

**STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL SCHEME IN**

**LATVIA**

**FROM 2017/2018 TO 2022/2023 SCHOOL YEAR**

**DATE: 19.07.2017.**

## **Contents**

TOC

## 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

Needs to be satisfied by implementing the aid programme (in order of priority):

(1) improve pre-school and school-age children's understanding of agriculture and food production, seasonal and regional products, food distribution at local level and the fight against food waste by reconnecting them with agriculture;

(2) ensure that pre-school and school-age children receive fruit and/or vegetables and milk free of charge during the school year, thereby increasing the consumption of fresh fruit, vegetables and milk and creating an awareness of a product's primary taste;

(3) increase pre-school and school-age children's understanding of issues relating to healthy nutrition and thereby help them to develop healthy eating habits from an early age;

(4) make the public aware that the school scheme is being implemented;

(5) assess implementation of the school scheme, evaluate how effective it is and what transformational impact it has on the eating habits of pre-school and school-age children, and make proposals to improve the scheme.

### 2.2. Objectives and indicators

Objectives and indicators (not in order of priority):

No	Objective	Result	Specific objective or measure	Indicator to be achieved <i>(for educational establishments involved in the programme)</i>
1.	Reconnect pre-school and school-age children with agriculture by increasing their understanding of agriculture and food production,	Lessons, activities or other sessions are being used to develop pre-school and school-age children's understanding of agriculture and	<ul style="list-style-type: none"> <li>Interactive teaching materials on fruit, vegetables and milk have been developed for various age groups for use in the</li> </ul>	<ul style="list-style-type: none"> <li>90% of all pre-schools and schools, accounting for at least 90% of all learners, have used these teaching materials in the classroom.</li> </ul>

	seasonal and regional products, food distribution at local level and the fight against food waste.	food production, seasonal and regional products, food distribution at the local level, the fight against food waste and the importance of a healthy diet, and to reinforce healthy eating habits.	classroom within a competency framework.	
2.	Improve pre-school and school-age children's knowledge of issues relating to healthy nutrition.		<ul style="list-style-type: none"> <li>• Handouts and interactive practical teaching materials have been developed for pre-school and school-age children in various age groups. These provide information on, or assist with the development of, practical skills for choosing foods, assessing the impact of those foods on health, upholding the fundamental principles of a healthy diet and dealing with the issue of food waste.</li> <li>• Competitions for pre-school and school-age children have been organised nationwide to promote the programme and a healthy diet (e.g. competitions to design a programme logo and slogan, a school-children's drawing competition, etc.).</li> <li>• Excursions to farms or plant-growing projects have been organised to reconnect children to agriculture,</li> </ul>	<ul style="list-style-type: none"> <li>• 80% of all pre-school and school-age children have received the handouts and information leaflets.</li> <li>• 80% of all pre-school and school-age children have participated in a competition.</li> </ul>

			<p>demonstrate the plant growth cycle from seed to full-grown plant and educate children about plant development and the role of plants in the global ecosystem.</p> <ul style="list-style-type: none"> <li>• Tasting workshops have been organised to introduce pre-school and school-age children to products' natural taste and draw up recommendations and advice on the place of fresh fruit, vegetables and milk in the diet.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 50% of all pre-school and school-age children have taken part in educational excursions or a plant-growing project.</li> </ul>
3.	Ensure that pre-school and school-age children receive	Healthy eating habits for pre-school and school-age	<ul style="list-style-type: none"> <li>• Pre-school and school-age children have received</li> </ul>	<ul style="list-style-type: none"> <li>• Products are distributed free of charge at least three times a week on at</li> <li>• At least 20 % of all pre-school and school-age children have taken part in tasting sessions.</li> </ul>

	fruit and/or vegetables and milk free of charge during the school year, thereby increasing the consumption of fresh fruit, vegetables and milk and creating an awareness of a product's primary taste	children have been defined.	seasonally and regionally appropriate fresh fruit and/or vegetables and milk free of charge.	<p>least 30% of school days per year.</p> <ul style="list-style-type: none"> <li>• By 2023, 96% of pre-school and school-age children in grades 1 to 9 are to take part in the scheme.</li> <li>• 2% of the fruit and vegetables (combined) are to be made up of products grown under the organic farming scheme.</li> <li>• By 2023, 1% of the milk products distributed are to be produced under the organic farming scheme.</li> </ul>
4.	Inform the public about implementation of the school scheme	The public has been informed about the school scheme at schools, via special websites, through publicity campaigns and other similar measures.	<ul style="list-style-type: none"> <li>• A poster has been designed for use on school premises to raise public awareness of participation in the school scheme and the fact that the scheme is subsidised by the EU.</li> <li>• A website <i>www.piensaugliskolai.lv</i> has been developed to make a broad range of information on the school scheme available to the public.</li> <li>• Souvenirs, graphics and other material supporting the implementation of the school scheme have been devised.</li> <li>• TV and newspaper publicity campaigns and</li> </ul>	<ul style="list-style-type: none"> <li>• A poster is to be placed in all schools and pre-schools.</li> <li>• All schools are to have registered on the <i>www.piensaugliskolai.lv</i> website and 90% of learners and their parents are to have visited it.</li> <li>• 60% of pre-school and school children and 70% of pre-school and school-age children are to have received souvenirs.</li> </ul>

			workshops have been organised to promote the school scheme.	<ul style="list-style-type: none"> <li>At least one publicity campaign is to be run per school year.</li> </ul>
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*Note: The target to be achieved in terms of children's consumption and/or knowledge has not been set under the scheme in Latvia. Parameters that are measurable (participation in quizzes, sessions, classes, registration in the website, etc. indicated in the last column) have been chosen as impact indicators.*

