

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

**DATE: 20 JULY 2017, AMENDED ON 29 SEPTEMBER 2020 AND 15 OCTOBER 2021**

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## INTRODUCTION

Latest amendments: changes as from school year 2021/2022

**A new model for the distribution of dairy products.** Schools participating in the milk part of the scheme can receive the semi-skimmed milk, buttermilk or semi-skimmed yogurt products in bulk packaging twice a week for a period of 20 weeks. With this, schoolchildren are eligible for a 200 ml serving of one of these products twice per week. The new model assumes national delivery by a recognized supplier: the arrangement that schools can purchase products themselves will be abolished. In addition, it assumes that only the dairy products that bear one of quality marks and/or logos as indicated on the MilieuCentraal website are eligible. These include the products certified organic in the EU and other products such as 'On the way to Planet proof', 'Eko' and 'Better for Cow, Nature and Farmer'.

**Delivery of class II fruits and vegetables, in combination with education.** In order to teach schoolchildren to deal consciously with food and waste, it was decided to supply the schools with 1 portion per week of class II products twice a year, in addition to the regular delivery of class I fruit and vegetables. This is the classification, according to the marketing standards, of reasonably good quality products with cosmetic defects, such as deviation in colour, shape or skin. It is important that children learn that these products are suitable for consumption and that they are tasty.

**Adjustment of the fixed amount for fruit and vegetables.** A recalculation of the fixed amount by 'Wageningen Economic Research' (WECR) was the reason to adjust the fixed amount applicable up to and including the 2019-2020 school year from 23 euro cents to 17 euro cents per portion. WECR has recalculated the average actual prices for the purchase, distribution and transport of fruit and vegetables over the past five years which decreased by 6 euro cents per portion. The decrease in the fixed amount is the result of a structural decrease in the purchase prices of fruit and vegetables in the past five years and a lower cost of distribution. The amount of 17 euro cents includes 10% overhead costs.

**Adjustment of the fixed amount for dairy products.** For dairy products, the flat rate was 14 euro cents per portion (200 ml), with the parents contributing 28 euro cents. For the introduction of a free delivery model, WECR has calculated the actual average cost price per unit of product. In addition to the purchase price for the dairy product, this includes transport and distribution costs. With the participation of 1,000 schools and 20 weeks, 200 ml of dairy per school child, 2 days a week, for the combination of semi-skimmed milk, buttermilk and semi-skimmed yogurt, WECR arrives at an average cost price rounded to 25 euro cents (including 10% overhead costs) per 200 ml of the product.

All the amendments are included in the National School scheme Regulation 2021 and coordinated with the relevant stakeholders in the field of education, food and distribution.

**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

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

School fruit/vegetables

Eating healthily is an essential component of a healthy lifestyle. This is why the topic of health was an important focus of the document *Voedselagenda voor veilig, gezond en duurzaam voedsel* [Food Agenda for safe, healthy and sustainable food] that the Dutch cabinet sent to the lower house of the Dutch Parliament last year (TK 2015-2016, 31 532, No 156). Healthy food and healthy people are also good for society as a whole: it is better and less expensive to prevent illness than to cure patients. In addition, healthy people are more productive.

However, Dutch children do not eat so healthily: fewer than 1 % eat the recommended daily amounts of vegetables and fewer than 5 % eat the recommended two pieces of fruit per day. More than one out of ten children between the ages of 4 and 20 are overweight, and 3 % of children in this age group are obese (Statistics Netherlands, 2015). In addition, many children do not know where their food comes from, how it is produced, what pure flavours are and how to prepare and store food. As a result, not only do children run the risk of developing health issues that would negatively affect their development and learning performance, but they also fail to learn how to make conscious, healthy and sustainable choices. If they do not learn this at a young age, they never will: consumers become more disconnected from the meaning and origin of their food and, in part because of this, often do not fully realise what effects their choices, including their food choices, have on their health and the natural environment. Therefore this lack of connection has to be reduced and consumer awareness increased. This starts when consumers are children: it is important that they learn about healthy and sustainable food at a very young age. In addition, research<sup>1</sup> shows that knowledge about food and nutrition is retained best through an integrated approach (focusing not just on education, but also on behaviour). Currently, 60 % of primary schools have participated in flavour lessons.

Milk and milk products

According to the Netherlands Nutrition Centre, milk and milk products (dairy products) are an important part of a healthy eating pattern. Dairy products also have a segment in the Netherlands Nutrition Centre's 'Wheel of Five' recommended diet. The recommendation for dairy is to consume 'sufficient dairy, including milk, cheese and yogurt'. This is equivalent to consuming 300-600 grams of milk and milk products per person per day and 20-40 grams of cheese per day (depending on age group). The recommended amounts of milk and yogurt contribute to approximately 40 % of the recommended daily allowance of calcium. Calcium and vitamin D are important for promoting good bone health and preventing bone fractures. In addition, in the Netherlands dairy products are an important source of protein and vitamins B<sub>2</sub> and B<sub>12</sub>. Furthermore, dairy consumption contributes to a lowered risk of diseases of affluence. Participation in the EU School Milk Scheme can contribute to a healthy eating pattern in children by familiarising them with the consumption of skimmed and semi-skimmed milk and in addition, with effect from the 2020 school year, buttermilk and semi-skimmed yogurt. This is important in light of increasing overweight among children and the large range of unhealthy drinks available with added sugars and/or fats.

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<sup>1</sup><https://www.gezondeschool.nl/primair-onderwijs/een-gezonde-school-worden/draagvlak-enparticipatie/Ouderbetrokkenheid>

## 2.2. Objectives and indicators

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

The figure below has been added to indicate the relationship between output, effects and impact.

