

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

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Bia agus Mara**
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Contents

1.	ADMINISTRATIVE LEVEL	3
2.	NEEDS AND RESULTS TO BE ACHIEVED	3
2.1.	Identified needs	3
2.2.	Objectives and indicators.....	3
2.3.	Baseline.....	5
3.	BUDGET.....	8
3.1.	Union aid for the school scheme	8
3.2.	National aid granted, in addition to Union aid, to finance the school scheme	9
3.3.	Existing national schemes.....	10
4.	TARGET GROUP/S	13
5.	LIST OF PRODUCTS DISTRIBUTED UNDER THE SCHOOL SCHEME.....	14
5.1.	Fruit and vegetables.....	14
5.1.1.	Fresh fruit and vegetables - Article 23(3) a of Regulation (EU) No 1308/2013.....	14
5.1.2.	Processed fruit and vegetables – Article 23(4) a of Regulation (EU) No 1308/2013 Processed fruit and vegetables will not be distributed in Ireland under the EU School Scheme	14
5.2.	Milk and milk products.....	15
5.2.1.	Milk - Article 23(3) b of Regulation (EU) No 1308/2013	15
5.2.2.	Milk products - Article 23(4) b of Regulation (EU) No 1308/2013	15
5.2.3.	Milk products - Annex V to Regulation (EU) No 1308/2013	15
5.2.4.	Prioritisation of fresh fruit and vegetables and drinking milk.....	16
5.3.	Other agricultural products in the educational measures.....	16
5.4.	Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products	17
6.	ACCOMPANYING EDUCATIONAL MEASURES	18
7.	ARRANGEMENTS FOR IMPLEMENTATION	22
7.1.	Price of school fruit and vegetables/milk	22
7.2.	Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures	23
7.3.	Timing of distribution of school fruit and vegetables/milk	25
7.4.	Distribution of milk products in Annex V to Regulation (EU) No 1308/2013	26
7.5.	Selection of suppliers.....	26
7.6.	Eligible costs	26
7.6.1.	Reimbursement rules.....	26
7.6.2.	Eligibility of certain costs.....	27
7.7.	Involvement of authorities and stakeholders	27
7.8.	Information and publicity	28
7.9.	Administrative and on-the-spot checks	29
7.10.	Monitoring and evaluation.....	29

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"/>	

The School Scheme operates at a national level. The Department of Agriculture, Food and the Marine is the competent authority and payment agency.

The School Fruit and Vegetables component of the scheme is managed on a day to day basis by An Bord Bia (Irish Food Board), whilst the School Milk component of the scheme is managed through the National Dairy Council (NDC).

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) To develop a taste for fruit and vegetables in young primary schoolchildren (Within the 4 to 7 year age group)
- 2) To increase consumption of fruit, vegetables, drinking milk and milk products amongst school children covering the age groups 4 years to 18 years old. The current level of consumption shows that children are consuming approximately half the recommended daily intake for this age group. According to the most recent National Children's Food Survey among children aged 5-12 years (www.iuna.net; 2019), the mean daily intake in grams per day were 244g of milk, cheese and yogurt and (229g of fruit and vegetables).
- 3) To particularly target the children attending the most disadvantaged schools – Research undertaken as part of the Childhood Obesity Surveillance Initiative (COSI) revealed that fruit and vegetable consumption is lower among children attending disadvantaged schools than those attending other schools (Heinen et al, 2016). The study showed 59.3% of first class (6 – 7 years) children attending DEIS schools consumed fresh fruit daily and 33.2% consumed vegetables daily, compared to 63.5% (fruit) and 50.6% (vegetables) for children attending other schools.
- 4) To halt the decline in participation rates in the School Milk Scheme and increase consumption of milk and milk products among schoolchildren.

2.2. Objectives and indicators

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

A number of existing Government policies, strategies and programmes contain indicators and targets relating to our objectives. Examples include *Healthy Lifestyles; A Consultation with Children and Young People, Healthy Ireland; A Framework for Improved Health and Wellbeing, Healthy Eating Guidelines in Ireland, FSAI, 2011* and *A Healthy Weight for Ireland, 2016–2025 Obesity Policy and Action Plan*

	General Objective	Impact Indicator – short term	Specific Objective	Result Indicator – long term	Output Indicator	
SF	To develop a taste for F&V in schoolchildren (4-7 yr)	Number of schoolchildren undergoing the classic FD intervention	Increase number of schoolchildren who undergo the classic FD intervention	% increase in the number of schoolchildren undergoing the classic FD intervention	Number of children who undergo the classic Food Dudes programme per year	
	To increase consumption of F&V by schoolchildren (4-13 yr old)	% of schools invited and accepted Pilot programmes developed and implemented	Increase school engagement		% increase in the number of schools engaged with per year	Number of schools engaged with per year
			Increase awareness of the role of the home environment as a major influencer of children’s eating habits			Parental feedback recorded through ongoing evaluation Increase in product brought to school and consumed
			Develop versions of the FD programme targeting specific age groups	FD versions developed	FD versions available for each specific age group	
	To increase consumption of F&V by schoolchildren attending disadvantaged schools	% of disadvantaged schools participating in targeted initiatives or Food Dudes	Increase awareness of the role of the home environment as a major influencer of children’s eating habits			Parental feedback recorded through ongoing evaluation Increase in fruit & vegetable consumption recorded through evaluation
			Develop versions of the FD programme targeting disadvantaged schools			FD programme variant adapted to the needs of disadvantaged schools Evaluation report on results of new initiatives
			Transition disadvantaged schools into the FD programme	% increase in the number of disadvantaged schools engaged with the programme	Number of disadvantaged schools participating in FD programme	

