

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

**DATE: 31.07.2017, AMENDED ON 13.07.2020 AND 16.07.2021<sup>1</sup>**



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<sup>1</sup> Latest amendment: The adjustment of the reference prices during the school year is not feasible, because the necessary information is available only at the end of the accounting period: the reference prices can therefore only be adjusted for the next school year. The amendment has been introduced by the Agrarmarkt Austria, the competent implementing body for the school scheme in Austria.

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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

#### Needs

##### 1.) Primary needs

*To help ensure children and teenagers have a healthy diet by supplying fruit, vegetables, milk and milk products (especially drinking milk, buttermilk, fermented milk and plain yoghurt), to increase consumption of these foods while keeping sugar intake to a minimum, to help children and teenagers develop a taste for these foods (without developing a taste for sweet things) and to embed these foods firmly into their diets.*

#### Background

According to the Austrian Nutrition Report 2012 16.2 % of the girls and 17.1 % of the boys aged 7 to 14 years are overweight. 73.0% of the girls and 71.5% of the boys aged 7 to 14 years are of normal weight. 5.5% of the girls and 9.0% of the boys aged 7 to 14 years suffer from obesity. Compared to the “Austrian study on the nutritional status 2008” (Elmadfa et al., 2009) it has turned out that the prevalence of overweight among boys and girls has considerably increased.

Fruits and vegetables are food with a high nutrient density and low energy content. Milk and dairy products rank among the nutritionally most valuable foodstuffs, as they supply a lot of protein with high biological value, easily digestible fats, and calcium. It is recommended to consume 3 portions of low-fat milk and milk products daily, without indication which kind of milk products should be chosen.

	recommended consumption in g/d for 7 - 9 years old	recommended consumption in g/d for 10 – 12 years old	recommended consumption in g/d for 13 – 14 years old (girls/boys)
milk and milk products *	400	420	425/450
vegetables	220	250	260/300
fruits	220	250	260/300

\*100 ml milk correspond to ca. 15 g hard cheese or 30 g soft cheese

	average consumption in g/d of 7 - 9 years old	average consumption in g/d of 10 – 12 years old	average consumption in g/d of 13 – 14 years old (girls/boys)
milk and milk products	288	222	151/174
vegetables	74	78	63/95
fruits	107	85	67/60

Source: Austrian Nutrition Report 2012

In no age group 50 % of the recommended amount of fruit and vegetable consumption is reached. With milk and dairy products the intake makes up less than 70 % of the recommendation.

## 2) Secondary needs

- *Reformulation – to reduce sugar intake by supplying foods with reduced sugar content.*

### Background

In the conclusions of the Council of 6 December 2007 on the White Paper of the Commission with the title “A Strategy for Europe on Nutrition, Overweight and Obesity Related Health Issues” the Council has called upon the Member States to support activities aiming at a reformulation of foodstuffs.

In the Council Conclusions on Food Product Improvement of 17 June it is stated, among other things, that in particular the high and rising share of children with overweight and obesity constitutes a serious problem, which calls for decisive and coordinated measures.

Food enterprises from all fields of the food chain are responsible for the improvement of the products and meals that they sell.

Foodstuffs for infants and children deserve special attention in the sense that they contribute to making children accustomed to various flavours, such as fruit and vegetables, and to prevent early preferences for foodstuffs with high sugar or salt content.

- *To increase consumption of unprocessed fruit and vegetables as well as drinking milk and fermented or acidified milk products with no additives among children and teenagers.*

### Background

All in all children should eat and/or drink more fruit and vegetables, fresh or processed, as well as milk and dairy products (see primary objectives), and preferably with an increasing share of these products in the form of unprocessed fruit and vegetables, drinking milk, sour milk or natural yoghurt without additives.

- *To teach children and teenagers about healthy and varied nutrition, agricultural production, product diversity, regional produce and seasonality.*

### Background

In the course of the evaluation of the EU School Fruit and Vegetable Scheme 2011-2016 it has turned out that the most decisive criterion for the consumption of fruit and vegetables for children is the fact that it tastes nice to them and not for example that it is good for them. Therefore children should learn something about healthy diets. This goal can be reached in the best way via accompanying measures. For the accompanying measures there are individual goals and they are evaluated separately.

- *To inform all people and organisations dealing with school and nursery school pupils about the school scheme for agricultural products, ensure that within their field of activity they promote the school scheme responsibly and in the interests of the children and provide information about it to various stakeholders on a regular basis (Ministry of Education, Ministry of Health, provincial school councils, school providers, nursery school departments, parents' associations and caretakers)..*

