



THE EU SCHOOL FRUIT,  
VEGETABLES & MILK SCHEME

# A European tool to encourage good eating habits in children

**EGEA 2018**  
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**Development**

# The EU school scheme at a glance

- **Fruit, vegetables and milk** to schoolchildren ⇒ part of wider educational programme
  - ✓ EU agriculture
  - ✓ benefits of healthy eating
- EUR **250 million** per school year
- From 1/8/2017 ⇒ two previous school schemes **merged**
  - ✓ Simplification
  - ✓ Effectiveness



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based on experience gained and evaluation

# Experience gained and lessons learnt school fruit & vegetables scheme

- Since 2009
- In 2016/2017, last school year:
  - ✓ Participation by 24 countries
  - ✓ 12 million children in 79.000 schools
  - ✓ 74.000 tons of fruit and vegetables, mostly fresh (93% of total)
- External evaluation in 2012
  - ✓ More strategic approach
  - ✓ Strengthen educational measures
  - ✓ Enhance monitoring and evaluation



# Experience gained and lessons learnt school fruit & vegetables scheme

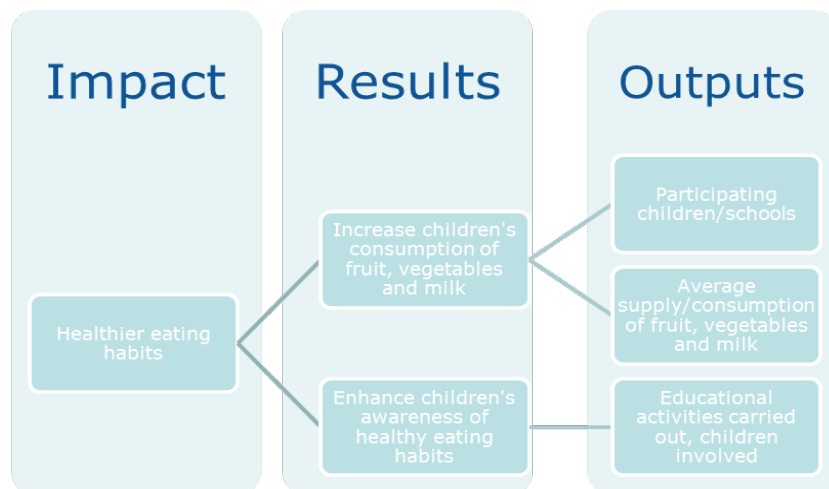
- Member States' evaluation reports (2017):
  - ✓ Most show increase of consumption at school while results for consumption at home more mixed
  - ✓ Educational measures, if suitably designed/implemented  
⇒ positive impact on knowledge, attitude & consumption
  - ✓ Main recommendations ⇒
    - ✓ increase frequency and/or diversity of supply
    - ✓ involve parents more systematically;
    - ✓ improve information/communication activities;
    - ✓ reduce administrative burden

Reports available in [Europa](https://prezi.com/lx9vwsz74d5e/eu-fruit-and-vegetables-scheme-evaluation/) webpage; presentation of highlights:  
<https://prezi.com/lx9vwsz74d5e/eu-fruit-and-vegetables-scheme-evaluation/>

