

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

DATE: 12/2022

Logo 'Oog voor lekkers' ('An eye for tasty things'):



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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 type="checkbox"/>	
Regional	<input checked="" type="checkbox"/>	<p>1) Each region has its own school scheme:</p> <ul style="list-style-type: none"> <li>- Flemish Region: administration of the school scheme for schools in Flemish territory</li> <li>- Walloon Region: administration of the school scheme for schools in Walloon territory</li> <li>- Brussels Region: administration of the school scheme for schools established in the Brussels Capital Region</li> </ul> <p>The permanent working group for inter-ministerial consultation reaches agreements with regard to aspects necessitating coordination between the various regions. This working group makes decisions on the distribution of the budget among the three regions. The regions present their relevant legislation to each other, exchange knowledge and reach additional agreements relating to coordination.</p> <p>2) Single contact point :          Organisme de Coordination des organismes payeurs belges pour les fonds agricoles          Représentation permanente de la Belgique auprès de l’UE          AGRIPCHE 5eme étage          Rue de la loi 61-63          1040 Bruxelles  <a href="mailto:agrifish.belgoeurop@diplobel.fed.be">agrifish.belgoeurop@diplobel.fed.be</a></p> <p>The agreements with regard to the coordinating body change per calendar year.</p> <p>⇒ In 2017, 2019, 2021 and 2023: the Flemish Region is the committee head and the coordinator.</p> <p>⇒ In 2018, 2020 and 2022: the Walloon Region is the committee head and the coordinator.</p>

## 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

- 1) Children are still too unaware of the importance of healthy eating habits; and daily consumption of fruit, vegetables and milk is often below recommended amounts. This increases children's risk of obesity.

Table 1 summarises the nutritional recommendations for fruit, vegetables and dairy products (including soya products, which are not included in the Flemish school scheme).

Table 2 shows actual consumption of these three food groups. This table is based on accurate research on food consumption carried out by the Belgian Scientific Institute of Public Health in 2014 (carried out once every 10 years, figures accurate for Belgium).

Table 1

Age (in years)	Recommended daily consumption		
	FRESH FRUIT	VEGETABLES	DAIRY PRODUCTS and CALCIUM-ENRICHED SOYA PRODUCTS (with the exception of cheese)
3-5	100-200 g	100-150 g	500 ml whole milk (<4 years) or semi-skimmed milk (≥4 years)
6-11	250 g	250-300 g	450 ml semi-skimmed milk
12-18	375 g	300 g	600 ml semi-skimmed milk

Source: Active Food Pyramid, Vlaams Instituut voor Gezond Leven (Flemish Institute for Healthy Living), 2012.

Table 2

Age (in years)	FRESH FRUIT		VEGETABLES		MILK, DAIRY PRODUCTS and SOYA PRODUCTS (with the exception of cheese)	
	General consumption (g/day)	% below guideline	General consumption (g/day)	% below guideline	General consumption (g/day)	% below guideline
3-5	136	36	91	65	301	89
6-9	120	94	96	99	248	91
10-13	99	98	103	99	203	97
14-17	85	100	110	99	173	100

Source: Food consumption survey, 2014-2015<sup>1</sup>

- 2) Children are still too unaware of the diversity of agricultural products available and their production processes, certainly with regard to milk, fruit and vegetables.

### 2.2. Objectives and indicators

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

<sup>1</sup> De Ridder K, Bel S, Brocatus L, Lebacqz T, Ost C & Teppers E. Summary of the results. In: Tafforeau J. (ed.), Food consumption survey, 2014-2015. WIV-ISP, Brussels, 2016.

General objective(s)	Impact indicator(s)	Specific objective(s)	Result Indicator(s)	Output Indicator(s)
Promoting healthy eating habits in children in general.	Achieving a 5% increase in the number of schools participating in the subsidised school scheme or choosing the 'Gezond in de boekentas' ('Healthy school bag') programme (see also point 2.3).	Achieving an increase in the consumption of healthy snacks in the school environment (pre-primary education, primary education and secondary special education).	<p><u>Degree of participation of number of schools:</u> By 2023 we hope to achieve the following degree of participation:</p> <p>1) <u>Milk</u> 50% of the schools with a high percentage of vulnerable pupils (schools entitled to the 20-week subsidy system [i.e. with a significant number of pupils from lower-income families]) and 35% of other schools (schools entitled to the 10-week subsidy system)</p> <p>2) <u>Fruit and vegetables</u> 75% of the schools with a high percentage of vulnerable pupils (schools entitled to the 20-week subsidy system [i.e. with a significant number of pupils from lower-income families]) and 50% of other schools (schools entitled to the 10-week subsidy system)</p>	<p><u>Quantitative</u></p> <p>The target audience consists of approximately 2 564 schools in Flanders, of which approximately 748 are entitled to the 20-week subsidy system (based on the 2015/2016 school year). By 2023 we hope to achieve the following results:</p> <p>1) <u>Milk:</u> 1 010 schools participating for all their pupils</p> <p>2) <u>Fruit and vegetables:</u> 1 469 schools participating for all their pupils</p>