Intervention/activity → Output → Effects → Impact

The intervention in this case is the School Scheme. That scheme has a common objective: 'In five years — in 2022 — the consumption of fruit, vegetables and milk products by children aged 7 to 14, both at home and at school, will have increased, and those children's knowledge about healthy eating habits will have increased and they will put that knowledge into practice more often as compared to 2017' (Wageningen Economic Research report, Bogaardt, M.J.; van Haaster-de Winter, M.A.; Tacken, G.M.L. *Van melk krijg je geen witte tanden. Nulmeting van de consumptie van melk, groenten en fruit thuis en op school, de kennis van gezonde eetgewoonten en het eet- en drinkgedrag van kinderen in Nederland* [Milk doesn't give you white teeth. A baseline measurement of the consumption of milk, fruit and vegetables at home and at school, knowledge about healthy eating habits and the eating and drinking patterns of children in the Netherlands.]; Wageningen, Wageningen Economic Research, Report. 22 pages; 2 figures; 11 tables).

Currently the EU School Fruit Scheme reaches 30 % of Dutch primary education. As part of its Food Agenda programme, the Netherlands wants to eventually double this percentage.

The EU School Fruit Scheme and the EU School Milk Scheme have been combined and, despite the elimination of the obligatory co-financing, help to maintain and, where possible, to increase the percentage of primary schools reached.

In addition, the link between nutrition and food and between theory and practice is established.

A coherent package will be created for the schools as a supplement to existing programmes, in which fruit and vegetables in the classroom

(EU school fruit), flavour lessons and educational materials are logically connected and strengthen each other.

At the level of the schools, the goal is for 'nutrition education' to be incorporated into the curriculum in a structured way that fits the curriculum and the ambitions of a given school at as many schools as possible.<sup>2</sup>

Three specific objectives have been developed from the above statements. The indicators for measuring output, effects and impact are given below:

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<sup>2</sup> 'Jong Leren Eten' ['Learning to eat at a young age'] programme of educational materials ([www.jonglereneten.nl](http://www.jonglereneten.nl))

<b>General objective(s)</b>	<b>Impact indicator(s)</b>	<b>Specific objective(s)</b>	<b>Result Indicator(s)</b>	<b>Output Indicator(s)</b>
<p>'In five years — in 2022 — the consumption of fruit, vegetables and milk products by children aged 7 to 14, both at home and at school, will have increased, and those children's knowledge about healthy eating habits will have increased and they will put that knowledge into practice more often as compared to 2017.'</p>	<ul style="list-style-type: none"> <li>- percentage of children who have access to fruit and vegetables ready for snacking at home (such as in a fruit bowl).</li> <li>- percentage of children who play outdoors.</li> <li>- percentage of children who play sports once a week.</li> <li>- percentage of children who eat whole wheat or brown bread.</li> <li>- percentage of children who do not eat sausage daily (e.g. as a sandwich filling or snack or during the main meal).</li> <li>- percentage of children who eat vegetables as a snack daily.</li> </ul>	<p>1) Increasing the consumption of fruit, vegetables and milk products among children aged 7 to 14, both at home and at school.  2) Increasing knowledge about healthy eating patterns among children aged 7 to 14.  3) Getting children aged 7 to 14 to follow healthy eating patterns more often.</p>	<ul style="list-style-type: none"> <li>- amount of milk consumed per child daily.</li> <li>- amount of other dairy products consumed per child daily.</li> <li>- amount of fruit consumed per child daily.</li> <li>- amount of vegetables consumed per child daily.</li> <li>- number of days per week a certain amount of milk is consumed at home.</li> <li>- number of days per week a certain amount of other dairy products is consumed at home.</li> <li>- number of days per week a certain amount of fruit is consumed at home.</li> <li>- number of days per week a certain amount of vegetables is consumed at home.</li> <li>- percentage of children with a positive attitude towards drinking milk.</li> <li>- percentage of children with a positive attitude towards eating fruit.</li> <li>- percentage of children with a positive attitude towards eating vegetables.</li> <li>- percentage of children answering factual questions correctly.</li> </ul>	<ul style="list-style-type: none"> <li>- number of days per week a certain amount of milk is consumed at school.</li> <li>- number of days per week a certain amount of other dairy products is consumed at school.</li> <li>- number of days per week a certain amount of fruit is consumed at school.</li> <li>- number of days per week a certain amount of vegetables is consumed at school.</li> </ul>



## 2.3. Baseline

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

### **Baseline measurement**

The baseline measurement was carried out in May 2017. (Wageningen Economic Research report, Bogaardt, M.J.; van Haaster-de Winter, M.A.; Tacken, G.M.L., 2017. *Van melk krijg je geen witte tanden. Nulmeting van de consumptie van melk, groenten en fruit thuis en op school, de kennis van gezonde eetgewoonten en het eet- en drinkgedrag van kinderen in Nederland*; Wageningen, Wageningen Economic Research, Report. 22 pages; 2 figures; 11 tables).

The results of the target group are taken as the starting point. The goal is to compare the results with a new measurement taken in 2022 in order to evaluate the effect of the new school scheme. In this chapter we also present the results of the group taking part in the School Milk and Fruit Schemes. The average scores, values and percentages are based on the respondents' answers to the questions.

A total of 1 094 children, and their parents or guardians, participated in the baseline measurement. Of those children 440 have never participated in the School Milk and Fruit Schemes before. In this report, we call that group of children the target group, and we have included them in the analysis (table 2.1). However, the goal of the School Schemes in and of themselves is much broader and is aimed at *all* school-age children in the Netherlands, regardless of whether they have previously participated in the Schemes or not.

### **Baseline measurement conclusions**

#### **Consumption**

How much milk, dairy and fruit and how many vegetables do children aged 7 to 14 eat in primary and lower secondary education in the Netherlands in May 2017? Milk consumption in that group is in line with the standard of 150 ml per day. The consumption of other dairy products, fruit and vegetables falls just below the standard. At home, these children eat fruit and vegetables, and drink water or tea, nearly every day. Sweets and biscuits or cake are also eaten regularly. Children consume less of those products at school than at home. On average, there is no single food product which the children eat every day at school. Vegetables are primarily consumed at home. The children eat crisps and fast food (e.g. chips and other deep-fried foods and snacks) an average of once a week, both at home and at school. On average, the children have a positive attitude towards the consumption of milk, vegetables and in particular fruit.

