

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

DATE: 28/7/2017

Amended on 7/5/2021¹

¹ The strategy is updated as from 15/3/2021. As a result of changes in the list of milk products as from 2019/2020 school year, buttermilk had been deleted although it continued being supplied/distributed (under the Danish Veterinary and Food Administration's key-hole legislation, it is in the same category of drinking milk). It is now clarified that buttermilk features in the supply/distribution. In addition, the strategy indicates that a conversion table is used for the conversion between pieces of fruit/vegetables supplied/distributed and weight. It is based primarily on historical data used to establish the standard costs, supplemented by data from the Danish University of Technology, Food Institute.

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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"/>	A national strategy has been drawn up for the period 2017-2023 as part of Denmark's participation in the EU's school scheme for fruit, vegetables and milk.
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) The school scheme is intended to increase consumption of fruit, vegetables and milk amongst schoolchildren.
- 2) The school scheme for fruit, vegetables and milk is intended to help educate schoolchildren about nutrition and health.

2.2. Objectives and indicators

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

The objectives of the school scheme are to meet the specific identified needs by:

- Increasing the average fruit, vegetable and milk consumption by schoolchildren in comparison to the current level of consumption.
- Increasing the knowledge of schoolchildren on health and nutrition.

The extent to which these identified needs are met through the implementation of the school-scheme from 2017/18-2022/23 can be measured either on a year-to-year basis or through the strategy's six-year period by using the following indicators:

- The change in percentage of consumption of fruit, vegetables and milk by schoolchildren through the six-year period of the strategy. This is measured by calculating the change in distributed amounts on a year-to-year basis.
- The change in percentage of the number of schools and schoolchildren who participate in the school-scheme on a year-to-year basis.
- The change in percentage of the number of completed accompanying educational measures on a year-to-year basis
- The number of completed accompanying educational measures and the total amount of support distributed to accompanying educational measures on a year-to-year basis.
- The number of schools and schoolchildren who participate in the school-scheme on a year-to-year basis.

2.3. Baseline

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

The baseline for measuring the results achieved by implementing the school scheme in the period 2017-2023 includes the following:

- The evaluation report referred to in Article 8(2) of Commission Implementing Regulation (EU) 2017/39.
- The evaluation report for the 2011-2016 School Fruit Scheme. The evaluation report covers the period 2011-2016.
- Statistical data drawn from administrative systems concerning school fruit, vegetables and milk.
- The monitoring report referred to in Article 9(3) of Commission Delegated Regulation (EU) 2017/40 for the school year 2017/18 and onwards.

As a baseline for the measurement of results and impacts, the following key figures can be referenced for the school year 2015/16:

- For the school year 2015/16, it is estimated that 686.040 schoolchildren and 1.957 schools participated in the school scheme for milk. It is estimated that 88.252 schoolchildren and 737 schools participated in the school scheme for fruit and vegetables. Furthermore, the evaluation report for the 2011-2016 School Fruit Scheme shows that schoolchildren who participate in the scheme on average consume 68 grams of fruit more than schoolchildren, which do not participate in the scheme.

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	EUR 8 134 475	EUR 6 572 903	
Accompanying educational measures	EUR 1 626 894	EUR 1 314 580	
Monitoring, evaluation, publicity	EUR 1 084 596	EUR 876 387	
Total	EUR 10 845 966	EUR 8 763 870	
Overall total	EUR 19 609 836		
For the purpose of implementing the school scheme for fruit, vegetables and milk, up to 15 % of the allocated amount is reserved for accompanying educational measures. Furthermore, up to 10 % of the allocated amount is reserved for monitoring, evaluation and publicity measures. The final amounts depend on the application rounds; however, under no circumstances will they exceed the above percentages.			

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			
No		<input checked="" type="checkbox"/>	
Yes		<input type="checkbox"/>	
If yes, amount (in national currency)	Fruit/vegetables	Milk/milk products	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			

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 (eg. if products originally not free of charge and that are provided free of charge)



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	0-2	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools	2-5	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Primary	5-15	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	15-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The target group of the school milk part of the scheme is pupils in educational establishments and children in nurseries. It is tradition that support for milk is also given to nurseries, and there has been no desire to change this.

The target group of the school fruit and vegetables part of the scheme is pupils in educational establishments run or recognised by the authorities, but not children in nurseries. The target group was selected in order to focus and increase the effects of the scheme in terms of changing children's eating habits and, not least, making sure that they continue to eat healthily in both the short and long term. Some nurseries already have fruit and vegetables schemes that work well.

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

Under the school scheme, support is provided for fruit, vegetables and milk. This includes:

- Fresh and unprocessed fruit, vegetables and milk.
- Milk products containing small quantities of salt or fat – as from 2019/2020 school year, support is provided only for drinking milk and buttermilk.