			The number of schools participating in a follow-up programme after the conclusion of the subsidised distribution of products	Registration on the website can be done by the school (but is not obligatory)  Objective: 60% of all schools participating in the school scheme elect to participate in a follow-up programme based on parent participation or an additional school initiative for milk and/or fruit and vegetables as a healthy snack.
		Increase children's awareness of healthy eating habits and inform them of the importance and unique character of agricultural production by means of accompanying measures in the schools.	Number of times the classroom games ('Land of Calcimus' and 'The Taste Champion') are borrowed	560 instances of borrowing per educational games box and per school year (1 120 x 25 pupils per class = at least 28 000 pupils using one of the classroom games)
			Visitor figures on the website for accompanying measures	Depending on development of a new website and sub-classifications (to be finalised later)
		Stimulate schools to participate in the school scheme by offering a system with simple administration	Fully digital procedure	All applications processed digitally

### 2.3. Baseline

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

Comment: The concept of the Flemish school scheme changed completely as from the 2017/2018 school year, with a single school scheme (merging fruit/vegetables and milk). The figures listed below can be used as a reference, but an interpretation of future figures in relation to these figures must keep the changed concept in mind.

Table 3 shows the number of schools that have participated in the school fruit scheme over the last three years.

Table 3

Type of school	School year		
	2014-15	2015-16	2016-17
Pre-primary education	70	71	74
Primary education	191	195	198
Pre-primary and primary education	861	892	914
Secondary special education	40	50	52
<b>Total</b>	<b>1 162</b>	<b>1 208</b>	<b>1 238</b>

A study from 2015 carried out by the Flemish Institute for Healthy Living shows that 59% of schools (pre-primary and primary schools) participated in a subsidised school scheme or 'Tutti Frutti' (another programme to promote the consumption of fruit and vegetables in schools).

Comment: If a school does not offer any fruit on its own or does not participate in the subsidised scheme, that does not mean that the school does not take any measures in that area: after all, a number of schools involve the parents in their policy and ask to give only fruit or vegetables as a snack at certain times (daily, once or more per week). This means that the figures listed must be interpreted with care.

### 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

Available funds in the Flemish Region (based on distribution during the Regions' inter-ministerial consultation):

	Total number of 6-to-10-year-olds (2012)	Regional distribution of the population age 6-10 (%)	Annual budget (school fruit, vegetables and milk) (in euro)	Annual school milk budget (in euro)	Annual budget per pupil (school fruit, vegetables and milk) (in euro)	Annual budget per pupil (school milk) (in euro)
Brussels Region	69 507	11.37	382 851.76	187 647.76	5.51	2.70
Flemish Region	332 860	54.44	1 833 427.39	898 620.75	5.51	2.70
Walloon Region	209 083	34.19	1 151 650.84	564 460.50	5.51	2.70
TOTAL for Belgium (EU budget)	611 450	100.00	3 367 930.00	1 650 729.00		

2017/2018 school year*	School fruit and vegetables 67% (in euro)	School milk 33% (in euro)	Total 100% (in euro)
Flemish co-financing (in euro)	355 275.93	204 724.07	560 000
EU (available to the Flemish Region after distribution of funds among the Flemish Region, Walloon Region and Brussels Capital Region (in euro))	1 833 427.39	898 620.75	2 732 048.14
TOTAL	2 188 703.32	1 103 344.82	3 292 048.14

\*Decisions relating to Flemish co-financing are made on an annual basis. It is reasonable to assume that these amounts will remain roughly the same size, but this depends on political decisions.