# What's new in the EU school scheme

## Strategies for 2017-2023

- Multi-annual
- Objectives and targets



- Common structure and EN translation for easier exchange of experience



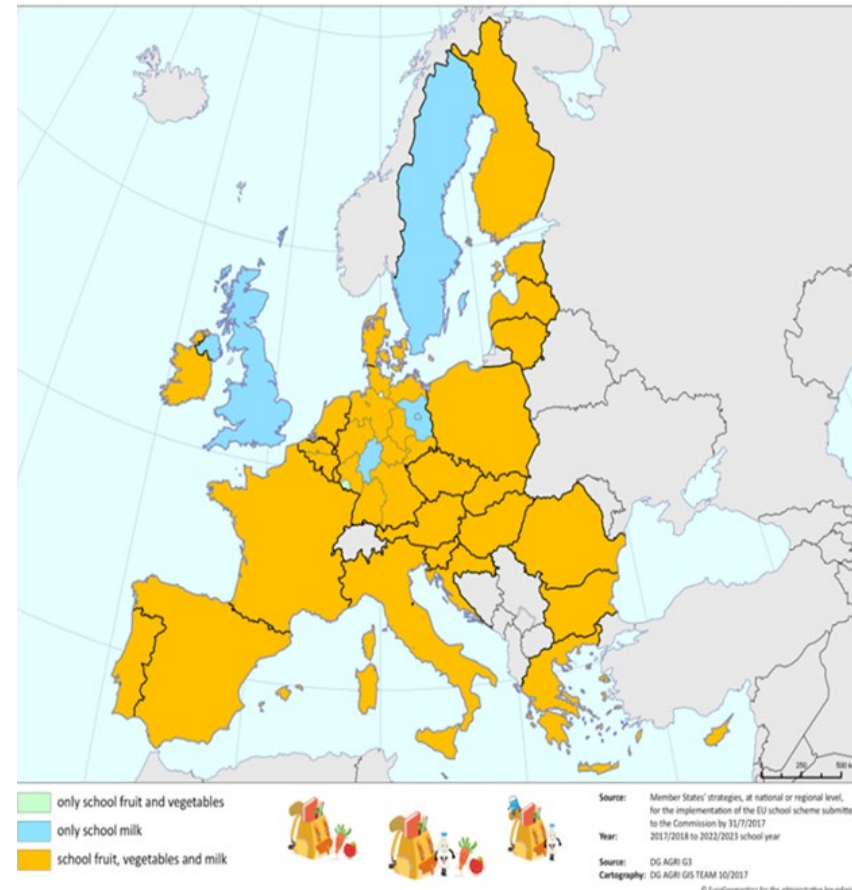
# Highlights from strategies: broader coverage