#### **Knowledge**

Among children aged 7 to 14 in primary and lower secondary education in the Netherlands in May 2017, who have never participated in the School Milk Scheme and/or the School Fruit Scheme, how much do they know about healthy eating patterns? A relatively large group of children – 20 % on average – indicated that they were unable to answer the factual questions. After correcting for those respondents who indicated that they had no idea of the answer, the level of knowledge among the other children is significantly high.

#### **Behaviour**

How often do the children in the target group successfully engage in healthy eating and drinking habits/behaviour? Almost every child eats breakfast daily. On average, fruit and vegetables are available to the children more than regularly. Nearly all children stated that they were often able to exercise once a week, eat whole wheat or brown bread, engage in a lot of physical activity, and drink water or tea daily. Nearly all children stated that they were only sometimes able to eat vegetables as a snack daily and eat fatty fish at least once a week. Nine out of ten children follow these rules at home: 'if you don't want something on your plate, you still have to try a few bites' and 'you must always try vegetables and new dishes on your plate'. In addition, nine out of ten children 'almost always eat meals at the dining table' and 'are allowed to eat as much healthy food – such as fruit or water – as they like'. But one out of ten children 'are allowed to decide for themselves how many crisps, biscuits or soft drinks they consume'. On average, the food rules that parents of the target group consider to be the most important to follow in their children's daily lives are eating sufficient fruit and vegetables, eating a varied diet and ensuring that their child gets enough exercise. Nearly 80 % of children in the target group say that they decide for themselves what they eat and drink for breakfast, while 80 % indicate that their parent(s) or guardian(s) decide what they eat for dinner.

### 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	46 379 506 (possibly less 15 %)	14 406 366 (possibly less 15 %)	
Accompanying educational measures	(possibly 15 %)	(possibly 15 %)	
Monitoring, evaluation, publicity <sup>3</sup>			
Total	42 379 506	14 406 366	
Overall total	56 785 872		

#### 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

<b>No</b>	<input type="checkbox"/>		
<b>Yes</b>	<input checked="" type="checkbox"/>		
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products</b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			
Comment/explanatory text (eg. name of the national aid, legal basis, duration).			

<sup>3</sup> Member States wishing to provide a more detailed breakdown (monitoring, evaluation, publicity, costs for transport and distribution insofar as they are not covered by expenditure for the supply/distribution of school fruit and vegetables/milk) may add lines for the estimated sub-total expenditure.

Accompanying measures are funded on a national level by the government or by private parties, such as the 'Jong Leren Eten' programme of educational materials. For the time being monitoring and evaluation will be funded by the national government.

**3.3. Existing national schemes**  
Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation

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

*If yes (=existing national schemes extended or made more effective through Union aid under the school scheme), please indicate the arrangements to ensure added value of the school scheme through:*

- Extension of the target group	<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  
*Not applicable*

#### 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 type="checkbox"/>
Pre-schools		<input type="checkbox"/>	<input type="checkbox"/>
Primary	4-12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	12-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

#### Comments

Fruit and vegetables in the framework of the School Scheme are provided to primary schools offering mainstream or special needs education and, from school year 2019-2020, also to schools for special secondary education. All pupils at a participating school receive the products free of charge during the distribution period.

For milk products, a grant is given for the amount of milk products delivered to primary and secondary schools. Most deliveries of school milk in the Netherlands are made to primary

schools, although some secondary schools also participate in the scheme. Parents of children at participating schools can sign up for a school milk subscription with an approved school milk supplier. Schools that wish to purchase milk for their pupils can also request accreditation.

## 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 checked="" type="checkbox"/>	Carrots, turnips, salad beetroot, salsify, celeriac, radishes and other edible roots	<input checked="" type="checkbox"/>
Apples, pears, quinces	<input checked="" type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input checked="" type="checkbox"/>
Bananas	<input checked="" type="checkbox"/>		
Berries	<input checked="" type="checkbox"/>	Cucumbers, gherkins	
Figs	<input checked="" type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input checked="" type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input checked="" type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: please specify <sup>4</sup>	<input checked="" type="checkbox"/>
Tropical fruit <sup>5</sup>	<input checked="" type="checkbox"/>	.....	
Other fruit: please specify (eg. kiwis, persimmons, nuts)	<input checked="" type="checkbox"/>		

The eligible products are products listed in Parts IX (Fruit and vegetables) and XI (Bananas) of Annex I to Regulation (EU) No 1308/2013. The products must meet the following conditions in the Netherlands:

- Quality: quality grade Class 1. Fresh and unprocessed products (no processed products) suitable for immediate consumption. Products must have no added sugar, artificial sweeteners, fat or salt.

- Where possible, priority is given to local products.

— In addition to the regular delivery of Class I fruit and vegetables, as from the 2021-2022 school year, 2 times a year, 1 portion per week of Class II products will be delivered to schools in order to educate schoolchildren to deal with food and waste. They are products with cosmetic defects, in colour, shape or skin. It is important that children learn that these products are fit for consumption and tasty.

<sup>4</sup> Other agricultural products than fruit and vegetables, as referred to in Article 23(7) of the basic act (eg. olives), should not be reported here but under section 5.3.1

<sup>5</sup> Pineapples, Avocados, Guavas, Mangos and Mangostines

5.1.2. Processed fruit and vegetables – Article 23(4)a of Regulation (EU) No 1308/2013<sup>6</sup>

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"/>			
.....								

