



24 NOVEMBER 2022

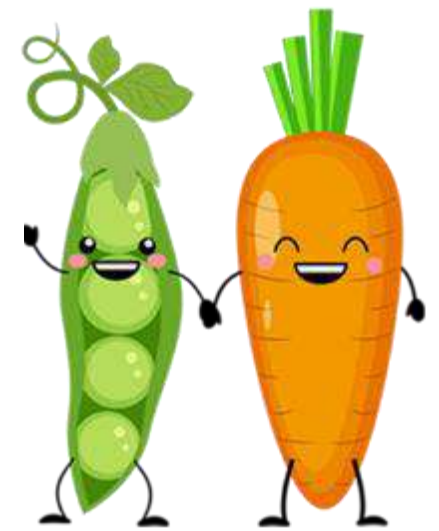
AN EU SCHOOL SCHEME FIT FOR THE FUTURE




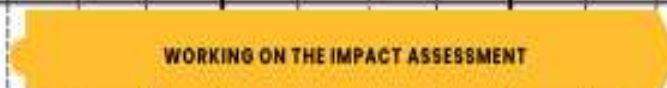




Context

Brigitte Misonne
DG AGRI, Head of Unit for
Animal products (E3)

A scheme under evaluation and review



	2020				2021				2022				2023			
CONTEXT	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
POLICY CONTEXT	 FARMTOFORK (20/04)				BEATING CANCER PLAN (03/03, GUARANTEE OF THE CHILD (14/06)				ORGANIC ACTION PLAN (14/04)							
OTHER REPORTS INSTITUTIONS									 EPRS (14/07)				 EESC (14/12)			
REVIEW																
GENERAL					 WORKING ON THE IMPACT ASSESSMENT								 LEGISLATIVE PROPOSAL			
EVIDENCE GATHERING - CONSULTATION					29/05 INCEPTION IMPACT ASSESSMENT				21/03 EURO- BARO- METER				05/05 PUBLIC CONSULTATION			
													27/07 CONFERENCE			
													 F2F ACTION 25			



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AN EU SCHOOL SCHEME FIT FOR THE FUTURE



Evaluation at a glance: External evaluation support study

Sophie Helaine
DG AGRI, Head of Unit for
Policy Performance (A3)

External evaluation support study on the EU school scheme

https://agriculture.ec.europa.eu/news/implementation-eu-school-fruit-vegetable-and-milk-scheme-impacted-covid-pandemic-2022-11-22_en

Evaluation period: 4 school years (2017/2018 to 2020/2021)

Geographical scope: EU-27 and UK until 2020

*Study carried out by **Agrosynergie** formed of the experts of:*



COLLECTED DATA AT A GLANCE

Family survey: counterfactual analysis

In 10 Member States (Czechia, Germany, Italy, Lithuania, Netherlands, Poland, Portugal, Romania, Spain and Sweden)

Structured interviews

151 interviews carried out in 12 case study Member States/regions

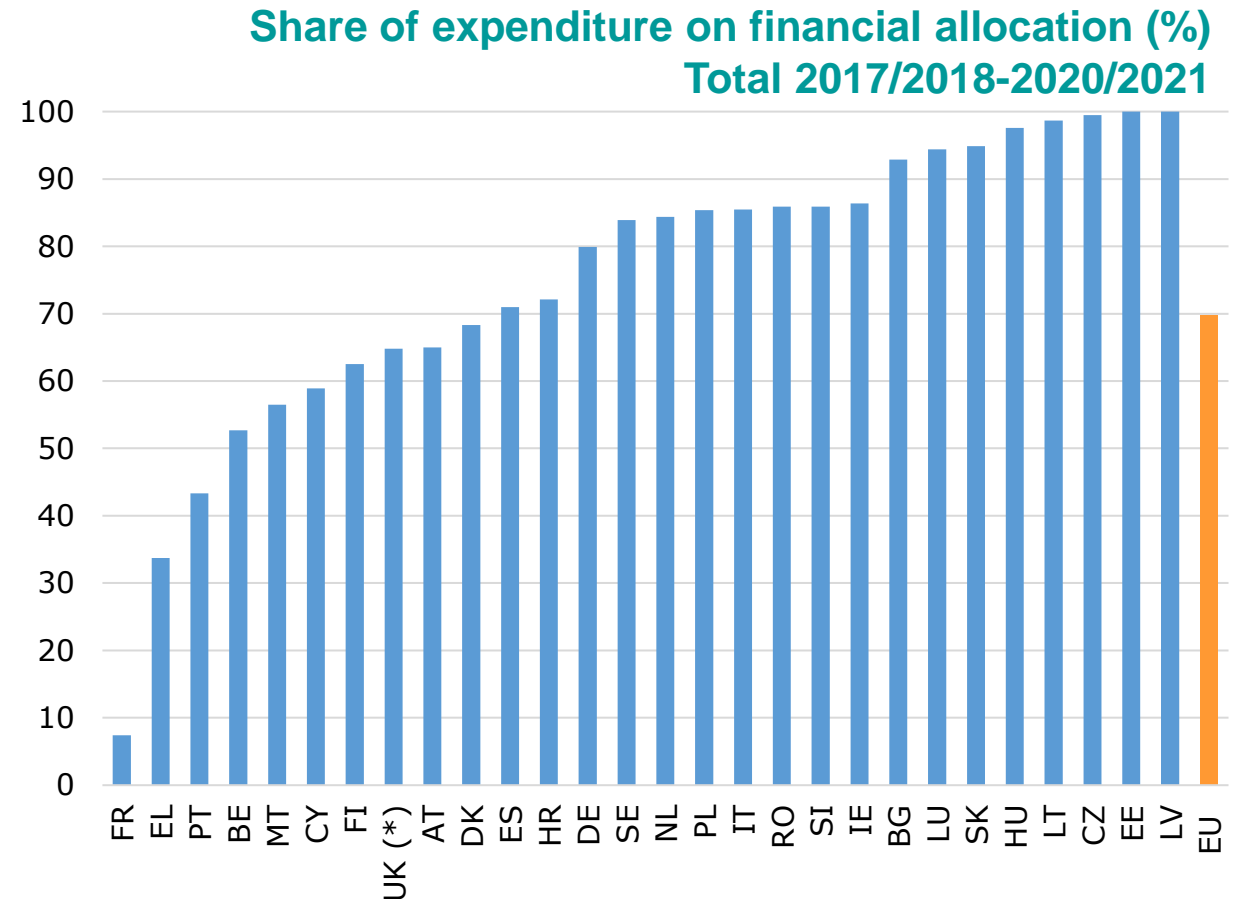
Public authorities' survey

100% response rate at EU 27 level



Varied rate of execution by Member states

- Around 70% for the whole EU over the four years of implementation
- It varies considerably across Member States: from 7% in France to 100% in Estonia and Latvia.



