

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

**DATE: 28.07.2017**

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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

- 1) To increase children's consumption of fruit and vegetables and to promote the overall consumption of fruit and vegetables.
- 2) To increase the level of consumption of milk and milk products by children and to promote the overall consumption of milk and milk products.
- 3) To raise children's awareness of the agricultural and food sectors through the implementation of accompanying educational measures.

Estonian nutrition and exercise recommendations<sup>1</sup> recommend consuming at least 5 portions of fruit and vegetable per day: two portions of fruits and three portions of vegetables. One portion equals to about 100 grams of fresh or cooked fruits and vegetables or berries.

The WHO study of Health Behaviour of School-aged Children (hereinafter the 'HBSC')<sup>2</sup> found that in 2013/2014 school year 32% of children between the ages of 11 and 15 consumed fruit every day, and 24% consumed vegetables every day. The study is carried out in every fourth year and compared to the previous years, the number of children consuming fruit and/or vegetables every day has grown.

The study of Health Behaviour among Estonian Adult Population ((hereinafter the 'HBEAP')<sup>3</sup> in 2016 found that 32.8% of adults consume on average  $\geq 300$  g vegetables (fresh or as ingredients in a dish) per day and 54.2% consumed on average  $\geq 200$  g fruits/berries (fresh or as ingredients in a dish) per day.

Estonian nutrition and exercise recommendations recommend consuming at least 2-4 portions of milk and milk products per day. One portion equals to about 0.25 litres of low fat milk or other low fat liquid milk product.

The HBSC study found that in 2013/2014 school year 48% of children between the ages of 11 and 15, consumed milk every day. Compared to the previous years the number of children consuming milk every day has grown.

The results of Estonian population nutrition study<sup>1,4</sup> found that in 2013-2015 children consumed drinking milk the most. Boys consumed drinking milk on average 270-360 ml and girls about 250 ml. Girls between the ages of 14 - 15 consumed less drinking milk – about 180 ml. Adults average drinking milk consumption in the same period was smaller, women consumed 130-190 ml and men 170-190 ml per day.

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<sup>1</sup> [Estonian nutrition and exercise recommendations, 2015](#)

<sup>2</sup> [Health Behaviour of School-aged Children study in Estonia, 2013/2014 school year](#)

<sup>3</sup> [Health Behaviour among Estonian Adult Population, 2016](#)

<sup>4</sup> <http://pxweb.tai.ee/PXWeb2015/pxweb/et/05Uuringud>

## 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)
<p>1) To increase children's consumption of fruit and vegetables and milk and milk products, thereby promoting the overall consumption of fruit and vegetables and milk and milk products.</p> <p>2) To promote healthy eating habits in children.</p> <p>3) To raise children's awareness of the agricultural and food sectors.</p>	<p>By the 2022/2023 school year:</p> <p>1) The proportion of students who consume fruit and vegetables and milk and milk products every day will have increased (compared to the results of HBSC in 2013/2014 school year);</p> <p>2) The level of consumption of fresh fruit and vegetables and milk and milk products in Estonia will have increased (compared to the results of HBEAP in 2016)</p> <p>3) The level of children's awareness of the agricultural and food sectors will have increased (in respect of the increased number of children participating in the accompanying educational measures)</p>	<p>1) To increase children's consumption of fruit and vegetables and milk and milk products in schools.</p> <p>2) To raise children's awareness of the agricultural and food sector through the implementation of accompanying educational measures.</p>	<p>By the 2022/2023 school year:</p> <p>1) <math>\geq 90\%</math> coverage of the target group of the aid for the supply of fruit and vegetables.</p> <p>2) <math>\geq 95\%</math> coverage of the target group of the aid for the supply of milk and milk products.</p> <p>3) <math>\geq 15\%</math> coverage of the target group of the aid for the accompanying educational measures.</p>	<p>By the 2022/2023 school year:</p> <p>1) the proportion of children and educational establishments in the target group that are covered by the aid will increase.</p> <p>2) the quantity of fruit and vegetables distributed under the school scheme will have increased.</p> <p>3) the quantity of milk and milk products distributed under the school scheme will have increased.</p> <p>4) the number of children participating in the accompanying educational measures will have increased.</p>