Not applicable

<sup>6</sup> 1) Please tick the box for the products to be distributed under the school scheme (eg. soups) and 2) please tick the box no/yes to indicate if they may contain added salt and/or fat – nb. added sugar is not allowed for those products, according to Article 10 of the Commission Delegated Regulation (EU) 2017/40 - and remove the box for added salt and/or fat where not relevant (eg. fruit juices). 3) If yes, please indicate the percentage of added salt and/or fat on the total weight of the product, where such a percentage is set at national level, according to national provisions or for the purposes of the school scheme, or comment.

## 5.1. Milk and milk products

### 5.1.1. 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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### 5.1.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013<sup>7</sup>

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

In the context of the school milk scheme, only semi-skimmed milk is distributed. (CN code: 0401 20 11) and, as of the 2020-2021 school year, in addition to semi-skimmed milk, also buttermilk, not containing added sugar or other sweetening matter, fruit or cocoa (CN code 040390) and semi-skimmed yogurt without added sugar or other sweetening matter, fruit or cocoa (CN code 04031011.B).

<sup>7</sup> 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.

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

Products to be distributed under the school scheme	Added salt			Added fat			Added sugar	
	No	Yes		No	Yes			
Category I (milk component $\geq 90\%$ ). Fermented milk products without fruit juice, naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>		%

*Not applicable*

5.1.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

Not applicable for fruit and vegetables (only fresh are distributed).

As regards drinking milk, the suppliers supply more semi-skimmed milk in quantity than other dairy products. The quantities of milk, yoghurt and buttermilk supplied are checked via the suppliers' declarations for the products supplied.

## 5.2. 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"/>

## 5.3. 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 type="checkbox"/>
Environmental considerations	<input type="checkbox"/>
Seasonality	<input type="checkbox"/>
Variety of products	<input type="checkbox"/>
Availability of local or regional produce	<input type="checkbox"/>
Any comments – including eg. on the required quality of products	
<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	
<p>The accredited suppliers may choose which fruits/vegetables to distribute. As calculated over the course of the delivery period per school year, at least 20 % of the portions supplied must consist of vegetables, and no more than 20 % of the portions supplied may consist of the same type of fruit. Where possible, priority must be given to local products.</p>	



## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

<b>Title</b> <u>Fruit/vegetables</u>	<b>Objective</b>	<b>Content</b>
<i>School gardens</i>	Make children aware of the origin/growing process	<p>*all measures initiated by the Steunpunt Smaaklessen &amp; EU-Schoolfruit national contact office and the national programme for health education and education for sustainable development, combined in the national food education programme 'Jong Leren Eten' for 2017-2020</p> <p>School gardens are not an explicit component of this scheme's accompanying measures.</p> <p>However, in the Netherlands there is a long and rich tradition of gardening at school — both during and after school hours. These gardens are implemented by local or regional services in charge of environmental education.</p> <p>In addition, in recent years there has been a trend towards planting more greenery in school playgrounds, which includes the creation of school gardens. The 'Jong Leren Eten' programme mentioned earlier encourages this trend.</p>
<i>Policy support and advice to schools</i>	Support and advise schools on introducing a structural school fruit policy with a focus on eating fruit and vegetables during the mid-morning break and on occasions such as pupils' birthdays	<p>Various means are utilised to support head teachers, teaching staff and parents in setting up a structural school fruit policy. A number of resources are available, including a <a href="#">brochure for parents</a> which includes information and tips on vegetables for parents, a <a href="#">step-by-step plan</a> for setting up a policy for teachers, a weekly newsletter, a vegetable-themed <a href="#">clock poster</a> and a consultation by telephone for the school head teacher.</p> <p>In addition, although they are not explicitly part of this scheme, there are other educational programmes encouraging fruit and vegetable consumption, such as 'Jong Leren Eten' and the Dutch government's 'Gezonde School' ('Healthy school') programme.</p> <p>These programmes inform and encourage schools, teachers and parents in a consistent way.</p>
<i>EU school fruit learning materials (including digital learning materials)</i>	Develop knowledge and skills relating to various types of fruit and vegetables	<p>The <a href="#">lesson plan</a> contains eight lessons, one for each year of primary school, with worksheets to photocopy. The lessons are based on the topics of flavour, health, consumer skills, food production and cooking. In the lessons pupils taste and research fruit and vegetables, examine their own fruit and vegetable consumption and prepare dishes with fruit and vegetables. There is also a website offering lessons about fruit and vegetables for <a href="#">interactive whiteboards</a>. The lessons for younger children entail interactive storybooks and the lessons for older children offer quizzes about fruit and vegetables. The lessons are given by the pupils' own teacher.</p> <p>The specific educational materials about school fruit are placed in relation to broader educational materials (e.g. lessons about flavour) and can be expanded on, for instance with field trips and guest speakers. In this way the school fruit educational materials can form part of a broader learning pathway within the school.</p>