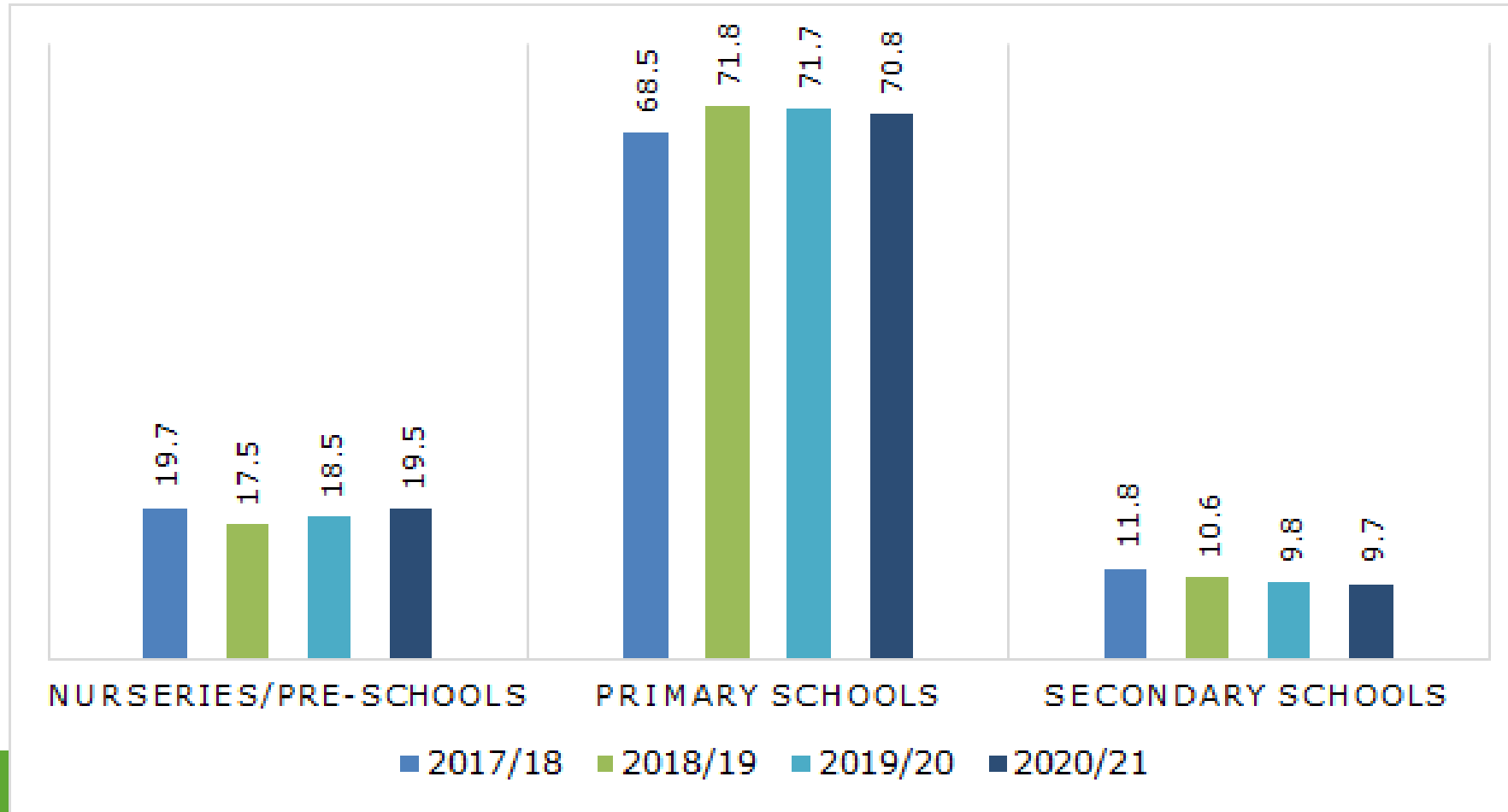
Objectives of the scheme

- to **increase the consumption of fruit, vegetables and milk and milk products** thereby facilitating their demand and contributing to their short-term and long-term supply.
- to **create healthier eating habits for children** and thereby reduce the high levels of overweight and obesity incidence among children.

ACTIONS SUPPORTED: distribution of selected agricultural products to schoolchildren, from nursery to secondary school and **accompanying educational measures** to reconnect children to agriculture and educate them about related issues (healthy eating habits, organic) and information/publicity actions.

The scheme targets mainly primary schools

% of children participating in the EU school scheme by school level
(total number of children by year = 100%, EU 27)

