

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

**DATE: 27 JUNE 2017**

## **Contents**

TOC

*Please tick the relevant boxes and provide an accompanying text as relevant: please keep the description short and simple, putting additional and/or background info in Annexes. Don't forget to remove all text in italics from the filled-in template (your document with the strategy to be submitted to the Commission).*

## 1. ADMINISTRATIVE LEVEL

Article 23(8) of Regulation (EU) No 1308/2013 as amended by Regulation (EU) 2016/791 (hereinafter ‘the basic act’) and Article 2(1)a of the Commission Implementing Regulation (EU) 2017/39 (hereinafter ‘the 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

- 1) Establishing the habit of drinking milk daily
- 2) Teaching children that milk is a healthy food.

### 2.2. Objectives and indicators

Article 23(8) of the basic act and Article 2(1)c of the Implementing Regulation

Overall objectives	Impact indicator	Specific objective	Result indicator	Output indicator
The National Food Agency recommends that children should consume 2-5 dl milk products per day.	Percentual change in milk consumption.  The target is that the average consumption of milk shall increase from 1,2 de per child per day to 2,0 dl per child per day. This target relates to children 1-18 years of age.	Milk consumption should be stabilised at 2 dl/day at school.	Proportion of children in the scheme as a % of the children in the target groups	Number of children in the scheme
			Proportion of schools in the	Number of schools

			scheme as a % of the schools	participating in the scheme
				dl of milk per child in the scheme
All children shall know that milk is a healthy food.	An increasing part of children shall be aware of the health benefits with milk.	Since there are no previous surveys of children's attitudes to milk, we plan to conduct at least to surveys during the program period.	Change in percent of children that thinks that milk is healthy.	

The objective is for children aged 1-18 years to consume 2 dl of milk per day in school. It is known that children's milk consumption varies from very low to well over the recommended quantity.

The National Food Agency recommends 2-5 dl of low fat milk, curdled milk or yoghurt a day for children aged 2-17 years. Sweden would like to use the EU aid for two purposes: to ensure that schools serve milk with the meals given to children at school and to spread the message that half a litre of milk products per day is beneficial for your growth and health. The Board of Agriculture will however leave it open for schools to choose whether to serve full milk of reduced fat milk.

There are no statistics in Sweden on how much milk we drink. However, there are statistics on milk consumption, including the milk used in cooking.

By applying the school milk scheme, it is possible to estimate how much milk pupils drink while they are at school. This does not show their total consumption, since many of them also drink milk at home, but the data can give an indication of how eating habits are developing.

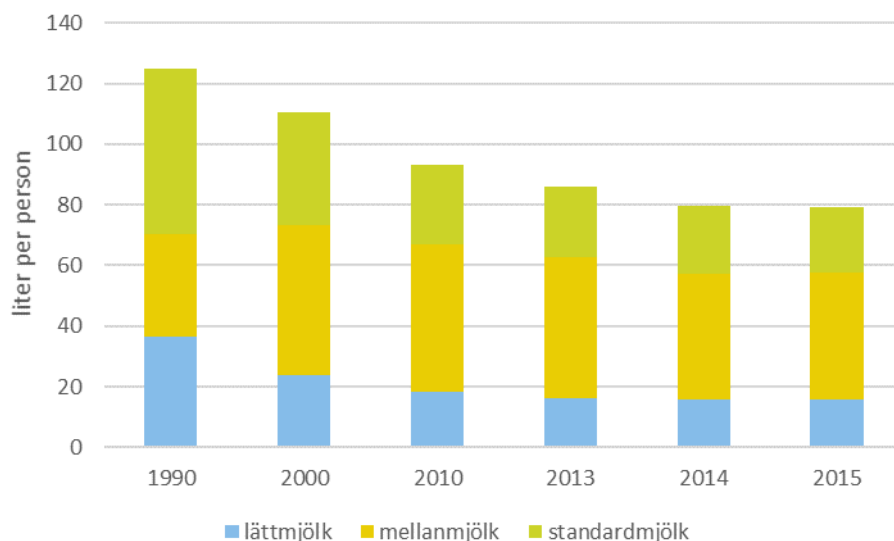
Therefore the indicators used here measure milk consumption as the number of litres of milk per year and child for which we pay aid under this scheme and the preceding School Milk Scheme.