## **2.2. Objectives and indicators**

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

### **Hierarchy of objectives**

- **Primary (general) objective – first level:**  
To increase consumption of fruit, vegetables, milk and milk products among children and teenagers and help them have a healthy diet.
- **Additional specific objectives – second level concerning the milk sector**
  - To increase consumption of drinking milk, buttermilk, fermented milk and plain yoghurt with no additives among children and teenagers.
  - To help prevent children from developing a taste for sweet things by reducing the sugar content of milk products.
- **Secondary objectives – third level**
  - To increase the number of children and schools participating in the scheme. As the available budget for the EU-school fruit and vegetable scheme during one school year is limited, the aid level was reduced from 75% to 50% of the costs for fruits and vegetables to allow the purchase of more portions for more children.
  - To increase the number of children and schools participating in accompanying educational measures
  - To raise awareness among parents. To inform parents about the objectives of the scheme (greater acceptance of unsweetened and non-flavoured milk and milk products)
- **Objectives of the accompanying measures:**
  - Pedagogical support for the distribution of fruit and vegetables, milk and dairy products
  - Increase of the knowledge about healthy diets
  - Increase of the knowledge about the production of foodstuffs, agriculture and environment, including the combat against food waste,
  - Knowledge transfer on topics such as product diversity, regionality, and seasonality

General Objective	Indicators	Specific Objectives	Result Indicators	Output Indicators
<p>For fruit, vegetables and milk</p> <p>To increase consumption of fruit, vegetables, milk and milk products among children and teenagers and help them have a healthy diet.</p>	<p><b>Impact indicator:</b></p> <p>Quantities of fresh fruit and vegetables, milk and milk products consumed by children and teenagers in schools and outside schools at the start and end of the evaluation period. Assessment during evaluation of the scheme.</p> <p><b>Output indicator:</b></p> <p>The quantities of products distributed as part of the scheme. Assessment by the market regulation body, Agrarmarkt Austria (AMA), which is responsible for processing school scheme aid.</p>	<p>For the milk sector</p> <p>To increase consumption of drinking milk, buttermilk, fermented milk and plain yoghurt with no additives among children and teenagers with regard to the entirety of the consumption of milk and milk products.</p>	<p>- The percentage increase in the consumption of drinking milk, buttermilk, fermented milk and plain yoghurt with no additives as part of the scheme. Assessment by the AMA.</p> <p>- The percentage increase in the consumption of drinking milk, buttermilk, fermented milk and plain yoghurt with no additives as part of the scheme. Assessment by the AMA.</p>	<p>The quantity of drinking milk, buttermilk, fermented milk and plain yoghurt with no additives that was distributed (funded) as part of the scheme.</p> <p>Assessment by the AMA.</p> <p>Fruit and vegetables:</p> <p>Only fresh fruit and vegetables are eligible in regular supply. Therefore, this goal applies in the dairy sector only.</p>
		<p>For the milk sector</p> <p>The maximum added sugar content of school milk should be gradually reduced. At the same time, children and teenagers should become accustomed to less sweet tastes and accept products with lower sugar content.</p>		<p>The reduction in the amount of sugar consumed given the maximum permitted value and estimated by means of the distributed quantities.</p> <p>Assessment by the AMA</p> <p>Only fresh fruit and vegetables are eligible in regular supply. Therefore this goal is only applicable the dairy sector.</p>



		<p><b>For fruit, vegetables and milk</b></p> <p><b>To increase the number of children/teenagers and schools/nursery schools participating in the scheme</b></p>	<p>Schools/nursery schools participating in the scheme as a percentage of the total number of schools/nursery schools in the target group.</p> <p>Assessment by the AMA.</p>	<p>Number of schools/nursery schools participating in the scheme.</p> <p>Assessment by the AMA.</p>
		<p><b>For fruit, vegetables and milk</b></p> <p><b>To increase the number of children/teenagers and schools/nursery schools participating in accompanying educational measures</b></p>	<p>Percentage of all participating schools/nursery schools implementing accompanying educational measures.</p> <p>Assessment by the AMA.</p>	<p>- Number of accompanying educational measures submitted. Assessment by the AMA.</p> <p>- Number of schools/nursery schools participating in accompanying educational measures. Assessment by the AMA.</p> <p>- Number of children/teenagers participating in the accompanying educational measures. Assessment by the AMA.</p>
		<p><b>For fruit, vegetables and milk</b></p> <p><b>To raise awareness among parents and inform them about the objectives of the scheme</b></p>	<p>- Number of parents aware that there is a school scheme at their child's school.</p> <p>- Number of parents familiar with the objectives of the school scheme.</p>	

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

## Specific objectives in the framework of the accompanying educational measures

Objectives	Impact Indicators	Output Indicators
Increase of the knowledge about healthy diets	Number of children and teenagers who know something about healthy diets (programme evaluation)	Number of schools/pupils who have participated in a tasting with information provided by dietitians or nutritional scientists, survey by the AMA (Agrarmarkt Austria)
Increase of knowledge about the production of food and agriculture	Number of children and teenagers people who know something about agricultural production, survey in the course of the evaluation	Number of schools and/or children who have visited a farm, number of schools and/or children having a raised bed, survey by the AMA
Increase of knowledge about product diversity, seasonality and regionality	Number of children and teenagers who know something about product diversity, seasonality and regionality, survey in the course of the evaluation	Number of schools and/or children who have participated in a tasting, survey by the AMA

### **2.3. Baseline**

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

- The evaluation of the implementation of the EU school fruit and vegetables scheme in Austria from 2010/11 to 2015/16.
- The milk sector has never been evaluated and an evaluation will take place at the end of schoolyear 2017/18 for the first time.
- Surveys in the 2017/18 school year in order to create a baseline
- AMA statistics relating to the EU school milk scheme and the EU school fruit and vegetables scheme in the 2015/2016 school year, as follows:

#### **A. Fruit and vegetables sector**

##### Product deliveries:

Number of participating schools/nursery schools: 2 689

Number of children/teenagers registered in participating schools: 315 770

Distributed quantity in t: approx. 1 148

Average portion price: EUR 0.55

##### Accompanying educational measures:

Number of children/teenagers participating in tasting classes/study trips: 16 724

Number of schools/nursery schools participating in tasting classes/study trips: 119

Number of accompanying educational measures: 2

## B. Milk and milk products sector

### Product deliveries:

Number of participating schools/nursery schools: 2 594

Estimated number of children/teenagers based on the delivered quantities in relation to the number of days on which the school was open and the maximum portion size: 71 292

Distributed quantity in t: approx. 3 175

To date no funded accompanying educational measures have been implemented.

### **Details of the distributed quantities:**

Products with no added sugar:

<b>Product</b>	<b>Quantity in kg</b>	<b>%</b>
Whole milk	285 209.25	8.98
Organic whole milk	83 013.94	2.61
ESL milk	37 843.81	1.19
Organic ESL whole milk	17 464.72	0.55
Plain yoghurt	2 383.29	0.08
Organic plain yoghurt	2 053.53	0.06

In total therefore approximately 427 t of milk products.

Products with added sugar:

<b>Product</b>	<b>Quantity in kg</b>	<b>%</b>
Cocoa milk	1 384 670.68	43.60
Fruit milk	476 163.92	14.99
Organic cocoa milk	458 934.98	14.45
Fruit yoghurt	183 829 15	5.79
Organic fruit milk	120 548.20	3.80
ESL cocoa milk	74 932.64	2.36
Organic fruit yoghurt	17 837.37	0.56
ESL fruit milk	12 867.09	0.41
H-chocolate and vanilla milk	12 115.50	0.38
Organic ESL cocoa milk	5 078.94	0.16
Organic fruit yoghurt from goats' milk	945.30	0.03

### 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	10,110,384.00	5,012,916.00	
Accompanying educational measures	2,010,000.00	990,000.00	X
Monitoring, evaluation, publicity	0	600,000.00	1,308,000.00
Total	<b>12,120,384.00</b>	<b>6,602,916.00</b>	<b>1,308,000.00</b>
Overall total	<b>20,031,300.00</b>		

<b>3.2. National aid granted, in addition to Union aid, to finance the school scheme</b>			
Article 23a(6) of the basic act and Article 2(2)d of the implementing regulation			
<b>No</b>		<input checked="" type="checkbox"/>	
<b>Yes</b>		<input type="checkbox"/>	
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products</b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			
<p>Comment/explanatory text (e.g. name of the national aid, legal basis, duration). <i>In the event that national aid is granted to finance common elements, please add a column (common elements) to report it.</i></p>			

### 3.3. Existing national schemes

Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation

No



Yes



*If yes (=existing national schemes extended or made more effective through Union aid under the school scheme), please indicate the arrangements to ensure added value of the school scheme through:*

- Extension of the target group



- Extension of the range of products



- Increased frequency or duration of distribution of products



- Enhanced educational measures (increased number or frequency or duration or target group of those measures)



- Other: please specify (e.g. if products originally not free of charge and that are provided free of charge) ....



Comment/explanatory text

#### 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 - 6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools*	0 - 6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Primary	6 - 10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	10 -18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Comments

The recipients are:

- Pupils in all types of educational establishment (primary schools, special education schools, new secondary schools, polytechnic schools, general education schools, vocational secondary and high schools, and vocational colleges).
- Children in publicly administered or officially approved nursery schools or other pre-school establishments until they start school

In terms of age, recipients range from small children to teenagers finishing their school education.

\*in Austria there is no difference between nurseries und pre-schools

## 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	x
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input checked="" type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit From November to February	<input checked="" type="checkbox"/>	Other vegetables: please specify <sup>2</sup> Paprika	<input checked="" type="checkbox"/>
Tropical fruit <sup>3</sup>	<input type="checkbox"/>	.....	
Other fruit: please specify Kiwi, Walnuts, Physalis	<input checked="" type="checkbox"/>		
.....			

Apples, pears, grapes, melons, walnuts, kiwis, apricots, cherries, peaches, nectarines, damsons and plums, strawberries, raspberries, blackberries, gooseberries, blueberries, blackcurrants, white currants, redcurrants, physalis, carrots, turnips, tomatoes, peppers, radishes, white radishes, cucumbers, kohlrabi, celery, pea pods,

for deliveries between November and February: oranges, mandarins, clementines, satsumas, grapefruit

<sup>2</sup> 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

<sup>3</sup> Pineapples, Avocados, Guavas, Mangos and Mangostines



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

Only under accompanying educational measures

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Fruit juices	<input checked="" type="checkbox"/>							
Fruit purées, compotes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	
Jams, marmalades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Vegetable juices	<input checked="" 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: Fruit and vegetables processed in one of the following ways, preferably on site:  preserved through ensilage or fermentation with no more than 10 g added salt per kg of end product  prepared in a salad (also marinated with plant oil and vinegar), spread or soup with a small quantity of table salt (only if absolutely necessary).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			

## 5.2. Milk and milk products

### 5.2.1. Milk - Article 23(3)b of Regulation (EU) No 1308/2013

Drinking milk and lactose-free versions	<input checked="" type="checkbox"/>
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### 5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Cheese and curd	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only absolutely necessary, no more than 1.8%</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	Only under accompanying educational measures: cheese (apart from red smear cheese), cream cheese, butter and quark. See comments below
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"/>			Buttermilk, fermented milk

As soft cheese with red cultures usually has a salt component of over 2.0 % and its flavour is too intense for children, this type of cheese cannot be offered in tasting classes held as part of the EU school scheme.

