



HELLENIC REPUBLIC

MINISTRY OF RURAL DEVELOPMENT AND FOOD

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

DATE: 31 JULY 2017

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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

Increase in children's consumption of fruit/vegetables and milk

The above need was determined on the basis of the statistical data of the 'National Action for the Health of Young People', a program of the Harokopio University of Athens, implemented in collaboration with the Ministry of Education, Research & Religious Affairs, to provide valuable information to educators and parents about children's health.

The survey was conducted on a sample of 146.239 primary school pupils during the school year 2012/2013 (about 25% of total pupils attending primary school).

The results expressed in% of fruit / vegetable and milk consumption are shown in the table below:

SCHOOL YEAR 2012/2013	% of pupils
Consumption of 1 dairy product in the morning meal	84,9
Consumption of 2-3 dairy products every day	81,5
Consumption of 1 fruit each day	84,5
Consumption of second fruit every day	54,4
Consumption of raw or boiled vegetables once a day	63,8
Consumption of raw or boiled vegetables > 1 time a day	27,2

Although the daily consumption of a fruit is high (84.9%), about 50% of the children surveyed do not consume a second fruit during the day. A percentage of 15.1% does not consume any fruit.

The corresponding rate of non-consumption of vegetables per day is 36.2%. Particularly low is the consumption of vegetables more than once a day (27.2%).

These data support the need to increase the consumption of fruit and vegetables for children, as cumulatively on a daily basis, the quantities consumed do not meet the requirement of the recommended daily intake of 5 fruits and vegetables.

The calculation of the change in direct fruit/vegetable consumption (% change) will be based on the percentages of the baseline study of the target group as calculated from the 1st measurement of the assessment (initial consumption of fruits/vegetables and milk before the implementation of the program).

The % change in the direct consumption of fruit/vegetables of children (impact indicator) is analyzed as follows:

Increase by 5% of the consumption rate of 1-2 fruits per day

Increase by 4% of the percentage of consumption of vegetables once a day.

In relation to milk consumption, rates appear to be more optimistic but one parameter, that was not in the research objectives and thus not taken into account when designing the above survey, is the respective percentages for children attending schools in areas with difficult socio- economic conditions, which are expected to be lower than the above. Goal of the "School Program" is to achieve a 5% increase in milk consumption at breakfast based on % of the baseline status of the target group as calculated from the initial measurement of the (real baseline of the specific target group).

2.2. Objectives and indicators

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

General objective(s)	Impact indicator(s)	Specific objective(s)	Result Indicator(s)	Output Indicator(s)
Increase share of fruit/vegetables/milk consumption in children's diets and achieve healthy eating habits	% change in Increase by 5% of the consumption rate of 1-2 fruits per day/milk by children after the intervention period <i>(*see point 2.1. above)</i>	Increase fruit/vegetables/milk consumption by children in primary schools	Percentage increase in consumption of 1-2 fruit per day from children participating in the program	Increase by 5% of the consumption rate of 1-2 fruits per day
			Percentage increase in consumption of vegetables once a day.	
			Percentage increase in consumption of vegetables once a day	Increase by 4% of the percentage of consumption of vegetables once a day.
		Percentage increase in milk consumption at breakfast by children participating in the program	5% increase in milk consumption at breakfast	
		Increase children's knowledge of the variety of agricultural products and healthy eating habits	Ensure access for target group children to accompanying measures children in the target group	Number of children involved in accompanying educational measures per school year Expenditure on accompanying educational measures per school year

2.3. Baseline

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

It will be carried out on the basis of a study of the initial situation (questionnaire) at the beginning of the programme's implementation before the products are distributed (Initial Measurement of the consumption of fruit/vegetables and milk by the children participating in the programme)

The measurements will cover three classes in primary school (1st, 2nd and 3rd) so that pupils are available until the end of the programme. About 300.000 pupils attending primary schools will be covered throughout the six years of intervention but not simultaneously. That means that the first three years we will cover about 150.000 pupils and the next three years other 150.000 different pupils.