Since there are no earlier surveys about children's attitude about milk The Board of Agriculture will conduct at least two surveys during the program period. The Board of Agriculture will inform participating schools about the existing accompanying educational measures. The surveys will show if existing measures are sufficient or if there is a need for further accompanying educational measures.

### 2.3. Baseline

Article 23(8) of the basic act and Article 2(1)d of the Implementing Regulation

Milk consumption has diminished markedly in Sweden in the past 20 years. The milk consumption of the entire population decreased by 36 per cent between 1990 and 2015. This also includes milk used in cooking, but not fermented products, cheese or other milk products.



lättmjölk: skimmed milk

mellanmjölk: semi-skimmed milk

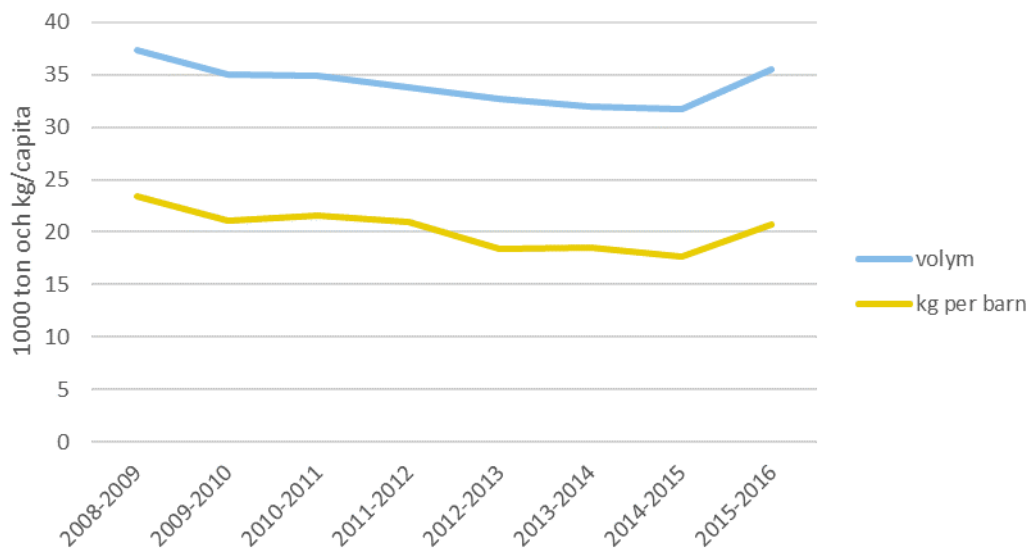
standardmjölk: standard milk

Source: Statistics Sweden

**Figure 1. Milk consumption per person in 1990-2015, litres per person**

Milk consumption is continuing to diminish. From 2013 to 2015 alone, it decreased by eight per cent.

In order to understand how, in particular, children’s milk drinking has developed, one can look at how the EU’s School Milk Scheme has been used over the years. The scheme also covers aid for cheese and fermented products, but here we only look at drinking milk.



kg per barn: kg per child

Source: Swedish Board of Agriculture

**Figure 2. Milk consumed as part of the school scheme in 2008-2016, tonnes**

As shown in Figure 2, pupils drank less and less milk at school up to and inclusive of the 2014/15 school year. The total volume shrank fairly steadily by 2-3 per cent a year, even though the number of pupils increased by about 150 000 during the period in question. Consequently the per capita consumption decreased likewise during that period, from 23 kg per child during 2008/2009 to just 18 kg per child in 2014/15.

The average consumption of milk products in schools during 2015/2016 was 21 kg of milk per child and year. This equals about 1.2 dl per child and school day. Our aim is to increase this to reach 2 dl per child and school day.

### 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 August 2017 to 31 July 2023		
	School fruit and vegetables	School milk	Common elements if applicable
Distribution of school fruit and vegetables/school milk	0	51 992 000	
Accompanying educational measures	0	0	
Monitoring, evaluation, publicity <sup>1</sup>	0	2 000 000	
Total	0	53 992 000	
Overall total	53 992 000		

The discussion in 2017 is whether Sweden should also implement the school fruit component of the scheme. If we decide to do so, this budget will be updated. Our intention during the scheme period is to use over 20 per cent of Sweden's school fruit allocation under the milk scheme.

The breakdown between the different budget lines is preliminary. For example, if the costs related to information and supervision turn out to be lower than budgeted above, the leftover funds will be used to finance the distribution of products.

