

**STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL SCHEME IN  
CYPRUS FROM 2017/2018 TO 2022/2023 SCHOOL YEAR**

**(Revised 28/3/2018)**

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## 1. ADMINISTRATIVE LEVEL

Article 23(8) of Regulation (EU) No 1308/2013 as amended by Regulation (EU) 2016/791 (hereafter, the basic act) and Article 2(1)a of the Commission Implementing Regulation (EU) 2017/39 (hereafter, implementing regulation)

National	<input checked="" type="checkbox"/>
Regional	<input type="checkbox"/>

## 2. NEEDS AND RESULTS TO BE ACHIEVED

### 2.1. Identified needs

Article 23(8) of the basic act and Article 2(1)b of the implementing regulation

In recent years, consumption of fruit and vegetables has fallen in the European Union. A recent Eurostat publication (October 2016) concludes that only 1 in 7 people consume the indicated quantity of 5 servings a day. According to the same Eurostat publication (197/2016) in Cyprus, 16.1% of the population aged 15 or over, consumes at least 5 portions of fruit or vegetables on a daily basis. On the same grounds, 32.6% of the same age group, does not consume fruit or vegetables a daily basis. Lastly, 51.3% of the same age group consumes from 1 to 4 portions on a daily basis. Yet, despite the relatively average percentage of fruit and vegetable intake, various evaluations indicate that the problem of obesity in children aged 6-17, in Cyprus, is very high. Furthermore, these evaluations reveal the lack adequate amount of fibres, Mg, vitamin C, Iron and vitamin B6 and calcium on their diet. According to the Cypriot food pyramid the consumption of fruit and vegetables should be sufficiently higher than the consumption of milk. According to Statistical Service of Cyprus average annual consumption in pasteurised milk for 2014, is 88,5 liters per capita. Nevertheless, the issue on milk consumption in children in Cyprus is the use of sugar and artificial flavours in the milk. Thus, children have a strong preference in flavoured milk rather than white milk which reduces sufficiently the calcium intake.

Once again it should be stressed that the problem of obesity in children has been recognized for many years at EU level. It is estimated that 22 million children in the EU-25 are overweight and 5.1 million of them are obese. Obtaining healthier eating habits through eating more fruits and vegetables can play an important role in addressing health

problems related to unhealthy or poor nutrition, such as childhood obesity, childhood diabetes and other risk factors and disorders.

The needs to be met ranked by order of importance and that underpins the objectives to be achieved, indicated under section 2.2, are listed below:

- 1) Promote healthy diet of children.
- 2) Increase the consumption of fruit, vegetables and fresh milk in the long run.
- 3) Change eating habits of children.

## 2.2. Objectives and indicators

Article 23(8) of the basic act and Article 2(1)c of the implementing regulation

The main objectives of the school scheme are to reverse the decline in fruit, vegetables and fresh milk consumption against industrialised products, to strengthen the knowledge and experience of children for fruit, vegetables and fresh milk products, in the short and long term period and to contribute to a proper diet for the benefit of the health of Cyprus residents and are listed in the table below:

<b>General objective(s)</b>	<b>Impact indicator(s)</b>	<b>Specific objective(s)</b>	<b>Result Indicator(s)</b>	<b>Output Indicator(s)</b>
Increase share of fruit/vegetables/milk consumption in children's diets and achieve healthy eating habits	40% change in direct and indirect consumption of fruit/vegetables/milk by children after 6 years of intervention	Increase fruit/vegetables/milk consumption by children in schools	50% of children participating in the school scheme per school year on total number of children in the target group	Number of children participating in the school scheme per school year
			40 % of schools participating in the school scheme per school year on total number of schools in the target group	Number of schools participating in the school scheme per school year
				Average consumption of school fruit and vegetables/milk per child and per school year (quantity or portions)
Increase % of knowledge of children regarding the agricultural production chain	50% change in children's knowledge on the agricultural production chain	Increase knowledge by children in schools about the variety of agricultural products	50% of children involved in accompanying educational measures per school year on total number of children in the target group	Number of children involved in educational measures per school year  Expenditure on educational measures per school year

Increase % of knowledge of children in regards to the benefits of healthy eating habits.	50% of change in children's knowledge in regards to the benefits of healthy eating habits	Increase knowledge by children in schools about healthy eating habits	50% of children involved in accompanying in educational measures per school year on total number of children in the target group	Number of children involved in educational measures per school year  Expenditure on educational measures per school year
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### 2.3. Baseline

Article 23(8) of the basic act and Article 2(1)d of the implementing regulation

The initial situation against which the achievement of the identified objectives for fruit/vegetables consumption will be measured, by the School Fruit Scheme evaluation report published in 2017 and are presented in Tables 1 and 2 below:

**Table 1: Daily fruit and vegetables consumption by children participating in School Fruit Scheme during School Year 2015 - 2016**