EU aid for the school scheme (in euro)	Period from 1 August 2017 to 31 July 2023		
	School fruit and vegetables	School milk	Corresponding elements where applicable
Distribution	8 250 421.20	4 043 793.60	
Accompanying measures	1 650 084	808 758	Update of existing measures and development of new measures
Monitoring, evaluation, publicity	1 100 058	539 172	Joint website, development of single logo, single communication strategy for both product categories. During the first year the focus is primarily on launching the new scheme. During the second year the focus will be on mascot recognition and visibility. During the following school years, attention will be paid to monitoring and evaluation.
Total	11 000 563.20	5 391 723.60	
Grand total	16 392 286.80		

<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 type="checkbox"/>		
<b>Yes</b>	<input checked="" type="checkbox"/>		
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products</b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution	266 457	153 543	
Accompanying educational measures	53 291	30 709	
Monitoring, evaluation, publicity	35 528	20 472	
Total	560 000		

<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>3</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	

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

<sup>3</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		<input type="checkbox"/>	<input type="checkbox"/>
Pre-schools	3-6 years	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Primary (*)	6-12 years	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary (**)	12-18 years	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Comments:

\*Standard and special education are eligible. Special education focuses on pupils with specific educational needs<sup>4</sup>.

\*\*Only secondary special education is eligible. Secondary special education focuses on pupils with specific educational needs<sup>4</sup>. Standard secondary education is not eligible for the scheme, which means that only a limited number of pupils in secondary education can participate.

The scheme pays particular attention to schools with a high percentage (15% or more) of vulnerable pupils<sup>5</sup> (i.e. pupils with an educational grant). The pupils in these schools are entitled to a scheme offering two periods of 10 weeks of distribution, whereas the schools with a lower percentage of vulnerable pupils are only entitled to one period of 10 weeks of distribution. Both primary and secondary special education are entitled to two periods of 10 weeks of distribution.

From the 2022/2023 school year, all participating schools will be entitled to two periods of 20 weeks of subsidised distribution, because it is important that all Flemish pupils are encouraged as much as possible to eat healthy snacks. The scheme now reaches all vulnerable pupils, including those attending a school with a lower percentage of vulnerable pupils.

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<sup>4</sup>In addition to standard primary education, Flanders also offers primary special education. This education is organised for children who, either temporarily or permanently, need special assistance due to a physical or intellectual disability, serious emotional or behavioural disorders, or serious learning disabilities.

<sup>5</sup>Decree of 8 June 2007 on educational grants in the Flemish Community.

**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 checked="" type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input checked="" type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input checked="" type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: peppers (mini snack peppers)	<input checked="" type="checkbox"/>
Tropical fruit <sup>6</sup>	<input checked="" type="checkbox"/>	.....	
Other fruit: please specify kiwis	<input checked="" type="checkbox"/>		
.....			

Tropical fruit is not forbidden, but the focus is on local fruit and vegetables. In this way children will be able to become familiar with sufficient variety in the winter months, but local fruit will also be offered in sufficient amounts. To this end standard contracts with suppliers will be proposed which suppliers and schools will have the option to use.

In addition, a seasonal calendar will be used with suggestions for fruit and vegetables to be offered per month with corresponding portion sizes.

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<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

Not applicable: only fresh fruit and vegetables are included in the scheme.

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>	
Jams, marmalades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
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"/>			
.....								

## 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

Not applicable: only plain milk and the lactose-free version are allowed in this scheme.

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"/>			

*The table above has a separate line for the different products listed in the Article. You may wish to comment/explain as relevant and are free to provide further details in Annex (eg. CN codes of the products distributed).*

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

Not applicable: only plain milk and the lactose-free version are allowed in this scheme.

Products to be distributed under the school scheme		Added salt			Added fat			Added sugar
		No	Yes		No	Yes		
Category I (milk component ≥90%). Fermented milk products without fruit juice, naturally flavoured	<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>	%
Category I (milk component ≥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 ≥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 ≥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"/>		%

5.2.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

Only fresh fruit and vegetables and plain milk or the lactose-free version are allowed in the scheme. Thus clear and unequivocal preference is given to these product groups.

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"/>

<b>5.4. Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products</b>	
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 checked="" 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 checked="" type="checkbox"/>
Organic products	<input type="checkbox"/>
Short supply chains	<input type="checkbox"/>
Environmental benefits (please specify: <i>eg. food miles, packaging ...</i> )	<input checked="" type="checkbox"/>
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	<input type="checkbox"/>
Fair-trade	<input type="checkbox"/>
Other: please specify	
Comments: <ul style="list-style-type: none"> <li>- The maximum price awarded per milk serving covers the price for milk served from large drinking bottles. In this way we want to encourage schools to select large packages which have a smaller environmental impact than individual packages.</li> <li>- Local and seasonal products are given preference: the website has a seasonal calendar available.</li> </ul>	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