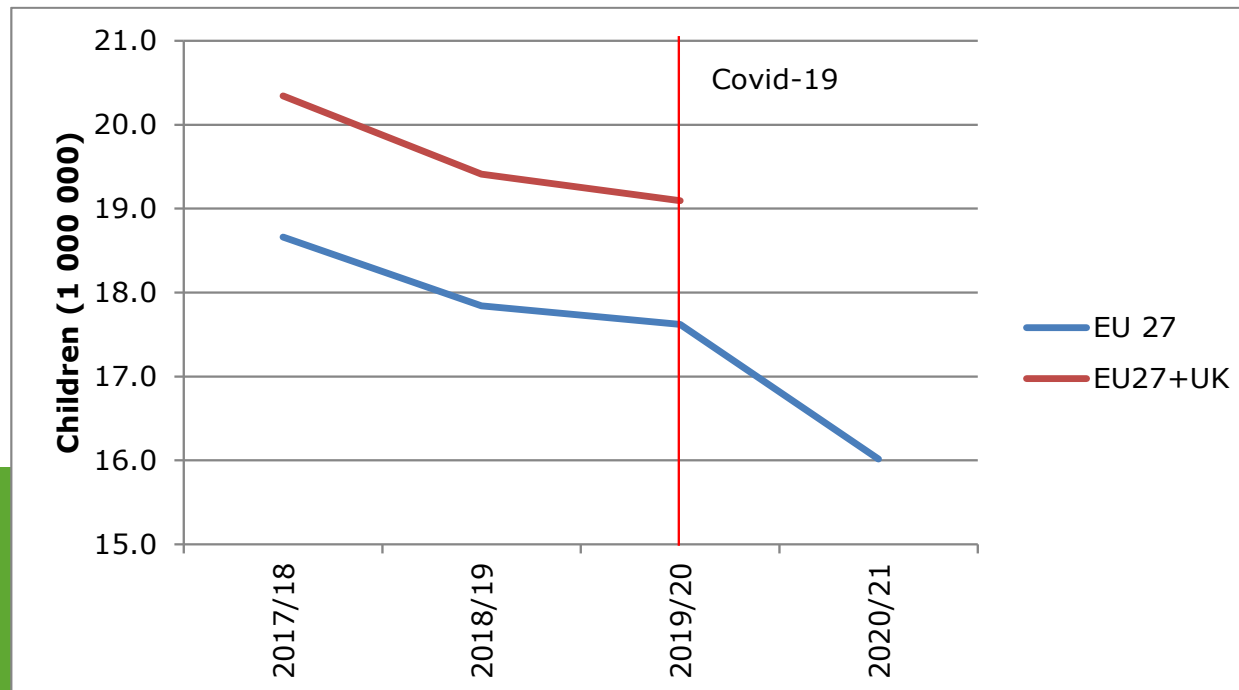


Decline in the number of children involved

- -14% between 2017/2018 and 2020/2021 of the number of children involved in the scheme: from 18.6 million to 16.0 million children at EU27.
- **The COVID-19 emergency, started in March 2020, has dramatically accentuated this phenomenon.**

Differences among Member States are the result of control measures/public health policies deployed by national governments to face the pandemic.

Evolution of the number of children involved in EU School Scheme



Decrease mainly for the milk part of the scheme

Number of children benefiting from the scheme in the period 2017/18-2020/21 decreased

→ F&V: -2.5%, mainly as a result of the COVID pandemic.

→ Milk: -13%.

No of children participating in the previous and current scheme

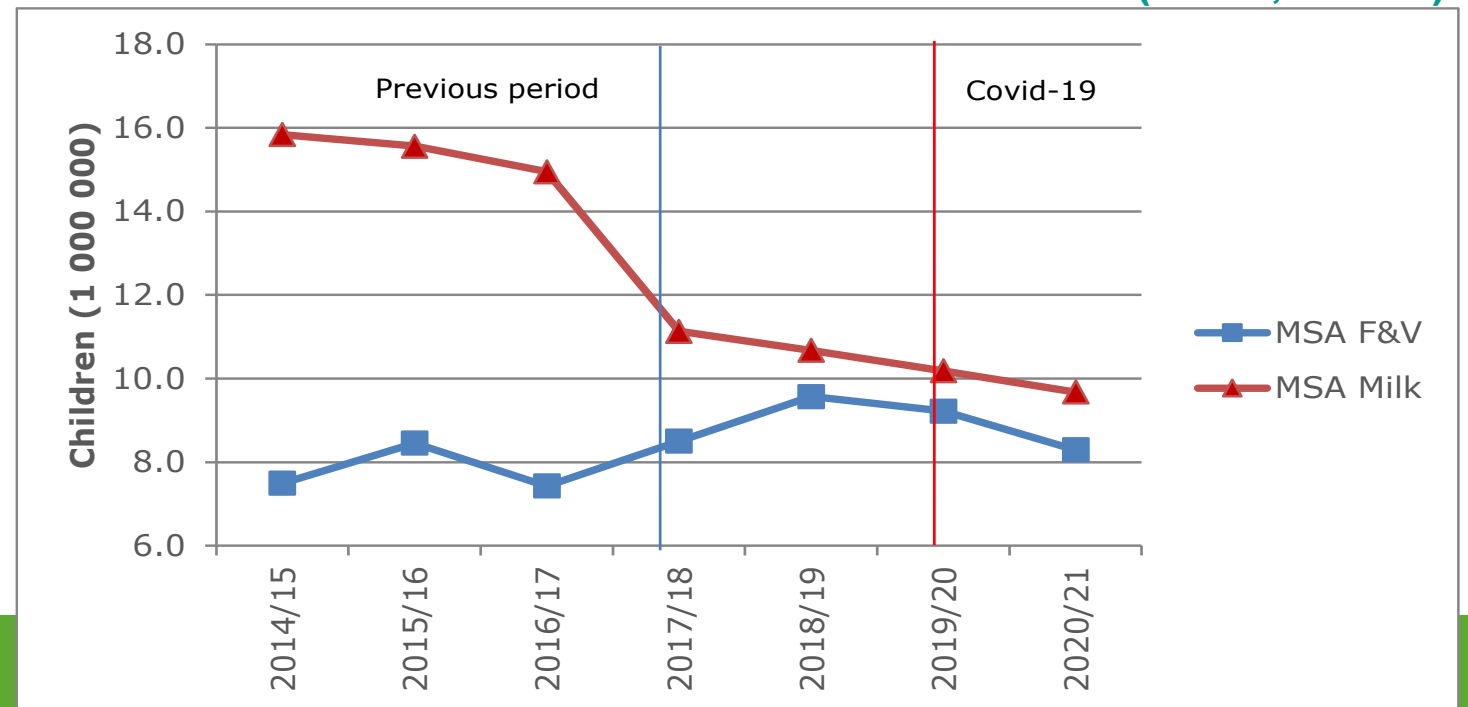
(EU-27, million)



In general, over time, there is an increase of the importance of the F&V part of the scheme compared to the milk part.