### 2.3. Baseline

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

Progress towards the achievement of the intended results of the school scheme can be indirectly measured through children's everyday consumption of vegetables, fruit and berries and milk and milk products, which the National Institute for Health Development (hereinafter the 'NIHD') investigates through studies of Estonian school pupils' health behaviour. The Agricultural Registers and Information Board (hereinafter the 'ARIB') gathers information concerning the implementation of the school scheme. By comparing the indicators of the new school scheme with the indicators for the school fruit and vegetable scheme and the school milk scheme, one can assess the effectiveness and impact of the school scheme. The level of consumption of fruit and vegetables and milk and milk products in Estonia can be calculated on the basis of data from Statistics Estonia (hereinafter 'SE').

<b>Barometer</b>	<b>Baseline</b>
Use of the aid for the supply of fruit and vegetables (ARIB)	In the 2015/2016 school year, 87% of the target group was covered by the fruit and vegetable scheme, and a total of 996 tonnes of eligible products were distributed.
Proportion of students who consume fruit and vegetables every day (NIHD)	In the 2013/2014 school year, 32% of children between the ages of 11 and 15 consumed fruit, and 24% consumed vegetables every day.
Proportion of adults who consume fruit and vegetables every day (NIHD)	In 2016, 32.8% of adults consumed on average $\geq 300$ g vegetables (fresh or as ingredients in a dish) per day and 54.2% consumed on average $\geq 200$ g fruits/berries (fresh or as ingredients in a dish) per day.
Level of consumption of fruit and vegetables in Estonia (SE)	106.2 thousand tonnes of fresh vegetables and 96.5 thousand tonnes of fresh fruit and berries were consumed in Estonia in 2016.
Use of the aid for the supply of milk and milk products (ARIB)	In the 2015/2016 school year, 95 % of the target group was covered by the school milk scheme, and a total of 4004 tonnes of eligible products were distributed.
Proportion of students who consume milk every day (NIHD)	In the 2013/2014 school year, 48% of children between the ages of 11 and 15 consumed milk every day.
Proportion of adults who consume milk every day (NIHD)	In 2013-2015 adults average drinking milk consumption was: women consumed 130-190 ml and men 170-190 ml per day.
Level of consumption of milk products in Estonia (SE)	217.3 thousand tonnes of milk products, i.e. 164.8 kg per person, were consumed in Estonia in 2015.

Use of aid for accompanying educational measures (ARIB)	In the 2015/2016 school year, 8892 children, i.e. 6.5% of the target group, were covered by accompanying educational measures under the school fruit and vegetable scheme. EUR 67 397 of aid was paid for the implementation of activities.
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### 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	≥2 347 448	≥3 598 705	
Accompanying educational measures			≤1 049 321
Monitoring, evaluation, publicity			<i>Not funded from the school scheme budget</i>
Total	2 761 703	4 233 770	
Overall total	6 995 473		

### 3.2. National aid granted, in addition to Union aid, to finance the school scheme

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 EUR)	<b>Fruit/vegetables</b>	<b>Milk/milk products</b>		<b>Common elements if applicable</b>
		Milk/milk products other than Annex V	Annex V products	
Supply/distribution	≥600 000	≥4 487 490		
Accompanying educational measures				<i>Up to 8% of total school scheme budget</i>
Monitoring, evaluation, publicity				<i>Not funded from the school scheme budget</i>
Total	5 087 490			

Amounts paid from the national budget for the school scheme vary depending on the consumption of the products and on the use of the accompanying educational measures. The national budget for the school scheme is approved per calendar year, reflecting the resources made available from the national budget. The initial 2018 national budget for the aid for the supply of fruit and vegetables and the aid for the supply of milk and milk products was EUR 747 915.

The aid for the accompanying educational measures is funded proportionately from the budget for the aid for the supply of fruit and vegetables and the aid for the supply of milk and milk products. The budget for accompanying educational measures represents up to 8% of the total budget for the school scheme, which consists of EU allocations and funding from the Estonian government.