SM	To halt the decline and increase participation in the School Milk component	Baseline indicators established	Identify barriers to participation	Barriers identified and addressed	New models and procedures developed
		Pilot programmes developed % increase in schools invited	Increase school participation rates	% increase in schools signing up per year	Number of schools participating per year
	To increase consumption of milk and milk products by schoolchildren (4-18 yr old)	Baseline indicators established	Develop new SM model of delivery	Sustainable SM model	New model implemented
		% of schoolchildren consuming milk	Increase number of schoolchildren participating per school	% increase in schoolchildren receiving milk and milk products	Number of schoolchildren receiving milk and milk products per day
	Support, link with and further improve existing partnerships and initiatives	Existing initiatives identified	To engage and support primary schools to implement health promotion initiatives	% increase of schools implementing initiatives	Number of schools who have implemented health promotion initiatives
			To provide consistent and up to date information on	Range of information available	Number of schools supported

Note: **SF** = School Fruit and Vegetables, **SM** = School Milk, **FD** = Food Dudes

2.3. Baseline

The School Fruit and Vegetables Scheme was run during the 2016/2017 school year in 825 primary schools and reached more than 129,019 school children.

The School Milk Scheme has operated in Ireland since 1982. During the 2016/2017 school year approximately 630 nursery, pre-school, primary and post-primary school participated in the Scheme. The number of children who benefitted from the School Milk Scheme in School Year 2015/2016 was 42,544.

Sources of Data in Ireland:

Food Dudes Evaluation 2016 (University College Dublin) comprising 3 studies,

- long-term evaluation of the impact of the Food Dudes intervention in 2010-2011, 13 schools sampled
- Evaluation of the Food Dudes Boost intervention in senior classes conducted in February and March 2016, and
- Evaluation of the Food Dudes Boost intervention in junior classes conducted in September and October 2016.

The longitudinal study showed that the increases in fruit and vegetables consumption were sustained over the 6 years period but at a lower level than those achieved immediately achieved after the intervention. The group of children included in the study were found to be consuming 13% more fruit and 6% more vegetables in 2016 than pre-Food Dudes intervention in 2010. The Senior Cycle and Junior Cycle studies both showed that fruit and vegetable consumption increased in both groups but more so in the

Junior Cycle where there was more than a four-fold increase in quantities of vegetables brought into school and consumed in school after the intervention.

<http://www.agriculture.gov.ie/media/migration/customerservice/schoolschemes/fooddudes/FoodDudesEvaluation201016250517.pdf>

Evaluation 2011 – (University College Dublin). This evaluation in 86 schools in May 2011 used a specially designed diary to measure fruit, vegetable and snack consumption before the programme (baseline data) and just after the programme (follow-up data). The overall findings showed that fruit consumption increased by circa 20% (from 58.5% to 78.5%) and vegetable consumption by 42% (from 11.5% to 53.5%).

<http://www.agriculture.gov.ie/media/migration/customerservice/schoolschemes/fooddudes/EvaluationEUSchoolFruitSchemeIrelandAug201031July2011270115.doc>

EU School Fruit & Vegetables Scheme evaluations 2003 to 2010 – 5 independent evaluations were carried out between 2003 and 2010. Surveys completed by programme co-ordinators, teachers and parents indicated that 92%+ (for all 5 surveys) of parents indicated their child enjoyed the programme and that most teachers (99 %+) reported that the children in their class liked the programme. The findings were presented by Ireland to the EU Commission in February 2012 (*The Food Dudes Healthy Eating Programme – A review of the evaluations completed to date*).

School Milk Scheme Review – February 2014 (National Dairy Council). This Department report gives an overview of a survey and two separate research studies carried out by the National Dairy Council in 2008, 2011 and 2012 and initiatives implemented to address the decline in Scheme participation. These included new branding and packaging, a re-launch of the scheme in 2009, introduction of the Moo Crew as positive role model and provision of free fridges and sports equipment to new schools. These interventions had positive impacts in the short term.

School Milk Scheme – State of Play – 2018 (University College Dublin). UCD carried out a study to identify the current state of play, barriers and facilitating factors to uptake of the existing School Milk Scheme in 2018. The study involved surveys with several key stakeholders, including schools, suppliers and local delivery agents and semi-structured interviews with the NDC and DAFM. The study identified key barriers to participation in the scheme and recommended actions to increase participation.

The Childhood Obesity Surveillance Initiative (COSI) in the Republic of Ireland: Descriptives of childhood obesity risk factors – 2016 (UCD and Health Service Executive). The research for this report was undertaken by the National Nutrition Surveillance Centre (NNSC), UCD and was commissioned by the HSE. The previous report published in 2014 (based on findings from 2008, 2010 and 2012) indicated that a reduction in obesity levels was seen in Irish school children apart from those attending DEIS schools. This report details the differences between DEIS and non-DEIS groups and reveals a disparity in fruit, vegetable and milk product consumption between the two groups.