### 2.3. Baseline

#### Performance indicators for the School Milk Scheme per school year (up until the 2016/2017 school year)

School year	Number of educational establishments	Number of learners		Aid disbursed			Amount of products supplied (in tonnes) Total products
	Girls involved in the School Milk Scheme	Boys involved in the School Milk Scheme	As % of total	EU aid, in EUR	LV co-financing, in EUR	Total aid, in EUR	
2004/05	13	no data	no data	44 820	285	45 105	26.0
2005/06	786	no data	no data	62 749	174 302	237 050	953.9
2006/07	459	160 600	46.77%	216 419	560 185	776 603	3 447.6
2007/08	490	120 300	36.43 %	412 348	805 772	1 218 121	1 710.9
2008/09	511	20 500	6.44 %	130 762	268 496	399 258	715.8
2009/10	37	6 300	2.11 %	17 010	0	17 010	93.8
2010/11	456	52 800	18.06 %	122 372	270 927	393 299	669.7
2011/12	572	60 600	21.32 %	346 283	862 183	1 208 466	1 959.0
2012/13	834	181 300	64.73 %	591 503	1 492 456	2 083 959	3 245.8
2013/14	917	192 400	69.44 %	679 026	2 034 355	2 713 380	3 650.5
2014/15	1 037	217 600	78.37 %	758 024	2 185 441	2 943 465	4 176.6
2015/16	1 086	233 088	82.78 %	864 002	1 989 307	2 853 310	4 761.9
2016/2017*	1 083	235 447	82.56 %	765 932	2 288 943	3 054 875	4 220.3

Data sources: Central Statistical Bureau, Ministry of Education and Science, Rural Support Service

\* - Data from the Rural Support Service as at 8 June 2017.

#### Performance indicators for the School Fruit Scheme per school year (up until the 2016/2017 school year)

Number of educational establishments	Number of learners	Aid in EUR	Number of portions of fruit and vegetables
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School year	Girls involved in the Scheme	Boys involved in the Scheme	As % of total	EU aid	Total envelope, LV + EU	Aid disbursed	(or both) distributed
2010/11	537	68 600	60.35 %	450 100	600 133	398 749	2 356 940
2011/12	708	137 300	81.51 %	764 235	1 018 980	1 061 430	7 020 684
2012/13	754	151 322	90.41 %	881 917	1 175 889	1 140 471	8 396 229
2013/14	780	159 941	95.55 %	900 200	1 200 267	1 069 942	6 353 013
2014/15	793	158 163	92.70 %	1 105 420	1 228 244	1 109 193	7 117 351
2015/16	781	164 608	94.39 %	975 995	1 084 439	1 114 062	7 190 238
2016/2017*	780	173 028	98.50 %	939 485	1 043 872	1 079 908	6 848 272

Data sources: Central Statistical Bureau, Ministry of Education and Science, Rural Support Service

\* - Data from the Rural Support Service as at 8 June 2017.

**Note:** For milk supply under the school scheme there are no baseline data and/or estimates on consumption patterns among pre-school and school children.

For supply of fruit and vegetables, the impact of the scheme can be measured against the results of the evaluation report of (2015) of the EU school fruit and vegetables scheme.

### 3. BUDGET

#### 3.1. Union aid for the school scheme

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 <i>(taking into account final allocation for school year 2017/2018 and indicative allocation for each school year from 2018/2019 to 2022/2023)</i>	3 891 763	4 015 230	
Accompanying educational and publicity measures			300 000
<i>Monitoring, evaluation (excl. publicity)</i>			39 500
Total	3 891 763	4 015 230	339 500
Overall total	8 246 493		

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

No	<input type="checkbox"/>
Yes	<input checked="" type="checkbox"/>

If yes, amount (in national currency)	Fruit/vegetables	Milk/milk products			Common elements
		Milk	milk products other than Annex V	Annex V products	
Supply/distribution EUR	4 025 646	12 968 188	0	0	
Accompanying educational measures and publicity measures EUR (average per school year)			0	0	300 000
Monitoring, evaluation (excl. publicity)			0	0	339 500
Total			17 333 334		

Comment:

The scheme attracts national co-financing

- to enable distribution of products free of charge for as long as possible (in terms of number of distributions) over the course of the school year, in accordance with the frequency of distribution set out under point 7.2 of this document;
- to cover 50% of the costs associated with the implementation of accompanying education measures and publicity measures;
- to cover 50% of the costs associated with evaluation of the scheme.