### 3.3. Existing national schemes

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"/>

#### 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	0-3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools	3-7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Primary	7-17	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	16-19	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The target group for the aid for the supply of fruit and vegetables in educational establishments is children in preschool childcare institutions and pupils in grades 1 to 5 in educational establishments. The target group for the aid for the supply of milk and milk products in educational institutions is children in preschool childcare institutions, pupils in grades 1 to 12 in educational institutions and students at secondary-level vocational schools or institutions of applied higher education. The target group for the aid for the additional educational measures is children in preschool childcare institutions and pupils in grades 1 to 5 in educational institutions. All target groups include the main age group, which are six- to ten-year-old children.

**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 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 type="checkbox"/>	Lentils, peas, other pulses	<input checked="" type="checkbox"/>
Melons, watermelons	<input type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input type="checkbox"/>	Other vegetables: please specify	<input checked="" type="checkbox"/>
Tropical fruit	<input type="checkbox"/>	.....	
Other fruit: please specify (eg. <i>kiwis</i> , <i>persimmons</i> , <i>nuts</i> )	<input type="checkbox"/>		

A detailed list of eligible fruit and vegetables is presented in Annex I.

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

Products distributed under the school scheme		Added salt		Added fat		Comments	
		No	Yes	No	Yes		
Fruit juices	<input type="checkbox"/>						
Fruit purées, compotes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>		

A detailed list of eligible fruit and vegetables is presented in Annex I.

## 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

Products distributed under the school scheme		Added salt			Added fat			Comments
		No	Yes		No	Yes		
Cheese and curd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
Plain yoghurt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>			

A detailed list of eligible milk and milk products is presented in Annex II.

### 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	No	Yes	No	Yes	
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"/>			%

### 5.2.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

We have taken into consideration EU guidelines in selecting eligible products, and we have thus concentrated primarily on products that do not contain added sugar, salt, fat, sweeteners or artificial flavour enhancers in the school scheme. Frozen berries are considered as an alternative to fresh berries during the off-season period and must also be in consistence with the Article 23(6) of the basic act. Drinking milk is also preferred through product support mechanism, which takes into account the budget and ensures that primarily drinking milk would be available to children free of charge.

### 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 type="checkbox"/>
Variety of products	<input type="checkbox"/>
Availability of local or regional produce	<input type="checkbox"/>
<p>The products supplied under the school scheme must comply with the composition, quality and food safety requirements established in the relevant European Union and Estonian legislation. The compliance of eligible products with quality, composition and marketing requirements is inspected by the Agricultural Board and by the Veterinary and Food Board, within their respective fields of competence.</p>	
<b>Any priority/ies for the choice of products:</b>	
Local or regional purchasing	<input type="checkbox"/>
Organic products	<input 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 type="checkbox"/>
Other: please specify	



## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

Title	Objective	Content
Visits to undertakings in the agricultural and food sectors	To raise children's awareness of the agricultural and food sectors	Visits to undertakings in the agricultural and food sectors connected with the products supplied under the school scheme. Other relevant excursions: to agricultural museums, food markets, agricultural fairs, etc.
Teaching-related activities: tasting classes / food preparation / food preparation exhibitions, focus days, seminars, etc.	To raise children's awareness of healthy eating, and to develop, through practical activities, children's healthy eating habits.	Activities connected with the preparation of food containing products supplied under the school scheme that can be included in the teaching process. Food preparation using thermal and refrigeration treatment is permitted. It is also permitted to include in the food preparation process or other processes any and all other required food products, in order to use these together with products supplied under the school scheme.
Establishment of school gardens	To raise children's awareness regarding the cultivation of vegetables, fruit and berries. To raise children's interest in the production of agricultural products through practical activities.	Activities connected with the products supplied under the school scheme in the establishment and maintenance of school gardens and the harvesting of the food produced, etc.
Other relevant activities organised (video and photo competition, games and contests, etc.)	To raise children's awareness of the production of agricultural products or healthy eating. To include children through practical activities.	The organising of photo and video competitions concerning the school scheme or particular school scheme products via social media (facebook, youtube, etc.). Organising different games, competitions or focus days in the teaching process, etc.