<https://www.hse.ie/eng/services/publications/children/cosiresearchreport.pdf>

National Children’s Food Survey I: Main Report – 2005 (Irish Universities Nutrition Alliance (IUNA)). The Irish Universities Nutritional Alliance (IUNA) conduct national nutrition surveys (funded primarily through DAFM competitive research

funding programmes) of the Irish population to develop databases of dietary intake and health status. The National Children's Food Survey (2005) compiles the results of a survey carried out between 2003 and 2004 on children aged 5 - 12 years and the collected data shows the consumption levels of each food group.

www.iuna.net

National Children's Food Survey II: Summary Report – 2019 (Irish Universities Nutrition Alliance (IUNA)). The NCFS II was a cross-sectional survey carried out between April 2017 and May 2018, designed to assess the food and nutrient intakes of a nationally representative sample of 600 schoolchildren aged 5 to 12 years in the Republic of Ireland. Participants completed four questionnaires covering health & lifestyle, physical activity, and food choice & eating behaviour and a final evaluation questionnaire to assess whether the participant's eating habits had been usual during the study. The survey found the mean daily intake of children aged 5 – 12 years was 244g of milk, cheese and yoghurt; and 229g of fruit and vegetables.

www.iuna.net

The Irish Health Behaviour in School-aged Children (HBSC) Study 2018 – András Költő, Aoife Gavin, Michal Molcho, Colette Kelly, Larri Walker and Saoirse Nic Gabhainn. HBSC is a cross-national research study conducted in collaboration with the World Health Organization (WHO) Regional Office for Europe. The Irish Health Behaviour in School-aged Children (HBSC) Study 2018 (published January 2020) was carried out in 255 primary and post-primary schools with 15,557 children aged from 8 to 18 years completing questionnaires.

The study covers a wide range of issues including health behaviours, health outcomes and the contexts of health and all results are presented by gender, age and social class groups with significant differences and patterns in the findings across these groups highlighted and compared with the results collected from the 2014 study.

<http://www.nuigalway.ie/media/healthpromotionresearchcentre/hbscdocs/nationalreports/2018-report---online-version-interactive---updated.pdf>

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	€8,996,488	€4,179,613	
Accompanying educational measures	€1,799,298	€835,922	
Monitoring, evaluation, publicity	€1,199,532	€557,281	€50,000
Total	€11,995,319	€5,572,818	€50,000
Grand Total	€17,568,137		

*Budget calculations based on actual allocation for 2017 – 2020 and the indicative allocation of €1,757,779 (as per 2017/2018) for the subsequent years to 2023.

**Budget calculation based on actual allocation for 2017 – 2020 and the indicative allocation of €900,398 (as per 2017/2018) for the subsequent years to 2023.

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

Period 1/8/2017 to 31/7/2023

No	<input type="checkbox"/>		
Yes	<input checked="" type="checkbox"/>		
If yes, amount (in national currency)		Milk/milk products	
	Fruit/vegetables	Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures	€11,387,826.9	€1,360,800	
Monitoring, evaluation, publicity	€1,265,314.1	€151,200	
Grand Total	€14,165,141		

These figures are based on the actual national funding received in the 2017 – 2020 period and the estimated national funding until 2023 which will be subject to availability.

In the provision of national funding for the EU School Fruit and Vegetable/Food Dudes and School Milk component, it is our priority that the initiatives are accessible and enjoyed by all participating primary schoolchildren including those with special needs.

3.3. Existing national schemes

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





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

School Fruit and Vegetables

The funding under the EU School Fruit and Vegetables component has been used to extend the scope of the National Food Dudes Programme.

Food Dudes was developed by Bangor University, Wales. Managed by Bord Bia (the Irish Food Board) it is an evidence-based incentivised behaviour changing programme to increase fruit and vegetable consumption long term through **repeated tasting** of fruit and vegetables over 16 days, supported by **role models (Food Dudes Heroes)** and **small rewards** (accompanying measures).

Fruit & Veg Repeat Tasting - Phase 1 – 16 days

	&		Day 1	5	9	13
	&		Day 2	6	10	14
	&		Day 3	7	11	15
	&		Day 4	8	12	16

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

The programme was delivered to 95% of Irish primary schools (3,127 schools) and 477,423 school children between 2005 and 2014. A Boost programme was rolled out in 2014 with a particular focus on younger children and is being offered over 4 years to **31 July 2018** to all 3,300 primary schools.

In accordance with the Statement of Strategy submitted on 1 August 2017, the Food Dudes 3 year cycle programme was rolled out in the 2018/19 school year under which participating children go through the intervention model in year 1 and a maintenance programme (tasting days) in years 2 and 3.

The EU contribution enabled Ireland to significantly expand the Food Dudes programme. The number of participating schools and children increased from 386 schools and 53,748 children in the 2009/2010 school year to 701 schools and 122,136 children in the 2015/16 school year. It reached 700 schools and 117,234 children in the 2018/19 school year.

School Milk

The EU School Milk Scheme (SMS) has operated in Ireland since 1982 with the objective of promoting and encouraging the consumption of milk amongst school children. This involves the daily distribution of c189mls (max 250mls) of drinking milk (whole milk and skimmed milk) to approximately 630 nursery, pre-school, primary and post-primary school pupils participating in the Scheme. Milk is supplied to the schools on a charged basis by their local participating dairy co-operative. To pay the cost a parental contribution applies. The former EU School Milk Scheme funding was used to reduce this parental cost. The number of children who benefitted from the School Milk Scheme in School Year 2015/2016 was 42,544.

The EU school milk scheme also partly supports two national schemes -

- A statutory **Urban School Meals Scheme** for primary schools operated by Local Authorities and part-financed by the Department of Social Protection. Pupils are entitled to half a sandwich, a carton of milk and a piece of fruit. Around 330 primary schools avail of this scheme throughout the country.
- A non-statutory **School Meals Local Projects Scheme** under which the Department of Social Protection provides funding directly to primary schools, secondary schools and local groups and voluntary organisations which operate their own school meals projects. Priority is currently given to schools which are part of the Department of Education & Skills' initiative for disadvantaged schools, 'Delivering Equality of Opportunity in Schools' (DEIS). Funding under the School Meals Local Projects Scheme is based on a rate of payment per meal, per child, per day.

