



24 NOVEMBER 2022

AN EU SCHOOL SCHEME FIT FOR THE FUTURE

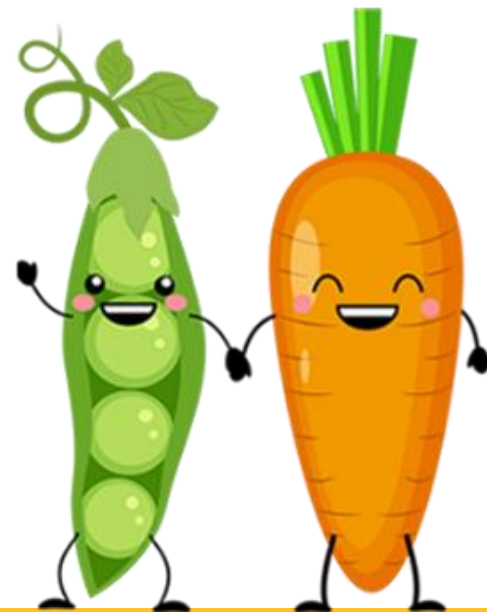


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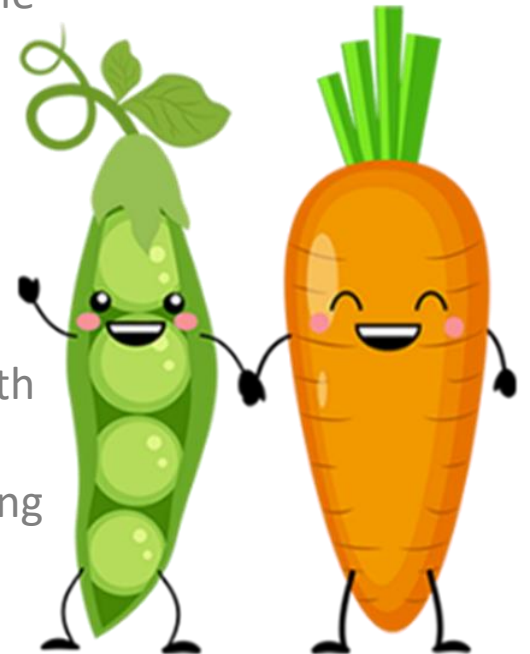
CHALLENGES #1: STIMULATING CONSUMPTION AMONG CHILDREN

- **Fruit and vegetable consumption** is still **well below the 400 daily grams** recommended by the WHO
- This figure is **even lower among younger people** (estimated **200 gr/day/capita** or even much lower), while **obesity rates** among children **remain high and often still rising**
- The School Scheme as a key tool to **introduce children to the taste, texture, and diversity of fruit and vegetables** while contributing to tackling the growing problem of **obesity**
- **Educating the youngest** is a **key starting point to reverse the trends** that have contributed to the rise of the **obesity epidemic** and **NCDs**, including **type 2 diabetes, cardiovascular disease, and cancers**
- Fruit and vegetables are food products with the **highest health benefits** and the **lowest environmental impact** and are part of solutions to Green Deal and F2F



CHALLENGE #2: LOGISTICS

- Fruit and vegetable consumption are **perishable** =>
 - Logistics need to be mastered to **avoid food loss**
 - Depending on frequency, **storage** might be an issue in schools
 - Accessibility of schools in more **rural areas**
 - **Limited synergies with milk sector** are possible, beyond the administration of programme (temperature control needed for fresh produce)
- About the products =>
 - Aid to **cover costs** of production (including ...energy) for quality F&V and their logistics complexity down to children in their school
 - School scheme is not and should not be considered as a **«withdrawal»** market outlet with secondary quality
 - Most of products to be delivered in bulk, **with limited packaging** impact while maintaining **quality and hygiene** and require at best **only minimal processing at the school**



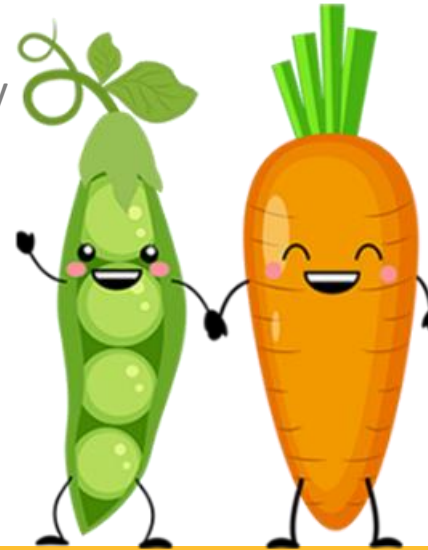
CHALLENGES #3: ECONOMICS BENEFITS ARE MAINLY INDIRECT

The school scheme should **not be seen as an instrument with “direct economic market” return** on the investment

- Volume wise it is not a significant market outlet => around 60 to 70.000 T for the whole EU
- The scheme should not be a market withdrawal tool for market balance
- It is a F&V distribution mechanisms with education tools

Where are then the economic benefits?