## **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

No minimum prices have been laid down for products offered under the school scheme, but it has been taken into consideration in the selection of school scheme products that the prices and availability of those products should be comparable to those offered in the domestic market. In applying for aid under the school scheme, aid applicants must ensure that the cost of the product offered does not exceed the amount of aid and the quantitative restrictions established per student. The monitoring of the prices of the products offered under the school scheme, the amount of aid and the quantitative restrictions established per student ensures the transparency of the prices of the products offered under the school scheme.

Taking into account the broad selection of eligible fruit and vegetables and the possible price differences between them, the number of product offerings is not limited during the application period, and providers of products have discretion in this area. In applying for the aid for the supply of fruit and vegetables in educational establishments, it must be ensured that the cost of a product offered does not exceed the established amount of aid per student.

Based on the price statistics<sup>5</sup> for the most consumed milk products, namely drinking milks, the supply of drinking milks is ensured to the extent of the aid amount, when sufficient budgetary funding is available. In applying for the aid for the supply of milk and milk products in educational institutions, it must be ensured that the maximum daily amount of eligible milk or milk products per student is 0.25 litres (250 ml).

Changes in the milk market may lead to changes in the market prices of milk and milk products, in which case there may be a higher than average increase in the prices of products offered under the school scheme. In such cases a price difference between the amount of the aid provided under the school scheme and the cost of the products offered under the school scheme may arise, and participants in the school scheme will have to cover the shortfall.

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<sup>5</sup> <https://www.ki.ee/>

## 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Three times per week	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Four times per week	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Daily	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other : please specify	<input type="checkbox"/>	<input type="checkbox"/>

The number of product offerings is not limited during the application period, and providers of products have discretion in this area.

Envisaged duration of distribution:

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

The aid for the supply of fruit and vegetables in educational establishments and the aid for the supply of milk and milk products in educational establishments may be applied for up to six times per year, in the following application periods: 1 August to 30 September; 1 October to 30 November; 1 December to 31 January; 1 February to 31 March; 1 April – 31 May and 1 June – 31 July.

Envisaged duration of accompanying educational measures during the school year:

(please indicate the number of hours or shortly explain/comment)

The application period for the aid for the additional educational measures is from

1 February to 15 February, and the subsidised activity must be implemented by at the latest 31 July of the year in which the application was submitted.

### 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

	School fruit and vegetables	School milk
Morning/morning break(s)	☒	☒
Lunchtime	☒	☒
Afternoon/afternoon break(s)	☒	☒

Fruit and vegetables supplied under the school scheme must create added value in relation to children's usual meals, and thus the products distributed under the school fruit and vegetable aid cannot be the same as those supplied in the basic menu on the same day. The school fruit and vegetables supplied shall be indicated in the menu, on a separate row for each weekday. In addition, the basic menu may not replace the fruits and vegetables supplied under the aid scheme. For example, if carrot salad is offered along with the meal, fresh carrot may not be offered on the same day under the school scheme, but something else, for instance apple, may be offered instead. This will ensure added value for the meal and the diversity of the products offered. Fruit and vegetables may be sliced, chopped and grated, but not flavoured. Frozen and fresh berries may be served on desserts. Compliance with the aforementioned requirement is checked while performing administrative checks and on-the-spot inspections.

In applying for the aid for the supply of milk and milk products in educational institutions, it must be ensured that the maximum daily amount of eligible milk per student is 0.25 litres (250 ml). Quantities of yoghurts, buttermilk and kephir are calculated in kilograms and the coefficient 1.03 (litre = kilogram / 1.03; kilogram = litre x 1.03) is used for conversion. Therefore the corresponding maximum daily quantities of those milk products is 0.258 kilograms (258 grams).