**All EU countries** participate

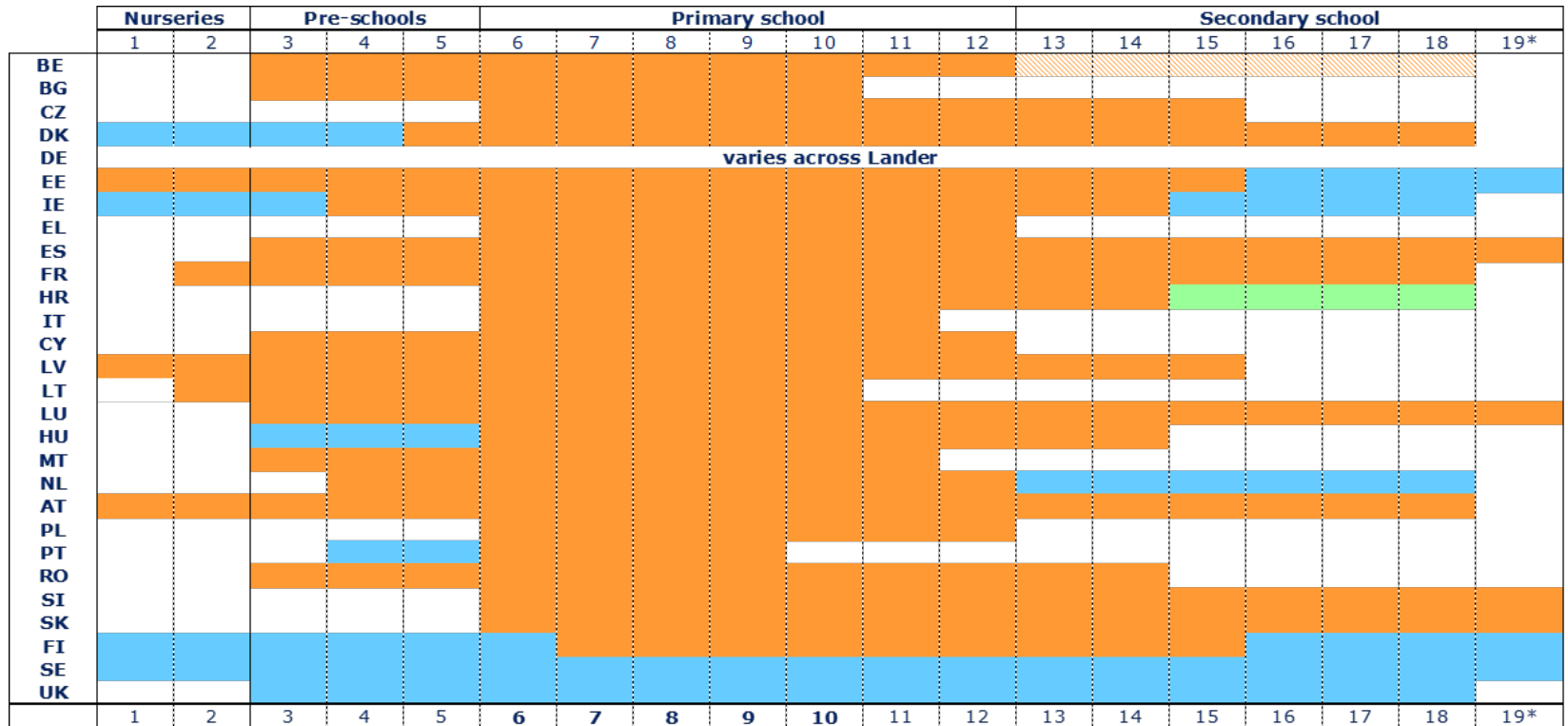
**New** ⇒ **fruit/vegetables** in

- ✓ **EL** (last implemented in 2014)
- ✓ **FI** and **3 Länder**:  
Mecklenburg,  
Saxony  
Schleswig-Holstein

Implementation of the EU school fruit, vegetables & milk scheme 2017/2023



# Highlights from strategies: children aged 6-10 in all countries



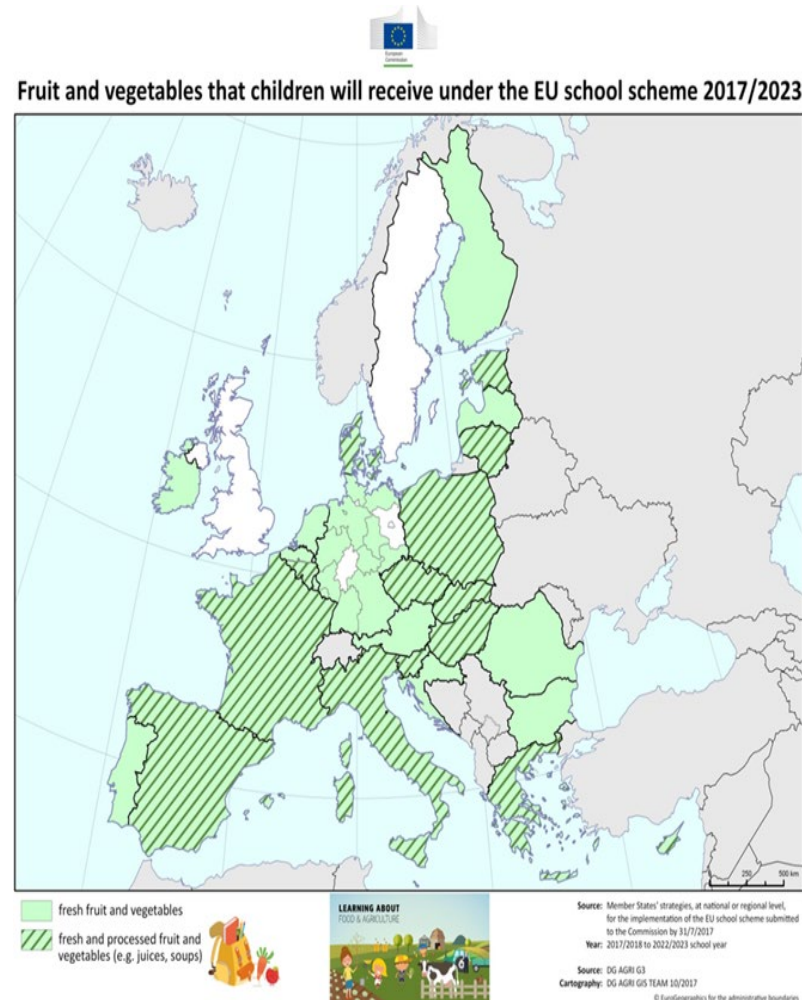
school fruit/vegetables  
school milk  
school fruit/vegetables and milk

\* can be higher in some MS with establishments for children with special educational needs



# Highlights from strategies: fruit and vegetables for healthy eating

- For schoolchildren in **26 countries**
- **Only fresh** in **12** countries and most BE and DE (green in map)
- Clear **priority** for **fresh** in countries (striped in map) where schoolchildren receive also processed, mostly juices & soups
- **Choices** in previous school fruit and vegetables scheme (national authorities for health/nutrition) **confirmed or improved**