National co-financing is requested in accordance with State budget conditions for a period of 3 years. The amount of co-financing scheduled is the same as was available for the School Milk and School Fruit Schemes in 2017.

3.3. Existing national schemes	
No	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>
<i>If yes:</i>	
- Extension of the target group	<input type="checkbox"/>
- Extension of the range of products	<input type="checkbox"/>
- Increased frequency or duration of distribution of products	<input type="checkbox"/>
- Enhanced educational measures (increased number or frequency or duration or target group of those measures)	<input type="checkbox"/>
- Other: please specify (eg. if products originally not free of charge and that are provided free of charge) ....	<input type="checkbox"/>
Comment/explanatory text: None	

#### 4. TARGET GROUP/S

School level	Age range of children	School fruit and vegetables	School milk
Nurseries	Up until the age of 7*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools			
Primary	Between 7 and 15 years of age*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	15 years of age and above*	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

\*- the age range is indicative only. In Latvia, pre-school education is for children up until the age of 7. Basic education is compulsory for children from the age of 7 until completion, or until the age of 18 (the age of majority). Age is not specified for children in secondary education.

#### 5. LIST OF PRODUCTS DISTRIBUTED UNDER THE SCHOOL SCHEME

The list of eligible products under the school distribution scheme is agreed on with

- the Ministry of Health,
- the Ministry of Education and Science,
- the National Centre for Education, and
- agricultural NGOs within the committee for the scheme.

Given the objectives of the scheme, the needs to be met by implementing the school distribution scheme, as defined under point 2.1 of this document, and the product selection criteria laid down in Article 23(3)-(7) of Regulation No 1308/2013, the Latvian authorities have determined that learners will receive the products referred to under points 5.1 and 5.2 under the school scheme.

##### 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 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	
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	<input type="checkbox"/>	Lentils, peas, other pulses	<input type="checkbox"/>
Melons, watermelons	<input type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input type="checkbox"/>	Other vegetables:	<input checked="" type="checkbox"/>

Tropical fruit	<input type="checkbox"/>	• pumpkins	<input checked="" type="checkbox"/>
Other fruit:	<input checked="" type="checkbox"/>	• swedes	<input checked="" type="checkbox"/>
•	<input type="checkbox"/>	• kohlrabi	<input type="checkbox"/>
• mixes of the fruit and vegetables indicated	<input type="checkbox"/>	• mixes of the fruit and vegetables indicated	<input type="checkbox"/>

Pursuant to Article 23(3)(a) of Regulation No 1308/2013, only the following fresh fruit and vegetables may be distributed under the scheme in Latvia:

- apples;
- pears;
- large cranberries (i.e. fruit of the species *Vaccinium macrocarpon*) (may only be distributed as part of a mix, and may comprise no more than a fifth of that mix)
- cabbages;
- kohlrabi;
- carrots;
- pumpkins;
- swedes/rutabagas;
- mixes of these products.

The following additional requirements for fruit and vegetables also apply:

(1) they must be grown in compliance with integrated cultivation, storage and labelling requirements, the requirements of the organic farming scheme, or the requirements of the national food quality scheme as regards the use of the green colour indication;

(2) they must be transported no further than 300 km from their place of production to the relevant educational establishment.

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

No distribution scheme is envisaged in Latvia for the products referred to in Article 23(4)(a) of Regulation No 1308/2013 (processed fruit and vegetables).

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"/>	<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 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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The following additional requirements have been set for pasteurised milk:

- (1) it must have no added sugar, flavourings, sweeteners, fruit, nuts, cocoa or other additives;
- (2) it must be produced in line with the requirements of the organic farming scheme or meet the requirements of the national food quality scheme;
- (3) it must be transported no further than 300 km from its place of production to the relevant educational establishment.

### 5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013

No distribution scheme is envisaged in Latvia for the products referred to in Article 23(4)(b) of Regulation 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"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>
Plain yoghurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		

### 5.2.3. Milk products - Annex V to Regulation (EU) No 1308/2013

No distribution scheme is envisaged in Latvia for the products referred to in Annex V to Regulation No 1308/2013.

Products to be distributed	Added salt	Added fat	Added
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<b>under the school scheme</b>	<b>No</b>		<b>Yes</b>		<b>No</b>		<b>Yes</b>		<b>sugar</b>
Category I (milk component $\geq 90\%$ ). Fermented milk products without fruit juice, naturally flavoured	<input 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>		%
Category I (milk component $\geq 90\%$ ). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>			%
Category I (milk component $\geq 90\%$ ). Milk-based drinks with cocoa, with fruit juice or naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>			%
Category II (milk component $\geq 75\%$ ). Fermented or non-fermented milk products with fruit, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>			%

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

No eligible product is assigned a higher priority than any other.