---

<sup>1</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.

<b>3.2. National aid granted, in addition to Union aid, to finance the school scheme<sup>2</sup></b>			
Article 23a(6) of the basic act and Article 2(2)d of the Implementing Regulation			
<b>No</b>	<input checked="" type="checkbox"/>		
<b>Yes</b>	<input type="checkbox"/>		
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products<sup>3</sup></b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
<b>Total</b>			
Comment/explanatory text (eg. name of the national aid, legal basis, duration). <i>In the event that national aid is granted to finance common elements, please add a column (common elements) to report it.</i>			

Sweden has a well-developed system with free school lunches for all pupils up to and inclusive of secondary school. We do not intend to supplement the school scheme with any other resources.

In terms of accompanying educational measures there are a number of schemes (section 6) already in force which we consider will sufficiently serve as accompanying measures. “Visit a dairy/ farm” is funded by milk producers and dairies. “Farmer at school”, digital school material and “milk.se” digital milk information for schools are both funded by the Farmer’s Union, LRF. “Hello School food”, teaching material connected to lunches, is funded by the Food Agency. Finally, a project called “Sustainable Food” is a project with teaching material of food and food production and an exhibition that is funded by the Board of Agriculture and co-funded by the Farmer’s Union.

<sup>2</sup> National or regional level

<sup>3</sup> The higher level of detail than in the table under section 3.1, with a separate category for Annex V products, is meant to capture more precisely information on implementation of the school scheme: the limitation of Union aid to the milk component of Annex V products, set out in Article 23(5) of the basic act, entails per se national aid if a parental contribution is not required. This may not be the case for other milk products, hence the separate column.





<b>3.3. Existing national schemes</b>	
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"/>
<i>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<sup>4</sup>:</i>	
- Extension of the target group	<input type="checkbox"/>
- Extension of the range of products	<input type="checkbox"/>
- Increased frequency or duration of distribution of products	<input type="checkbox"/>
- Enhanced educational measures (increased number or frequency or duration or target group of those measures)	<input type="checkbox"/>
- Other: please specify (eg. if products originally not free of charge and that are provided free of charge) ....	<input type="checkbox"/>
Comment/explanatory text	

Sweden has a well-developed system with free school lunches for all pupils up to and inclusive of secondary school. Most schools offer milk as a drink with these lunches. We do not consider this a ‘national scheme’ for milk consumption.

---

<sup>4</sup> *One or more*

#### 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	1-5	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-schools	6	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Primary	7-13	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	14-19	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The school milk element of the scheme must be available to all pupils in nurseries, pre-school, primary school (including after-school facilities) and secondary school. In this way children aged 1 to 19 are covered by the scheme.

#### 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 type="checkbox"/>
Apples, pears, quinces	<input type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input type="checkbox"/>
Bananas	<input type="checkbox"/>		
Berries	<input type="checkbox"/>	Cucumbers, gherkins	
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	<input type="checkbox"/>	Lentils, peas, other pulses	<input type="checkbox"/>
Melons, watermelons	<input type="checkbox"/>	Tomatoes	<input type="checkbox"/>
Citrus fruit	<input type="checkbox"/>	Other vegetables: please specify <sup>5</sup>	<input type="checkbox"/>
Tropical fruit <sup>6</sup>	<input type="checkbox"/>	.....	
Other fruit: please specify (eg. kiwis, persimmons, nuts)	<input type="checkbox"/>		
.....			

<sup>5</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>6</sup> Pineapples, avocados, guavas, mangos and mangostines

Sweden will not implement the school fruit element of the scheme in the 2017/2018 school year.

5.1.2. Processed fruit and vegetables – Article 23(4)a 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		
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"/>			
.....								

<sup>7</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.

## 5.2. Milk and milk products

### 5.2.1. Milk - Article 23(3)b of Regulation (EU) No 1308/2013

Drinking milk, including lactose-free milk	<input checked="" type="checkbox"/>
--	-------------------------------------

### 5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013<sup>8</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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Plain yogurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		

<sup>8</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 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.

