

Milk matters!

EU School Scheme in Poland: challenges and lessons learnt



Brussels, 11.10.2018

„No added sugar” approach – background –

A switch to **only plain milk products** for children in the School Scheme was **strongly recommended by the Ministry of Health**

Reasons:

- **Health dimension:** increasing number of children suffering from obesity and a strong need of decreasing sugar level in children's diet
- **Educational dimension:** children do not know the taste of natural products; school should teach children to like and recognize natural taste of products



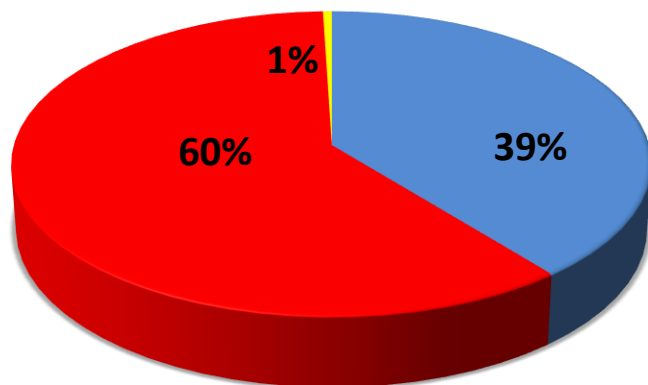
Milk products: what has changed?

Rather evolution than abrupt change

School Milk Scheme:

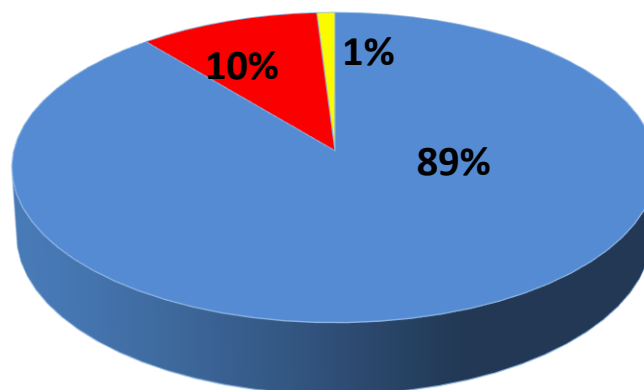
2004/2005

Mainly flavoured milk



2016/2017

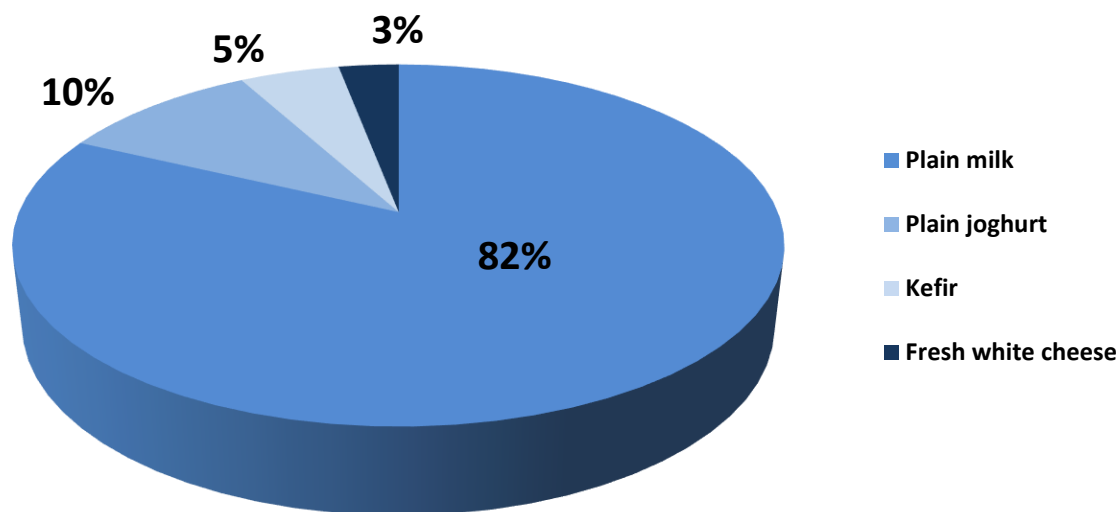
Mainly plain milk with some flavoured products



■ Plain milk
■ Flavoured milk
■ Joghurt, cheese

Milk products: what has changed?

School Scheme: only plain milk products



Key change: instead of flavoured milk, more plain milk products for children

Initial concerns vs current state

Initial concerns

Suppliers: Logistical and storage issues – distribution of processed milk products is more demanding than just milk (UHT mainly)

Schools: Opting out of the scheme due to introduced changes (fixed basket of products; doubts if children would appreciate etc.)

After the first year – it's working!

Schools opting out of the scheme – it didn't happen! Very high participation rate – 95% of target group in the scheme

Children are getting used to natural tastes

Distribution – it's working well, suppliers are adapting to the new demand

Change supported also by **educational materials:**

<http://programdlaszkol.org/dzialania-edukacyjne>

<http://www.kowr.gov.pl/programy-dla-szkol/program-dla-szkol/dzialania-edukacyjne>

Despite initial concerns and
difficulties
having in mind health benefits for
children
**the change is possible and
it's worth trying**

School Scheme in Poland:

<http://programdlaszkol.org/>

<http://www.kowr.gov.pl/programy-dla-szkol/program-dla-szkol>





www.kowr.gov.pl