# Highlights from strategies: fruit and vegetables for healthy eating

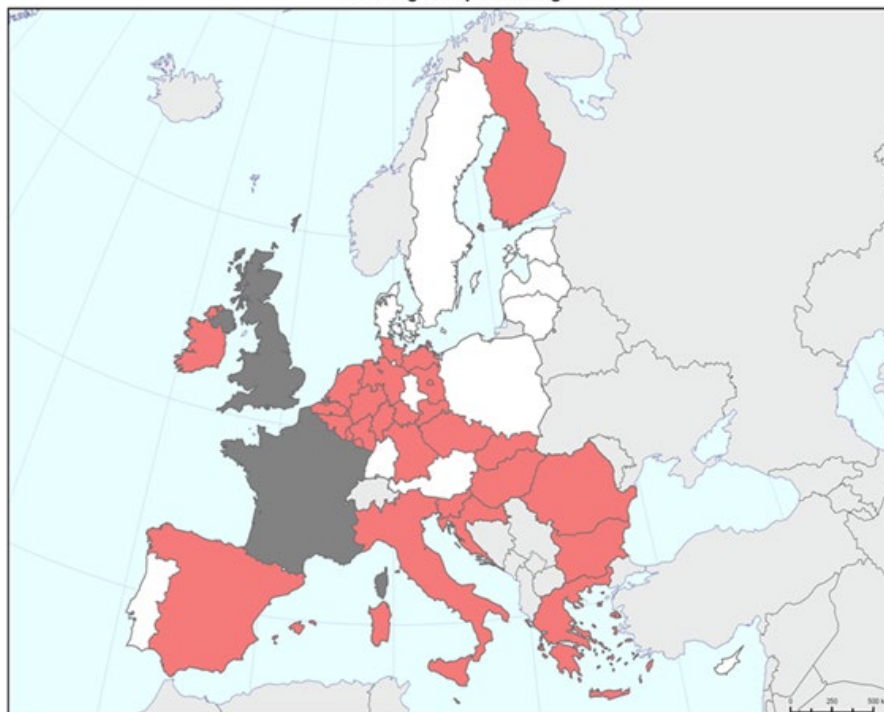
School fruit and vegetables 2017/2023 : comparison with previous school fruit and vegetables scheme																													
Member States' strategies		BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE	UK
Fresh fruit and vegetables		=	=	=	=	+	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	+	=	=	+		
Processed fruit and vegetables		=	=	=	=		=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=	=			
key		distribution envisaged																											
		distribution non envisaged																											
		distribution envisaged in some regions																											
	=	as in previous school fruit and vegetables scheme																											
	+	DE: some Länder join; FI joins; RO: choice of products																											

- Processed fruit/vegetables:
  - ✓ No added sugar now without exceptions in juices, compotes, dried fruit
  - ✓ Transparency on (very few) cases of exceptions to no added salt and added fat ⇒ gazpacho, kraut

# Highlights from strategies: priority for choice of products



Priorities for the choice of fruit, vegetables, milk and milk products under the EU school scheme :  
Local/regional purchasing



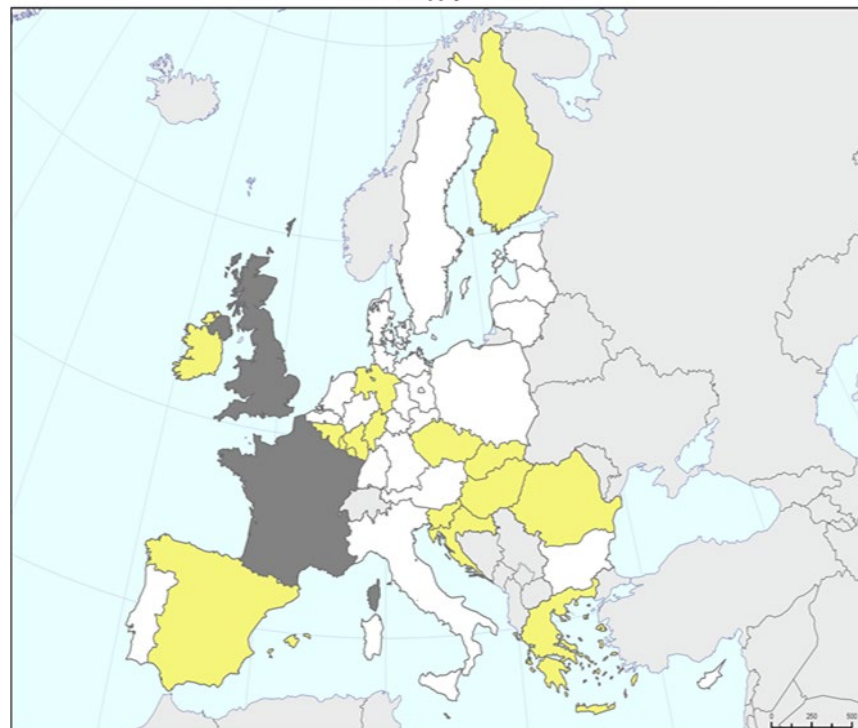
■ Local/regional purchasing  
■ No priority to local/regional purchasing  
■ No information