**5.3. Other agricultural products in the educational measures**

<b>Yes</b>		<b>No</b>
<input type="checkbox"/>	Please list the products	<input checked="" type="checkbox"/>

<b>5.4. Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products</b>	
Health considerations	<input checked="" type="checkbox"/>
Environmental considerations	<input checked="" type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>
Variety of products	<input checked="" type="checkbox"/>
Availability of local or regional produce	<input checked="" type="checkbox"/>
Any comments – including eg. on the required quality of products	<input checked="" type="checkbox"/>

<ul style="list-style-type: none"> <li>• Additional quality and transportation distance requirements, as per points 5.1 and 5.2 of this document</li> <li>• The product selection criteria are provided in Annex I to this document.</li> </ul>	
<b>Any priority/ies for the choice of products:</b>	
Local or regional purchasing	<input type="checkbox"/>
Organic products	<input type="checkbox"/>
Short supply chains	<input type="checkbox"/>
Environmental benefits (please specify: <i>eg. food miles, packaging ...</i> )	<input type="checkbox"/>
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	<input type="checkbox"/>
Fair-trade	<input type="checkbox"/>
Other: please specify	
Any comments	
No mutual priorities are set for eligible products.	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

Educational establishments will organise and implement accompanying educational measures and educational publicity measures as part of the learning process and in line with the available budget, because the budget for measures is limited and the schemes must cover nearly all of the learners involved in the scheme.

To ensure that such measures can be implemented, funding is awarded under the scheme to develop uniform tools and content at the national level for the purpose of implementing the measures.

The following uniform tools and content are envisaged under the scheme:

<b>Title</b>	<b>Objective</b>	<b>Content</b>
Interactive teaching materials on fruit, vegetables and milk for various age groups for use in the classroom within a competency framework.	To improve pre-school and school children's understanding of agriculture and food production, seasonal and regional products, local food distribution and the fight against food waste by reconnecting children to agriculture	<p>The teaching materials would be used by teachers in the classroom and would cover the following topics:</p> <ul style="list-style-type: none"> <li>• Agriculture (with an emphasis on the products supplied under the scheme): cultivation, harvesting, appearance, storage, what do 'organically farmed' and 'integrated cultivation' mean? What does a product from the field or from a cow look like? (i.e. a carrot can also be yellow; milk is white with a naturally sweet taste, thanks to lactose) etc.</li> <li>• Healthy eating habits - why is a healthy diet important? How important are fruit and vegetables? What are their characteristics (cultivation, taste, etc.)?</li> <li>• Local food chains: products sourced from the local area.</li> </ul>

		<ul style="list-style-type: none"> <li>• The fight against food waste: what happens to a product when it is thrown away? Where does it go?</li> </ul> <p>Teaching materials:</p> <ul style="list-style-type: none"> <li>• can be used in an interactive environment,</li> <li>• can be used visually;</li> <li>• are tailored to age group;</li> <li>• allow for practical activities to be conducted on school premises (games, etc.);</li> <li>• include worksheets.</li> </ul>
Handouts and interactive practical teaching materials tailored to pre-school and school children in various age groups.	To provide information on, or assist with the development of, practical skills for choosing food products, assessing the impact of those food products on health, upholding the fundamental principles of a healthy diet and dealing with the issue of food waste.	<p>The materials, tailored to pre-school and school-age children and ensuring continuity, must provide information on how to choose food products which are not harmful to health and how to abide by the fundamental principles of a healthy diet by consuming fruit, vegetables and milk.</p> <p>The handouts and interactive practical materials must provide information on environmental considerations in fruit, vegetable and milk production and the issue of food waste. Fruit, vegetables and milk must be attractively described to help reinforce healthy habits.</p> <p>Celebrities and parents may be brought in to help implement the measure by sharing their positive experiences of consuming fruit, vegetables and milk as part of their diet.</p> <p>The activity essentially involves presenting children with a positive example, including with regard to preventing food waste and improving understanding of agriculture and the environment.</p> <p>Visuals and multimedia devices should be used as far as possible to stimulate children's interest and motivation.</p>
Nationwide competitions for pre-school and school-age children.	To promote the scheme and a healthy diet.	<p>Various competitions could be organised at national level, such as:</p> <ul style="list-style-type: none"> <li>• A competition to design a logo and slogan for the scheme: the proposals sent in will be assessed and the best slogan and logo will become the logo and slogan for the school scheme.</li> </ul>