The milk and cheese components of these School Meal Schemes are eligible to receive aid under the EU School Milk Scheme at the appropriate rates.

	SFVS	SMS
- Extension of the target group	<input type="checkbox"/>	<input type="checkbox"/>
- Extension of the range of products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Increased frequency or duration of distribution of products	<input type="checkbox"/>	<input type="checkbox"/>
- Enhanced educational measures (increased number or frequency or duration or target group of those measures)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Other: please specify (eg. if products originally not free of charge and that are provided free of charge)	<input type="checkbox"/>	<input type="checkbox"/>

Food Dudes

The Single School Scheme will allow Ireland to deliver a more effective Food Dudes programme. The abolition of the co-financing rules will enable Ireland to draw down its full envelope of EU aid. Given that Ireland spends over €1.5m national funds on accompanying measures, this is a significant positive development. The additional funds available in the 2017/18 school year will see Ireland completing the Food Dudes Boost programme at 700 schools (112,000 children) and running a pilot of the next model of implementation which will be a variation of the existing Food Dudes programme.

School Milk

The Single School Scheme will allow Ireland deliver an improved and more effective School Milk component in terms of participation numbers and increased consumption levels. The numbers participating have been declining steadily. A major barrier to participation which was identified by the Irish National Dairy Council in research undertaken in 2014 (See 2.3 above) is the charge levied on parents. Participation levels in schools which did not charge a parental levy were on average 400% greater than schools that did charge a parental levy. An objective of the new School Milk component is to provide produce at a reduced charge to pupils on a gradual basis and to halt the negative trend in participation. To this end, a pilot of a new model of implementation will be carried out in the 2017/18 school year. A key principle of the new model will be the reduction of the parental levy. The level of funding available per portion per child will be increased over the lifetime of the strategy, making the scheme more affordable for parents and children.

Another corner stone of the new model of implementation will be strengthened educational measures to re-affirm the link with agriculture, as well as wider issues such as healthy eating habits. It is also proposed to introduce a greater variety of products. The new scheme presents an opportunity to include yogurt and cheese towards the recommended three servings from the ‘milk, yogurt and cheese’ food group per day.

Three servings from this food group are recommended each day for those aged 5-8 years. Five servings are recommended daily for those aged 9-18 years. Serving examples: A 200ml glass of milk, a 125g pot of yogurt; or a 25g piece of cheese such as cheddar.

According to the most recent National Children’s Food Survey among children aged 5-12 years (www.iuna.net; 2019), the mean daily intake in grams per day were 224g of milk, cheese and yogurt and 221g of fruit and vegetables. This is approximately half the recommended daily intake for this age group. Intake of whole milk has dropped, with a mean daily intake of 186g (just below a 200g portion), as opposed to 258g reported by the same survey taken in 2003-04. Intake of fruit and vegetables averaged at around 3 servings a day (below the recommended 5 – 7), with 15% of children consuming no discrete vegetables over a four day period.

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		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools		<input type="checkbox"/>	<input checked="" type="checkbox"/>
Primary		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary		<input type="checkbox"/>	<input checked="" type="checkbox"/>

Comments

School Fruit and Vegetables

1. Junior Cycle (4 – 8 years +) (daily distribution over 16 day intervention period)
2. Senior Cycle (9 – 14 years) (up to 8 distributions over 16 day intervention period)

Amendment – 2020/21 School Year only

Junior Cycle and Senior Cycle (4-14 years) in DEIS Band One Schools - Daily distribution for a 10 week period. If there is not sufficient uptake in this group, the programme will then be offered to DEIS Band Two Schools and if there is not sufficient uptake in that group, it moves to DEIS Rural Schools. If demand exceeds supply it will be offered on a first come first served basis. DEIS (Delivering Equality of Opportunity In Schools) is an initiative of the Department of Education and Skills focusing on bringing about social inclusion and addressing and prioritising the educational needs of children and young people from disadvantaged communities, from pre-school through second-level education.

School Milk

Daily distribution of milk to participating students

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 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 checked="" type="checkbox"/>	Cucumbers, gherkins	<input checked="" type="checkbox"/>
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 type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: please specify	<input type="checkbox"/>
Tropical fruit	<input checked="" type="checkbox"/>	
Other fruit: please specify (eg. kiwis, persimmons, nuts)	<input checked="" type="checkbox"/>	Red Peppers; Yellow Peppers	

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

Processed fruit and vegetables will **not** be distributed in Ireland under the EU School Scheme

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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5.2.2. Milk products - Article 23(4) b of Regulation (EU) No 1308/2013¹

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>maximum 0.6g per 30g</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>maximum 10g per 30g</i>	
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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			

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

There are **no plans** to distribute this group of products in Ireland under the EU School Scheme

Products to be distributed under the school scheme		Added salt			Added fat			Added sugar
		No	Yes		No	Yes		
Category I (milk component ≥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 ≥90%). Fermented milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		%

¹ Please tick the box for the products to be distributed under the school scheme and the box no/yes to indicate if they may contain added salt and/or fat (the table does not mention added sugar, to reflect Article 10 of the Commission Delegated Regulation (EU) 2017/40); please remove the box for added salt and/or fat where not relevant). If yes, please indicate the percentage of added salt and/or fat on total weight (where such a percentage is set according to national provisions or for the purposes of the scheme) or comment.

products with fruit juice, naturally flavoured or non-flavoured								
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
Article 23(3) of the basic act

School Fruit & Vegetables
Under the Food Dudes model only fresh fruit and vegetables are distributed. Processed fruit and vegetables are not distributed. Schools are advised at the outset that the fruit and vegetables must be of the highest standard and quality and that products delivered that do not meet the required standard must be reported immediately to the Programme Manager, who brings it to the attention of the Fruit and Vegetables supplier and ensures that the appropriate remedial action is taken. The monitoring and controls checks undertaken by DAFM as the Competent Authority include a check on this point.