Number of portions consume per day	Fruit	Vegetables
None	4,53%	38%
One	34,28%	29,71%
Two - Three	43,63%	25,14%
Four -Five	9,07%	
More than five	8,50%	7,14%

**Table 2: Participating Schools and Children in School Fruit Scheme during School Year 2015 – 2016**

Number of Schools participating in School Fruit Scheme	Number of children School Fruit Scheme	% of participating Schools of the total number of schools	% of participating children of the total number of children
166	22.627	25%	32%

As regards the initial situation against which the achievement of the identified objectives for milk consumption is concerned, there are no reference data representing the initial situation since during the previous school years the school milk scheme was implemented in a completely different way. Thus, the upcoming school year (2017/18) will be the reference year for evaluating the scheme for the following years.

### 3. BUDGET

#### 3.1. Union aid for the school scheme

Article 23a of the basic act and Article 2(1)e of the implementing regulation

EU aid for the school scheme (in EUR)	Period 1/8/2017 to 31/7/2023		
	School fruit and vegetables	School milk	Common elements if applicable
Distribution of school fruit and vegetables/school milk	1.600.000	2.650.000	
Accompanying educational measures	220000	200000	
Monitoring, evaluation, publicity <sup>1</sup>	20044	45000	6282
Total	1840044	2895000	6282
Overall total	4741326		

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<sup>1</sup> Member States wishing to provide a more detailed breakdown (monitoring, evaluation, publicity, costs for transport and distribution insofar as they are not covered by expenditure for the supply/distribution of school fruit and vegetables/milk) may add lines for the estimated sub-total expenditure.



<b>3.2. National aid granted, in addition to Union aid, to finance the school scheme<sup>2</sup></b>			
Article 23a(6) of the basic act and Article 2(2)d of the implementing regulation			
<b>No</b>		<input checked="" type="checkbox"/>	
<b>Yes</b>		<input type="checkbox"/>	
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products<sup>3</sup></b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			
<p>Comment/explanatory text (eg. name of the national aid, legal basis, duration). <i>In the event that national aid is granted to finance common elements, please add a column (common elements) to report it.</i></p>			

<sup>2</sup> National or regional level

<sup>3</sup> The higher level of detail than in table under section 3.1, with a separate category for Annex V products, is meant to capture more precisely information on implementation of the school scheme: the limitation of Union aid to the milk component of Annex V products, set out in Article 23(5) of the basic act, entails per se national aid if a parental contribution is not required. This may not be the case for other milk products, hence the separate column.

<b>3.3. Existing national schemes</b>	
Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation	
<b>No</b>	<input checked="" type="checkbox"/>
<b>Yes</b>	<input type="checkbox"/>
<i>If yes (=existing national schemes extended or made more effective through Union aid under the school scheme), please indicate the arrangements to ensure added value of the school scheme through<sup>4</sup>:</i>	
– Extension of the target group	<input type="checkbox"/>
– Extension of the range of products	<input type="checkbox"/>
– Increased frequency or duration of distribution of products	<input type="checkbox"/>
– Enhanced educational measures (increased number or frequency or duration or target group of those measures)	<input type="checkbox"/>
– Other: please specify (eg. if products originally not free of charge and that are provided free of charge) ....	<input type="checkbox"/>
Comment/explanatory text	

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<sup>4</sup> One or more

#### 4. TARGET GROUP/S

Article 23(8) of the basic act and Article 2(1)f of the implementing regulation

School level	Age range of children	School fruit and vegetables	School milk
Nurseries	3-5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools	5-6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Primary	6-12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary		<input type="checkbox"/>	<input type="checkbox"/>

#### 5. LIST OF PRODUCTS DISTRIBUTED UNDER THE SCHOOL SCHEME

Article 23(9) of the basic act and Article 2(1)g of the implementing regulation

##### 5.1. Fruit and vegetables

5.1.1. Fresh fruit and vegetables - Article 23(3)a of Regulation (EU) No 1308/2013

Apricots, cherries, peaches, nectarines, plums	<input checked="" type="checkbox"/>	Carrots, turnips, salad beetroot, salsify, celeriac, radishes and other edible roots	<input checked="" type="checkbox"/>
Apples, pears, quinces	<input checked="" type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input checked="" type="checkbox"/>
Bananas	<input checked="" type="checkbox"/>		
Berries	<input checked="" type="checkbox"/>	Cucumbers, gherkins	<input checked="" type="checkbox"/>
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input checked="" type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: please specify <sup>5</sup>	<input type="checkbox"/>
Tropical fruit <sup>6</sup>	<input type="checkbox"/>	.....	
Other fruit: please specify (eg. kiwis, persimmons, nuts)	<input type="checkbox"/>		
.....			