<i>Tasting classes/cooking workshops...</i>	Use experiential lessons to interest pupils aged 4 to 12 in food and teach them food-related skills, so that when they are older they can make more conscious choices for a healthy and sustainable eating pattern	<p><a href="#">Smaaklessen</a> ('Flavour lessons') is an educational programme about food and nutrition for all primary school years. The programme focuses on the experience of food. There are five lessons per year, each of which lasts for no more than an hour. Each year's lessons address the topics of flavour, healthy food, food production, consumer skills and cooking. The lessons are given by the pupils' own teacher. Teachers can also follow a free Smaaklessen workshop.</p> <p>Here, too, the Smaaklessen programme can form part of a broader food skills and health education curriculum. The necessary materials and incentives are available for the Smaaklessen programme but it does not form part of the EU Scheme.</p>
<i>Lessons, lectures, workshops</i>	Encourage pupil interest in the origin of food by combining educational materials and supplementary activities (such as vegetable gardens and field trips to businesses) in the 'Smaakmissie' programme	<p>The <a href="#">Smaakmissie</a> ('Flavour mission') programme offers interactive digital lesson modules for all primary school years about individual basic 'Wheel of Five' food groups. The interactive whiteboard lessons encourage the pupils to help a main character solve a problem. The lessons focus on connecting theory to practice, and pupils go on adventures both within and outside the classroom. For instance, they visit a farm, supermarket or business. Subjects they learn about include the origins of food, health, sustainability and food preparation. The lessons are given by the pupils' own teacher. During the EU School Fruit period, the Smaakmissie lessons focus on fruit and vegetables and the vegetable garden.</p> <p>The actual guest speakers and field trips are selected from among a wide network of nationwide and regional participants. The 'Jong Leren Eten' programme connects these activities and participants and implements incentives to support schools in these lessons.</p>
<i>Other activities (eg. competitions, games; themed periods<sup>8</sup>.)</i>	(Posters) Gain knowledge about various types of fruit and vegetables and their names	Educational posters encourage fruit and vegetable consumption and make it seem fun and appealing. Some of the posters developed in this context are ' <a href="#">Proef ze allemaal</a> ' ('Taste them all'), ' <a href="#">Groente- en fruitbingo</a> ' ('Fruit and vegetable bingo') and the ' <a href="#">Selfie poster</a> '. The posters are aimed at primary school pupils and teachers.
<i><u>Milk products</u></i> <b>Title</b>	<b>Objective</b>	<p><b>Content</b></p> <p>*all measures primarily initiated by the Dutch Dairy Association and/or ZuivelNL</p> <p>Further measures – in addition to the EU programme - initiated by the national programme for health education and education for sustainable development, combined in the national food education programme 'Jong Leren Eten' for 2017-2020.</p> <p>Reference is also made to more extensive options outside the School Fruit Scheme for incorporating this in a broader context and learning pathway and matching it with other educational programmes. The 'Jong Leren Eten' portal shows the possible connections.</p> <p>NB: The Dutch Dairy Association has indicated that it is willing to ensure that, in the cases of the accompanying measures to the EU School Milk Scheme listed below (which are taken up by or on behalf of the Dutch Dairy Association) the materials provided fulfil the various quality standards as agreed upon with the Netherlands Nutrition Centre. Specifically, this means that:</p>

<sup>8</sup> Eg. Food dude programme in IE, an evidence-based incentivised behaviour changing programme.

		<ul style="list-style-type: none"> <li>- the Netherlands Nutrition Centre, and/or another independent authority in the area of nutrition and education recognised by the Ministries of Economic Affairs or Health, Welfare and Sport will carry out a check of the materials' contents;</li> <li>- the material fulfils the continuous learning path (Netherlands Nutrition Centre, 2012, authored by Jeltje Snel);</li> <li>- the material will be harmonised with the Smaaklessen programme;</li> <li>- the Netherlands Nutrition Centre will start the process of having the material recognised by the Dutch Centre for Healthy Living (receiving a minimum score of 'Well Described').</li> </ul>
<i>Providing schools with information on education about dairy and healthy eating</i>	Educating young people about food and its origins is the primary basis for giving more focus to sustainable food production and consumption.	<p>The dairy sector gives substance to this vision by using educational materials informing pupils about the entire dairy chain, 'from grass to glass'. The website <a href="http://zuivelonline.nl">zuivelonline.nl</a> offers tips and ideas for such lessons. The educational materials are clearly organised by level for years 1-4, years 5-6 and years 7-8. Interactive whiteboard lessons can also be found on the website <a href="http://www.zuivelonline.nl">www.zuivelonline.nl</a>. Teachers can receive these lessons at school at no charge or download them from the website. Each year the website <a href="http://zuivelonline.nl">zuivelonline.nl</a> has 200 000 unique visitors, and 250 000 copies of the educational materials are ordered. The materials receive publicity during the school year through advertisements in professional journals for the teaching sector, at education trade fairs and on relevant websites about education.</p> <p>The specific educational materials about school milk are placed in relation to wider educational materials (e.g. lessons about flavour) and can be expanded on, for instance with field trips and guest speakers. In this way the school milk educational materials can form part of a broader learning pathway within the school.</p>
<i>Farm education programme</i>	It is important that children can see, hear, feel and experience for themselves where our food comes from. Contact with the foundation of where your food comes from can contribute to healthy eating choices. Therefore the dairy industry organises excursions to dairy farms. As preparation for the excursions, school classes receive educational materials with information about the dairy chain.	<p>Through ZuivelNL* [the sector organisation of the Dutch dairy supply chain], the Dutch Dairy Association organises field trips to farms for pupils in years 7 and 8. This will include pupils in years 5 and 6 starting in 2018. One of the groups participating in this is Klasseboeren [a regional association of farmers with pedagogical skills who make their farms available to schools for educational field trips]. Schools that are not located near a partner receive an invitation twice a year from ZuivelNL to take their pupils in years 7 and 8 on a field trip to a farm.</p> <p>In addition, ZuivelNL is a member of 'Platform Boerderijeducatie Nederland' [a national platform connecting farmers with pedagogical skills and schools wanting to organise field trips to farms], which means it is also a formal partner of the 'Jong Leren Eten' educational programme, organised by the Dutch Ministry of Economic Affairs and the Dutch Ministry of Health, Welfare and Sport. The partnership consists of farms in various sectors that focus on primary, secondary and special education. Teachers can go to the website <a href="http://www.boerderijeducatienederland.nl">www.boerderijeducatienederland.nl</a> to see what educational farms can be visited per province and to find educational materials.</p> <p>*The Dutch Dairy Association is a member of the board of ZuivelNL (the sector organisation of the Dutch dairy supply chain). ZuivelNL funds the educational materials and contributes towards funding the excursions.</p>

## **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.

#### *Fruit and vegetables*

Schools are provided with fruit and vegetables free of charge and the suppliers receive compensation for these products in the form of aid.

