 2011: SNA works with allied groups, members and industry encouraging them to submit comments consistent with SNA comments. 134,000 comments are filed.

April 4, 2011: SNA Letter to Secretary Vilsack.

April 13, 2011: Comment period closed.

July 10-13, 2011: SNA ANC Education Program; ANC attendance by Deputy Secretary Merrigan, Deputy Under Secretary Janey Thornton and 28 USDA staff; Discussions held with SNA Industry Advisory Board and SNA Public Policy and Legislation Committee.

July - September 2011: SNA meetings with Washington, DC Industry Representatives, USDA, Administration and Congress.*****

August 25, 2011: SNA testimony submitted to Senate Agriculture Committee field hearing.

August 29, 2011: SNA letter to Secretary Vilsack reaffirming SNA position on meal pattern comments.

August 31, 2011: SNA Webinar on Proposed Meal Pattern Regulation.

September 6, 2011: Meeting with USDA officials.

*******In addition, numerous conference calls have been held throughout this period with USDA, Congressional staff and industry partners with the goal of furthering SNA's March 29 submission.*