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	17.085.810	7.489.110	
Accompanying educational measures	1.822.500	1.380.000	3.202.500
Monitoring, evaluation, publicity	405.000	435.000	840.000
Total	19.313.310	9.304.110	4.042.500
Overall total	28.617.420		

3.2. National aid granted, in addition to Union aid, to finance the school scheme¹	
Article 23a(6) of the basic act and Article 2(2)d of the implementing regulation	
No	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>

3.3. Existing national schemes	
Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation	
No	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>

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		<input type="checkbox"/>	<input type="checkbox"/>
Primary	6-12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary		<input type="checkbox"/>	<input type="checkbox"/>

Comments

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, peaches, nectarines	<input checked="" type="checkbox"/>	Carrots, turnips, salad beetroot, salsify, celeriac, radishes and other edible roots	<input type="checkbox"/>
Apples, pears	<input checked="" type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input type="checkbox"/>
Bananas	<input type="checkbox"/>		
Berries	<input type="checkbox"/>	Gherkins Cucumbers	<input checked="" type="checkbox"/>
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input type="checkbox"/>
Melons, watermelons	<input type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit (oranges, tangerines)	<input checked="" type="checkbox"/>	Other vegetables: please specify ²	<input type="checkbox"/>
Tropical fruit ³	<input type="checkbox"/>		
Other fruit: please specify (eg. kiwis, persimmons, nuts)	<input type="checkbox"/>		

² 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
Pineapples, Avocados, Guavas, Mangos and Mangostines

5.1.2. Processed fruit and vegetables – Article 23(4)a of Regulation (EU) No 1308/2013⁴

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Fruit juices (orange juice, peach juice)	<input checked="" type="checkbox"/>							
Fruit compotes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input checked="" 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 1308/2013⁵

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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				<i>If yes, please indicate the limited quantity</i>			<i>If yes, please indicate the limited quantity</i>	
Plain yoghourt	<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"/>			

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		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

Priority is given to fresh fruit and vegetables. Processed fruit will be included in small quantities along with the fresh fruit and vegetables.

The proportion of fresh fruit and vegetables in every distribution will be 3-4:1 (fresh fruit and vegetables to processed fruit) and it will be defined further in the technical specifications of the relevant call for tender.

Priority not relevant for the milk part of the scheme as only drinking milk will be distributed.

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
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<input checked="" type="checkbox"/>	Please list the products <i>1. Olive oil</i> <i>2. Honey</i>	<input type="checkbox"/>
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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 e.g. on the required quality of products	
Any priority/ies for the choice of products:	
Local or regional purchasing	<input checked="" type="checkbox"/>
Organic products	<input type="checkbox"/>
Short supply chains	<input checked="" 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 type="checkbox"/>
Other: Fresh fruit and vegetables from integrated management farms in accordance with the corresponding Greek and international quality standards	<input checked="" type="checkbox"/>
Any comments	

6. ACCOMPANYING EDUCATIONAL MEASURES

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

The accompanying educational measures of the School Programme fall within the general categories which are presented below:

Title	Objective	Content
<i>Visits to farms/producers/markets/dairies/agricultural cooperatives</i>	<i>Make children aware of the origins of fruit/vegetables and milk and their production cycle</i>	<i>Visits to farms, livestock holdings, markets, dairies, agricultural cooperatives, etc.</i>
<i>Tasting classes/cooking workshops and classes</i>	<i>Familiarise pupils with a variety of flavours and how to cook the various ingredients</i>	<i>Encourage the children to attempt to follow recipes using fruit/vegetables and milk</i>
<i>Lessons, seminars, workshops, games</i>	<i>Teach children about healthy eating, the importance of fruit, vegetables and milk in our diet so as to encourage the development of healthy eating habits</i>	<i>Provide educational material to teachers and pupils relating to healthy eating habits and the need for exercise</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

Fruit, vegetables and milk will be distributed to children in the target group free of charge.