There is no harmonised procedure for supplying milk and milk products under the school scheme. Products may be offered between or during regular meal times. If milk and milk products are offered under the school scheme during a regular meal time, the added value and visibility of the distributed products must be ensured:

- products offered under the school scheme must be identified as school scheme products in the basic menu and be part of a clearly recognisable school scheme;
- products offered under the school scheme must not be used for the preparation of school food offered during regular meal times.
- if school scheme products (milk and/or milk products) are offered on the basic menu during regular meal times in addition to milk and milk products, it should be ensured that the products offered under the school scheme are

distinguished (through reference to the school scheme) in the basic menu.

When offering milk and milk products under the school scheme, it must be taken into consideration that it is not permitted to use the products for food preparation or mix the products with other food. Compliance with the aforementioned requirement is checked while performing administrative checks and on-the-spot inspections.

Educational establishments participating in the school scheme must keep the school meal menus for those days on which school fruit and vegetables and milk and milk products were supplied, along with the names of the products distributed under the scheme for three years, and, upon request, present these during on-the-spot inspections. The requirement to keep menus is necessary for checking the added value and visibility of the milk and milk products offered in the implementation of the school scheme.

#### **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

Applications for aid under the school scheme may be submitted by educational establishments, city or rural municipality governments on behalf of educational establishments located on their administrative territory and suppliers of fruit and vegetable products and milk and milk products. City or rural municipality governments and suppliers of fruit and vegetable products and milk and milk products may apply for aid under the school scheme if this has been agreed upon in writing with an educational establishment.

Before applying for aid under the school scheme, the ARIB must have approved the applicant for aid and the data concerning the applicant must have been entered in the Agricultural Aid and Agricultural Parcels Register. In order to obtain approval, an applicant must submit an application in which he/she confirms that he/she meets the requirements for applying for the aid.

If an applicant for aid for accompanying educational measures commissions a service or purchases a product for the implementation of accompanying educational measures that exceeds EUR 500, the applicant must have obtained at least three comparable bids. If the applicant has not received three bids, it shall provide justification for this. If the applicant commissions a service or purchases a product for the implementation of accompanying educational measures that does not exceed EUR 500, it must have obtained at least one bid. The selected bid must not be unjustifiably high compared to the price ordinarily paid for a similar service or product. If an applicant has not selected the least expensive bid, it must justify its selection.

## **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

Under school scheme aid, aid for the supply of fruit and vegetables and milk and milk products in educational institutions is paid per child per day. The ARIB calculates the amount of aid for the supply of fruit and vegetables and milk and milk products per school day per child, taking into consideration the distribution of the funding allocated from the national budget, the number of benefiting children and the number of school days. The ARIB publishes the rates of aid for the supply of fruit and vegetables and milk and milk products in educational institutions on its website ten working days before the beginning of the application period.

In the first application period of the 2017/2018 school year, the amount of aid for the supply of fruit and vegetables in educational institutions is EUR 0.05 per child per school day, and the aid for the supply of milk and milk products in educational institutions is EUR 0.108 per child per school day.

Under Section 8(6) of Regulation No 52 of the Minister for Rural Affairs of 30 June 2017, 'Aid under the school scheme', the amount of aid granted for the implementation of accompanying educational measure must not exceed EUR 30 per child per annum.

### 7.6.2. Eligibility of certain costs

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

The purchasing, leasing or rental of equipment, or similar related costs, are not eligible under the school scheme. Value added tax and personnel costs are not eligible for Union aid if those personnel costs are financed from the public funds of the Member State.

The costs connected with activities supported under accompanying educational measures may not be disproportionately high, and must be in line with the principles of sound financial management, in particular those of economy and cost-effectiveness. Under the core costs of the accompanying educational measures, eligible costs include:

- transport costs;
- various admission or ticket fees for children and for teachers or parents accompanying children in the course of the measure;
- expenses connected with the inclusion in an educational measure of a guide or instructor from outside the educational establishment.