The costs are compensated on the basis of a flat rate per portion of €0.17. This amount was determined on the basis of calculations by Wageningen Economic Research (Tacken, Gemma; Rijk, Piet; and Groot, Marianne, 2016. *Schoolfruit; Geschatte werkelijke kostprijs inclusief vervoer naar scholen*) and includes compensation for the cost of the product as well as of distribution and transport. The eligible costs for distribution and transport consist of transport costs, order collection costs, costs for coordinating distribution and transport, packaging material costs, distribution centre costs (during the school fruit period), contact with schools about product delivery and feedback, and the administrative costs of school fruit delivery. In addition, wage costs connected to delivery and transport and a reasonable margin are included in this amount. VAT (including non-deductible VAT) is not eligible for grants under any circumstances.

#### *Milk products*

The aid is granted awarded for a maximum of one unit (200 ml) of semi-skimmed milk per pupil per school day. Due to the introduction of a new model of free delivery of milk products, as from school year 2021-2022, the EU aid per 200 ml of milk products has been increased from EUR 0,14 to EUR 0,25. This amount corresponds to the cost of the product as calculated in a study by Wageningen Economic Research (WECR 2020 School Milk; Estimated real cost including transport to schools. (Wageningen Economic Research).

## 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 checked="" type="checkbox"/>	<input type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other : please specify <sup>9</sup>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Any comments:

Children attending schools participating in the School Fruit and Vegetables Scheme receive three servings of fruit or vegetables per week.

Under the School Milk Scheme, the accredited suppliers themselves approach the schools that are to receive deliveries. If a school has signed up with a supplier (and there is sufficient interest in participation among parents and children at that school – the minimum number of participating pupils is around 15), parents can sign up their children to participate. It is possible to choose the number of days per week that the milk is delivered (either once or twice a week). In the case of large suppliers, parents of children at participating schools can sign up for a subscription directly with the supplier, without going through the school.

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 checked="" type="checkbox"/>	<input type="checkbox"/>
> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Any comment:

Envisaged duration of accompanying educational measures during the school year:

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

School fruit and vegetables are distributed for 20 weeks out of the school year. Outside the delivery period, schools are encouraged to follow their own policies regarding stimulating healthy nutrition and the consumption of fruit and vegetables.

Delivery of school milk will also take place for 20 weeks as from the 2021-2022 school year.

Additional materials for school fruit, vegetables and milk are primarily provided during the delivery period. In addition, schools are encouraged to place emphasis on 'food and nutrition education' in a more structured way, including by means of the broader 'Jong Leren Eten' food education programme and the broader 'Gezonde School' health programme. While these programmes are not part of the accompanying measures referred to here, they do have a strong connection to them in order to enable schools to incorporate the accompanying measures in a broader learning pathway. These programmes are carried out throughout the school year.

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<sup>9</sup> Eg. Distribution once every two weeks

### 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:

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

#### Comments:

School fruit and vegetables are usually distributed during the morning break. Outside the delivery period, schools are encouraged to follow their own policies regarding stimulating healthy nutrition and the consumption of fruit and vegetables.

Milk is consumed during the morning or lunch break (depending on the choice of the school), to be supplemented by the snack or lunch brought by the children. Schools in the Netherlands do not provide regular school meals, so the supplied milk is not included as part of school meals. However, to ensure that the requirements are met, the condition that school milk shouldn't be used in the preparation of school meals is mentioned in the application form to be signed by schools applying for an accreditation to supply school milk

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

Article 23(5) of the basic act, Article 5(3) of the fixing regulation (No 1370/2013), Article 2(2)f of the implementing regulation

No

Yes

## **7.5. Selection of suppliers**

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

### **Suppliers**

School fruit suppliers supply the school fruit to the schools. The eligible costs per portion of products supplied are reimbursed on the basis of a flat-rate tariff.

During the open application period for the national School Fruit Scheme (Government Gazette), suppliers of fruit and vegetables can register with the Netherlands Enterprise Agency to be accredited as a school fruit supplier and take part in the scheme. If they fulfil the conditions for recognition and state in writing that they agree to the scheme's requirements, they can participate. This procedure is carried out annually and the Netherlands Enterprise Agency grants accreditation for two school years. Once schools have registered with the Netherlands Enterprise Agency, it allocates the schools to the accredited suppliers.

### **Fruit/vegetables**

As from school year 2021-2022, the Minister shall, upon request, grant accreditation to up to eight suppliers of fruit and vegetables for a period of two school years if the suppliers fulfil the conditions laid down in Article 6 of Regulation (EU) 2017/40 and Article 2 of the National Regulation on the School fruit, Vegetables and Milk 2021. Those conditions shall include, inter alia, that the supplier: Is able to deliver products nationwide; Is able to deliver products to at least 300 schools; declares that he/she is aware of and accepts a flat-rate aid of EUR 17 cents per portion; declares to cooperate fully for the on-the-spot checks to be carried out pursuant to Article 10 of Regulation No 2017/39 and declares that he/she agrees to supply the schools to be allocated by the Minister during the periods of delivery referred to in Article 13 (2) of the National Regulation.

After the conclusion of the application period, if there are more than eight applications the Minister will draw lots to decide which suppliers will be granted an accreditation. An application for accreditation within the meaning of paragraph 1 can be submitted from 14 June to 2 July inclusive. An application for accreditation consists of: a. a fully completed means of application provided by the Minister; b. a recent extract from the Chamber of Commerce commercial register; c. the maximum number of schools that can be delivered to. The Minister decides how many schools and which schools are allocated to each accredited supplier in proportion to the maximum number of schools that can be delivered to as stated in the application for accreditation.

### **Milk products**

As from the 2021-2022 school year, the Minister shall, upon request, grant an accreditation to a milk supplier for a period of two school years if the supplier fulfils the conditions laid down in Article 6 of Regulation (EU) 2017/40; declares that he/she will keep a price calculation to demonstrate that aid is used for the benefit of the participating pupils; declares that he/she is aware of and accepts a flat-rate amount of aid of EUR 25 cents per unit and that will cooperate fully for the on-the-spot checks to be carried out pursuant to Article 10 of Regulation (EU) 2017/39.