5.2.3. 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"/>		%

5.2.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

The Swedish School Milk Scheme will only cover drinking milk and lactose-free milk

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 checked="" 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"/>
The scheme covers milk and does not have any special rules regarding, for example, organic or regionally produced milk. The aid applicant may choose to buy organic or regionally produced milk, but that does not affect the level of aid.	
<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	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

Article 23(10) of the basic act and Article 2(1)j of the Implementing Regulation

Title	Objective	Content
Visit to a dairy farm/milk plant	Teaching school children how milk is produced and how people work on a dairy farm	<p>The five biggest milk plant cooperatives and their members organise visits for school classes. Pupils get to visit a dairy farm, taste the products and receive information material.</p> <p>About 30 000 pupils visit dairy farms every year. Some cooperatives have organised dairy farm visits for 15 years now. The activities target pupils aged 9 to 12.</p>
Bonden i skolan ('A farmer at school')	Teaching pupils about farming, animals and crop growing.	<p>Bonden i skolan is a digital tool that is publicly available on the web and free of charge. The website provides solid factual information as well as a unique database with lesson plans and subjects that meet the objectives of the curriculum.</p> <p><a href="http://www.bondeniskolan.se">www.bondeniskolan.se</a></p>
Hej skolmat (Hello school lunch)	Teaching pupils about health, food and the environment	<p>Hej skolmat consists of pedagogical exercises where school lunches are the teaching material. The exercises are meant for grades 4-6 and include teachers' notes, instructions for pupils and factual texts. The exercises are divided into three themes: health, food in our lives and the environment</p> <p><a href="http://www.livsmedelsverket.se/matvanor-halsa--miljo/maltider-i-vard-skola-och-omsorg/skola/hej-skolmat">www.livsmedelsverket.se/matvanor-halsa--miljo/maltider-i-vard-skola-och-omsorg/skola/hej-skolmat</a></p>
Mjolk.se	Improving pupils' knowledge of milk.	<p><a href="http://www.mjolk.se">www.mjolk.se</a> is a website with informative material on milk</p>
Sustainable food	Improving pupils' knowledge of farming, animals, crop growing and sustainable consumption	<p>As part of the project, teaching materials will be produced for schools and an exhibition organised at the Universeum within the next two years.</p> <p>The project is currently under preparation. There will be information and teaching materials available on the website of the Swedish Board of Agriculture <a href="http://www.jordbruksverket.se">www.jordbruksverket.se</a> under 'konsument/hållbar mat för alla' ('consumers/sustainable food for all').</p>



The main purpose of the milk scheme in Sweden is to make it seem natural and self-evident to the pupils to drink milk with their meals. The best way of reaching this goal is to serve milk with school lunches. The accompanying measures described above will strengthen the message. In addition, the measures will help to teach the pupils about milk production and healthy meals. One part of the scheme is to provide more information about farming and food in general, not just about milk.

Since these arrangements have already been put in place, we see no reason to use EU aid to fund additional measures. Nor do we want to do duplicate work, where we repeat something that has already been done.

Individual schools cannot apply for aid for accompanying measures but must work with the existing measures. The Board of Agriculture will inform all participating schools about existing accompanying educational measures. The schools may decide which measures are suitable for their children. The Swedish school law states that schools have to teach children about health and healthy eating habits.

## **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

All products will be provided free of charge.

**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 type="checkbox"/>	<input checked="" type="checkbox"/>
Other : please specify <sup>9</sup>	<input type="checkbox"/>	<input type="checkbox"/>
Any comments:		

Envisaged frequency of distribution:

	School fruit and vegetables	School milk
≤ 2 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 2 and ≤ 4 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 4 and ≤ 12 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 12 and ≤ 24 weeks	<input type="checkbox"/>	<input type="checkbox"/>
> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input 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)

The accompanying measures will be available throughout the year. It is up to each

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

school to decide how to implement the accompanying measures.

### 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 type="checkbox"/>	<input checked="" type="checkbox"/>
Lunchtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Afternoon/afternoon break(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>

#### Comments:

In nurseries and pre-school milk can be served with breakfast, lunch and snacks. In primary school milk is served with lunch and sometimes also in the morning and in the afternoon. In secondary school milk is served with lunch.

- We consider it most effective to distribute milk in connection with meals. We try to make pupils see milk as a natural mealtime drink and therefore it must be served with meals.
- To ensure that aid is not paid for milk used in cooking or for other consumers, aid applicants will receive aid for a maximum of 87 per cent of the amount of milk purchased. Milk for other purposes than schoolchildren's drinking with the meal does not extend 13 percent of bought quantities. In the old school milk scheme there was an deduction of 10 percent for milk used in preparation of meals. In order to simplify the administration of the system, the deduction is made on all applications.
- There will be posters in schools showing that the milk is part-financed by the EU. All milk served will be covered by the aid, so there is no need to make a distinction between EU-financed and other 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

The milk will be purchased and distributed in the same way as school meals in general. The food served, which includes the milk, is usually bought by a tendering procedure by the municipalities and private schools. Products are then delivered to the canteen where school children are served their school meal free of charge.