School Milk
Under the new model of implementation for the School Milk component, while priority will be given to provision of drinking milk, a limited amount of yogurt and cheese may be distributed. The ratios between drinking milk and other milk products will be agreed in advance between DAFM as the Competent Authority and the National Dairy Council as the aid applicant.

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 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"/>
<input checked="" type="checkbox"/> Any comments – including e.g. on the required quality of products	
Any priority/ies for the choice of products:	
Local or regional purchasing	<input checked="" type="checkbox"/>
Organic products	<input type="checkbox"/>
Short supply chains	<input checked="" type="checkbox"/>
Environmental benefits (please specify: <i>eg. food miles, packaging ...</i>)	<input checked="" 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

School Fruit & Vegetables

The EU School Fruit and Vegetables component will be delivered in Ireland through the Food Dudes programme, which is based on strong accompanying measures and the principles recommended by the EU Expert Group i.e. Repeated tasting, Role modelling and Rewards reinforcing positive behaviour. The current Food Dudes Boost programme will complete a full cycle in Year 1 of the six year strategy. It operates as follows:

1. 16 day direct intervention period during which each child in the Junior Cycle (Junior Infants to Second Class 4 years to 8 years) gets the opportunity to taste each fruit and vegetable 4 times. Senior Cycle schoolchildren have an opportunity to taste each fruit and vegetable at least twice over eight days (Repeated tasting).
2. Rewards (following tasting) – small prizes (including certificates)
3. Role Models - DVD of/letters from the Food Dudes characters
4. Delivery of integrated Programme at schools by specially trained personnel
5. Other aids to encourage long term consumption of fruit and vegetables, including clip-closing Food Dude lunchboxes, consumption diaries and wall charts.

A variance on the model to further fine-tune the Food Dudes Boost programme in line with children's developmental stages will be piloted and trialled in 2017 with a view to roll-out in Year 2 of the strategy i.e. the 2018/19 school year. It is envisaged that, the 8 primary school classes will be divided into three groups and participate in up to four variants of the Food Dude programme:

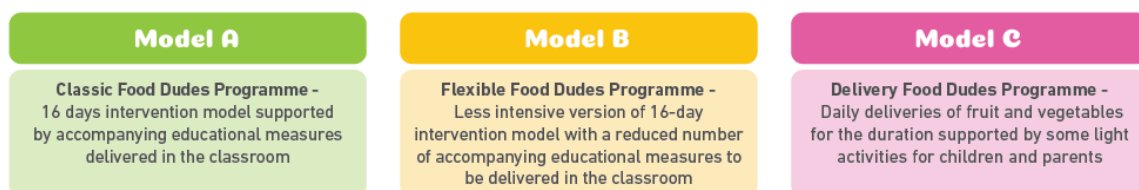
- **Classic** - Junior Infants **Jl**, Senior Infants **Sl** and 1st Class **1st** inclusive (age group 4 years old to 8 years old).
The 16 day intervention model will be delivered to this Group and accompanying measures will remain unchanged. The 2016 UCD evaluation found the programme was particularly effective in younger children with an over fourfold increase in the proportion of junior pupils bringing vegetables in to school and consuming them in school.
- **Junior** - **Jl** **Sl** **1st** A series of tasting days and accompanying measures provided to the new intake of Junior/Senior infants and 1st class of those schools that had undertaken the classic program the preceding year. A pupil may participate in the junior programme for 1 or 2 years before undergoing the classic intervention.
- **Intermediate** – 2nd **2nd**, 3rd **3rd** and 4th **4th** class inclusive (age group 7 years old to 10 years old): A series of tasting days, aimed at sustaining the increases in consumption gained during the classic intervention period, will be delivered to these classes during the school year. These tasting days have already been successfully trialled under Food Dudes Boost. Accompanying measures for this Group designed to match the age group will be trialled during the 2017/18 school year
- **Senior** – 5th **5th** class and 6th **6th** class inclusive (age group ranging from 10 years old to 13 years old). A series of tasting days will also be delivered to these classes. The accompanying measures for this Group will have a particular focus on horticulture taking into account the finding in the 2016 UCD evaluation that encouraging senior classes to consume vegetables is particularly challenging. It is also envisaged that children from the Senior Group would act as “role models” for the Junior Group during the 16 day intervention period.

Amendment – 2020/21

The Covid Pandemic has necessitated a major reworking of the Food Dudes Programme in the 2020/21 school year in terms of implementation of the programme and targets.

The Department of Education has implemented new protocols which mean that schools must now adhere to strict protocols including social distancing measures. It is therefore not possible to deliver the intervention programme for the 700 Group 3 schools and the Maintenance Programme (tasting days) for the 1400 Group 1 and Group 2 schools as planned in the 2020/21 school year. Both the Intervention and Maintenance Programmes are curriculum based which involves significant interaction between teacher and pupils particularly in the delivery of the accompanying measures (specially designed video clips & completion of fruit & vegetables educational passport). As such it is unrealistic to expect the target number of schools (2100 schools in total) to implement the programme in its current format as part of school existing curriculum in addition to the new Covid protocols. The combination of these factors makes the programme in its current format unfeasible in the short term and possibly the long term depending on the trajectory of the Covid 19 crisis. .