### 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 awareness-raising activities specified in the school scheme, as well as the activities carried out by various stakeholders to boost the popularity of fruit and vegetables and milk and milk products among children, all help achieve the aims of the school scheme. Stakeholders' activities are not directly connected with the school scheme, but their indirect objectives are similar, and for that reason the contribution of these activities is a significant addition to the school scheme. The awareness-raising activities under the school scheme and stakeholders' activities are presented in Annex III. The implementing body for the school scheme is the ARIB. The Ministry of Social Affairs, the Ministry of Education and Research, the ARIB, the NIHD, the Estonian Food Industry Association, the Estonian Parents' Association, the Estonian Chamber of Agriculture and Commerce and the Estonian Horticultural Association participated in developed the strategy.

### 7.8. Information and publicity

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

In order to present the role of the European Union to participants in the school scheme, under Article 12 of Commission Delegated Regulation (EU) 2017/40, educational establishments must install a poster on the European Union school scheme, and this should be permanently situated at a clearly visible place at the main entrance of the participating educational establishment. Teaching materials and devices used under additional educational measures must bear the flag of the European Union and the words 'school scheme' and, if the size of the materials and devices permits, the financial support provided by the EU.

References to the financial contribution made available by the European Union must receive at least the same visibility as contributions from other private or public entities. Posters on the EU school scheme must fulfil the minimum requirements laid down in the Annex to Commission Delegated Regulation (EU) 2017/40. In addition, it is



recommended that the nutritional advantages of fruit and vegetables and milk and milk products be emphasised, and children should be offered dietary recommendations. The existence of posters will be verified by the ARIB during on-the-spot checks.

School scheme products supplied under the scheme must create added value in relation to children's usual meals. Products offered under the school scheme must be identified as school scheme products in the basic menu and be part of a clearly recognisable school scheme.

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

Article 2(2)g of the implementing regulation

The ARIB checks the documents required for applying for the aid for the supply of fruit and vegetables in educational institutions, the aid for the supply of milk and milk products and the aid for the additional educational measures, the correctness of the information contained therein and whether the applicants meet the requirements for applying for the aid.

Applicants for aid under the school scheme and educational establishments in which children have consumer eligible products or participated in activities supported under additional educational measures must retain the documents connected with their application for aid under the school scheme for seven years.

The ARIB prepares a summary of the on-the-spot checks and the results thereof in each school year, and presents an annual control report to the European Commission by 31 October of the calendar year following the school year for which the report was prepared.

## 7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

The following basic data regarding the implementation, assessment and reporting of the school scheme are gathered by the ARIB on a regular basis (by calendar and school year) and are used to assess the strategic results of the school scheme:

- the number of educational establishments participating in the school scheme;
- the number of children involved in the school scheme under the aid for the supply of fruit and vegetables, the aid for the supply of milk and milk products and the aid for additional educational measures;
- the quantities applied for under the aid for the supply of fruit and vegetables in educational institutions, by category;
- the quantities applied for under the aid for the supply of milk and milk products in educational institutions, by category;
- the amount of European Union and Estonian government aid for the supply of fruit and vegetables, milk and milk products and for carrying out additional educational measures.

In cooperation with the ARIB, the Ministry of Rural Affairs prepares a summary of the monitoring results, which contains the information laid down in Article 9(3) of Commission Delegated Regulation (EU) 2017/40, and presents the results of the monitoring to the European Commission by 31 January, after the end of the school year in question. The Ministry of Rural Affairs draws up quarterly and annual summaries<sup>6</sup> of the agricultural sector, and as part of this analyses the results of the implementation of the school scheme.

The Ministry of Rural Affairs will submit to the European Commission an evaluation report by 1 March 2023 at the latest, which must contain the results of the evaluation of evaluation specified in Article 9 of Commission Delegated Regulation (EU) 2017/40 for the implementation period covering the first five school years.

The evaluation<sup>7</sup> of the School Fruit and Vegetables Scheme during the school years 2011/2012–2015/2016 found that in order to increase the efficacy of the School Fruit and Vegetables Scheme, the selection of eligible vegetables, fruit and berries should be wider. The possibility of combining the fruit and vegetables with school meals should also be considered, as well as emphasising the importance of educating children about the benefits of eating fruit and vegetables and extending the target group until the end of primary school.