Title	Description	Target audience
Website & educational material <a href="http://www.oogvoorlekkers.be">www.oogvoorlekkers.be</a>	<p>The website supports the school scheme and is intended to inform schools, teachers, parents and suppliers. The goal is to encourage a high-quality health policy in schools. The website is intended to help integrate the health aspect of food in the lessons. The website provides information on how to work with regard to health and agreements concerning healthy food.</p> <p>Pedagogical files:</p> <ul style="list-style-type: none"> <li>- Active food pyramid (cf. update from late September 2017)</li> </ul> <p>Materials to use in the classroom:</p> <ul style="list-style-type: none"> <li>- ‘123 at the table’: Ideas and aids to communicate the topic of healthy food to pre-primary pupils in a fun way (<a href="http://www.123aantafel.be">www.123aantafel.be</a>).</li> <li>- Health tests: Fill in the ‘fruit test’ with pupils from 8 years of age. By filling in the test and discussing it in class, pupils become aware of their fruit-eating habits. The tests have been adapted to different age groups (8 and up and 12 and up) (<a href="http://www.gezondschool.be">www.gezondschool.be</a>).</li> <li>- <b>The Taste Champion</b>: An educational project to promote the development of pre-primary pupils’ flavour palate. By means of a game, they learn to taste things, and this is strengthened by exploring food products with their senses (<a href="http://logogezondplus.be/content/de-proefkampioen-2">http://logogezondplus.be/content/de-proefkampioen-2</a>).</li> </ul> <p>...</p>	Schools Teachers Parents Suppliers
Website & educational material <a href="http://www.calcimus.be">www.calcimus.be</a>	The educational project ‘The land of Calcimus’ offers lesson materials per level (the five-step plan) or per year (info cards and worksheets). The lesson material presents various health topics at the pupils’ level.	Primary education
Website & educational material <a href="http://www.milk4kids.be">www.milk4kids.be</a>	Schools are given the opportunity to visit a dairy farm.	Schools

- After the first 10 weeks of the school scheme, the schools will receive an invitation to participate in a contest (for the duration of 10 weeks between the winter and spring holidays). Pupils are given assignments which they must complete as an entire class. The assignments are related to healthy living habits and/or agricultural production. After 10 weeks the winning school receives a prize.
- The website offers a range of materials to teachers as well as a number of tips and tricks for schools/teachers/parents.
- Separately from the school scheme, schools must in any case respect the final deadlines and development goals set by the government. These also include health-related aspects.

## 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

A subsidy is provided for up to €0.30 per milk serving (organic or non-organic), up to €0.30 per serving of fruit or vegetables and up to €0.50 per serving of organic fruit or vegetables per pupil.

This is the maximum subsidisable amount. If the purchase price on the invoice is less than €0.30 or €0.50, respectively, per serving of milk, fruit or vegetables per pupil, then only the invoiced amount is repaid.

If the purchase price on the invoice is more than €0.30 or €0.50, respectively, per serving of milk, fruit or vegetables per pupil, then only the above-mentioned maximum subsidisable amount is repaid.

The maximum subsidisable amount is sufficient for a basic supply of fruit and vegetables or milk. Schools enter into contracts with suppliers and the school requests the subsidies from the Flemish Department of Agriculture and Fisheries. It is the school's responsibility to offer an attractive package to the pupils by making good price comparisons between the various suppliers.

The calculation of the maximum subsidisable amount is based on price statistics (retail prices) for fruit, vegetables and milk from the Statistics service of the Belgian Federal Public Service for the Economy. The maximum subsidisable amount will be monitored over the years to see whether it remains sufficient for a basic supply.

If a school chooses aspects that entail a higher price, such as small milk cartons or organic products, this will need to be funded by parent contributions, school contributions, the municipality, etc.

**7.2. 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Three times per week	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other : please specify <sup>7</sup>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments:

For school milk, schools can choose (starting from school year 2019-2020) to distribute a maximum of 3 portions of milk per week.

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"/>

Any comment:

Envisaged duration of accompanying educational measures during the school year:

Teachers have the possibility to download educational material from the website or to request one or more of the educational classroom games ('The land of Calcimus' for milk or 'The Taste Champion' for fruit and vegetables). One of these games lasts about 2 hours. The teachers may make a selection at their discretion. The games are available throughout the school year.

<sup>7</sup> Eg. Distribution once every two weeks

### 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 checked="" type="checkbox"/>	<input checked="" 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**

## 7.5. Selection of suppliers

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

The schools are the aid applicants and choose their own supplier. The schools themselves purchase the products and, just as with other purchases, are responsible for complying with the public procurement rules.