<sup>5</sup> Other agricultural products than fruit and vegetables, as referred to in Article 23(7) of the basic act (eg. olives), should not be reported here but under section 5.3.1

<sup>6</sup> Pineapples, Avocados, Guavas, Mangos and Mangostines

5.1.2. Processed fruit and vegetables – Article 23(4)a of Regulation (EU) No 1308/2013<sup>7</sup>

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Fruit juices	<input type="checkbox"/>							
Fruit purées, compotes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	
Jam, marmelades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>			Raisins
Vegetable juices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Vegetable soups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Other: please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
.....								

<sup>7</sup> 1) Please tick the box for the products to be distributed under the school scheme (eg. soups) and 2) please tick the box no/yes to indicate if they may contain added salt and/or fat – nb. added sugar is not allowed for those products, according to Article 10 of the Commission Delegated Regulation (EU) 2017/40 - and remove the box for added salt and/or fat where not relevant (eg. fruit juices). 3) If yes, please indicate the percentage of added salt and/or fat on the total weight of the product, where such a percentage is set at national level, according to national provisions or for the purposes of the school scheme, or comment.

## 5.2. Milk and milk products

### 5.2.1. Milk - Article 23(3)b of Regulation (EU) No 1308/2013

Drinking milk and lactose-free versions	<input checked="" type="checkbox"/>
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### 5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013<sup>8</sup>

Products distributed under the school scheme	Added salt			Added fat			Comments (optional)
	No	Yes		No	Yes		
Cheese and curd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>
Plain yoghurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		

<sup>8</sup> Please tick the box for the products to be distributed under the school scheme and the box no/yes to indicate if they may contain added salt and/or fat (the table does not mention added sugar, to reflect Article 10 of the Commission Delegated Regulation (EU) 2017/40 ); please remove the box for added salt and/or fat where not relevant). If yes, please indicate the percentage of added salt and/or fat on total weight (where such a percentage is set according to national provisions or for the purposes of the scheme) or comment.

5.2.3. Milk products - Annex V to Regulation (EU) No 1308/2013

Products to be distributed under the school scheme	Added salt			Added fat			Added sugar
	No	Yes	If yes, please indicate the limited quantity	No	Yes	If yes, please indicate the limited quantity	
Category I (milk component $\geq 90\%$ ). Fermented milk products without fruit juice, naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		%
Category I (milk component $\geq 90\%$ ). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		%
Category I (milk component $\geq 90\%$ ). Milk-based drinks with cocoa, with fruit juice or naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		%
Category II (milk component $\geq 75\%$ ). Fermented or non-fermented milk products with fruit, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		%

**5.3. Other agricultural products in the educational measures**

Article 23(7) of the basic act and Article 2(1)g of the implementing regulation

Yes		No
<input type="checkbox"/>	Please list the products	<input checked="" type="checkbox"/>

**5.4. Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products**

Article 23(11) of the basic act and Article 2(2)a of the implementing regulation

Health considerations	<input checked="" type="checkbox"/>
Environmental considerations	<input type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>

Variety of products	<input checked="" type="checkbox"/>
Availability of local or regional produce	<input checked="" type="checkbox"/>
Any comments – including eg. on the required quality of products	
<b>Any priority/ies for the choice of products:</b>	
Local or regional purchasing	<input type="checkbox"/>
Organic products	<input checked="" type="checkbox"/>
Short supply chains	<input type="checkbox"/>
Environmental benefits (please specify: <i>eg. food miles, packaging ...</i> )	<input type="checkbox"/>
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	<input type="checkbox"/>
Fair-trade	<input checked="" type="checkbox"/>
Other: please specify	
Any comments	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

Article 23(10) of the basic act and Article 2(1)j of the implementing regulation

Title	Objective	Content
School gardens	Make children aware of the origin/growing process and learn how to grow and to maintain fruit & vegetables plants and trees	Provide necessary physical equipment and preconditions for planting and tending trees, bushes or plants to grow fruit & vegetables in the limited scope of an educational establishment
Visits to farms/farmers' markets/dairies	To provide children with an understanding of where their food comes from.	Children visits to farm / farmers, farmers' markets, warehouses for sorting and packaging of fruit and vegetables, milk processors, with guided tours focusing on fruit and milk production and quality, welfare practices on the farm and environmental issues
Tasting classes/cooking workshops	Make children familiar with a variety of fruits and vegetables and make children aware of the production method of traditional dairy	<p>Organisation of tastings classes, repeated tasting (products), cooking workshops with fruits and vegetables and milk products, food/sensory laboratories.</p> <p>In addition, Department of Agriculture will organise practical workshops at schools participating in the</p>

	products and be familiar of the taste.	scheme presenting the production method of traditional dairy products like halloumi cheese and anari and children will taste them.
<i>Lessons, lectures, workshops</i>	Make children aware of the nutritional value of fruit, vegetables, milk and dairy products, their benefits and promote healthy eating habits.	Lectures will be organised by nutritionists at schools participating in the scheme.
<i>Other activities (eg. competitions, games; themed periods<sup>9</sup>.)</i>		

## 7. ARRANGEMENTS FOR IMPLEMENTATION

### 7.1. Price of school fruit and vegetables/milk

Article 24(6) of the basic act and Article 2(1)h of the implementing regulation

School fruit and vegetables and the school milk distributed under the scheme will be made available free of charge to children

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<sup>9</sup> Eg. Food dude programme in IE, an evidence-based incentivised behaviour changing programme.