It is forbidden to add fat, salt (except as indicated above), flavouring agents, apart from natural flavourings, caffeinated coffee or coffee extract, flavour enhancers E 620 to E 650 or sweeteners to the products.

### 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 $\geq 90\%$ ). Fermented milk products without fruit juice, naturally flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		see *Steps to reduce the maximum added sugar level:
Category I (milk component $\geq 90\%$ ). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		see *Steps to reduce the maximum added sugar level:
Category I (milk component $\geq 90\%$ ). Milk-based drinks with cocoa, with fruit juice or naturally flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		see *Steps to reduce the maximum added sugar level:
Category II (milk component $\geq 75\%$ ). Fermented or non-fermented milk products with fruit, naturally flavoured or non-flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		see *Steps to reduce the maximum added sugar level:

\* From 1 March 2018 the following reductions and restrictions apply to added sugar:

Category I (e.g. cocoa): maximum added sugar (%)

2017/18 school year: 6.5 %

2018/19 school year: 5.5 %

2020/21 school year: 4.5 %

2022/23 school year: 3.5 %

Then stabilised at 3.5 %

Category II (e.g. fruit yoghurt): maximum added sugar (%)

2017/18 school year: 7.0 %

2018/19 school year: 6.5 %

2020/21 school year: 6.0 %

2022/23 school year: 5.5 %

Then stabilised at 5.5 %

Only sugar under CN Code 1701 (cane or beet sugar and chemically pure sucrose, in solid form) is permitted. Sugars naturally found in fruits and sugars contained in fruit mixtures are considered added sugar and are therefore included in this figure.

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

##### Article 23(3) of the basic act

In Austria, only fresh fruit and vegetables are funded in the case of regular distribution, at the most they can be cut up and packaged.

Taking into consideration the situation prevailing at the end of the last school year of the school milk programme (2016/17), namely that more than 3/4 of the products supplied within the framework of the school milk programme were products which fall under Annex V of the new school scheme (Regulation 1308/2013), the national strategy for the school years 2017/2018 to 2022/2023 has been based on the objective to wean the children from the additives (permitted according to EU Regulation), to sustainably influence their preference for sweetened milk drinks and to alleviate and to achieve their conversion to pure drinking milk. By trying to make the children change from Annex V products to drinking milk over the period of the current school programme and to reach that drinking milk turns into a core product, the focus of the national strategy designed for the next 6 school years is primarily on pure drinking milk. As due to the nationally defined degressive sugar use coefficient for products according to Annex V (e.g. reduction of the permitted quantity of sugar added for drinks on milk basis with cocoa, fruit juice, or naturally flavoured to a maximum of 3.5 % from the school year 2022/2023 onwards) a change in the sensation of taste with respect to products with additives and consequently a conversion of the children to more highly subsidized, and thus cheaper as well as healthier drinking milk without additives shall be achieved on the long run. By means of special measures, such as special workshops on the topic of drinking milk, excursions to dairy farms, or milk action days with free-of-charge milk deliveries, and a special folder on the topic of milk children shall be confronted over and over again with pure drinking milk and be convinced of its advantages.

According to experts an immediate turnaround towards pure drinking milk in AT would entail the risk that a high share of children who have so far consumed exclusively Annex V products would opt out of the school programme, and would supply themselves with considerably sweeter products containing more additives from retail trade. The eligible products are subject to rigid national as well as EU criteria and meet thus considerably higher requirements than the respective products that you can get in retail trade.

The objective of the national strategy, which is designed on a long-term basis, is to keep the children on the one hand as consumers of products within the framework of the school programme, in order to be thus able to ensure, among other things, on the one hand their supply with calcium, and to change on the other hand their sensation of taste.

For this reason AT opted for the approach to sustainably influence the sensation of taste of the children by means of permanent reduction of sugar in the Annex V products subsidised within the framework of the school programme and to alleviate in this way a conversion to pure drinking milk.

The means of giving priority to drinking milk are as follows:

- Drinking milk is delivered for free to children of primary schools during a certain period of the school year.
- Drinking milk is more heavily funded and by far the cheapest of all the products offered in the milk sector.
- The highest permissible sugar contents in dairy products are gradually reduced, so that the attractiveness of these products for children is reduced and that they will rather select milk instead of them.
- The accompanying educational measures and the communications measures focus on drinking milk. Drinking milk must be offered at tasting classes in the milk sector.
- Drinking milk has specifically to be promoted as part of the communications measures in order to increase acceptance and awareness of this product and to ensure that consumption of drinking milk increases.

AMA investigates into the sales of drinking milk and other milk products within the framework of the programme.