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 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 type="checkbox"/>	<input type="checkbox"/>
<i>Once per two weeks</i>	<input checked="" type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>
> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Any comment:		

Envisaged duration of accompanying educational measures during the school year:

(shortly explain/comment)

Accompanying educational measures will be combined with relevant existing lessons and actions which will be included in the curriculum of the primary school pupils in such a way as to have a substantial impact and make a lasting impression on the pupils

of the target group. The measures will be spread out over time according to the above duration of distribution.

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"/>

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 contractor for the free distribution of the products and potentially some of the accompanying actions as well as the evaluation of the programme will be selected through an open public tender procedure. Certain information and publicity measures, such as a website, press releases, interviews, etc. will be carried out internally by the Ministry of Rural Development and Food.

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

All costs linked to implementation of the programme will be reimbursed using a combination of approaches e.g. cost-based system or simplified cost options depending on the category of expenditure. For example, a cost-based calculation is preferred in the case of actions included in the accompanying measures, while a method based on simplified cost options is preferred for the supply and distribution of the products. The precise details and calculations will be included in the relevant call for tender. With regard to the fair, objective and verifiable calculation of the costs, where appropriate, it should be noted that the Ministry of Rural Development and Food has access to wholesale and more comprehensive market prices for the products to be distributed, as a result of its competence and scope. Data from the competent public or private collective professional bodies will be used for other costs.

7.6.2. Eligibility of certain costs

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

The cost of distributing fruit, vegetables and milk in schools will also include any costs relating to the provision and hiring of equipment necessary for the supply and distribution of these products.

No conditions for excluding costs from eligibility have been provided for, but it is likely that a limit on transport costs will be set in the call for tender.

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

The Ministry of Rural Development and Food and the agencies it supervises will be responsible for implementing the scheme along with the Ministry of Education, Research and Religious Affairs and the Ministry of Health, as follows:

1. a) The Ministry of Rural Development and Food will supervise and monitor the implementation of the scheme, set out the procedure for selecting the bodies to implement the scheme and the accompanying measures, and take part in carrying out checks.

(b) The Payment and Control Agency for Community Guidance and Guarantee Aid (OPEKEPE) of the Ministry of Rural Development and Food will be designated as responsible for signing the contract, for the monitoring of the programme and for carrying out checks until the payment file is recognised and settled.

2. As part of the scheme, the Ministry of Education, Research and Religious Affairs will supervise the educational activities, approve the scheme's accompanying measures, ensure that these measures are implemented, determine the procedure for receiving the products in schools until they are distributed to the pupils and inform those responsible at the schools accordingly, and ensure that lessons on healthy eating and in particular on the need to include fruit and vegetables in children's daily diets are held at least once during the scheme, as part of the school's 'flexible zone'⁶.

3. The list of products distributed to the target group is approved by the Ministry of Health

4. The Rural Economy and Veterinary Affairs Directorates of the Regional Units and the relevant Regional Plant Protection and Quality Control Centres will be involved in carrying out checks.

7.8. Information and publicity

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

- 1. Development of the website of the Ministry of Rural Development and Food with a specific section for information and publicity material, news, press releases and any other relevant material*
- 2. Press releases and information campaigns in the media*
- 3. Poster for each participating educational establishment, which will be placed permanently and visibly at the main entrance of the participating educational establishment*
- 4. Promotional souvenir for each pupil in the target group*

⁶ **Translator's note:** The flexible zone is a period of time set aside in Greek schools for thematic projects and activities suggested by the pupils and supervised by the teachers.