The Board of Agriculture will monitor and evaluate the scheme. If appropriate, the authority may entrust another actor with all or part of the evaluation.

#### **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

The applicants may apply for support for quantities that are verified by approved documentation, for example copies of invoices.

The amount of aid for each applicant is calculated as follows:

- Potential applicants notify at the beginning of the school year how many pupils they have.
- The applicants may receive aid for a maximum of 0.2 kg of milk per child and day.
- They may receive aid for a maximum of 87 per cent of the amount of milk purchased.
- The Board of Agriculture collects information on the total volume notified and distributes the available EU aid on the basis of the volume notified (number of children\*0.2\*number of school days per school year).
- The applicants are informed of the size of the aid per kg of milk. The aid may never exceed the cost of purchasing the milk.

### 7.6.2. Eligibility of certain costs

Article 23(8) of the basic act and Article 2(2)b of the Implementing Regulation

The applicants are compensated for the cost of purchasing the milk to be distributed to pupils with school meals. They receive no compensation for staff, cold storage or other costs.

## 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

The Board of Agriculture is the authority responsible for the aid. The Board of Agriculture prepares the strategy and regulations and handles all administration related to the aid (applications, payments, checks and reporting).

The Board of Agriculture has discussed the content and aim of the strategy with the National Food Agency. Other parties that were given the opportunity to comment on the composition and content of the aid were the Swedish Dairy Association LRF, the Swedish Association of Local Authorities and Regions, and the Swedish Association of Independent Schools. The Board of Agriculture has also informed the Swedish Agency for Education.

One important topic discussed by the parties was the products to be covered by the scheme. When the new scheme enters into force on 1 August 2017, the sum allocated for the distribution of milk and milk products will be reduced. In order to be able to continue to distribute milk to schools, it was necessary to remove cheese and fermented products from the scheme. The majority of the parties agreed that this was better than reducing the aid for the distribution of drinking milk.

## 7.8. Information and publicity

Article 23a(8) of the basic act and Article 2(1)m of the Implementing Regulation

At the beginning of June 2017, the Board of Agriculture will focus its communication efforts on informing the parties that the rules have changed and of how this affects their activities. The information campaign will take place through press releases and direct communication with the parties in question.

Once the scheme starts being implemented in August 2017, the Board of Agriculture will publish a news article on it. In particular, we will explain which accompanying measures are available.

The Board of Agriculture's website already contains information on the new scheme. <http://www.jordbruksverket.se/amnesomraden/stod/marknadsstod/skolmjolksstod.4.2c4b2c401409a334931ab48.html>

The Board of Agriculture describes how the scheme functions, who can apply for aid and how to do so.

Schools, nurseries and pre-schools receiving aid must display posters showing that they are participating in the EU's school scheme. The posters must be placed close to where the milk is served.

The Board of Agriculture will also design a banner ('the school milk banner') for websites and electronic display boards. Schools may use this banner on their websites.

The Board of Agriculture is responsible for designing the poster and web banner.

The Board of Agriculture is also planning a new information brochure on the school scheme and a new website. The website will include information on the system and the accompanying measures available.

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

Article 2(2)g of the Implementing Regulation

The Board of Agriculture is responsible for the administrative and on-the-spot checks.

The Enterprise Support Unit carries out the administrative checks and the Support Inspection Unit the on-the-spot checks.

On 31 October each year, the Board of Agriculture reports the results of the checks to the Commission.

### **7.10. Monitoring and evaluation**

Article 2(2)g of the Implementing Regulation

The Board of Agriculture supervises the scheme annually by compiling the following information from the administrative systems:

- total amount paid, plus the share for milk and information measures
- number of schools that participate in the scheme and proportion of schools in the scheme as percent of eligible schools
- number of pupils at participating schools and proportion of children in the scheme as percent of target groups
- total volume of milk served
- Consumption per pupil
- average aid per kg and portion

The Board of Agriculture is the authority responsible for supervising the system and reporting to the Commission.