### 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

<b>Yes</b>		<b>No</b>
<input checked="" type="checkbox"/>	In addition to the products listed in 5.1.1 and 5.2, other agricultural products and processed agricultural products, preferably products from direct sellers can be funded.  Honey	<input 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 checked="" type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>
Variety of products	<input type="checkbox"/>
Availability of local or regional produce	<input checked="" type="checkbox"/>
Any comments – including e.g. on the required quality of products	
<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>e.g. 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	
Any comments	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

Title	Objective	Content
<b>Excursions and visits to farms or agricultural processing plants for school pupils and nursery school pupils</b>	To increase knowledge of food and agricultural production.	<p>It is consistently noted that pupils' and children's knowledge of agricultural production is lacking. Direct experience on farm visits can help children learn a great deal about agricultural production and where food comes from. The primary goal of this measure is to increase pupils' knowledge of agricultural and food production. Other topics that can be dealt with include the fight against food waste, product diversity, seasonality, regional produce, healthy eating, the environment and sensory analysis.</p> <p>The farms must meet specific safety requirements. A tasting class must be held on site, and the various agricultural products featured in this class must be eligible for funding. Fresh fruit and vegetables and/or drinking milk must be offered.</p> <p>Additionally it's possible to offer processed milk, fruit and/or vegetables as listed in point 5.1.2 and 5.2.2 and honey. A <b>fixed sum</b> of EUR 6 or EUR 7 depending on offered products per recipient is granted from EU funds. It is, however, required that fresh fruit and vegetables and/or drinking milk are distributed at every event. The poster for the EU school scheme must be displayed clearly in the farm.</p> <p>Teachers and accompanying persons (School staff or parents) can participate (as beneficiaries).</p>
Organisation of <b>tasting classes</b> for products that are eligible for aid	<p>To increase knowledge of healthy eating</p> <p>To increase knowledge of product diversity, regional produce and seasonality</p>	<p><b>Tasting classes</b> should not be product presentations. Children and teenagers should learn about the diversity of products available and the different ways of processing fruit, vegetables and milk. For this reason, a broader product range is funded than under regular distribution. Furthermore, children should gain knowledge of regional produce, seasonality and healthy eating.</p> <p>From the 8th grade onwards, in addition to the fixed sum, the net costs of dieticians or nutritionists are financed in full from EU funds.</p> <p>Other topics that can be looked at are the fight against food waste, the environment and sensory analysis.</p>

		<p>Tasting classes can only take place in the school or nursery school. The funding comes in the form of a lump sum.</p> <p>Fresh fruit and vegetables and/or drinking milk must be offered.</p> <p>Additionally it's possible to offer processed milk, fruit and/or vegetables as listed in point 5.1.2 and 5.2.2 and honey. It is, however, required that fresh fruit and vegetables and/or drinking milk are distributed at every event. The poster for the EU school scheme must be displayed clearly in the premises.</p> <p>A <b>fixed sum</b> of EUR 4 or EUR 5 depending on offered products per recipient is granted from EU funds.</p> <p>Teachers and accompanying persons (School staff or parents) can participate as beneficiaries.</p>
<p><b>Teaching materials</b></p>	<p>To increase knowledge of food production, agriculture and the environment, including the fight against food waste</p> <p>To teach pupils about topics such as product diversity, regional produce and seasonality as regards production and consumption of fruits and vegetables and milk and milk products</p> <p>To increase knowledge of healthy eating</p>	<p>Handouts, folders/brochures, books, DVDs/films, etc. which are associated with the production and consumption of fruit and vegetables, milk and milk products are eligible for funding.</p> <p>The focus must be on drinking milk in teaching materials on milk and milk products.</p> <p>The net cost of teaching materials is <b>100 % financed by EU funds.</b></p> <p>The material must refer to the EU School Scheme and bear the EU flag indicating that the funding was provided by the EU.</p> <p>Teaching materials have already been financed by EU funds as part of the EU school fruit and vegetables scheme. They can be accessed via the following link: <a href="http://www.amainfo.at/ama-themen/produktvielfalt/obst/lernunterlagen/">http://www.amainfo.at/ama-themen/produktvielfalt/obst/lernunterlagen/</a></p>



<p><b>Raised beds in schools or nurseries</b></p>	<p>To increase knowledge of fruit and vegetable production</p>	<p>It is consistently noted that pupils and children lack knowledge of agricultural production. Direct experience concerning the cultivation of fruit and vegetable in raised beds can help children learn a great deal about agricultural production and the origin of food. The primary goal of this measure is to increase pupils' knowledge of fruit and vegetable production.</p> <p>In the fruit and vegetable sector of the school scheme a purchasing aid of max. 300 € per raised bed is funded. Per school/nursery and per school year max. 2 raised beds are eligible.</p> <p>The aid can be paid for the earth to fill up, the seedlings or seeds, but not for trees or shrubbery.</p> <p>The raised beds must refer to the EU School Scheme and bear the EU flag indicating that the funding was provided by the EU.</p>
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## 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

Products under regular distribution are not free of charge for the beneficiaries (children/teenagers), except milk for a limited period of the year (except VAT).

The responsible body (AMA) sets reference prices each year (see point 7.6.1.).