		<ul style="list-style-type: none"> <li>• A school children's drawing competition: drawings will be sent in on a theme related to the school scheme and the health impact of products distributed under it. The best drawings could later be incorporated into a wall calendar.</li> </ul>
<p>Educational excursions to farms or a plant-growing project (not funded from the school scheme budget)</p>	<p>To reconnect children with agriculture.</p>	<p>Educational excursions to fruit, vegetable or dairy farms or milk processing undertakings which have applied to host such visits, in order to introduce school children to how these products are produced (and thereby reconnect them with agriculture) and to the field-to-fork production pathway.</p> <p>Information about farms or milk processing facilities that have applied to host such visits is available on the <a href="http://www.piensaugliskolai.lv">www.piensaugliskolai.lv</a> website. As part of the plant-growing project, children can be shown the plant growth cycle from seed to fully grown plant and be taught about how the plant develops and its role in the global ecosystem.</p> <p>Under the measure, allotments may be established on the premises of educational establishments. These allotments may be used to grow berry bushes (a multi-annual project) and/or seasonal vegetables such as radishes, carrots and cucumbers.</p> <p>The allotments are established by the learners together with their teachers, involving technical staff if necessary. The product producer may also be involved in the project as a consultant who gives advice on tending the garden and its plants.</p>
<p>Tasting workshops</p>	<p>To introduce pre-school and school-age children to the natural taste of produce and draw up recommendations and advice on the place of fresh fruit, vegetables and milk in the diet.</p>	<p>This measure is aimed at overcoming trepidation about new products by introducing pre-school and school-age children to those products' natural taste.</p> <p>There is the possibility of inviting a so-called 'food and vegetable and/or milk ambassador' to help the children slice up and prepare the products.</p> <p>The measure may involve drawing up recommendations and advice on the place of the products in the diet.</p>

In addition to this, the Rural Support Service and the applicant for aid under the accompanying educational measures organise awareness-raising publicity events, various competitions and similar events as part of broader educational measures.

## **7. ARRANGEMENTS FOR IMPLEMENTATION**

### **7.1. Price of school fruit and vegetables/milk**

Under the school scheme, products are distributed to learners free of charge.

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

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

Any comments: None

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"/>

Comments:

During the school year, the period for the distribution of milk starts on 1 October, and for fruit and vegetables on 1 November.

The period for distribution to pupils in grades 1-9 ends no later than 31 May, and no later than 31 July for distribution to pre-schools.

Envisaged duration of accompanying educational measures during the school year:

The period for implementing accompanying educational measures and educational publicity measures is the school year. Educational measures are organised and implemented by educational establishments in cooperation with the aid applicant, who arranges the funding to implement them. The educational measures are organised by the educational establishments as part of the curriculum. The aid

applicant and the Rural Support Service also organise various competitions and other events as part of these educational measures.

### 7.3. Timing of distribution of school fruit and vegetables/milk

Envisaged timing of distribution during the day:

	School fruit and vegetables	School milk
Morning/morning break(s)	<input type="checkbox"/>	<input type="checkbox"/>
Lunchtime	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon/afternoon break(s)	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

No specific time of day (morning, evening, lunch-time, etc.) is set for the distribution of the products in Latvia.

The educational establishment agrees on a time for distribution of the products with the undertaking that provides it with catering services.

An educational establishment that provides catering services to pre-school children and pupils in grades 1 to 9 free of charge may come to an agreement with the catering business and aid applicant to include the eligible products in the pupils' regular school meal menu if those meals are supplied free of charge pursuant to Article 11 of Regulation No 2017/40, on the proviso that these products may not be used in preparation of meals and a proper visibility of the EU aid scheme is ensured for those products.

The possibility to include products in the pupils' free regular school meals is justified due to the nutritional standards in force, that lay down the recommended amount of certain products per day per educate. Those standards also include a recommended volumes of milk products and fruits and vegetables to be included in pupils' daily menu. Thus, in order to able to benefit from the EU school scheme and, meanwhile, to comply with the given nutritional ceiling for eligible products and to still be, in cases when regular school meals are provided free of charge, it is allowed to include the eligible products in the daily menu. The information on the EU financing under the EU school scheme will be provided by an information poster and, as a case may be, by a reference on the packaging of the product. Also, the information about the EU school scheme and its objectives will be channeled to the schoolchildren by means of the accompanying educational measures.

**7.4. Distribution of milk products in Annex V to Regulation (EU) No 1308/2013**

**No**

**Yes**

## **7.5. Selection of suppliers**

### 7.5.1. Product distribution:

Products under the scheme may be supplied by their producers, including by a producers' cooperative association.

The following may apply for aid under the scheme in Latvia:

- a producer of eligible products;
- a food business providing catering services to the relevant educational establishment;
- an educational establishment; and
- the local authority within whose jurisdiction the educational establishment is located.

Product suppliers under the school scheme will be selected using the platform maintained by the Rural Support Service.

The Rural Support Service creates, maintains and electronically publishes lists of the following individuals on the platform:

(1) producers of eligible products who apply to the Rural Support Service before the start of every school year, expressing their interest in supplying their products under the school scheme;

(2) educational institutions delivering pre-school education and general education to grades 1-9. The Rural Support Service adds grades to the list over the course of the school year, reflecting the participation of the educational establishments in the scheme;

(3) aid applicants certified to distribute products.

Aid applicants are approved on the basis of their application for approval.

If the aid applicant is a public entity, selecting supplies also involves the application of public procurement legislation.

Persons on the lists published on the platform agree among themselves before the beginning of the school year as to the specifics of implementation of the school scheme (specific producer, specific products, specific educational establishment, agreement on performance of the functions of the aid applicant) over the course of the upcoming school year.

