



# 127th MAINE LEGISLATURE

## FIRST REGULAR SESSION-2015

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Legislative Document

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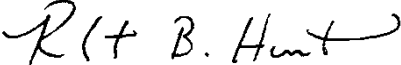
H.P. 680

House of Representatives, March 18, 2015

### **An Act To Align Maine's School Marketing Law with Current Federal Food Standards**

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Reference to the Committee on Education and Cultural Affairs suggested and ordered printed.

  
ROBERT B. HUNT  
Clerk

Presented by Representative DAUGHTRY of Brunswick.

1 **Be it enacted by the People of the State of Maine as follows:**

2 **Sec. 1. 20-A MRSA §6663** is enacted to read:

3 **§6663. Marketing guidelines for healthy food and beverages at school**

4 **1. Marketing guidelines for food.** Beginning October 1, 2015, the department shall  
5 adopt rules regarding the marketing, advertising or promotion of food in school buildings  
6 and on school grounds to ensure compliance with the most recent federal regulations  
7 adopted pursuant to Section 204 of the Healthy, Hunger-Free Kids Act of 2010 and 42  
8 United States Code, Section 1758b. Rules adopted pursuant to this subsection are major  
9 substantive rules as defined in Title 5, chapter 375, subchapter 2-A.

10 **2. Marketing guidelines for beverages.** Beginning October 1, 2015, the  
11 department shall adopt rules prohibiting the marketing, advertising or promotion of  
12 beverages except for water, 100% juice and low fat-milk in school buildings and on  
13 school grounds.

14 **SUMMARY**

15 This bill updates the school food and beverage marketing law by requiring the  
16 Department of Education, beginning October 1, 2015, to adopt rules regarding the  
17 marketing, advertising or promotion of food in school buildings and on school grounds to  
18 ensure compliance with the most recent federal regulations adopted pursuant to Section  
19 204 of the Healthy, Hunger-Free Kids Act of 2010 and the Richard B. Russell National  
20 School Lunch Act. It also requires the Department of Education to adopt rules  
21 prohibiting the marketing, advertising or promotion of beverages except for water, 100%  
22 juice and low-fat milk in school buildings or on school grounds.