An application for accreditation within the meaning of the previous paragraph may be submitted from 14 June to 2 July inclusive.

An application for accreditation consists of:

- a. a fully completed means of application provided by the Minister;
- b. a recent extract from the Chamber of Commerce commercial register;
- c. a statement of the expected number of units to be delivered.



## 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

#### **Aid for fruit and vegetables**

Schools are provided with fruit and vegetables free of charge and the suppliers receive compensation for these products in the form of aid. Aid is given for fresh, unprocessed fruit and vegetables. In addition, priority is given to local products where possible. Eligibility for aid is subject to conditions regarding the quality, variety and weight per portion of the products supplied. The costs are compensated on the basis of a flat rate per portion of €0.23. This amount was determined on the basis of calculations by Wageningen Economic Research (Tacken, Gemma; Rijk, Piet; and Groot, Marianne, 2016. *Schoolfruit; Geschatte werkelijke kostprijs inclusief vervoer naar scholen*. Wageningen, LEI Wageningen UR (University & Research centre), LEI Memorandum 2016-065. 24 pages; 0 figures; 12 tables; 5 references) and includes compensation for the cost of the product as well as of distribution and transport. The eligible costs for distribution and transport consist of transport costs, order collection costs, costs for coordinating distribution and transport, packaging material costs, distribution centre costs (during the school fruit period), contact with schools about product delivery and feedback, and the administrative costs of school fruit delivery. In addition, wage costs connected to delivery and transport and a reasonable margin are included in this amount. VAT (including non-deductible VAT) is not eligible for grants under any circumstances.

Aid applications for fruit and vegetable delivery are to be submitted to the Netherlands Enterprise Agency upon conclusion of the delivery periods, which last for six weeks (first period), seven weeks (second period) and seven weeks (third period). Invoices specifying the price of the products and proof of payment for these invoices, as well as other documentation, must be submitted with the applications.

#### **Aid for milk products**

An accredited milk supplier or an accredited school receives aid in the amount of €0.14 per 200 ml unit of milk supplied (Wageningen Economic Research Report: Tacken, G. and Hovens, R., 2017. *Schoolmelk; Geschatte werkelijke kostprijs inclusief vervoer naar scholen*. Wageningen, Wageningen Economic Research, Memorandum 2017-064. 20 pages; 0 figures; 9 tables; 2 references).

Accredited suppliers and schools receive an indication of the maximum number of units to be declared, in proportion to the expected number of units to be delivered as stated in the accreditation application, keeping in mind 80 % of the EU budget for school milk made available to the Netherlands (the total budget for school milk amounts to €1.92 million). With the intention of expanding the number of schools participating in the Fruit and Vegetable Scheme, 20 % of the allocated EU budget is reserved so that it can potentially be transferred to the Fruit and Vegetable Scheme if more schools apply than are able to participate on the basis of the available EU budget.

There are three deadlines for submitting aid applications for milk products deliveries, which are submitted to the Netherlands Enterprise Agency. The applications must include itemised acceptance declarations from the schools receiving deliveries or invoices, specifying the price of the delivered products, and proofs of payment of the deliveries or alternative proof in accordance with Article 5(1)(b) of Implementing Regulation (EU) 2017/39.

The accredited supplier's first aid application in the 2017/2018 school year must also include a completed and signed statement from each school to which the supplier delivers milk or an overview of schools to be supplied with milk in the case of a subscription system. The first aid application must also include a calculation of the price of the milk to be charged to the school's pupils, showing that the aid has been offset against the prices paid by the pupils.

Accredited suppliers maintain supporting documents in their administration for purposes of on-the-spot checks showing that all eligible costs were paid before the aid application was submitted.

The Dutch Minister for Economic Affairs is designated as the competent authority to make decisions and undertake the acts arising from the European regulations.

*If the strategy sets maximum prices to be paid by beneficiaries for the products, materials and services under the school scheme please indicate the fair, equitable and verifiable calculation method used for their establishment (Article 2(2)c of the implementing regulation).*

The Netherlands utilises 'simplified cost options', a fixed price per portion of milk and fruit/vegetables. The substantiation is given in two reports by Wageningen Economic Research, which also explain that the method used is 'fair, equitable and verifiable'.

School fruit

For proof of the fair, equitable and verifiable method: see Wageningen Economic Research report (Tacken, Gemma; Rijk, Piet; and Groot, Marianne, 2016. *Schoolfruit; Geschatte werkelijke kostprijs inclusief vervoer naar scholen*. Wageningen, LEI Wageningen UR (University & Research centre), LEI Memorandum 2016-065. 24 pages; 0 figures; 12 tables; 5 references).

School milk

For proof of the fair, equitable and verifiable method: see Wageningen Economic Research report (Tacken, G. and Hovens, R., 2017. *Schoolmelk; Geschatte werkelijke kostprijs inclusief vervoer naar scholen*. Wageningen, Wageningen Economic Research, Memorandum 2017-064. 20 pages; 0 figures; 9 tables; 2 references).

#### 7.6.2. Eligibility of certain costs

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

Not applicable

## 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

*1) Please list the (public) authorities and (private) stakeholders in public health/nutrition, education, agriculture and other sectors, as relevant, to be involved according to national provisions/procedure, and*

1) National government

- Ministry of Economic Affairs (policy, establishing strategy, supporting accompanying measures via the 'Jong Leren Eten' food education programme, including in relationship to the 'Gezonde School' programme)
- Netherlands Enterprise Agency, service of the Ministry of Economic Affairs (implementing School Fruit Scheme, establishing strategy).
- Ministry of Health, Welfare and Sport (supporting health prevention and, through the 'Gezonde School' programme, providing input for the strategy).

2) Participating schools

Schools primarily invest time in the project because they are responsible for organising and implementing the group consumption of the fruit and implementing the accompanying measures.