Products are distributed at the educational establishment during the distribution period on the basis of the rights awarded to aid applicants to distribute to schools:

- the right to distribute to schools is awarded for each group of products ('fruit and vegetables' or 'milk') and for each educational establishment separately;
- given the differences in the number of learners among educational establishments, each educational establishment's potential right to be supplied with items from the same group of products will also differ;
- the right to supply schools is awarded by the Rural Support Service on the basis of aid applicants' applications to participate in the school scheme, which indicate the educational establishments to be supplied with the products, the products to

be supplied and their producers. The written consent of the educational establishment for participation in the scheme to supply the products indicated must be attached to the application.

#### 7.5.2. Accompanying educational measures and educational publicity measures:

Accompanying educational measures will be implemented in Latvia by educational establishments as part of the curriculum and within the budgets available to them using the uniform tools and content developed with financing under the school scheme.

The development of tools and other content to implement accompanying educational measures and educational publicity measures, including the development of the tools needed for these publicity measures, is delegated in Latvia to the Faculty of Food Technology of the Latvian University of Agriculture ('the university').

The university makes the tools and other materials developed to implement accompanying educational measures and educational publicity measures available to the educational establishments. The tools and materials are also placed on the school scheme website [www.piensaugliskolai.lv](http://www.piensaugliskolai.lv).

- Before the measure is implemented (i.e. before development of the tools and content), the applicant for aid submits to the Rural Support Service a plan of measures scheduled for implementation during the current school year and an associated budget estimate.
- The Rural Support Service assesses whether the plan of measures and the budget estimate meet the conditions of the school scheme and, in the event of a positive assessment, forwards the documents to the aid scheme committee for approval.
- Once the documents have been approved, the Rural Support Service concludes a contract with the university. Once the contract has been concluded, the university may begin implementing the measures in line with the approved plan and budget estimate.
- Once the measures have been implemented, the university submits an application for aid to the Rural Support Service and a report on the measures implemented. The university attaches documents certifying the transaction to the application for aid.
- The Rural Support Service assesses whether contractual conditions have been complied with and, in the event of a positive assessment, forwards the documents and application to the school scheme committee for approval.
- The Rural Support Service calculates and disburses the aid once the school scheme committee has approved the reporting documents.

#### 7.5.3. Awareness-raising publicity measures:

The Rural Support Service selects aid applicants to implement awareness-raising publicity measures (i.e. create brochures, presentation materials, gifts etc.) on the basis of public procurement legislation and concludes a contract for implementation of the measures with the selected applicant.

The aid applicant must receive approval from the Rural Support Service before implementing the measures.

Once the aid measures have been implemented, the aid applicant submits to the Rural Support Service a detailed report of the measures and actions taken, a budget estimate, documents certifying the transaction, and an application for aid.

7.5.4. Evaluation In Latvia, assessment of the school scheme is delegated to the BIOR Institute of Food Safety, Animal Health and Environment.

- Before assessment of the scheme, the aid applicant submits to the Rural Support Service a project assessment plan and budget estimate.
- The Rural Support Service assesses whether the plan of measures and budget estimate submitted meet the conditions of the school scheme and, in the event of a positive assessment, forwards the documents to the aid scheme committee for approval.
- Once the documents have been approved, the Rural Support Service concludes a contract with the BIOR Institute. Once the contract has been concluded, the BIOR Institute may begin implementing the measures in line with the approved plan and budget estimate.
- Once the assessment has been concluded, an application for aid and an assessment of the scheme are submitted to the Rural Support Service along with a budget estimate for the assessment and documents certifying the transaction.
- The Rural Support Service assesses whether contractual conditions have been complied with and, in the event of a positive assessment, forwards the documents and application to the school scheme committee for approval.
- The Rural Support Service calculates and disburses the aid once the school scheme committee has approved the assessment and reporting documents.

## **7.6. Eligible costs**

### 7.6.1. Reimbursement rules

#### 7.6.1.1. Product distribution:

Aid for product distribution is calculated in accordance with the standard scales of unit costs, setting a uniform aid rate for all applicants for aid for the same product.

The aid rates for fruit and vegetables are set per 100 gram portion. Rates are calibrated on the basis of:

- the product's quality characteristics (there is a higher rate for a product that meets the requirements of the organic farming scheme);
- whether or not the portion comes pre-packed;
- content (whether the portion consists of a single type of product or a mix of products).

The aid rate for fruit and vegetables is pre-determined and covers the following eligible expenditure:

- the price of the product;
- preparation of the product (processing, washing, peeling, packaging, etc.);
- transport;
- distribution of the products at the educational institution.

The aid rate for milk is set per litre, on the assumption that a portion is no smaller than 100 ml and no bigger than 250 ml, and rates are calibrated on the basis of:

- quality characteristics (with a higher rate for milk produced in accordance with the requirements of the organic farming scheme), and
- the size of the packaging (whether the milk has been pre-packed in packaging of up to 250 ml or greater in volume).

The aid rate for milk is made up of:

- a fixed part, which is pre-determined and covers the following eligible expenditure:
  - preparation of the product (processing, packaging);
  - transport;
  - distribution of the products at the educational institution; and
- a variable part, comprising the national buying-in price for raw milk.

