

MAINE STATE LEGISLATURE

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127th MAINE LEGISLATURE

FIRST REGULAR SESSION-2015

Legislative Document

No. 985

H.P. 680

House of Representatives, March 18, 2015

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

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

A handwritten signature in cursive script that reads "Robert B. Hunt".

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.