Source: Member States' strategies, at national or regional level, submitted by 31/7/2017 and available in Europe ([https://ec.europa.eu/agriculture/school-scheme/eu-countries\\_en](https://ec.europa.eu/agriculture/school-scheme/eu-countries_en))  
 Year: 2017/2018 to 2022/2023 school year  
 Overview: DG AGRI G3  
 Cartography: AGRI GIS TEAM 04/2018  
 © EuroGeographics for the administrative boundaries



Priorities for the choice of fruit, vegetables, milk and milk products under the EU school scheme :  
Short supply chains



■ Short supply chains  
■ No priority to short supply chains  
■ No information

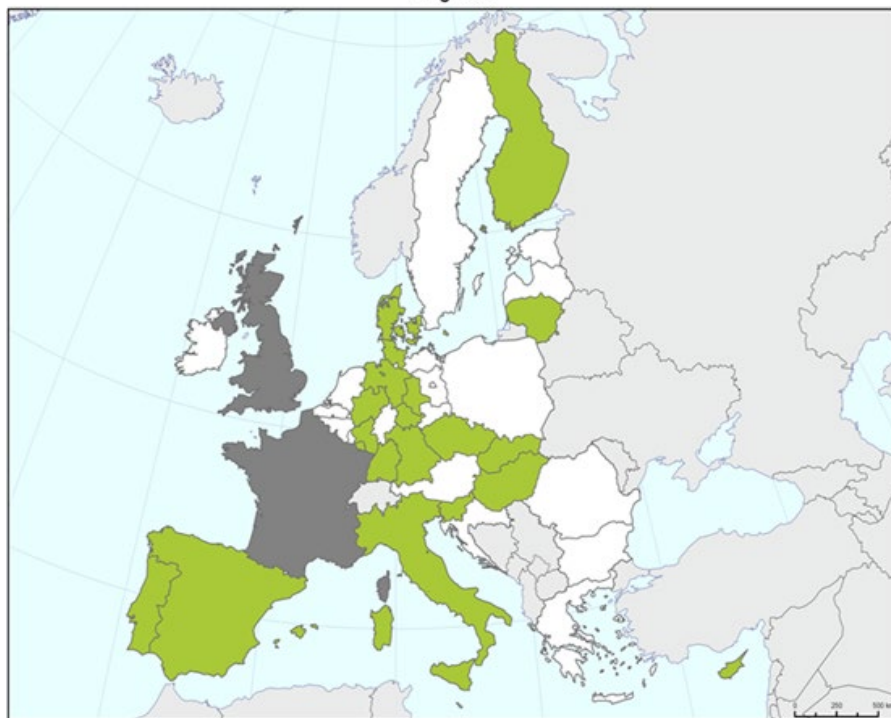


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# Highlights from strategies: priority for choice of products



Priorities for the choice of fruit, vegetables, milk and milk products under the EU school scheme :  
**Organic**