Where possible and justified, the findings of the evaluation of the School Fruit and Vegetables Scheme have been taken into account in the national strategy for School Scheme. Widening the target groups and/or eligible vegetables, fruit and berries may be taken into consideration in the future depending on the budget of the national aid to the school scheme.

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<sup>6</sup> <http://www.agri.ee/et/eesmargid-tegevused/pollumajandus-ja-toiduturg/ulevaated/pollumajandussektor>

<sup>7</sup> [Assessment of the School Fruit and Vegetables Scheme during the school years 2011/2012–2015/2016](#)

## ANNEX I

### Eligible fruit and vegetables

CN code	Fruit and vegetables	Individual portion, approximate quantity
0702 00 00	Tomatoes, fresh or chilled	1 piece
0704 10 00 0704 20 00 0704 90 10 0704 90 90	Cauliflower, broccoli, Brussels sprouts, white cabbage or red cabbage, kohlrabi, curly kale and other edible cabbages from the <i>Brassica</i> family, fresh or chilled.	80-100 grams
0705 11 00 0705 19 00 0705 21 00 0705 29 00	Head lettuce, lettuces, Belgian endives and chicory, fresh or chilled	80-100 grams
0706 10 00 0706 90 10 0706 90 90	Carrot, turnips, celeriacs, beetroots, salsifies and radish, fresh or chilled	1 piece or 80–100 grams
0707 00 05	Cucumbers, fresh or chilled	1 piece or 80–100 grams
0708 10 00 0708 20 00	Leguminous vegetables (peas and beans), shelled or unshelled, fresh or chilled	80-100 grams
0709 20 00 0709 40 00 0709 60 10 0709 93 10 0709 93 90	Other vegetables (asparagus, celery, bell peppers, courgettes, pumpkin, squash and cucurbits), fresh or chilled	80-100 grams
0808 10 80 0808 30 90 0808 40 00	Apples, pears and quinces, fresh	1 piece
0809 10 00 0809 21 00 0809 29 00 0809 40 05 0809 40 90	Sour cherries, cherries, plums and sloes, fresh	80-100 grams
0810 10 00 0810 20 10 0810 20 90 0810 30 10 0810 30 30 0810 30 90 0810 40 10 0810 40 30 0810 40 50 0810 90 75	Other fresh berries (strawberries, raspberries, cloudberries, blackcurrants, redcurrants, white currants, gooseberries, lingonberries, blueberries, cranberries and sea-buckthorn fruit)	80-100 grams
0811 10 90 0811 20 31 0811 20 39 0811 20 51 0811 20 59	Frozen fruit and berries (sour cherries, cherries, strawberries, raspberries, cloudberries, blackcurrants, redcurrants, white currants, gooseberries, lingonberries, blueberries, cranberries and sea-buckthorn fruit)	80-100 grams

0811 20 90		
0811 90 50		
0811 90 70		
0811 90 75		
0811 90 80		
0811 90 95		

## ANNEX II

### Eligible milk and milk products

<b>CN code</b>	<b>Milk and milk products</b>	<b>Maximum supported amount</b>
0401	Heat-treated unflavoured whole milk containing at least 3.5% fat	0.25 litre
0401	Heat-treated unflavoured milk, fat content of 2.5 %	0.25 litre
0401	Heat-treated unflavoured milk, fat content 1.5% - 1.8 %	0.25 litre
0403	Unflavoured full-cream yoghurt, fat content of at least 3.5%	0.25 litre
0403	Unflavoured milk yoghurt, fat content 1.5% - 3 %	0.25 litre
0403	Kephir, fat content of 2.5 %	0.25 litre
0403	Unflavoured sour milk, fat content: 1.5 % minimum,	0.25 litre
0403	Acidified buttermilk fat content of up to 0.5%	0.25 litre