*MSA F&V: EU-27 – (FI+DE+EL+NL+ES)

*MSA Milk: EU-27 - (DE+EL+NL+ES)



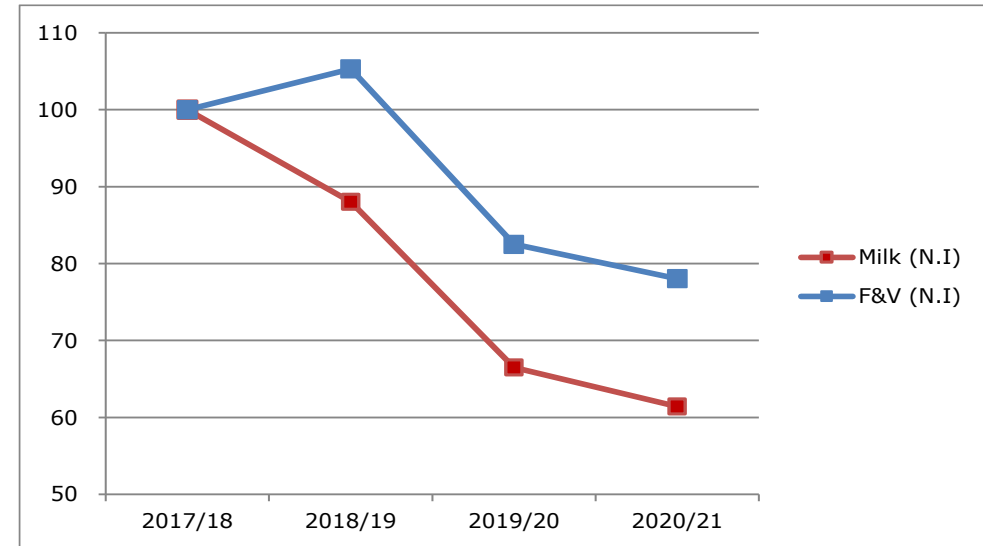
Lower distributed quantities but more varied

- Total distributed quantities between 2017/18 and 2020/21
 - -22% for F&V, decline started after Covid
 - -38% for milk quantities, constantly throughout the period.
- But more children receiving both F&V and Milk products (+12%)
- Wider variety mix for F&V

These developments are related to:

- ❑ the decrease in the number of children involved & in quantities/child
- ❑ linked to national decisions on
 - frequency of distribution (no of portions/week),
 - duration of distribution (no days/weeks per school year),
 - average portion size,
 - composition of products distributed.
- ❑ influenced by the difficulties in the supply caused by the COVID-19 crisis.

Distributed quantities in raw material equivalent (I.N. 2017/18=100, EU27)



Raw material equivalents express a unit of a processed product into the amount of raw material needed to produce the product (e.g., cheese expressed in lt. of milk)

Children participating show more positive attitude to F&V and milk products

Based on the **family survey**: comparison between the answers of families with children participating in the EU scheme (TARGET GROUP) and answers of families with children not participating in the scheme (CONTROL GROUP).

- As a result of the lessons learnt at school, **a share of around 10% (on average) of the children involved in the scheme show a more positive attitude towards F&V and milk/milk products**
 - (i.e., children ask to eat F&V/ to drink milk and children eat/drink fruit and vegetables and milk/milk products more willingly).
- **Children ask that the rules learnt at school are also adopted at home.**
- However, for 37% of the surveyed families (mostly with higher levels of educational qualification) the notions taught at school were already part of the cultural background, and therefore already adopted at home. For these families, the scheme may have helped to consolidate attitudes and behaviour that were already usual within the family.

Recommendations from the external evaluation support study:

- target groups with stronger needs;
- reinforce the **accompanying educational measures and teachers' involvement**;
- **focus on sustainable agriculture themes** in accompanying educational measures;
- raise awareness of participating schools to **reduce food waste**;
- increase the attractiveness for suppliers by using **simplified costs approaches** and addressing the issue of inflation;
- simplify **on-the-spot checks**;
- improve EU school scheme's **monitoring system**;
- share best practices and enhance **networking**



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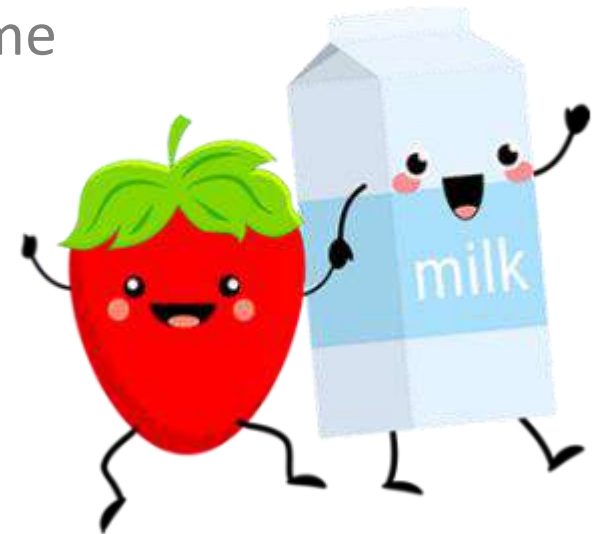


Special Eurobarometer 520/2022

Brigitte Misonne
DG AGRI, Head of Unit for
Animal products (E3)