■ Organic  
■ No priority to organic products  
■ No information

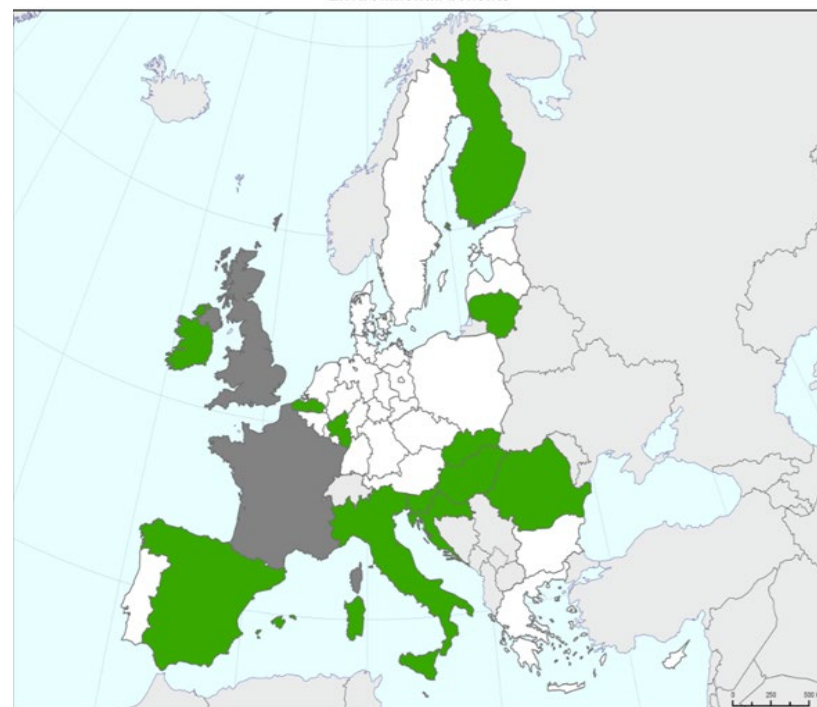


Source: Member States' strategies, at national or regional level, submitted by 31/12/2017 and available in Europe ([https://ec.europa.eu/agriculture/school-scheme/eu-countries\\_en](https://ec.europa.eu/agriculture/school-scheme/eu-countries_en))  
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Priorities for the choice of fruit, vegetables, milk and milk products under the EU school scheme :  
**Environmental benefits**



■ Environmental benefits  
■ No priority to environmental benefits  
■ No information



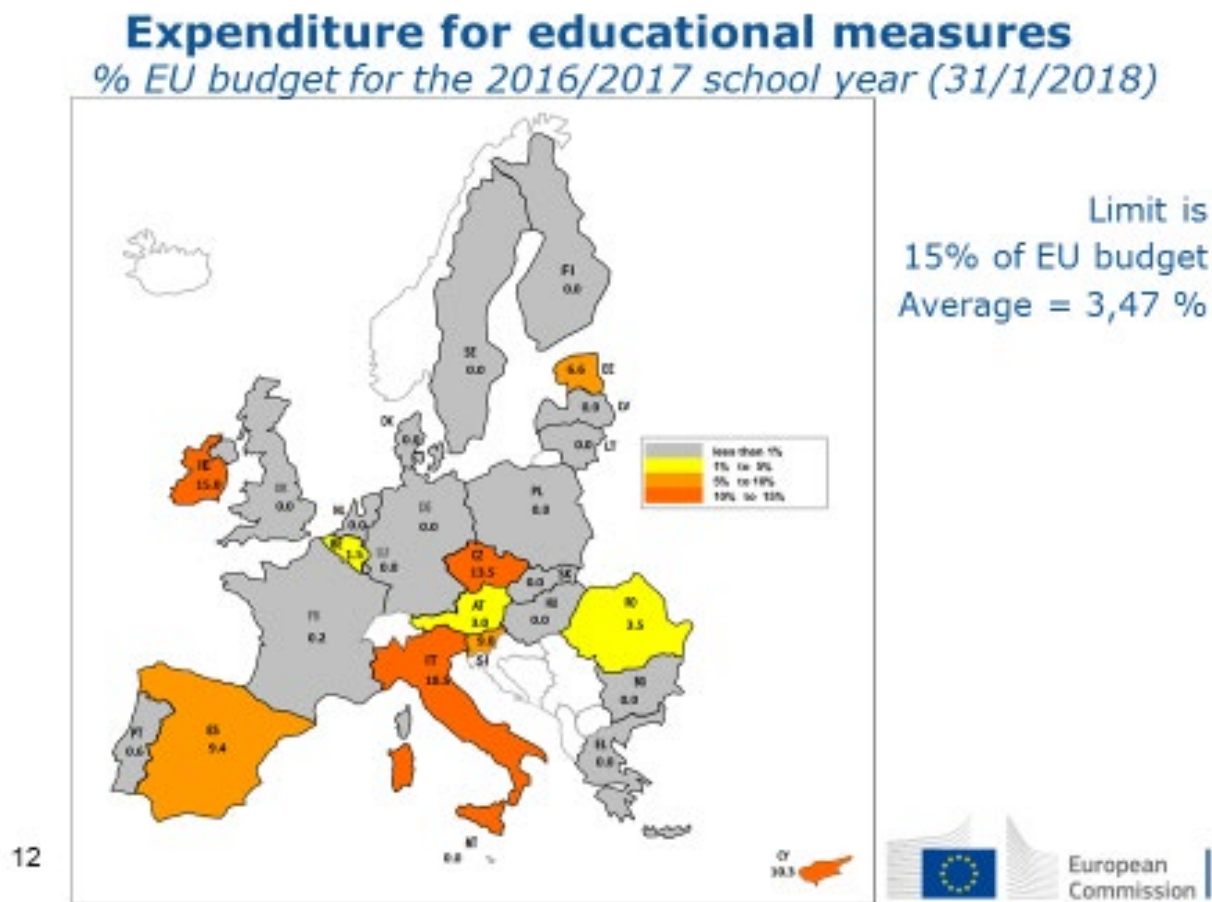
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# Highlight from strategies: enhanced educational dimension