The following information is taken into account when calculating the pre-determined elements of the aid rate:

- statistics on the retail prices for the products;
- available statistics on changes to prices for services and resources;
- opinions of experts in the field on production, processing, packaging and transport costs.

#### 7.6.1.2. Accompanying educational measures, publicity measures, evaluation of the scheme:

Aid to cover costs associated with the measures and evaluation thereof are calculated using a cost-based system on the basis of the following documents certifying transactions which have been submitted by aid applicants:

- invoices;
- money orders; and
- other documents.

The reasonableness of the aforementioned costs will be assessed in two steps:

- 1) The initial assessment as regards the planned activities and measures and of their relevant estimated costs will be carried out by the Rural Support Service. The assessment will be done based on the activity plan and cost estimate thereof, submitted by the aid applicant. The Rural support service performs the functions of the paying agency under the EAGGF and monitors the different projects implemented within the said fund and, those projects may entail certain cost positions that are similar to the ones of the accompanying educational measures or the ones of the evaluation. Therefore, the Rural Support Service can use its competence and experience in project monitoring also for assessing the reasonableness and justification of the costs under the EU school scheme.
- 2) After the initial assessment of the activity plan and cost estimate thereof is done, the Rural support service submits those documents for further assessment to the aid scheme committee (see point 7.7), which comprises the member of

institutions responsible for and competent in such fields as health, nutrition, education. To that regard, the members of the said committee are competent to assess the justification and reasonableness of the activity plan and cost estimate thereof from their professional perspective.

Also, as regards activities and/or measures for which an outsourcing is necessary, the aid applicant will run the tendering procedure and select the most economically appropriate option.

After the implementation of activities and/or measures in the current school year the aid applicant also submits to the Rural Support Service a report - an overview on the implemented activities and/or measures, as well as the documents justifying the costs incurred in implementation of the activities and/or measures. Those report documents are also assessed according to the two-step procedure described above.

#### 7.6.2. Eligibility of certain costs

Given that aid for product distribution is calculated on the basis of standard scales for unit costs, the eligible expenditure for product distribution are referred to under point 7.6.1.

### **7.7. Involvement of authorities and stakeholders**

The Minister for Agriculture creates an aid scheme committee to ensure implementation of the scheme, including representatives of the following among its members:

- the Ministry of Agriculture;
- the Ministry of Education and Science,
- the Ministry of Health;
- the Rural Support Service;
- the BIOR Institute of Food Safety, Animal Health and Environment;
- the National Centre for Education;
- the Centre for Disease Prevention and Control; and
- the Agricultural Data Centre.

To assist with fulfilling its tasks, the aid scheme committee may co-opt experts from among the representatives of agricultural organisations, particularly those operating in the fruit, vegetable and milk sectors.

The objectives of the aid scheme committee are as follows:

- to ensure that the school scheme is implemented and the budget is spent effectively;
- to ensure that the educational and publicity measures chosen are effective and justified in terms of cost;

The tasks of the aid scheme committee are as follows:

- to determine how the available funding is to be allocated among product distribution, accompanying educational measures, publicity measures and assessment of the scheme;
- to approve the plan for accompanying educational measures and publicity measures and the budget estimate for the school year in question;
- to approve the report on implementation of measures for the school year in question;
- to approve the plan and budget estimate for assessment of the school scheme (once every six years);
- approve the report on assessment of the scheme (once every six years)

The institutions represented in the aid scheme committee were also involved in the elaboration of the national legislative act on implementation of the EU aid scheme in Latvia. Thus, since the national legislation lays down the specific eligible products, those institutions were also involved in formation of the eligible product list. In particular, the Ministry of Health and the Centre for Disease Prevention and Control are the two institutions responsible for health and nutrition issues.

The strategy of the EU aid scheme was also accepted by the institutions represented in the EU aid scheme committee.

## **7.8. Information and publicity**

To publicise the scheme, a poster is prepared and placed in educational establishments pursuant to Article 12 of Regulation No 2017/40.

Preparation of the poster is arranged by the Rural Support Service.

The Rural Support Service distributes posters to the aid applicants. Each educational establishment participating in the scheme must receive at least two posters over the course of the school year.

The Rural Support Service selects the implementer of awareness-raising publicity measures through a public procurement procedure.

The website of the scheme is [www.piensaugliskolai.lv](http://www.piensaugliskolai.lv) .

Information on the scheme and the platform for producers, educational establishments and aid applicants needed for product distribution will be available on the Rural Support Service website at [www.lad.gov.lv](http://www.lad.gov.lv) .

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

Administrative and on-the-spot checks will be carried out in accordance with the requirements of EU legislation by the Rural Support Service.

## **7.10. Monitoring and evaluation**

Implementation of the school scheme will be monitored by the Ministry of Agriculture as part of the functions allocated to it under the EAGF.

The Rural Support Service conducts annual monitoring of the school scheme under Article 8(1) of Regulation No 2017/39 and Article 9 of Regulation No 2017/40. It draws up annual monitoring reports and annual reports on verifications carried out.