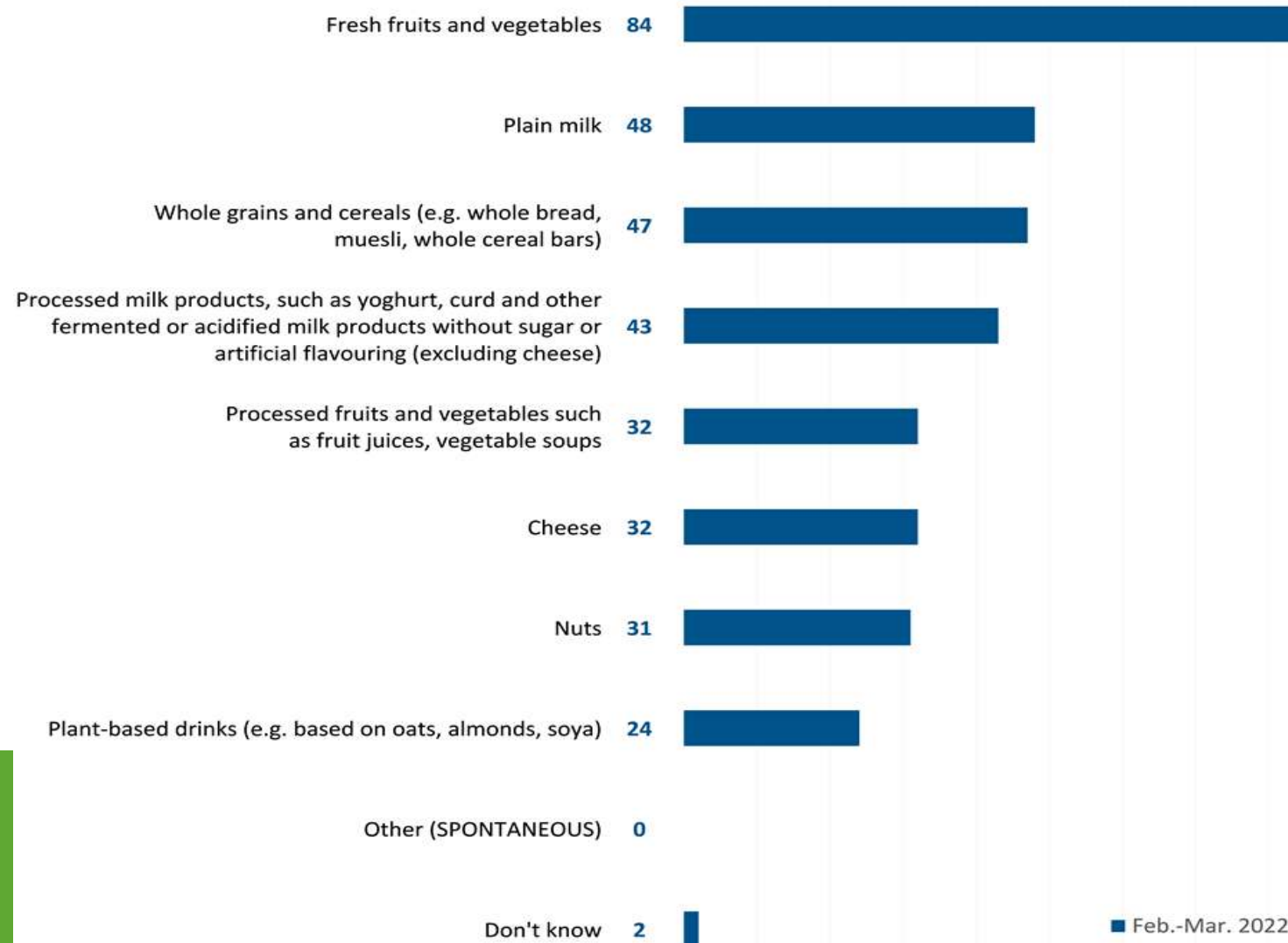
Special Eurobarometer 520/2022: school scheme chapter

- Europeans, Agriculture and the CAP – Special Eurobarometer 520 (<https://europa.eu/eurobarometer/surveys/detail/2665>)
- **26 511** citizens from different social/economic categories, EU-27, aged +15
- **Statistically representative** sample
- 4 questions on the EU school fruit, vegetables and milk scheme
 - Awareness
 - Scope: products
 - Criteria for the choice of products
 - Topics of educational measures



Special Eurobarometer 520/2022: replies on scope

- In your opinion, considering children needs for healthy diets, which of the following products should be distributed



Special Eurobarometer 520/2022: replies on scope per MS



	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Fresh fruits and vegetables	84	85	84	85	88	89	90	85	76	86	91	73	80	82	89	88	85	77	84	94	82	68	88	58	90	80	84	93
Plain milk	48	37	60	31	50	45	48	61	62	59	40	41	48	54	52	33	38	55	51	42	61	45	74	36	47	48	36	60
Whole grains and cereals (e.g. whole bread, muesli, whole cereal bars)	47	35	49	38	41	60	57	49	74	42	43	61	41	64	41	39	44	50	52	47	54	36	58	27	63	50	73	54
Processed milk products, such as yoghurt, curd and other fermented or acidified milk products without sugar or artificial flavouring (excluding cheese)	43	31	43	58	28	46	59	32	52	44	38	53	50	32	50	56	36	50	44	28	38	41	52	34	58	60	52	32
Processed fruits and vegetables such as fruit juices, vegetable soups	32	31	37	32	16	33	28	29	52	31	26	41	39	36	30	42	28	43	24	12	36	32	45	26	41	48	32	12
Cheese	32	20	52	28	14	22	26	40	60	42	45	32	41	49	23	29	26	37	28	12	30	13	37	23	35	34	31	28
Nuts	31	27	32	24	25	32	32	26	46	44	28	36	33	50	33	49	34	18	27	31	37	17	30	23	40	27	21	21
Plant-based drinks (e.g. based on oats, almonds, soya)	24	25	19	15	19	28	18	26	31	26	22	35	26	43	18	20	29	24	30	17	25	13	47	21	30	24	21	25
Other (SPONTANEOUS)	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	0	0	0	0
Don't know	2	1	1	1	2	2	3	2	1	1	3	0	1	2	2	3	0	0	5	2	2	3	0	3	0	1	1	1