Concerning the suppliers of accompanying measures and communication, tenders for these are invited according to the rules as set out in public procurement legislation so that fair competition can occur, which should result in the best price-quality ratio. The criteria for evaluations are agreed upon in advance.

## 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

(see the explanation under 7.1)

**This is a system based on repayment of the actual invoiced amount with** a maximum subsidisable amount (cost-based system).

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

A subsidy is provided for up to €0.30 per milk serving (organic or non-organic), up to €0.30 per serving of fruit or vegetables and up to €0.50 per serving of organic fruit or vegetables per pupil.

This is the maximum subsidisable amount. If the purchase price on the invoice is less than €0.30 or €0.50, respectively, per serving of milk, fruit or vegetables per pupil, then only the invoiced amount is repaid.

If the purchase price on the invoice is more than €0.30 or €0.50, respectively, per serving of milk, fruit or vegetables per pupil, then only the above-mentioned maximum subsidisable amount is repaid.

The maximum subsidisable amount is sufficient for a basic supply of fruit and vegetables or milk. Schools enter into contracts with suppliers and the school requests the subsidies from the Flemish Department of Agriculture and Fisheries. It is the school's responsibility to offer an attractive package to the pupils by making good price comparisons between the various suppliers.

The calculation of the maximum subsidisable amount is based on price statistics (retail prices) for fruit, vegetables and milk from the Statistics service of the Belgian Federal Public Service for the Economy. The maximum subsidisable amount will be monitored over the years to see whether it remains sufficient for a basic supply.

If a school chooses aspects that entail a higher price, such as small milk cartons or organic products, this will need to be funded by parent contributions, school contributions, the municipality, etc.

Concerning the costs for accompanying measures and communication, tenders for these are invited according to public procurement legislation so that fair competition can occur, which should result in the best price-quality ratio (also a cost-based system).

#### 7.6.2. Eligibility of certain costs

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

These costs are not counted as subsidisable in the Flemish system.

#### 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 and evaluation.

A steering group (technically a working group) is responsible for developing and implementing the school scheme. The steering group also provides a point of view for the design of and adaptations to the strategy. The Department of Agriculture and Fisheries chairs the steering group. The Flemish Department of Welfare and Care [sic] and the Flemish Institute for Healthy Living are represented. They help monitor the quality of the supplied products and the effectiveness of the accompanying measures and communication. The Flemish Nutrition Information Center (NICE) and local health consultation groups also participate in the steering group.

In addition, the Flemish Department of Education provides expertise. It helps ensure that the development of the school scheme is in agreement with educational legislation. Moreover, it points out practical problems that a school might experience when implementing the school scheme.

In addition to the participants from the Department of Agriculture and Fisheries, the Flemish Agricultural Marketing Board (VLAM) is also represented due to its knowledge about promoting agricultural products and reaching the target audience.

#### 7.8. Information and publicity

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

A new website will be developed called: [www.oogvoorlekkers.be](http://www.oogvoorlekkers.be).

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

All applications are registered in the digital system. Systematic checks are built in to this application. Legislation and our website stipulate which documents the school must have available.

The accompanying measures are systematically checked by the employees of the responsible team.

On the basis of a risk analysis, a number of schools are selected where an on-the-spot check of product distribution and accounting evidence will be carried out.

The check results will be registered in an application linked to the payment system.

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

Article 2(2)g of the implementing regulation

The decisions with regard to the school schemes and the evaluation are made by a steering group with representatives from the Flemish Department of Education and the Flemish Department of Welfare and Care [sic]. Both of these departments have direct contact with the administrators who must work with the scheme.

The accompanying measures are evaluated on the basis of a feedback form which teachers can fill in.

A contract for annual monitoring and evaluation must still be drawn up.

The recommendations from previous school schemes were taken into account when developing the new scheme.

- Recommendation: Reduce the differences between regular and vulnerable pupils. Partial participation of a class emphasises the differences. The required financial contribution also creates an impediment to participation.
  - ⇒ Financial contributions are no longer necessary.
  - ⇒ An entire class must participate, so there is no longer a difference among the pupils in a class.
- Recommendation: The school fruit/vegetable scheme is different from the school milk scheme. A less complex arrangement can increase the degree of participation.
  - ⇒ Both schemes were merged into a single scheme after a test phase (report not yet available).
  - ⇒ The administrative burden is decreased. In the new scheme, the number of steps a school must take (recognition, submitting application) is reduced from a maximum of five steps to a maximum of three steps.
- Recommendation: More interaction with the parents is necessary to achieve long-term behavioural change.
  - ⇒ A number of programmes will be developed which are intended to help the schools involve parents more.