To be eligible for support, products must meet the requirements under the Danish Veterinary and Food Administration's keyhole label. The keyhole label is awarded to products that represent a healthier alternative within the product groups concerned, including processed fruit, vegetables and milk products.

More information about the keyhole label is available here: <http://altomkost.dk/noeglehullet/>

Legal basis:

- Order on support for fruit, vegetables, milk products to be distributed to schools and nurseries, etc. (hereinafter: 'Order on support for fruit, vegetables and milk') <https://www.retsinformation.dk/eli/lta/2020/335>
- Order on applying the keyhole label to foodstuffs, etc. <https://www.retsinformation.dk/eli/lta/2021/92>

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 type="checkbox"/>
Bananas	<input checked="" type="checkbox"/>		
Berries	<input 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 type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: please specify	<input checked="" type="checkbox"/>
Tropical fruit	<input checked="" type="checkbox"/>	
Other fruit:	<input checked="" type="checkbox"/>	Support is granted for all types of fresh fruit and vegetables (Annex I, Part IX of Regulation 1308/2013).	

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 (optional)
		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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			

5.2. Milk and milk products

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

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

Products distributed under the school scheme	Added salt			Added fat			Comments (optional)
	No	Yes		No	Yes		
Cheese and curd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	Eligible in 2017/2018 and 2018/2019 school year
Plain yoghurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	Eligible in 2017/2018 and 2018/2019 school year
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		Eligible from 2017/2018 without interruptions and still eligible in 2021/2022
Support is granted for milk and buttermilk, provided the product in question meets the keyhole label requirements, and semi-skimmed milk.							
Milk and milk products				Requirements			
Milk (keyhole label) and semi-skimmed milk				<u>For example:</u> Skimmed milk, <i>minimælk</i> [milk with 0.5 % fat content], semi-skimmed milk.			
Fermented or acidified milk products with no added flavouring (keyhole label)				Max. 0.7 % fat per 100 g. <u>For example:</u> Buttermilk			
More information about the requirements for milk and milk products can be found in the Order on applying the keyhole label to foodstuffs, which is currently in force: Link: https://www.retsinformation.dk/eli/lta/2021/92							

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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	1.5 g/100 g	4 g/100 g
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"/>	1.5 g/100 g	4 g/100 g
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"/>	0,9 g/100 g	<input type="checkbox"/>	<input type="checkbox"/>	5 g/100 g	1 g/100 g

5.2.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

Historically, 90-95 % of the total support provided has been for fresh fruit and vegetables and drinking milk. The monitoring reports from previous years document this distribution as does the replies from stakeholders. As from the school year 2019/2020 it will be possible to choose from a list of 19 different fresh fruit and vegetables which can be supported and only the drinking milk and buttermilk will be granted aid.

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>In order to receive support under the school scheme, products must meet the keyhole label requirements. An exception is made for semi-skimmed milk, which does not meet the keyhole label requirements but has been cleared by the Danish Veterinary and Food Administration for distribution under the school scheme. The keyhole label is awarded to products that represent a healthier alternative within defined food categories, including fruit, vegetables, milk and milk products.</p>	
Any priority for the choice of products:	
Local or regional purchasing	<input type="checkbox"/>
Organic products	<input checked="" 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	
<p>Organic fruit and vegetables are prioritised through the application of a higher rate of support. For instance, in the case of organic carrots, support is granted at a rate of DKK 0,82 per portion per pupil per school day. The corresponding rate for conventional products is DKK 0,52. Another example is the case of organic Bell pepper, which support is granted at a rate of DKK 3,2 per portion per pupil per school day, the corresponding rate of conventional Bell pepper is granted at a rate of DKK 2,75 per portion per pupil per school day.</p>	

6. ACCOMPANYING EDUCATIONAL MEASURES

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

Annex 1 to the Order on support for fruit, vegetables and milk products to be distributed to schools and nurseries, etc. contains a non-exhaustive list of possible accompanying measures which applicants can implement under the school scheme.

Only accompanying educational measures which relate to fruit and vegetables are eligible for support.

Support for school milk is granted through a kind of payment scheme, and the design of this scheme (IT set-up) means it is not possible to subsidise accompanying measures in the case of these applicants.

Link: <https://www.retsinformation.dk/eli/Ita/2020/335>

Examples of possible accompanying educational measures as listed in the Order include:

- Tasting classes in which children taste different products (fruit, vegetables or milk products)
- Creation and maintenance of vegetable plots or school gardens
- Farm visits or similar activities aimed at bringing children closer to agriculture
- Activities aimed at educating children about:
 - healthy eating habits
 - agriculture
 - local food chains
 - organic production
 - sustainable production
 - combating food waste, etc.