A new variant of the Food Dudes Programme has been developed for roll out in January 2021 which will be aimed specifically at disadvantaged schools (DEIS Schools – See Section 4 – Target Groups). This programme will see between 20,000/30,000 children approx in 100/150 disadvantaged schools receive daily distributions (similar to existing Food Dudes fruit and vegetable daily distribution) of fruit and vegetables supported by accompanying educational measures for a period of 10 weeks. Recognising the huge challenges the Covid-19 Pandemic is presenting for schools, the programme has been adapted to offer schools flexibility on the implementation of the programme in the classroom. Schools will be allowed to select from 3 models as follows:



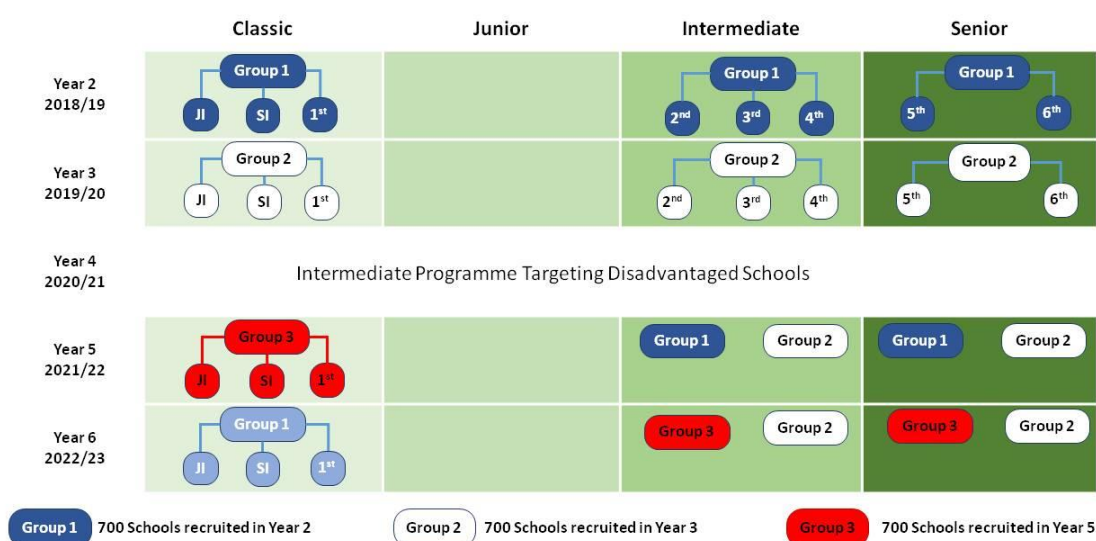
Under all 3 models, the distribution will be supported by strong accompanying measures specifically targeted at children from disadvantaged backgrounds and will be designed in consultation with University College Dublin. As well the existing Food Dudes accompanying measures which underpin all 3 models (sliding scale depending on the model selected by the school) we would foresee cooking recipe booklets (with Food Dudes logos) for distribution to the children, talks from nominated Food Dudes ambassadors (local heroes), cookery videos for distribution to parents and a suite of web-based resources. For the purposes of designing these accompanying measures, UCD have consulted with Home Liaison Officers, Teachers and Parents to ensure that the accompanying measures will be effective. DAFM has consulted with our stakeholders (Departments of Health, Social Protection and Education) regarding the development of this programme and all are very supportive.

School Fruit & Vegetables Component 2017 - 2023

Year 1
2017/18

Food Dudes Boost

Food Dudes



The target participation numbers are as follows:

- **Year 1:** Complete Food Dudes Boost in remaining 825 schools
- **Year 2:** 700 schools of Group 1 taking part in the Classic, Intermediate and Senior Food Dudes programmes
- **Year 3:** 1,400 schools of which 700 Group 2 schools will take part in the Classic, Intermediate and Senior Food Dudes programmes **Amendment 2019/20 – Target reduced to 700 Group 2 schools. Due to the early closure of schools as a result of the Covid 19 Pandemic the programme scheduled for delivery to 700 Group 1 schools between the end of March and June was cancelled.**
- **Year 4 – Amendment –** New /variant of Food Dudes Programme will be delivered to 100/150 disadvantaged schools and 20,000/30,000 children approx
- **Year 5 -** 2,100 schools of which 700 Group 3 schools will take part in the Classic Intermediate and Senior Food Dudes programmes, 700 Group 2 schools will take part in the Junior, Intermediate and Senior programmes and 700 Group 1 schools will take part in the Junior, Intermediate and Senior programmes.
- **Year 6 -:** Repeat by returning to previous groups and offering the Classic programme to new intakes of JI, SI and 1st classes.

Involving parents; the accompanying measures will seek to build on increasing parental involvement. The 2016 evaluation showed that the majority of children ate what was provided in their lunchbox even when extra fruit and vegetable portions were provided, highlighting the important role and influence of parental involvement.

The key principle underpinning the new model of implementation will be sustainability i.e. sustaining the increases in consumption gained during the intervention period with accompanying measures adapted to appeal even more strongly to particular age groups.

School Milk

The School Milk component will be run under its current format for Year 1 of the Strategy but supported by new accompanying measures designed by the Irish National Dairy Council who will be appointed as the sole aid applicant to run the School Milk Scheme under the Single Scheme.

A new model of implementation for the School Milk component will be piloted and trialled in Year 1 of the strategy and rolled out over Year 2. The accompanying measures for the new model will incorporate Moo Crew, which was successfully trialled and evaluated under an EU Promotion programme (EU Promotion of Agriculture Products – EAGF Reference #0502 1011 3800532 Contract Ref: FD/072C). Moo Crew provides a positive platform to educate children about dairy and the importance of dairy as part of a balanced diet. This interactive education initiative encourages children aged 5-12 years to learn about the importance of the ‘milk, yogurt and cheese’ food group, in a fun and engaging way. Support for teachers includes lesson plans, activities and web resources (www.moocrew.ie). Moo Crew is underpinned by nutritional expertise, based on the latest guidelines of the Department of Health Food Pyramid and links learning about a healthy, balanced diet with the importance of an active lifestyle. One of the lesson plans explores where milk comes from and its journey ‘From Farm to Fridge’.