The school scheme is evaluated by the BIOR Institute of Food Safety, Animal Health and Environment on the basis of a contract concluded with the Rural Support Service. The Institute may cooperate in performing the evaluation with the school scheme committee.

The school scheme strategy and provisions for implementing the EU school scheme in Latvia were drawn up, having regard to the results of the evaluation reports of 2011 and 2015 of the EU School fruit and vegetable scheme. Within those evaluations, the surveys were carried out regarding the knowledge of schoolchildren and their families on fruit and vegetables and the role of fruit and vegetables in daily nutrition. Also, within the evaluations, the surveys of schools were carried out as regards the distribution of products and implementation of educational measures. Further, in 2015 evaluation also product suppliers were interviewed as regards their cooperation with schools.

The second evaluation (2015), thus, brought the following conclusions on the effectiveness of the implementation of the EU School fruit and vegetable scheme in Latvia:

- The knowledge of schoolchildren on healthy lifestyle and nutrition did not significantly differ from the results observed during the first evaluation (2011);
- The consumption of fruit and vegetables has increased, as well as the frequency of consuming un-healthy products has reduced, which could serve as a signal to the positive effect of the EU scheme;
- Parents lack information on the aid scheme, as well as on the quality criteria of the fruit and vegetables distributed within the scheme;
- The understanding of children and their parents as regards the optimal number of fruit and vegetable portions in the diet is interlinked – the bigger the number parents indicate, the bigger the number is also indicated by children;
- Measures implemented in schools with regard to health aspects statistically increase the likelihood of children making choices in favor of healthy food;
- Schools lack information on additional educational measures to be implemented within the aid scheme, as well as schools show interest on the possibilities to obtain and use uniform educational materials on the subjects linked to fruit and vegetables;
- The biggest problems faced by product suppliers are delayed access to

information as regards the changes in the scheme, thus creating the risk for the supplier to not be able to participate in the scheme further.

As regards the EU “School milk” scheme the similar evaluation was not carried out, as well as no similar educational measures were implemented.

The above conclusions of previous evaluations of the EU School fruit and Vegetable scheme have been taken on board in drawing up the framework for accompanying educational measures under the new EU School scheme. For example, it is envisaged under those accompanying measures that uniform educational (methodical) and informative materials are produced and made available on the website of the scheme [www.piensaugliskolai.lv](http://www.piensaugliskolai.lv). Also, it is envisaged to carry out quizzes, tasting classes and other activities under the accompanying measures. More details on different types of additional educational measures and their content can be found in the table under point 2.2. In result of the measures it is expected to increase the knowledge and awareness of children and their families regarding the issues addressed by the EU School scheme.

## ANNEX I

### Criteria for eligible products under school scheme in Latvia

A list of eligible products under the school scheme in Latvia has been drawn up on the basis of the following objective criteria:

(1) socio-economic criterion: learners are provided with products characteristic of the region. Given the availability of the seasonal products in question, their use in the diet is not always associated with family budget expenditure or their visibility, as they are form part of the daily dietary intake and are furthermore readily accessible: for example, parents often grow fruit and vegetables in their gardens, and raw milk (which is a raw ingredient of pasteurised drinking milk) is often obtained by parents or relatives from cows kept on their farm.

(2) environmental protection and environmental benefit criterion: in view of the Environmental Policy Guidelines for 2014-2020, which place great importance on conservation and the fact that the recipients of products under the scheme are pre-school and school-age children, considerable attention must be paid to both environmental and rural enhancement. Therefore emphasis will be placed under the scheme on distributing fresh products obtained using environmentally friendly production (cultivation) methods. Pasteurised milk may be produced using methods that ensure traceability at all stages in the production process and a product with characteristics indicative of having gone significantly beyond commercial commodity standards as regards public, animal or plant health, animal welfare or environmental protection. Furthermore, when selecting products, it is crucially important to reduce the transport distance between the place where the products are produced (and, in the case of fruit and vegetables, packaged) and the pupil (i.e. food miles). This helps reduce CO<sub>2</sub> emissions and improve air quality.

(3) economic criterion: reduced transport distances enable the price of a single portion (the price of a single portion of fruit or vegetables covers, for example, the cost of cultivating, packaging, transporting, and washing containers, among others, whereas the price of a single portion of milk covers, among others, the cost of purchasing, processing, packaging and transportation) to be reduced, thereby enabling more portions of fruit and vegetables to be distributed to pupils for the financing available. The scheme has little impact on farmers' income and prices, except for the fact that implementing the scheme may increase the visibility of the products and demand for them outside school. A move towards locally sourced products (in the case of door-to-door deliveries) will make the mechanism for setting the final price more transparent.

Such an approach will also facilitate the inclusion of short food supply chains, which will enable producers to supply products to pupils and pupils to consume products of which they know the place of production. It should be pointed out that short food supply chains play a significant role in forming sustainable communities by helping to strengthen a sense of identity and an individual's sense of attachment to place.