



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT
Directorate G. Markets and Observatories
Director

Ares [agri.ddg3.g.3\(2018\)5207131](#)

**EU school fruit, vegetables and milk scheme:
Taking stock after the first school year**

Joint meeting Member States and stakeholders

Thursday 11 October 2018 – 9:00 to 17:30
Centre Albert Borschette 36, Room 0D
Rue Froissart 1049 Bruxelles

Chair: **Luis CARAZO JIMENEZ**, Head of unit AGRI.G.3 - Animal Products

The meeting will be **web streamed with public access**. [Link to the web streaming¹:](https://webcast.ec.europa.eu/joint-meeting-with-member-states-cmo-committee-and-stakeholders-cdgs-on-the-new-school-scheme)
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Interpretation from FR - DE - EN - IT – ES – NL – PT – EL – PL

to FR - DE - EN - IT – ES – NL – PT – EL – PL².

¹ The session will be published the day of the event. This link is also valid for the video recording material and will remain available after the event for 2 years.

² Please note that interpretation of a language will be cancelled if no participants for that language have registered in time for the meeting.

AGENDA

MORNING SESSION: 9:00 – 13:00

REGISTRATION AND WELCOME COFFEE (9:00-9:30)

1. OPENING ADDRESS (9:30-9:45)

Rudi MOEGELE, Deputy Director-General, DG AGRI

2. INTRODUCING YOU TO THE NEW SCHOOL SCHEME (9:45-10:15)

Maria Giulia MEDICO, Unit AGRI.G.3 - Animal products

3. MILK MATTERS! (10:15-10:45)

- New approach for healthier habits – Representative from a Ministry for Health/Nutrition
- Challenges and lessons learnt – National Support Centre for Agriculture, Agriculture – Poland; Department of Agriculture - Ireland

10:45-11:00 COFFEE BREAK

4. HEALTHIER TOGETHER (11:00-12:00)

Moderator: **Mike MACKENZIE**, Unit AGRI.C.1: Policy Perspectives

Attila BALOGH, Unit SANTE.C4 - Health Determinants and inequalities, Directorate-General for Health and Food Safety: *EU action on health and physical activity*

Exchange of views and experiences among participants

5. GOING LOCAL (12:00-12:45)

Fabien SANTINI, Adviser Observatory of agricultural markets: *Trends and policy tools on local purchasing and short supply chains*

AFTERNOON SESSION: 14:30 – 17:30

6. EDUCATIONAL MEASURES: INVOLVING TEACHERS (14:30-15:00)

Laura GENNARO, Researcher, Council for Agricultural Research (CREA), Italy:
Examples of measures

7. LEARNING AND SHARING (15:00-15:30)

Stefan STORCKSDIECK, Unit JRC.F.1: Health in Society, Joint Research Centre: *Food-based dietary guidelines on fruit, vegetables, and milk across the EU*

15:30-15:45 COFFEE BREAK

8. HIGHER AMBITION ON OBJECTIVES AND RESULTS (15:45-16:15)

Yves PLEES, Deputy Head of Unit AGRI.C.4, Monitoring and evaluation: *Stepping up efforts to provide evidence of impact*

9. DID WE MAKE IT SIMPLER? (16:15 – 16:45)

Moderator: **Mike MACKENZIE**, Unit AGRI.C.1: Policy Perspectives

Exchange of views and experiences among participants

10. EVERYTHING UNDER CONTROL (16:45-17:15)

Enrico RIBERI, Unit AGRI.H.2: Assurance and audit – Expenditure on market measures, *Highlights from the Commission audits*

11. CONCLUSIONS (17:15-17:30)

Brigitte MISONNE, Deputy Head of Unit AGRI.G.3, Animal Products

e-signed
Jens SCHAPS