

STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL SCHEME IN THE UNITED KINGDOM

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Department
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Food & Rural Affairs



The Scottish
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Riaghaltas na h-Alba



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1. ADMINISTRATIVE LEVEL¹

National	<input checked="" type="checkbox"/>	The EU Scheme will support milk distribution to children of school age throughout the UK. Agriculture is an area that is devolved to the four separate administrative regions of the UK. The Rural Payments Agency (RPA) will administer the EU Scheme in England, Scotland and Wales. The Department of Agriculture, Environment and Rural Affairs (DAERA) will operate the Scheme in Northern Ireland.
Regional	<input type="checkbox"/>	

¹ 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)

2. NEEDS AND RESULTS TO BE ACHIEVED

2.1. Identified needs²

- Support the consumption of dairy products and contribute to healthy eating habits from an early age.

2.2. Objectives and indicators³

Objectives

- To promote good nutritional health in children and to support efforts to tackle child obesity, by subsidising the cost of a daily portion of dairy produce in line with national guidance.
- Provide education on nutrition and diet encouraging children to develop lifelong good overall dietary habits, supplemented by trialing new messages on the specific contribution of dairy produce to nutritional health.

Indicators

- Consistent demand for the EU subsidy among the target groups in line with recent consumption trends demonstrating the continued contribution of the scheme to promoting good nutritional habits in successive years of schoolchildren.
- Annual statistics will be compiled each school year to allow the UK authorities to assess the effectiveness of the subsidy on the basis of participation rates and to inform the shape of the ongoing scheme. Annual statistics will be provided broken down as per the table in section 2.3.
- Feedback and evidence on the impact of new trial dairy messages at milk distribution points will support an assessment of their contribution to the ongoing scheme.

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

³ Article 23(8) of the basic act and Article 2(1)c of the implementing regulation

2.3. Baseline⁴

National Data for the 2014-15 school year will be used as a baseline against which to assess the scheme broken down as follows.

(a) the total number of primary schools (including special schools) in the UK;
(b) the total number of pupils in the schools at (a) above;
(c) the total number of schools at (a) above participating in the EU Scheme;
(d) the total number of pupils in the schools at (c) above;
(e) the total number of pupils in the schools at (c) above participating in the EU Scheme;
(f) the total quantity of milk on which subsidy was claimed

⁴ Article 23(8) of the basic act and Article 2(1)d of the implementing regulation

3. BUDGET

3.1. Union aid for the school scheme⁵

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	€0	€4,219,008	
Accompanying educational measures	€0	€0	
Monitoring, evaluation, publicity	€0	€0	
Total	€0	€4,219,008	
Overall total	€4,219,008 per school year ⁶		

The approach across the UK to the requirement for educational measures will not involve the use of EU aid. Further explanation of the approach is provided at section 6 below. Current arrangements for monitoring and evaluation will be maintained. Section 7.5 explains arrangements for publicity – these will remain in line with arrangements to date, involving the display of a poster at school entrances. EU aid will not be used in respect of these requirements.

⁵ Article 23a of the basic act and Article 2(1)e of the implementing regulation

⁶ This is indicative for each year of participation in the EU scheme. Following the triggering of Article 50 of the Lisbon Treaty on 29th March 2017 exit negotiations on the UK's withdrawal from the EU are ongoing. The UK will consider the longer-term approach following EU exit as part of its future domestic policy programme.

4. TARGET GROUP/S⁷

Pupils who regularly attend any of the following educational establishments will be eligible under the UK schemes:

- Pre-primary and primary schools (children aged 3 to 11 years but not where milk has been fully reimbursed under the national Nursery Milk Scheme),
- special schools (children aged 4 to 18 years) for children with special educational needs include learning disabilities or physical disabilities; and,
- secondary schools (children aged 11 to 18 years).

⁷ Article 23(8) of the basic act and Article 2(1)f of the implementing regulation

5. LIST OF PRODUCTS DISTRIBUTED UNDER THE SCHOOL SCHEME

5.1. Fruit and vegetables

Not distributed

5.2. Milk and milk products

5.2.1. Milk⁸

Drinking milk and lactose-free versions	<input checked="" type="checkbox"/>
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5.2.2. Milk products⁹

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Cheese and curd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
Plain yoghurt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		Whole or semi-skimmed plain yoghurt
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"/>			

In the UK, the following products produced from cows, goats and sheep will remain eligible for subsidy:

- whole or semi-skimmed heat-treated milk – CN 0401 20 91 (whole); CN 0401 20 11 (semi-skimmed);
- whole or semi-skimmed plain yoghurt – CN 0403 10;
- lactose free or lactose reduced milk – CN 0404 90 23;
- UHT milk – CN 0401 20 91 (whole); CN 0401 20 11 (semi-skimmed).

⁸ Article 23(3)b of Regulation (EU) No 1308/2013

⁹ Article 23(4)b of Regulation (EU) No 1308/2013

5.2.3. Milk products¹⁰

Products to be distributed under the school scheme	Added salt				Added fat			Added sugar
	No	Yes			No	Yes		
Category I (milk component $\geq 90\%$). Fermented milk products without fruit juice, naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
Category I (milk component $\geq 90\%$). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		Max 7%
Category I (milk component $\geq 90\%$). Milk-based drinks with cocoa, with fruit juice or naturally flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		Max 7%
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"/>		

Information on prioritisation of drinking milk will be made available for the Commission upon request.