**7.2. The school fruit and vegetables and the school milk distributed under the scheme will be delivered to children free of charge. Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures**

Article 23(8) of the basic act and Article 2(2)b of the implementing regulation

Envisaged frequency of distribution:

	School fruit and vegetables	School milk
Once per week	<input type="checkbox"/>	<input type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three times per week	<input type="checkbox"/>	<input type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other : please specify <sup>10</sup>	<input type="checkbox"/>	<input type="checkbox"/>
Any comments:		

Envisaged duration of distribution:

	School fruit and vegetables	School milk
≤ 2 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 2 and ≤ 4 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 4 and ≤ 12 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 12 and ≤ 24 weeks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input type="checkbox"/>	<input type="checkbox"/>

<sup>10</sup> Eg. Distribution once every two weeks

Envisaged duration of accompanying educational measures during the school year:

(minimum five hours per child)

### 7.3. Timing of distribution of school fruit and vegetables/milk

Article 23(8) – and 23a(8) if supply in relation to the provision of other meals – of the basic act and Article 2(2)b of the implementing regulation

Envisaged timing of distribution during the day (*please tick one or more of the checkboxes below*):

	School fruit and vegetables	School milk
Morning/morning break(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunchtime	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon/afternoon break(s)	<input type="checkbox"/>	<input type="checkbox"/>
Comments:		

#### **7.4. Distribution of milk products in Annex V to Regulation (EU) No 1308/2013**

Article 23(5) of the basic act, Article 5(3) of the fixing regulation (No 1370/2013), Article 2(2)f of the implementing regulation

**No**

**Yes**

*If yes, please describe the system for granting Union aid only to the milk component of those products (= if it varies across products according to the milk component or by fixed rates set at national level; is 27 €/100 kg paid or less or does it vary)*

#### **7.5. Selection of suppliers**

Article 23(8) of the basic act and Article 2(1)l of the implementing regulation

The procedures to select the organisations or bodies that will distribute school fruit, vegetables and milk and carry out educational measures are left to participating schools based on procurement procedures.

The procedures to select the organisations or bodies that will carry out monitoring, evaluation, information activities are centralised at national level and will be outsourced through public procurement procedures.

#### **7.6. Eligible costs**

##### **7.6.1. Reimbursement rules**

Article 23(8) of the basic act and Article 2(1)i of the implementing regulation

The costs incurred under the school scheme are reimbursed based on invoices and all procedures will be covered by tender procedures. In order to assess the reasonableness of the costs claimed by applicants the Competent Authority will perform random sample checks during the implementation of the scheme period.

#### 7.6.2. Eligibility of certain costs

Article 23(8) of the basic act and Article 2(2)b of the implementing regulation

The school fruit and vegetables and the school milk supplied under the school scheme do not include the costs of purchasing, renting, hiring and leasing of the equipment used in the supply and distribution of products.

#### 7.7. Involvement of authorities and stakeholders

Article 23(6) and (9) of the basic act and Article 2(1)k of the implementing regulation

1) The public authorities and private stakeholders in public health/nutrition, education, agriculture and other sectors, to be involved are:

- Ministry of Agriculture, Rural Development and Environment
- Ministry of Education and Culture
- Ministry of Health
- Pancyprian Parents' Association
- Educational establishments

2) The above authorities and stakeholders are associated to the school scheme by consultation and meetings with regard to the planning and drawing up of the list of products to be distributed under the school scheme, implementation, and monitoring and evaluation.

#### 7.8. Information and publicity

Article 23a(8) of the basic act and Article 2(1)m of the implementing regulation

The measures/activities that will be developed and carried out are the elaboration of a website dedicated to the new school scheme and the tools that will be used to publicise the school scheme and the fact that it is subsidised by the Union are posters, brochures and relevant articles in magazines and newspapers.

### **7.9. Administrative and on-the-spot checks**

Article 2(2)g of the implementing regulation

Cyprus Agricultural Payments Organisation will be responsible for administrative and on the spot checks

### **7.10. Monitoring and evaluation**

Article 2(2)g of the implementing regulation

The Department of Agriculture in co-operation with Cyprus Agricultural Payments Organisation will be responsible for monitoring and evaluation. The evaluation will be carry out by an independent organisation through public tender procedure