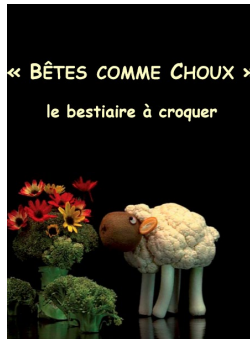
- Educational activities
  - ✓ school gardens
  - ✓ visits to farms, dairies, markets, museums
  - ✓ tasting/cooking classes, workshops
  - ✓ seminars, lessons
  - ✓ other: e.g. competitions, games
- Some strategies  $\Rightarrow$  also **parents/teachers**
- ~ **8%** of planned 6-year-**budget** (max=15%)  $\Rightarrow$  if confirmed, **enhanced**
  - ✓ non-mandatory in previous milk scheme
  - ✓  $\leq$  % in previous fruit/vegetables scheme

# Expenditure for educational measures in previous scheme





# Some examples of educational measures



Gesunde Ernährung macht Schule



# Highlights from strategies: authorities/stakeholders

- **Different** role as per national rules
  - ✓ Most countries ⇒ regular meetings or participation in working groups/committees with advisory and/or technical support function
  - ✓ Some countries ⇒ not directly involved in implementation or administration (e.g. PL, SE, UK)
  - ✓ Some countries ⇒ directly involved in educational measures, information, monitoring, evaluation (e.g. HR, SI, SK, PT)
- Member States shall explain how authorities and stakeholders were involved in their annual monitoring reports: first due by 31/1/2019

# First highlights on implementation

- Meeting authorities and stakeholders, 11/10/2017: take stock and exchange experience/good practice
  - ✓ Healthier **together** :
    - value of cross-sector cooperation
    - role of stakeholders
    - focus on teachers
    - don't forget parents for better results
  - ✓ The scheme works **reasonably well**
    - issues brought up, mostly for starting phase, do not point at difficulties that can't be overcome
    - some countries need stepping up efforts
- Presentations and recording in [Europa](#)

# Looking forward

- Commission will continue fostering **dialogue** across policy areas, explore idea of **network**, consider database of **educational measures**
- Doctors' views and collaboration most welcome:
  - ✓ Consider information and communication activities to parents on healthy eating habits (contribution to families' involvement in the scheme)
  - ✓ Consider liaising with competent authorities on design and implementation of educational measures
  - ✓ Explore synergies in monitoring and evaluation

# Questions?

Information on EU school scheme : introduction and legislation

[https://ec.europa.eu/agriculture/school-scheme\\_en](https://ec.europa.eu/agriculture/school-scheme_en)

Country section for strategy and contacts in each country for questions on how to participate and implementation issues

Mail for questions on EU initiative

[agri-school-scheme@ec.europa.eu](mailto:agri-school-scheme@ec.europa.eu)