5.3. Other agricultural products in the educational measures¹¹

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

¹⁰ Annex V to Regulation (EU) No 1308/2013

¹¹ Article 23(7) of the basic act and Article 2(1)g of the implementing regulation

6. ACCOMPANYING EDUCATIONAL MEASURES¹²

It is an integral part of the national curricula across all four administrative parts of the UK to teach about nutrition and diet. This includes: understanding and applying the principles of a healthy and varied diet; the origin of food; understanding seasonality; knowing where and how ingredients are grown; reared, caught and processed; recognising the impact of diet on the body; and, the importance of nutrition. There is also a range of existing independent educational packages in use across the UK supporting children in this area. In delivering the integral curricula content schools across the UK will continue to have discretion in delivery of diet and nutrition content including the resources they use.

Additionally participating schools in Scotland, Wales and Northern Ireland will provide supplementary educational materials with information and messaging for primary school children in relation to the dairy industry and the contribution that dairy products can make to their health. These supplementary measures will involve the display of posters (tailored to each territory) at distribution points for EU subsidised milk - e.g. classrooms or dining areas. These measures will be additional to display of the publicity poster at the school entrance referred to in Section 7.5. Information and feedback on the impact of these supplementary educational measures will be exchanged at the UK level to inform developing best practice in meeting the scheme's objectives.

7. ARRANGEMENTS FOR IMPLEMENTATION

7.1. Price of school fruit and vegetables/milk¹³

In Wales for ages 5 to 7 years old, milk is provided free of charge. The full cost of milk for this age group will be reimbursed by EU aid and by additional top-up funding by the Welsh Government.

Elsewhere, funding will be used to subsidise part of the cost of the milk/milk products. Where the cost of products is part-subsidised; to ensure that the aid is accurately reflected in the price of those products, charges to beneficiaries will be capped as follows: Purchase price (excluding any discount, delivery charges, supplier overheads, or other incidentals); *less* subsidy; *plus* up to 7 pence per portion to cover administration and distribution costs.

¹² Article 23(10) of the basic act and Article 2(1)j of the implementing regulation

¹³ Article 24(6) of the basic act and Article 2(1)h of the implementing regulation

7.5. Selection of suppliers¹⁴

Subsidies under the EU scheme can only be claimed by eligible organisations approved by the RPA or DAERA in advance. To be approved organisations must certify that they will comply with the scheme rules. Claims from new applicants are also subject to on-the-spot checks before payment if they exceed £1,000, or where errors are identified from administrative checks. Organisations can be:

- an individual education authority, in respect of products distributed in schools in its area;
- an individual school;
- a supplier; or
- an organisation set up specifically for the purpose of supplying milk or milk products under the scheme.

Participation in the EU Scheme is optional for individual schools. Schools that are not separately approved as a claimant must work with another supplier or local education authority to obtain their milk and to collect the subsidy. Schools that are separately approved as a claimant may make their own arrangements for obtaining milk.

7.6. Eligible costs

7.6.1. Reimbursement rules¹⁵

A cost based system will be used and claims must reflect the purchase price. In line with arrangements to date the amount of EU aid payable per portion will remain at €186.945 per kilolitre for milk and yoghurt. National aid of £39.855 per kilolitre will continue to increase the level of subsidy.

7.7. Involvement of authorities and stakeholders¹⁶

Defra and the devolved administrations have worked jointly on implementation of the scheme. Defra has also worked closely with the UK Department of Health and the UK Department for Education in respect of the arrangements in this strategy in respect of England, including the range of eligible products. The devolved administrations have similarly involved health and education counterparts on the arrangements. E.g. in Scotland, school food and drink provision policy and legislation and food education policy is developed and supported in collaboration with a range of authorities including Food Standards Scotland, NHS Health Scotland and Education Scotland.

In addition to consulting with the National Farmers Union, Defra has also consulted a number of UK wide stakeholders on the content of the strategy including Dairy UK and the School and Nursery Milk Alliance. The devolved administrations have carried out further consultations with key stakeholders specific to their countries. Consultation has taken the form of stakeholder meetings as well sharing this strategy and the national scheme guidance which will support implementation of the scheme. Data collected

¹⁴ Article 23(8) of the basic act and Article 2(1)l of the implementing regulation

¹⁵ Article 23(8) of the basic act and Article 2(1)i of the implementing regulation

¹⁶ Article 23(6) and (9) of the basic act and Article 2(1)k of the implementing regulation

annually will support regular assessment of the operation of the scheme. If necessary this can be used to inform further involvement by relevant authorities and stakeholders.

7.8. Information and publicity¹⁷

All participating schools in the UK are required to display a poster prominently at the school entrance, indicating that they are providing dairy products subsidised by the European Union scheme.

¹⁷ Article 23a(8) of the basic act and Article 2(1)m of the implementing regulation