Highest percentage per country

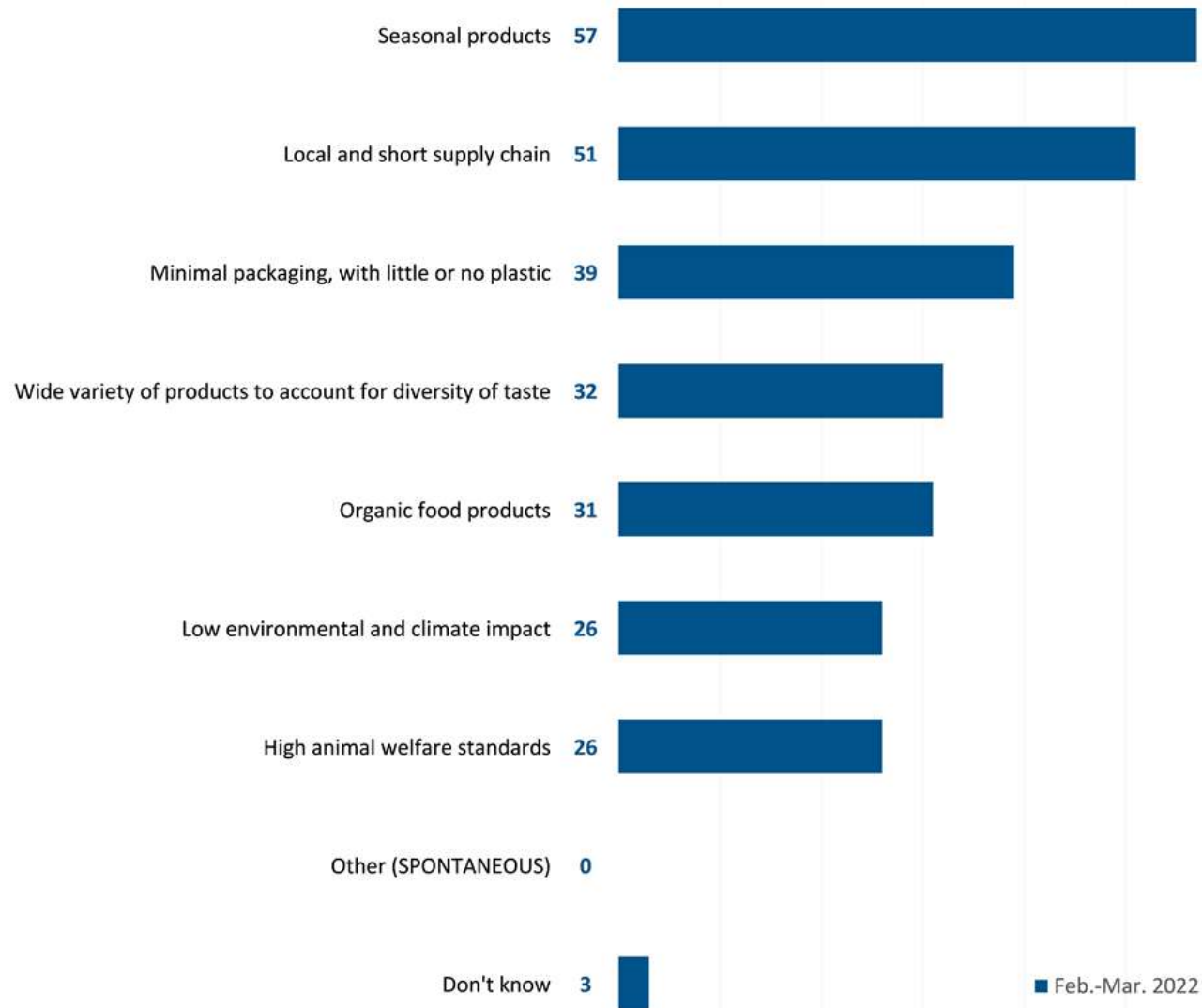
Lowest percentage per country

Highest percentage per item

Lowest percentage per item

Special Eurobarometer 520/2022: criteria for choosing products

- Which of the following do you consider the most important for choosing products under the scheme?