Fruit and vegetables:

For fruit and vegetables supplied under the scheme under regular distribution, aid is paid from EU funds which are determined by means of a Regulation. Value added tax cannot be funded. The aid is limited to 50 % of the product prices with a ceiling of 6.50 € per kg, which corresponds to an aid of 3.25 €/kg at maximum.

The difference between the product price and the aid amount must be financed by other means (parents, municipalities, sponsors, etc.).

The aid must always have an impact on the recipient. AMA checks whether the prices are reasonable (see 7.6.1). If the price is too high and not market-conform AMA can request justification for the high price from the applicant.

#### Milk and milk products

##### 1. Aid amount

- Category 0: EUR 60 /100 kg as from school year 2020/21
- (starting with EUR 40 /100 kg in school year 2018/19 and EUR 29.60 /100 kg in school year 2017/18)
- Category I: EUR 24 /100 kg
- Category II: EUR 20 /100 kg

##### 2. Definition of categories:

- Category 0 (products according to Art. 23 (3)b and (4)b of Reg. 1308/2013):
  - a. Milk and lactose-free milk, without additives
  - b. plain yoghurt, buttermilk and fermented milk without additives
- Category I: (milk component  $\geq 90\%$ , with sugar or honey\*).
  - a. Fermented milk products without fruit juice, naturally flavoured
  - b. Fermented milk products with fruit juice, naturally flavoured or non-flavoured
  - c. Milk-based drinks with cocoa, with fruit juice or naturally flavoured
- Category II: (milk component  $\geq 75\%$ , with sugar or honey\*).  
Fermented or non-fermented milk products with fruit, naturally flavoured or non-flavoured

\*maximum added sugar/honey level according to point 5.2.3.:

Milk is delivered for free (except VAT) to pupils of the first class of the primary schools for a few days at the beginning of the school year, around the world school milk day on the last Wednesday in September, starting from school year 2018/19. Starting from school year 2020/21 this action is extended to include all classes of primary schools.

AMA checks whether the prices are reasonable (see 7.6.1). The aid must always have an impact on the recipient. If the price is too high, the AMA can request justification for this from the applicant. Value added tax cannot be funded.

**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:

	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"/>
Other : please specify	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Any comments: It is up to the schools/nursery schools to decide on the frequency, type and timing of the distribution, within the permitted limits (maximum quantity eligible for aid as set out below).

The products can be distributed throughout the school year. The products cannot replace products in regular school meals.

The maximum quantity eligible for aid for fruit and vegetables is limited to one portion per child, per day (reference value 250g).

The maximum quantity of aid that can be granted is 250 ml or g of school milk products per child, per school day.

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: The products can be distributed throughout the school year.

Envisaged duration of accompanying educational measures during the school year:

Accompanying measures can take place during the entire school year.

All participating schools are requested to implement accompanying measures. The schools can choose between:

- participation in farm visits,
- tasting classes and
- to use EU-funded teaching materials for fruit and vegetables free of charge and other material suitable to accompany pedagogically the supply of products; during the school year 2017/18 EU-funded teaching materials for milk was produced that have been available for schools as from school year 2018/19.

Due to the budgetary ceiling of 15 % for accompanying measures.

- the participation in farm visits or tasting classes is not completely refunded, but via a lump sum which does not cover all costs and
- the participation in farm visits or tasting classes of all participating schools is not possible; it would need more available funds for accompanying measures.

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

### 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 checked="" type="checkbox"/>

**Comments:**

It is up to the schools/nursery schools to decide on the frequency, type and timing of the distribution, within the permitted limit (see 7.2) The products cannot replace products in regular school meals. This provision is laid down in the national Ordinance and in the formal obligation, that each applicant has to sign at registration. Every applicant is informed in the guidelines from AMA for general application conditions and this provision is controlled by AMA (Agrarmarkt Austria) in the framework of the on spot checks.

#### **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**

To calculate the aid amount for products in categories I and II the minimum milk component of the relevant category was multiplied by the EUR 27 /100 kg maximum aid amount for the milk component in the products listed in Annex V to Regulation (EU) 2016/791, and then the result was rounded up.

Category I (min. 90 % milk component): 24 EUR /100 kg

Category II (min. 75% milk component): 20 EUR /100 kg

## 7.5. Selection of suppliers

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

Participation in the school scheme is voluntary. The authority responsible for dealing with it is the AMA.

This scheme allows aid to be granted for the supply of fruit, vegetables, milk and milk products, and for accompanying measures, communications measures and evaluations, depending on the availability of EU funds and after an application for such aid has been made to the AMA.

Aid is granted on the basis of applications submitted by approved applicants.

Approval is granted by the AMA if the criteria for approval are met.

AMA performs a price monitoring. The aid is laid down in the national Ordinance and is the same for all participating schools and Kindergartens.

The school purchases eligible products from any supplier and she is responsible to respect the provisions of the national procurement act, which implements the respective EU provisions for public procurement rules.

In most cases, the supplier is the applicant for aid. The prices of the products he sells are controlled by a price monitoring by AMA. In this case, there no need for a tendering procedure.

The participation in tasting classes and farm visits is subsidised by means of a lump sum. The amount of aid is equal for all programme participants.