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

School Fruit & Vegetables

Fruit and vegetables are distributed free of charge.

School Milk

For the duration of the Strategy, it is proposed to continue with a parental levy in school where a parental levy is already in place. To ensure that Union aid is reflected in the price at which the products are available under the school scheme, the NDC will be required to notify DAFM of the gross price per product being charged (established following a public procurement process) by each entity distributing milk and milk products under the scheme.

From Year 2 of the strategy, it is envisaged that the parental levy will be reduced. This may in part be funded by some reduction in the number of distribution days.

Amendment - Following a review, it has been determined that a complete phase-out of the parental contribution will not be feasible and so it will remain for the duration of the strategy.

Distribution of cheese and possible yogurt maybe piloted in a secondary capacity to milk.

In Year 3 of the strategy School Milk intervention programme targeted at pre-schools was piloted in 12 pre-school establishments. The pilot incorporated specially bespoke accompanying measures for the target group and was undertaken in collaboration with the Department of Health and the Department of Children and Youth Affairs The pilot was evaluated by UCD and was funded entirely from National funds. The results of this evaluation may encourage greater engagement with pre-schools going forward. It is envisaged that further trialling work may be undertaken in the 2021/22 school year.

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 ²	<input checked="" type="checkbox"/>	

Any comments:.

The Food Dudes model is based around a 16-day intervention period during which produce is distributed daily.

Amendment – For the 2020/21 school year (Year 4), the scheme will deviate from the standard Food Dudes model to target disadvantaged schools. The same delivery model will be in place – daily deliveries for the duration of the programme i.e. 10 weeks.

In the event of further school closures during the 2020/21 school year, the new model allows for a weekly delivery (equivalent of 5 days of school fruit and vegetables and school milk) to participating children either at home or a designated collection point.

Envisaged duration of distribution:

	School fruit and vegetables	School milk
≤ 2 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 2 and ≤ 4 weeks	<input checked="" type="checkbox"/>	<input type="checkbox"/>
> *4 and ≤ 12 weeks	<input checked="" type="checkbox"/>	<input type="checkbox"/>
> 12 and ≤ 24 weeks	<input type="checkbox"/>	<input type="checkbox"/>

² Eg. Distribution once every two weeks

- Applies to the 2020/21 year only

> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Any comment: From Year 2 of the strategy following piloting of adapted models of implementation, the duration of distribution may change. DAFM as the Competent Authority undertakes to notify the Commission if and when these changes to the duration of the distribution are made.</p> <p>The standard Food Dudes model involves a daily distribution of fruit and vegetables lasting for 16 days.</p> <p>Amendment – In Year 4 of the strategy, the Food Dudes programme will be adapted as a result of the Covid-19 pandemic to target disadvantaged schools with the same delivery model (daily deliveries) but for an extended period of 10 weeks.</p>		

Envisaged duration of accompanying educational measures during the school year:

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

School Fruit & Vegetables

The accompanying measures as described at 6 above are an integral part of the Food Dudes programme, the model of implementation in Ireland and are of the same duration as the distribution of fruit and vegetables. The accompanying measures (rewards) are delivered to the school in advance of the commencement of the programme from a central depot, in sufficient quantities for the pupil numbers concerned. The accompanying measures (rewards) are then distributed to the school children in conjunction with the consumption of the produce.

Amendment 2020/21 only – Participating children will receive the benefit of the specially designed accompanying measures in addition to existing accompanying measures throughout the year. These will include Food Dudes Ambassador Videos, Cookery Videos and Cookery booklets and a suite of online resources designed to be used in school or at home.

School Milk

Moo Crew is an extensive online educational resource that has been designed to provide all primary school children in Ireland, aged 5-12 years with an appreciation of the origin of dairy produce, an understanding of the role that dairy plays as part of a healthy diet and the importance of an active lifestyle. Moo Crew provides schools with the methodology to deliver a strong positive message regarding dairy to this audience while reinforcing the contribution that School Milk can make to their diet.

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 type="checkbox"/>	<input checked="" type="checkbox"/>
Afternoon/afternoon break(s)	<input type="checkbox"/>	<input type="checkbox"/>
<p>Comments:</p> <p>Ireland does not have a culture of providing school meals to students and the majority of schools do not have kitchen facilities. Generally students supply their own packed lunchboxes and drinks.</p> <p>Morning break or lunchtime provision of school milk is proposed for reasons of practicality as distribution will be throughout the school year. In the case of fruit and vegetables, distribution under the Food Dudes is for a limited period with the schoolchildren being encouraged to bring fruit and vegetables into school in their little green and red Food Dudes lunchboxes.</p> <p>All participating schools are obliged to comply with the provisions of the Commission letter to the permanent representations Ref. Ares(2017)4362057 - 07/09/2017 regarding publicity requirements of the EU school scheme.</p>		

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) I of the implementing regulation

School Fruit & Vegetables

Competitive Tender Process by Bord Bia, a non commercial state body, and subject to review by the Department of Agriculture, Food & the Marine.

For smaller blocks of work – 3 competitive quotes

School Milk

Competitive Tender Process by the National Dairy Council (trade body with a remit to promote consumption of milk and milk products), and subject to review by the Department of Agriculture, Food & the Marine.