Special Eurobarometer 520/2022: criteria for choosing products per MS

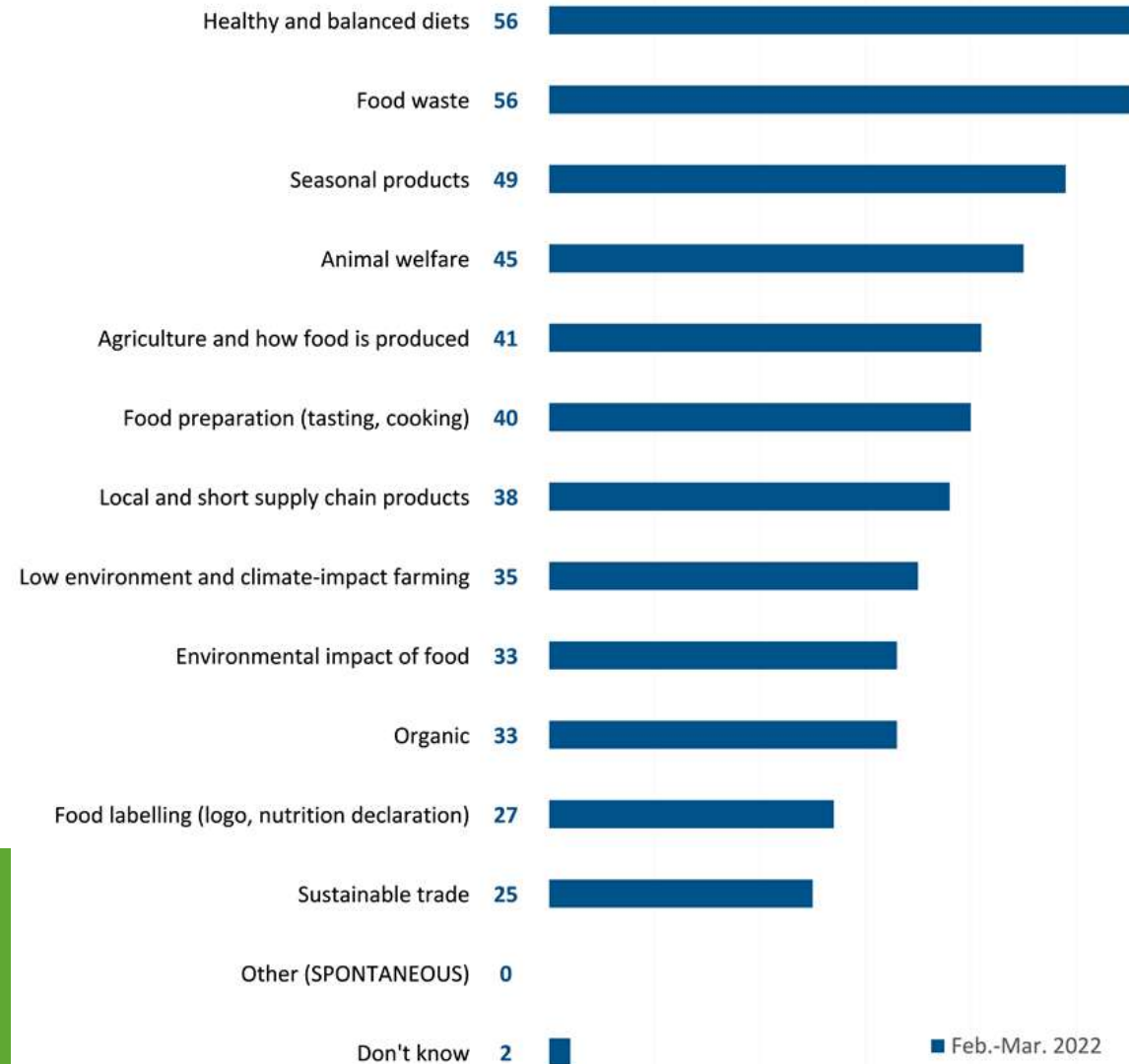


	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Seasonal products	57	66	63	57	52	52	41	42	69	59	72	53	68	71	56	46	61	46	44	55	50	42	41	41	59	50	51	49
Local and short supply chain	51	54	45	56	43	56	62	43	31	51	54	49	55	16	55	39	55	47	26	48	46	44	50	37	65	48	72	65
Minimal packaging, with little or no plastic	39	46	26	46	36	49	42	46	32	28	41	29	31	37	35	34	48	46	51	61	54	38	40	28	47	36	35	29
Wide variety of products to account for diversity of taste	32	23	63	42	25	24	49	41	57	32	28	48	26	49	51	43	23	53	43	21	29	41	55	38	31	56	28	11
Organic food products	31	21	34	17	32	30	34	26	50	29	21	42	37	46	40	56	26	25	33	22	35	43	32	44	34	24	15	25
Low environmental and climate impact	26	31	13	19	39	26	14	29	19	30	21	20	30	20	10	16	21	25	27	42	30	20	22	19	19	15	33	48
High animal welfare standards	26	20	13	17	21	31	11	33	32	24	28	24	25	28	10	15	29	20	29	21	29	23	27	26	16	22	27	37
Other (SPONTANEOUS)	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	0	0	0	1	2	0	0	0	0	0	0	0
Don't know	3	1	4	2	3	1	4	2	0	4	3	0	1	1	3	5	0	1	5	2	2	5	3	6	1	2	3	2

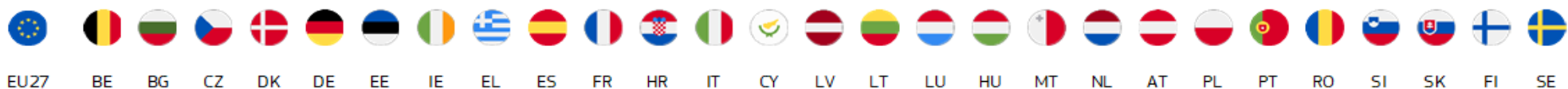
- 1st MOST FREQUENTLY MENTIONED ITEM
- 2nd MOST FREQUENTLY MENTIONED ITEM
- 3rd MOST FREQUENTLY MENTIONED ITEM

Special Eurobarometer 520/2022: topics of educational measures

- In your opinion, which of the following topics should be covered?



Special Eurobarometer 520/2022: topics of educational measures per MS



	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Healthy and balanced diets	56	46	63	61	53	71	70	60	80	57	48	50	53	79	67	39	45	56	71	60	57	42	48	42	68	58	48	52
Food waste	56	60	39	65	67	62	39	51	54	44	73	31	52	47	33	63	64	49	68	70	61	44	67	34	30	50	61	64
Seasonal products	49	54	45	34	48	48	29	36	64	49	65	44	58	61	27	34	57	38	40	41	53	32	41	29	53	32	28	46
Animal welfare	45	36	31	37	45	55	31	41	61	45	50	31	45	57	19	41	44	27	48	49	53	29	46	31	48	31	38	58
Agriculture and how food is produced	41	38	48	38	45	44	39	39	54	44	37	46	37	55	33	51	30	36	40	57	49	27	60	32	59	34	61	52
Food preparation (tasting, cooking)	40	33	45	38	41	52	44	51	47	32	41	40	27	50	43	54	43	47	48	53	52	25	50	36	51	36	50	29
Local and short supply chain products	38	35	35	34	34	47	36	34	34	33	38	42	43	39	23	33	38	35	25	36	44	30	36	25	56	41	33	48
Low environment and climate-impact farming	35	36	28	30	37	39	30	33	50	35	32	35	38	43	19	34	32	30	39	52	41	19	45	22	43	25	31	45
Environmental impact of food	33	35	26	24	32	37	24	34	50	30	32	32	33	48	20	32	29	28	42	39	43	27	45	24	36	17	28	42
Organic	33	21	38	17	40	36	27	28	57	32	27	28	38	56	34	49	25	23	43	28	41	35	37	30	53	23	18	30
Food labelling (logo, nutrition declaration)	27	22	21	20	27	34	20	40	31	25	22	22	30	45	18	25	16	25	35	26	34	23	29	29	31	24	17	22
Sustainable trade	25	25	18	16	27	33	21	31	24	28	23	18	25	23	9	23	18	24	28	22	30	20	25	20	24	18	22	26
Other (SPONTANEOUS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	2	1	2	1	2	1	0	3	2	0	1	0	2	2	0	1	3	1	2	2	1	2	0	1	1	1

- 1st MOST FREQUENTLY MENTIONED ITEM
- 2nd MOST FREQUENTLY MENTIONED ITEM
- 3rd MOST FREQUENTLY MENTIONED ITEM

Public consultation



Public consultation

- 7 155 ‘valid’ replies (nb: this number includes campaigns/coordinated initiatives)

- By category* of respondents:

By category of respondent



- Standard* (= for all Commission consultations) and self-reported by respondents... schools under “other” but also academia, public authority

Public consultation

- ‘Organised’ campaigns: 239 replies
- 6 916 analysed replies



EU fragt Bürger:innen: Soll Pflanzenmilch in Schulen angeboten werden?