With regard to communication measures, the evaluation, raised beds and the production of teaching material, the compliance with the provisions of the national procurement act is controlled by AMA.

## 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

#### **Reimbursement of costs for each measure:**

##### a.) Product supply under regular distribution

A cost-based system is used for products funded under regular distribution (see point 5.1 and 5.2). Logistics, transportation and other additional costs must be included in the prices of the products eligible for aid. These costs cannot be funded. Price monitoring makes sure that the aid is passed on to the recipients.

##### b.) Accompanying educational measures

Lump sums are granted for accompanying measures, unless it is for the costs of raised beds, nutritionists and teaching materials.

##### c.) Communications measures, evaluations and the costs of raised beds, nutritionists and teaching materials.

A cost-based system is applied. Costs are reimbursed based on invoices. In case of costs exceeding 50 €, documents for the checks of reasonableness must be submitted.

The aid for raised beds is limited to 300 € per bed.

The project costs are eligible if they are linked to the project, if they are necessary for the implementation of the project and correspond to the achievement of the planned measures.

## **Assessment of the reasonableness of costs and the level of the lump sums**

### **a.) Price monitoring**

The sales prices for beneficiaries are checked as part of a price monitoring process.

The reference prices are defined yearly for the particular school year by the AMA division in charge of the school scheme at the beginning of the school year based on the reference prices from the previous school year and taking account of the level of aid, the inflation (source: [www.statistik.at](http://www.statistik.at) subgroup Foods under "Preise/Verbraucherpreisindex (VPI/HVPI)/Persönlicher Inflationsrechner") and extraordinary evolutions of prices (e.g. failure of crops, seasonal variability, additional costs due to more stringent requirements in the framework of the school scheme, ect.).

Reference prices were first established in the 2017/18 school year for the milk sector, based on the maximum prices for school milk and milk products set by ordinance for the 2016/17 school year, and for the fruit and vegetables sector by means of calculated average prices based on the requested costs for each type/sort in the 2016/17 school year.

For the products for which no reference prices had been set due to a lack of data in the 2016/17 school year, the reference prices were set by a market ascertainment.

The reference prices for the next school year are adjusted according to the highest prices invoiced by a large majority of suppliers.

Aid recipients must document and account for the prices in their applications. If the reference price is exceeded a justification must be provided which can be verified as part of administrative or on-the-spot checks.

### **b.) Lump sum funding**

Tasting classes and excursions to farms are planned as part of the accompanying educational measures. In order to reduce the administrative burden for aid applicants, a lump sum is offered per participant at an amount of EUR 4 per person in educational establishments.

The lump sums were calculated by AMA based on the calculations submitted by potential applicants. AMA (Agrarmarkt Austria) has calculated the level of the lump sums before the start of the programme by means of requesting predominantly offers from public institutions and by including in addition to that experiences made with the school fruit and vegetables programme carried out so far in the calculations.

The lump sum covers the costs of supplying fruit, vegetable, milk and milk products, presentation materials and other materials (e.g. napkins, cutlery, crockery, etc.). If processed products made from fruit and vegetables are included, the lump sum increases by EUR 1 because of the higher product price. For farm excursions an additional EUR 2 per participant is paid to cover external organisational costs. Given the fact they can set a good example to pupils, accompanying persons (e.g. teachers, parents) can also be involved in the accompanying educational measures, which are predominantly aimed at school children, and be taken into account when aid is granted.

In summary, the lump sum is:

- EUR 4 per participant for a tasting class involving agricultural products
- EUR 5 per participant for a tasting class involving agricultural products and processed agricultural products
- EUR 6 per participant for an excursion on which agricultural products are offered
- EUR 7 per participant for an excursion on which agricultural products and processed agricultural products are offered



*If the strategy sets maximum prices to be paid by beneficiaries for the products, materials and services under the school scheme please indicate the fair, equitable and verifiable calculation method used for their establishment (Article 2(2)c of the implementing regulation).*

#### 7.6.2. Eligibility of certain costs

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

For the supply of products to schoolchildren, costs related to logistics, transportation and other additional costs must be included in the prices of the products eligible for aid but cannot be funded.

### **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 following authorities and stakeholders were involved in the drawing up of the strategy and her amendments:

- 1) Agrarmarkt Austria, funding administration agency
- 2) Federal Ministry for Education
- 3) Federal Ministry for Health and Women's Issues, licensing authority for the list of eligible products.
- 4) Austria's Chamber of Agriculture, representation of interest of farmers
- 5) Chamber of Labour, representation of interest of employees and workers
- 6) Verein für Konsumenteninformation VKI / Consumer Information Association
- 7) Dairy processing facilities
- 8) Union of School Milk Farmers
- 9) Austria's Chamber of economy, representation of interests of Austrian companies
- 10) AGES (evaluation), evaluation agency
- 11) Organisations representing parents
- 12) Federal Ministry of Agriculture, Regions and Tourism, leading authority for the implementation of the EU School Programme in Austria

Discussions took place on 8 May 2017 and 28 June 2017 to coordinate the national strategy. Opinions on the plans are also obtained in writing.

The list of products eligible for aid was drawn up in consultation with the Federal Ministry for Health and Women's Issues.