3) The business community, particularly the fruit and vegetable suppliers that provide the school fruit. Interest groups from the fruit and vegetable sector provide input for the national strategy (e.g. Fresh Produce Centre, Dutch Fruit Growers Organization).

4) Wageningen University & Research, Steunpunt Smaaklessen & EU-Schoolfruit national contact office

They focus on activities in the field of education and communication about food and nutrition for schools, provide the Smaaklessen programme for the EU School Fruit Scheme and provide input for the national strategy. In addition, Wageningen University & Research is involved in the 'Jong Leren Eten' food education programme.

5) The Netherlands Nutrition Centre

Cooperating and coordinating with programmes like 'Jong Leren Eten', 'Gezonde School' and 'Gezonde Schoolkantine' ('Healthy school canteen'). Providing input for the national strategy.

6) Public Health Services (GGD)

The GGD encourages and supports schools in promoting health through a variety of programmes such as 'Gezonde School'.

7) Young people with healthy weight (JOGG)

JOGG promotes a healthy environment for children. Within this framework, there is also a focus on a healthy food supply.

8) Netherlands Food and Consumer Product Safety Authority (NVWA)

Carrying out checks of the School Fruit Scheme at schools and suppliers. Providing input for the national strategy.

9) Dutch Dairy Association (NZO)

Provides input for the national strategy, particularly for the accompanying measures for milk, which they help implement at the schools.

On 17 February 2017 a brainstorming session was organised at the Ministry of Economic Affairs with the participation of the stakeholders listed above.

The amendments included in the National regulation on the School scheme are coordinated with the relevant stakeholders in the field of education, food and distribution and with the responsible advisors from the Ministry of Health.

## **7.8. Information and publicity**

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

Article 8 c: Regulation on the School Fruit, Vegetables and Milk Scheme 2021

(<https://wetten.overheid.nl/>)

Schools participating in the School Fruit, Vegetable and Milk Scheme must hang the prescribed EU poster prominently at the entrance or indicate on their website that they participate in the School Scheme. On the website they must display the EU logo and state that the EU makes a financial contribution to the School Scheme. [www.euschoolfruit.nl](http://www.euschoolfruit.nl)

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

Article 2(2)g of the implementing regulation

### **Checks**

On the basis of the EU regulations, an audit memorandum will be drawn up describing the organisation of the prescribed checks. The audit memorandum includes a risk analysis indicating what risks have been recognised in the implementation of the scheme and in what way those risks have been addressed. The audit memorandum leads to an approach to checks which includes administrative checks, on-the-spot checks of suppliers, physical checks and checks of the schools.

The results of the checks are substantiated by means of reports. The reports also state how the checks are carried out for milk and for fruit and vegetables.

#### *Administrative checks*

The administrative checks consist of determining that the aid application and the submitted documents are complete. It is the standard to check 100 % of the aid applications by using a checklist to examine the administrative documents. The administrative checks of the suppliers are also carried out on the basis of supporting documents that list the price of the products delivered and that must include invoices or proofs of payment. The checks are carried out by the Netherlands Enterprise Agency.

#### *On-the-spot checks of suppliers*

These checks consist of a verification visit to an accredited school fruit supplier and school milk supplier on the basis of an established verification programme, during which the accounts are particularly examined. These checks are carried out by the Netherlands Food and Consumer Product Safety Authority (NVWA). Because there are fewer than 100 suppliers, on-the-spot checks of at least five suppliers are carried out. If there were to be fewer than five suppliers, 100 % of the suppliers would be checked at least once per school year. This check takes place at any time during the delivery period in the school year during which the EU school fruit and milk are supplied — specifically this is a 20-week period for fruit and vegetables and a 40-week period for school milk.

#### *Physical checks*

Physical checks of the quality of the school fruit and vegetables are carried out at the suppliers' distribution centres. A sample is taken among participating suppliers and the checks can be carried out once or several times during the entire free delivery period.

#### *Checks of schools*

Checks of schools must be carried out at no fewer than two schools or at least 1 % of the schools for which the applicant has requested aid, whichever is larger.

In addition to a check of the administration, the following must also be checked at schools:

- whether the accompanying measures are carried out;
- whether the posters for the EU School Fruit and School Milk Schemes have been clearly hung near the main entrance to the school or whether the school's website includes the European flag and the statement that the school participates in the School Scheme and the EU provides a financial contribution.

## **7.10. Monitoring and evaluation**

Article 2(2)g of the implementing regulation

### **Monitoring**

The annual monitoring is required to cover the following elements:

- Overview of suppliers of fruit/vegetables and milk
- Overview of deliveries (amounts and variety)
- Overview of deliveries and financial reports
- Any comments or criticism regarding the fruit provided
- Overview of participating schools
- Overview of participating children, by age group
- Use of accompanying measures

The agreements with schools and suppliers on which accreditation is based will be set up in such a way that the above information is available.

### **Evaluation**

Every six years the Netherlands will inform the Commission of the evaluation results, with the first instance taking place in February 2023.

Indicators have been drawn up on the basis of the general objectives of the national scheme (see Wageningen Economic Research report, Bogaardt, M.J.; van Haaster-de Winter, M.A.; Tacken, G.M.L. 2017. *Van melk krijg je geen witte tanden. Nulmeting van de consumptie van melk, groenten en fruit thuis en op school, de kennis van gezonde eetgewoonten en het eet- en drinkgedrag van kinderen in Nederland*; Wageningen, Wageningen Economic Research, Report. 22 pages; 2 figures; 11 tables) such as consumption at school and at home, knowledge about healthy eating habits and putting those eating habits into practice. The baseline measurement was carried out by means of an online survey in May 2017. The results of the baseline measurement serve as the basis for the next evaluation. The goal is to compare the results of the baseline measurement with a new measurement taken in 2022 in order to evaluate the effect of the new School Scheme.

Outside the scope of this school scheme, the links between the accompanying measures and the broader 'Jong Leren Eten' educational programme (which has its own monitoring and evaluation system) will be examined in the context of that programme.