For smaller blocks of work – 3 competitive quotes

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.

School Fruit and Vegetables

The costs incurred for the supply of School Fruit and Vegetables are on a cost based system. In the case of some accompanying measures (programme management at schools), a rate per school applies. This rate is achieved following the completion of a public procurement process (tenders) in accordance with EU rules. For the purposes of that public procurement process, applicants for programme management were requested to provide a full breakdown of the implementation costs under a number of headings, training, distribution of educational materials, data collection and collation, management of the distribution of rewards to school and other costs (for which a full itemised breakdown was provided). The total programme implementation costs are divided by the number of schools participating to arrive at a flat rate per school. In the case of the rest of the accompanying measures (supply of rewards) the costs are based on a cost based system which was also established following a public procurement process (tenders) in accordance with EU rules.

Note to date, the majority of accompanying measures are covered by national funding as the 15% ceiling laid down in the Regulatory framework only covers a portion of the costs incurred on accompanying measures.

School Milk

The costs incurred for the supply of School Milk are on a cost based system. In the case of rewards costs are on the basis of a standard rate of unit costs. These rates were established following a public procurement process in accordance with EU rules.

7.6.2. Eligibility of certain costs

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

The unit costs of the produce (school fruit and vegetables and the school milk) supplied under the school scheme include the costs of delivery i.e. purchasing, renting, hiring and leasing of the equipment used in the supply and distribution of products.

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

Single School Scheme strategy

The strategy for the Scheme 2017/2022 was drawn up by the Department of Agriculture, Food and the Marine in consultation with the following authorities and stakeholders:

- the Department of Education,
- the Department of Health
- the Department of Children, Equality, Disability, Integration and Youth
- and the Department of Social Protection

These authorities and stakeholders provide a policy advisory and support function and are not directly involved in the implementation, monitoring or evaluation of the scheme. Amendment – 2020/21 School Year only - Following the decision to postpone the Food Dudes Programme DAFM consulted extensively with its stakeholders regarding the new variant and target group.

DAFM received strong support from our stakeholders in targeting children in disadvantaged schools for the 2020/21 school year. Input from the Departments of Employment Affairs and Social Protection and Education (Social Inclusion Unit and Governance Unit) framing the social context surrounding disadvantaged schools and pupils in conjunction with advice from UCD and Glanmore (who supply DEIS schools with school lunches) established the necessity for a targeted programme to address the needs of children attending disadvantaged foods.

The Department of Employment Affairs and Social Protection are already active in this sphere providing school meals to disadvantaged children, however the SFVS is designed to increase consumption of fruit and vegetables in the long-term with the support of accompanying measures. The scheme is therefore well placed to bring the consumption levels of children attending disadvantaged schools in line with that of other children and potentially bring them forward into the Food Dudes intervention programme beyond that.

7.8. Information and publicity

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

School Fruit and Vegetables

The Food Dudes website and all letters/e-mails to the schools all acknowledge that the scheme receives financial support from the European Union. In addition a poster is exhibited at each participating school also acknowledging receipt of financial support from the European Union. The Food Dudes website will be updated in due course reflecting the establishment of the new school scheme.

Amendment – A new Food Dudes website was launched in 2018 www.fooddudes.ie. It included a new suite of resources developed for use at home and or at school.

School Milk

With effect from year 1, the dedicated website explaining how the School Milk component operates and how schools can participate will be updated. The EU contribution of Union aid will be acknowledged on this website. Support for teachers such as lesson plans, activities and web resources will also be available (www.moocrew.ie).

Similar to the Food Dudes programme, all letters/flyers to the school will acknowledge receipt of Union aid. Once existing packaging stocks have been utilised, new packaging will acknowledge Union aid.

In addition participating schools in the scheme are obliged to comply with the provisions of the Commission letter to the permanent representations Ref. Ares(2017)4362057 - 07/09/2017 regarding the publicity requirements of the EU school scheme as on pg23.

7.9. Administrative and on-the-spot checks

Article 2(2)g of the implementing regulation

In accordance with Article 10 of Commission Implementing Regulation 2017/39, the Department will carry out an on-the-spot check covering 5% of the aid distributed to its aid applicants An Bord Bia and the National Dairy Council. In addition, the Department will carry out on-the-spot checks controlling at least 1% of educational establishments (schools) participating in the programme.

7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

In accordance with Article 8 of Commission Implementing Regulation 2017/39, the Department carries out an evaluation of the Food Dudes programme every 6 years. The most recent evaluation was undertaken in 2016 by University College Dublin. Adaptations of the School Fruit and Vegetables and the School Milk components will be designed and trialled in Year 1 of the Strategy. An evaluation framework will be built into both models from the outset to facilitate monitoring on an on-going basis.

UCD were appointed in 2017/18 to carry out a longitudinal evaluation of the school scheme. The study was designed in the 2018/19 school year with field work commencing in classrooms in 2020 to track a representative sample of children's consumption of fruit, vegetables and milk over a three year period to measure if the school schemes and accompanying measures increased consumption.

As a result of the Covid-19 pandemic which resulted in the closure of Primary schools in March 2020, the initial fieldwork could not be completed and the data collected rendered obsolete. Following a deviation from the standard Food Dudes intervention model in 2020/21 which will target children attending disadvantaged schools with a direct provision model (also to be evaluated by UCD), the longitudinal evaluation will recommence by September 2021. This means the evaluation will be extended by one year with final report now being submitted by March 2024. An interim report will be submitted by March 2023 with the results of the first five years of the strategy. This report will include the evaluation of the programme implemented in disadvantaged schools in the 2020/21 school year.