18.07.2022 News, Gesellschaft

Bis zum 28. Juli 2022 können Sie die EU auffordern, Pflanzenmilch im Schulprogramm einzuführen und eine pflanzenbasierte Ernährung für Kinder einfacher zu machen.



Special Eurobarometer 520/2022 vs public consultation

- Special Eurobarometer 520/2022



EU27

Fresh fruits and vegetables	84
Plain milk	48
Whole grains and cereals (e.g. whole bread, muesli, whole cereal bars)	47
Processed milk products, such as yoghurt, curd and other fermented or acidified milk products without sugar or artificial flavouring (excluding cheese)	43
Processed fruits and vegetables such as fruit juices, vegetable soups	32
Cheese	32
Nuts	31
Plant-based drinks (e.g. based on oats, almonds, soya)	24
Other (SPONTANEOUS)	0
Don't know	2

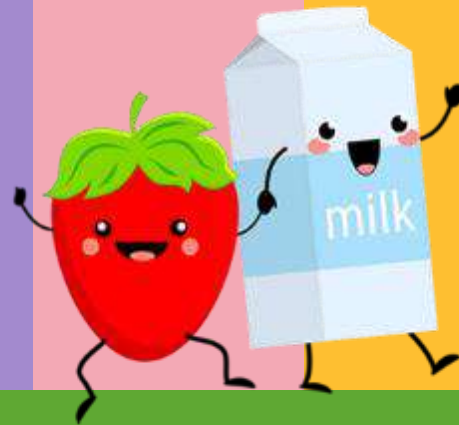
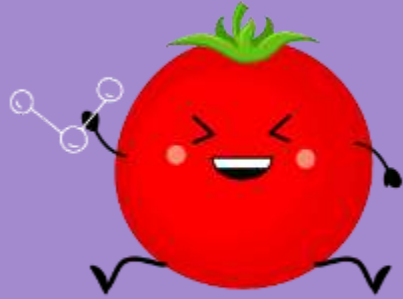
- Public consultation

Fresh fruit and vegetables	98%
Plant-based drinks made from oats, almonds or soya, for example	72%
Nuts	63%
Whole grains/cereals (whole bread, muesli, whole cereal bars ...)	39%
Processed fruits and vegetables such as fruit juices, vegetable soups	38%
Plain yoghurt, curd and other fermented or acidified milk products (excluding cheese)	23%
Plain milk	21%
Cheese	11%

Public consultation: factual summary in Europa webpage - highlights:

- Most **respondents aware** of the scheme, with one third knowing the details
- Generally **effective** regarding its main objectives (consumption of fruit, vegetables and milk, knowledge of healthy eating habits); procedures regarded as **burdensome** by businesses, not so much by schools
- **Coherent**, fully or to a large extent, with other policies (health, education, env)
- **EU-level** broadly considered as an advantage
- Looking forward: **environmental impact and seasonality** top characteristics for the choice of products; healthy diets, animal welfare and environmental impact topics for educational measures

What's next?

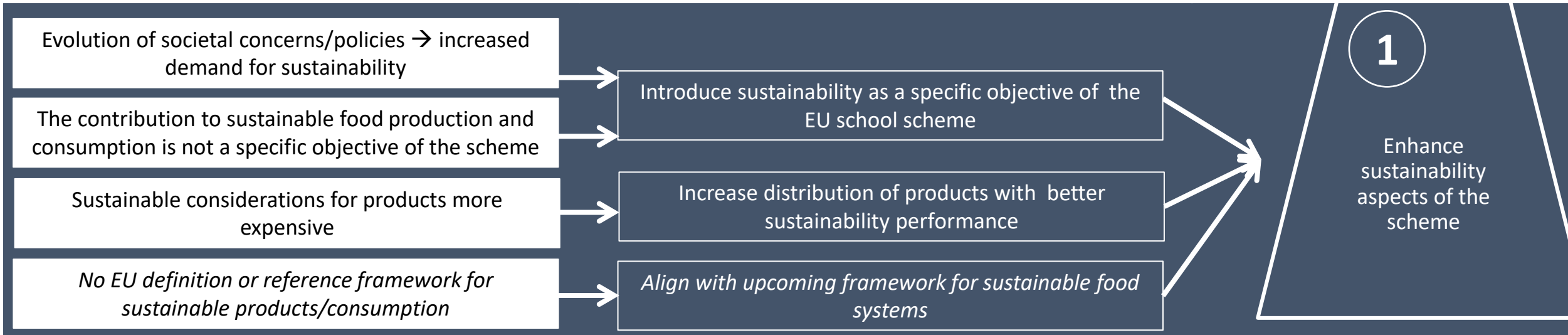


Review drivers and objectives

Drivers

Specific objectives

General Objectives



Review: wide range of possibilities from a minimalistic approach to ambitious changes

- **Minimalistic** approach: **guidance** (to limit packaging, favour seasonal products, short supply chains, sustainable practices / to focus educational measures on healthy nutrition, sustainable production and food waste reduction), **awareness raising campaigns** (on the prohibition of added sugar, salt and fat, except for derogations by health authorities / on food waste prevention), **coordination** of MS' authorities and exchange of good practices, etc.
- Stronger **focus**: target the scope to children nutritional needs & **monitor** / **set EU limits** for added sugar, salt and fat / monitor food waste / **fix a mandatory content** for educational measures & a corresponding budget share / base **budget allocation** on past uptake, etc.
- **Ambitious** changes: limit the scope to “**sustainable**” products / **fix target shares** for organic, seasonal, short supply products / **remove derogations** on added sugar, salt and fat / fix targets for food waste reduction / focus educational measures on sustainability, etc.



Thank you !

#SchoolSchemeEU