These activities can take the form of theme days, workshops, talks, lessons, games, etc., depending on what is appropriate for the children's age. Pursuant to the order on support for fruit, vegetables, milk and certain dairy products to be distributed to schools and nurseries it is a mandatory condition for applicants to arrange for accompanying educational measures. This is a mandatory condition for both the school milk part of the scheme and the fruit and vegetable part of the scheme.

If applicants do not wish to organise accompanying educational measures themselves, the Danish Agricultural Agency provides educational tools: a cartoon series has been designed for smaller children, and for use up to year 6, while a quiz has been drawn up for older children in years 7 to 10.

At present, very few schools apply for aid to organise accompanying measures. Some schools are simply not familiar with the possibility to utilize the scheme for organizing accompanying educational measures, while others have deemed the task to administratively burdensome. The Danish Agricultural Agency are taking steps to try to

improve the use of accompanying educational measures (where the schools organize specific activities themselves)

The first step is to implement a name change of accompanying educational measures. Accompanying educational measures will be referred to as learning activities. The purpose of this name change will be to improve the applicants intuitive understanding of the term and the possibilities of the measure. Apart from this, the Danish Agricultural Agency will work with stakeholders to improve the awareness among applicants on the possible use of accompanying measures. This will be done through targeted communication activities. Finally, the Danish Agricultural Agency is engaged in ongoing dialogue with stakeholders on how improve the utilization of accompanying educational measures.

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

Simplified cost options are implemented as from school year 2019/2020. With regard to the fruit and vegetables, a list of 19 different fruit and vegetables was divided into 5 groups with an individual simplified cost option. With regard to milk products, milk and buttermilk were divided into 4 different groups each with its own simplified cost option.

In cases where the support rate does not cover the full price of the product, parents can make a voluntary contribution in order to cover the remaining amount.

Under the national legislation, beneficiaries and applicants must ensure that the majority of support provided is used to lower the price that the pupils/children pay for the products in question.

Moreover, beneficiaries and applicants are also required to retain all documentation concerning the commitment and the application for payment of support, including the relevant accounting records, for at least five years from the date of the final support payment.

7.2. Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures

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

Envisaged frequency of distribution:

	School fruit and vegetables	School milk
Once per week	<input type="checkbox"/>	<input type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three times per week	<input type="checkbox"/>	<input type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other : please specify	<input type="checkbox"/>	<input type="checkbox"/>

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"/>

Envisaged duration of accompanying educational measures during the school year:

If an applicant makes use of the cartoon series/quiz provided by the Danish Agricultural Agency, the total duration of the accompanying educational measures is estimated to be one hour per pupil per school year.

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 type="checkbox"/>
Lunchtime	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Afternoon/afternoon break(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1) The time at which the products are distributed varies.

2) Fruit, vegetables and milk are not distributed in conjunction with school meals. School meals are not generally provided in Danish schools and nurseries. The products are distributed separately and directly to children in the institutions concerned. Posters and information from suppliers ensure that the fruit, vegetables and milk distributed under the school scheme are recognisable and identifiable.

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

Under the school scheme, fruit, vegetables and milk are supplied by private stakeholders. These include fruit suppliers, schools (private and public) and dairies.

Schools (and nurseries) are free to decide whether they wish to participate in the scheme through a supplier, organisation or municipality, or to apply on their own. The Danish Agricultural Agency is not involved in selecting suppliers, etc. but approves these in connection with the application and/or payment. Pursuant to the Order on support for fruit, vegetables, milk and certain dairy products to be distributed to schools and nurseries, it is a mandatory condition for the applicant to state whether the distribution of fruit, vegetables, milk or dairy products are covered by public procurement provisions. This is in all cases checked through administrative control.

The Danish Agricultural Agency carries out annual monitoring of the scheme itself, contracting the evaluation work out to external consultants.

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 the school scheme, eligible expenditure is reimbursed on the basis of an application for payment of support submitted by the beneficiary/applicant.

The support payments are based on simplified cost options per portion per pupil per day, which ensures that the distribution of the available funds amongst applicants is fair and proportionate. Before expenditure can be reimbursed, applicants must provide proof of their expenditure by submitting the following:

- Application form
- supply list, with:
 - Evidence of quantities and product delivered.
 - Evidence of date of delivery.

The rates are based on the calculation method for standard costs, following the requirements of a fair, equitable and verifiable method, in line with Commission guidance for the European Structural and Investment (ESI) Funds (EGESIF_14-0017). The calculation is based on either historical data alone or a combination of historical data and market data. The historical data are based on invoices originating from applications under the scheme from 2016/2017. Market data was supplied by suppliers of school and office of fruit and vegetables. The calculation method is made by an external consultancy agency and experts at the University of Copenhagen have verified the calculation. The standard costs are calculated in DKK per kg of fruit and vegetables within different groups.