## ANNEX III

### School scheme awareness-raising activities and interest group activities

1. The Ministry of Rural Affairs has previously commissioned various activities under the school fruit and vegetable scheme in order to present the health benefits of fruit and vegetables. One example is the Jussi cartoons<sup>8</sup>, some of which are connected with the school fruit scheme.
2. Events for pupils are organised at the Estonian Agricultural Museum and the Olustvere School of Service and Rural Economics throughout the year, such as agricultural activities and food preparation.
3. Rápina Horticultural School organises annual plant cultivation projects for preschool childcare institutions and students at general education schools. In the 2016/2017 school year, for instance, more than 500 groups from 235 educational establishments grew peas under the 'Sõprusetera'<sup>9</sup> project. In previous years tomatoes, strawberries and herbs were grown.
4. In order to ensure the efficiency of the school scheme, additional measures related to the scheme, include websites disclosing the benefits of a healthy diet, will be implemented.
  - The website of the NIHD<sup>10</sup> offers information for users of all ages: games for children related to the health benefits of fruits and vegetables and a healthy diet, as well as information and recommendations for adults about healthy diets for children<sup>11</sup>. The NIHD has also developed a nutrition programme entitled NutriData<sup>12</sup>, which makes it possible to analyse the compliance of the energy and nutrient content of a menu with Estonian national dietary recommendations for age and gender.
  - The website of Eesti Toit [Estonian Food]<sup>13</sup> includes information about the food of Estonia and other European countries, nutritional recommendations, recipes for organic dishes and traditional local dishes.
5. Activities carried out by the Estonian Food Industry Association:
  - Awareness-raising activities on eating a balanced diet and presentations of the beneficial characteristics of various product categories (meat, milk, dairy ice cream, rapeseed oil, wholegrain baked goods).
  - The presentation of various sectors of the food production industry through practical and playful activities.
6. Activities by the Estonian Chamber of Agriculture and Commerce to boost the popularity of milk and milk products, educate and raise awareness:
  - Health education for children, a lesson entitled "MILK"<sup>14</sup>.

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<sup>8</sup> <http://www.lastekas.ee>

<sup>9</sup> <http://projekt.aianduskool.ee/soprusetera/>

<sup>10</sup> <http://www.toitumine.ee/>

<sup>11</sup> <http://toitumine.ee/toitumine-erinevates-eluetappides/lapsed/soovitused-vanematele>

<sup>12</sup> <http://tap.nutridata.ee/>

<sup>13</sup> <http://eestitoit.ee/>

<sup>14</sup> <http://www.piimaliit.ee/terviseopetus-lastele/>

Materials have been prepared for schools (teaching materials as well as games) for use in organising the milk-themed lesson. Freely available for use by schools.

- Milk for all ages<sup>15</sup>.  
Informative videos highlighting the benefits of milk have also been posted on the popular online video-sharing platform [www.youtube.com](http://www.youtube.com). Freely available for use by schools.
- Online book "Missioon Piim" [Mission: Milk]<sup>16</sup>.  
An online book which is aimed at children and young people tells the story, in child-friendly language, from the start of milk production to the supermarket trolley. Freely available for use by educational establishments.
- A three-year programme (2015-2018) promoting the consumption of milk, entitled 'Piim – päeva pärl!' [Milk – a highlight of your day!]<sup>17</sup>. The implementation of the milk programme is funded by the European Commission, the Ministry of Agriculture and the Estonian Chamber of Agriculture and Commerce. The programme aims to increase the consumption of fresh milk and fresh milk products (including milk drinks and sour milk products), in particular by young people, who are the adult consumers of tomorrow.
- Dairy farms' open day<sup>18</sup>, during which modern dairy farming techniques are presented to elementary school students.

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<sup>15</sup> <http://www.piimaliit.ee/piim-igale-eale/>

<sup>16</sup> <http://www.piimaliit.ee/missioonpiim/>

<sup>17</sup> <https://www.facebook.com/Piim-p%C3%A4eva-p%C3%A4rl-705369369562083/>

<sup>18</sup> <http://epkk.ee/uudised2/1-juunil-avavad-piimafarmid-ule-eesti-mitmele-tuhandele-lapsele-oma-uksed/>