Discussions took place on the following dates: 27 September 2016, 10 October 2016, 28 November 2016, 4 January 2017, 10 January 2017 and 26 January 2017.

At least once a year all authorities and stakeholders are invited to a meeting where information on the implementation of the EU School Programme is provided and where the repartition of the budget for the measures of the programme for the next school year is fixed.

## 7.8. Information and publicity

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

### Implementation of communications measures from EU funds

- Information measures aimed at parents, teachers, pupils or the general public

EU funds can be used to finance information measures which aim to increase awareness of the EU school scheme, such as brochures, folders, TV and radio campaigns, digital media campaigns, information sessions and newspaper articles.

Specific communications measures can support objective 3.c or provide information about sugar reduction measures. In addition, schools should be informed about the possibility and usefulness of accompanying educational measures.

A logo has been created in order to establish and cement recognition of the school scheme.

Information measures aimed at children and teenagers must focus on fresh fruit and vegetables and/or drinking milk.

All measures must be generic in nature and must not help individual companies to acquire customers or increase sales. Brand advertising and the advertising of individual companies are therefore not allowed.

**Information about the EU school scheme** at Interpädagogica. Interpädagogica is Austria's only trade fair for the education sector and therefore the most important information hub for educators and all those with an interest in education. It is aimed at educators from all types of schools and childcare facilities, representatives of education authorities and school providers, trainers, people working in the youth sector, students of education, parents and all those interested in further education.

- Measures to promote drinking milk

In order to generate interest in drinking milk, special measures should be implemented which specifically promote drinking milk (e.g. small promotional gifts for children and teenagers).

This form of promotion is only allowed for drinking milk, as it is an EU legal requirement to prioritise drinking milk and because additional measures are needed in order to increase sales of this product.

The targeted promotion of fresh fruit and vegetables is not necessary, as only fresh fruit and vegetables can be supplied under regular distribution.

- Application process

Detailed rules relating to communications measures are set out by AMA and are published in a leaflet which can be accessed via the following link: [www.ama.at/Fachliche-Information/Schulprogramm](http://www.ama.at/Fachliche-Information/Schulprogramm)

Approved applicants can apply to AMA for EU funding for communications measures.

The measures are implemented for school milk or for school fruit and vegetables, however, the preference is for both sectors jointly.

Approved applicants must submit their applications to AMA (see point 10). The applications are processed in the order in which they were submitted. The funding comes 100 % from EU funds, excluding VAT. Funding can be provided until the designated EU funds have been used up. The material must clearly indicate that the funding was provided by the EU (EU flag).

## Measures funded at national level:

- **Information brochures** of the Federal Ministry of Agriculture, Regions and Tourism and of AMA
- **Information on participation in the scheme** can be **accessed** via the following links: [www.bmlrt.gv.at/lebensmittel](http://www.bmlrt.gv.at/lebensmittel) or [www.ama.at/Fachliche-Information/Schulprogramm](http://www.ama.at/Fachliche-Information/Schulprogramm)

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

Article 2(2)g of the implementing regulation

AMA is responsible for all checks within the framework of the school scheme. It checks whether the provisions of the EU regulations and the national ordinance are being observed. Checks are carried out at the aid recipient and at the educational establishment. Checks cover bookkeeping, accounting, sales prices and the quantities supplied to children. The schools/establishments to be checked are selected at random on the basis of the criteria laid down in the EU regulations.

### 7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

According to Article 8 of Commission Regulation (EU) No 2017/39 of 3 November 2016, an evaluation report on the first 5 school years of the school scheme implementation period should be submitted to the Commission by 1 March 2023.

If necessary, evaluation reports can also be produced at shorter intervals.

In order to carry out an evaluation, the evaluating body must send an application to AMA. Only one application can be approved per school year. EU funds cover 100 % of the funding, excluding VAT. Evaluations are implemented jointly for school milk and for school fruit and vegetables.

An annual monitoring report (ISAMM notification) on each completed school year should be sent to the Commission by 31 January following the end of the school year concerned. AMA is responsible for compiling the report.

Reports are sent to AMA about the implemented accompanying educational measures. This is a condition for the payment of aid.

Some of the conclusions of the last evaluation of the school fruit and vegetable scheme and the lessons from the previous implementation of the school fruit and vegetable scheme in Austria have been taken into consideration when designing the new EU School Programme for Fruit, Vegetables, and Milk.

- A stronger involvement of parents, who play an important role with respect to the fruit and vegetable consumption of their children, has been formulated as an subordinate third-level goal.
- The wish for a regional and diversified offer of products has been taken into consideration when drafting the fruit and vegetable list.

- The need to teach children about healthy nutrition, as taste constitutes the most decisive criterion for the consumption of fruit and vegetables, has been included in the strategy as a secondary requirement.
- The amount of subsidisation for fruit and vegetables has been reduced from 75% to 50%, as the high subsidisation had resulted in the depletion of the available budget early during the school year and additionally with the goal to deliver more portions and reach more children.
- For a better planning of funds for the applicants, an allocation system has been introduced where the available funds are assigned to the applicants at the beginning of the school year and permitting them dispose of them over the whole school year. The application form for the allocation of funds requires detailed information- concerning what products will be delivered, product prices and participating schools.