The applicants apply for a licence to supply fruit and vegetables.

At the time of payment, the applicants apply for reimbursement of the cost incurred from the distribution of fruit and vegetables. The amount is verified by approved documentation, which is a supply list.

For applicants where the indication of delivered products is indicated in pieces of fruit/vegetables instead of kilograms, the fruit list, which is a conversion table, shall be used. Conversion ratios in the table are primarily based on historical data from invoices for delivered products in school year 2016/2017, which specified products in both pieces and kg. For the types of fruit for which data were not sufficient, data from a published article on food weight from the DTU Food Institute are used.

An administrative control ensures that support is only granted to products, which have been delivered to the school/children and that it is for the correct amount and products.

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

Transport costs, delivery costs and other expenditure may be eligible for support under the school scheme in accordance with Sections 12(2) and (3) and 25(1)(2),(2) and(3) of the Order on support for fruit, vegetables, milk and certain dairy products to be distributed to schools and nurseries, etc.

Expenditure relating to transport and delivery cannot be supported. It is not possible to apply for separate support under the school scheme in order to cover transport or delivery costs. The simplified cost options give one standard unit cost per product group per day per pupil.

In accordance with Sections 13 and 26 of the Order on support for fruit, vegetables and milk products to be distributed to schools and nurseries, etc., the eligible expenditure may not include the following:

- Expenditure for which other EU support is granted
- VAT
- Unspecified expenditure
- Products, that are not eligible under the EU scheme, for e.g. products containing artificial flavour enhancers E 620 to E 650, cocoa or sweetening agents.

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 stakeholders (public authorities and private stakeholders) are involved in the implementation of the school scheme:

- *Dansk Gartneri* [Danish Horticulture]

- *Skolefrugt ApS*
- *Mejeriforeningen* [Danish Dairy Board]
- *Diabetesforeningen* [Danish Diabetes Association]
- *Fødevarestyrelsen* [Danish Veterinary and Food Administration] (Responsible for health and nutrition issues)
- *Mælkemanden* [school milk administration]
- *Landbrug & Fødevarer* [Danish Agriculture and Food Council]
- *Kræftens Bekæmpelse* [Danish Cancer Society]
- *Økologisk Landsforening* [association of organic farmers, companies and consumers]
- *Kommunernes Landsforening* [Local Government Denmark]

The stakeholders are involved through workshops organised by the Danish Agricultural Agency. The latest workshops were held on 27 June 2016 and 22 June 2017 and 22 June 2018.

The workshops allow topics of relevance for the implementation of the school scheme to be discussed. Such topics include the target group, products, funding, prioritisation criteria and accompanying measures. Topics of an administrative nature relating to applicants, deadlines, documentation, monitoring and take-up rate are also discussed.

7.8. Information and publicity

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

In order to ensure that users of the school scheme for fruit, vegetables and milk are sufficiently aware that the EU is supporting the scheme, the EU's role must be clearly indicated at each participating educational establishment. This is done through posters or via banners on the educational establishment's website in accordance with Sections 12(1) (3) and 25(1) (3) of the Order on support for fruit, vegetables, milk, etc.

Denmark permits internet banners as an alternative to posters in schools. The banners contain the same text as the posters and are placed on the schools' websites. The theory is that information provided in this way will be more visible both to children and to parents and that a banner is less temporary than a poster.

7.9. Administrative and on-the-spot checks

Article 2(2)g of the implementing regulation

The Danish Agricultural Agency carries out its own administrative and on-the-spot checks in relation to the requirements laid down in the Regulation. Both types of checks are carried out using checklists, which are intended to ensure that the checks are uniform and adequate. Administrative checks are always carried out by two case workers.

7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

Monitoring is carried out internally using data from IT systems, which includes information from applicants and information about checks carried out. The evaluation work is carried out externally. Moreover, annual workshops are organised for public and private stakeholders with a view to developing the scheme.

The Danish Agricultural Agency is continuously working to improve the implementation of the School scheme. As concrete focus-areas, the following can be mentioned:

- Simplification: Both applicants and caseworkers experience challenges in relation to the administration of the school scheme. In response, the Danish Agricultural Agency is looking into simplifying the administration of the school scheme. One of the focus areas is digitalizing application procedures in order to do more automatic validations.
- Simplified cost options is by the school year 2019/2020 implemented.
- Accompanying educational measures: The Danish Agricultural Agency is working on improving the use and knowledge of accompanying educational measures among applicants under the School scheme.
- Better use of the scheme: In 2020/2021, the Danish Agricultural Agency introduced a model for the allocation of funds under the fruit/vegetables part of the scheme based on the previous use of those funds.