- For the **children**: getting currently 16 to 18 Mio children across Europe to the taste and texture for the future => more if feasible
- For the **sector**: securing consumers for the future
- For the **society**: prevention with healthy diet can contribute to reduce huge costs of unhealthy eating => for each € of food purchase , 2 € are spent by social security for remedy of unhealthy eating
- For the **F2F strategy** to move to plant based diet: SFS, one of the only instruments to boost consumption (along with the promotion policy)
- School scheme contribute to the «prevention» objective of the **EU beating cancer plan**
- Can contribute to several **SDG**



MUST DO #1 :DIVERSITY OF PRODUCTS

- The distribution of **local products**, which the students might already be familiar with, should be **complemented by new fruits and vegetables** for the children to **discover**
- Children should get to experience a **variety of products**
- The **more tastes, textures, and products** the students are introduced to, the **more familiar** they will get with **fruit and vegetables they enjoy** being **a part of their diet**
- The **diversity of products** would also **ensure the year-round supply of fruit and vegetables** in the schools



MUST DO #2 :DIVERSITY OF PRODUCTION METHODS AND SOURCING

- The **diversity of products** therefore also entails the **diversity of production methods and origins**. The objective should be to make fresh produce available, regardless of whether they are:
 - **Local** or **not local**
 - **Organic** or **grown under other agricultural practices**
- The continuous **supply of a diversity of tastes and textures** should remain of paramount importance and priority focus of the scheme as well as **nutrition and health**
- **Role of teachers for the “ education”** part is critical as well **consumption time** during the day



ESSENTIALS # 1: HEALTH AND NUTRITION BENEFITS

- The origins of the School Scheme are based on the **work of senior scientists** and their observations on the **need for fruit and vegetables** in the **diet of young Europeans to combat obesity**
- The main focus and drive of the School Scheme should be the **health benefits** of for the children while remaining under the CAP for its benefit for the
- Need to **capitalize on the momentum** created by the policy developments emerging from the **European Green Deal**, the **Farm to Fork Strategy**, the **EU Beating Cancer Plan**, and the **reform of the promotion policy**, to **promote fresh fruit and vegetable consumption** as part of the **solution to health challenges** and **prevention of non-communicable diseases (NCDs)**



ESSENTIAL # 2: HIGHER INTAKE NEEDED

- While the **results** of the School Scheme **so far are positive**, fruit and vegetable **consumption remains too low**
- Maximize outreach by:
 - **Member States** (e.g. low uptake in France)
 - **Children** in primary school (still around 30% not reached)
 - **Frequency** during the whole school terms
 - Securing **daily** uptake
 - Selecting the **right moments** for intake, preferably not during the main meal
 - Enhance consumption with **education programme**
 - **Financial execution towards 100%** of budget allocated
- Raising awareness among all stakeholders:
 - National and regional **institutions in charge of education**
 - **School management**
 - **Teachers**
 - **Parents**
 - **Fresh produce sector**



ESSENTIAL # 3: HIGHER BUDGET NEEDED FOR BETTER OUTREACH

- The **budget of the School Scheme** should reflect the EU ambitions in its **strategies and policies** moving towards a plant diet
 - Hypothetically, an **estimated billion EUR** would be needed to guarantee that **every schoolchild** during the start years of primary school receives **one piece of fruit or vegetable each day** (80 gr)
 - A **School Scheme budget increase** should be a part of a **larger budget increase for fruit and vegetables in the CAP**, for a sector representing **20% of the agricultural output** but **only get about 3% of the budget**
 - **Very limited other financial incentive in policy** to move to plant based diet
 - More budget would be coherent with the **F2F ambition**



WAY FORWARD

- **Programme to stick to its fundamentals:** an health driven programme for the benefit of agriculture sector
- **Prevention starts with availability and education,** towards children, tomorrow's consumers
- **Higher frequency and products diversity are a must do** for the long-term action against childhood rising obesity and distribution in a proper context to secure intake
- **Optimize collaboration,** between public and private sector and further involve more producers and traders
- Scheme to be **simple and attractive for all MS** with different school system
- **Synergies** fruit & veg and milk **only when appropriate**
- Budgetary increased is a must , for an even better use of the scheme and return on investment=> Food for thought from World Economic Forum on costs of unhealthy diet

for each € spent on food, 2 € are needed to remedy unhealthy eating habit



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*Thank you for your
attention*

For all questions: info@freshfel.org