7.9. Administrative and on-the-spot checks

Article 2(2)g of the implementing regulation

Administrative checks

OPEKEPE will carry out administrative checks in accordance with Article 9(1), (2) and (3) of Commission Implementing Regulation (EU) 2017/39

On-the-spot checks

(aa) on the contractor's premises by quality controllers from the Regional Plant Protection and Quality Control Centres. The designated Regional Plant Protection and Quality Control Centre is notified 24 h prior to products shipment to the place of distribution. The conformity check is to verify that the distributed fruit and vegetables conform to the marketing standards in accordance to methods of inspection, laid down in Annex V of Commission Implementing Regulation (EU) No 543/2011. The consignment is sealed. The findings of the check are recorded in the relevant check report, which is defined in the issued Joint Ministerial Decision of the School Programme.

(bb) by the Rural Economy and Veterinary Affairs Directorates of the Regional Units upon arrival of the products. In the relevant check report the information recorded is about the sealing of the consignment received, and verification of the relevant quantities of products recorded in the consignment notes.

(cc) at the educational establishments and at the contractor's premises during the implementation of the School Programme during the school year, for supply/distribution and accompanying educational measures, by a defined committee composed of officials from the departments involved of the Ministry of Rural Development and Food and OPEKEPE. In certain certified circumstances the checks of case cc are extended and cover the next eight months from the end of school year.

The above mentioned checks are carried out in accordance with Article 10 of Commission Implementing Regulation (EU) No 2017/39, and are related to the elements declared in the aid application as specified in Article 4 of the above mentioned Regulation. The sample to be checked is defined according to paragraphs 3 and 4 of Article 10 of Commission Implementing Regulation (EU) No 2017/39.

The defined committee completes the control report for every check according to paragraph 6 of of Article 10 of Commission's Implementing Regulation.

The control report covers:

a) at the premises of the contractor (for supply/distribution of products)

- Aid applicant's identification, the aid period covered and the name and address of the educational establishments involved where the products were distributed.*
- The correctness of the records laying down the quantities per group of products sold or supplied.*
- Compliance with the quality specifications of the distributed products as defined in the relevant call of tender and Joint Ministerial Decision of the School Programme.*

b) at the premises of the educational establishment(s)

- The correctness of the records laying down the quantities received*
- The number of children in the school register at the beginning of the school year*

- *Compliance with the quality specifications of the distributed products and of the services provided, as defined in the relevant call of tender and Joint Ministerial Decision of the School Programme.*

In addition ad hoc on –the –spot checks are provided:

Ad hoc on-the-spot checks

(aa) on the contractor’s premises by a special committee of officials

(bb) at the educational establishments by quality controllers from the corresponding Rural Economy and Veterinary Affairs Directorate, to ensure compliance with the quality specifications in force

Note: The call for tender will also ensure compliance with the requested quality specifications for the products to be distributed through guarantees of quality and suitability.

7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

The programme will be monitored by:

(a) the Ministry of Rural Development and Food;

(b) OPEKEPE.

The programme will be evaluated in accordance with Article 8(2) of Commission Implementing Regulation (EU) No 2017/39 and Article 9(2) and (5) of Commission Delegated Regulation (EU) No 2017/40 on the basis of the following criteria:

(A) the rate of increase in the consumption of fruit/vegetables and milk by primary school children;

(B) how effectively the implemented programme functioned;

(C) the various parameters of the programme which affected its effectiveness, efficiency and relevance.

The target group which will be used for the evaluation is the target group of the programme (children aged 6-12), parents, teachers and headteachers of the educational establishments.

The rate of increase in the consumption of fruit/vegetables and milk after the programme is implemented will be measured on the basis of a study of the initial situation/measurement at the end of the implementation of the programme. Specifically, two measurements will be taken per year, one before the products are distributed (Initial Measurement) and a second (Final Measurement) as close as possible to the end of the programme in each participating educational establishment (during the final weeks of distribution of the products).

The above evaluation under point (A), the evaluation of whether the implemented programme functioned effectively (B) and which parameters influenced the effectiveness, efficiency and relevance of the programme (C) will be awarded following a tender procedure to a specific external contractor on the basis of guidelines included in the call for tender.