

GOVERNMENT OF SPAIN MINISTRY
OF AGRICULTURE, FISHERIES,
FOOD AND THE ENVIRONMENT

DIRECTORATE-GENERAL FOR THE
FOOD INDUSTRY

SUB- DIRECTORATE-GENERAL
FOR FOOD PROMOTION

**SPANISH STRATEGY FOR THE
IMPLEMENTATION OF THE
SCHOOL FRUIT, VEGETABLES AND
MILK SCHEME FROM SCHOOL
YEARS 2017/2018 TO 2022/2023**

15 July 2017

CONTENTS

- 1. ADMINISTRATIVE LEVEL**
- 2. NEEDS AND OBJECTIVES**
- 3. BUDGET**
- 4. TARGET GROUP**
- 5. LIST OF PRODUCTS TO DISTRIBUTE**
- 6. ACCOMPANYING MEASURES**
- 7. IMPLEMENTATION MEASURES**

1. ADMINISTRATIVE LEVEL:

The strategy is drawn up at national level.

Joint management will be carried out within Spain and its regions.

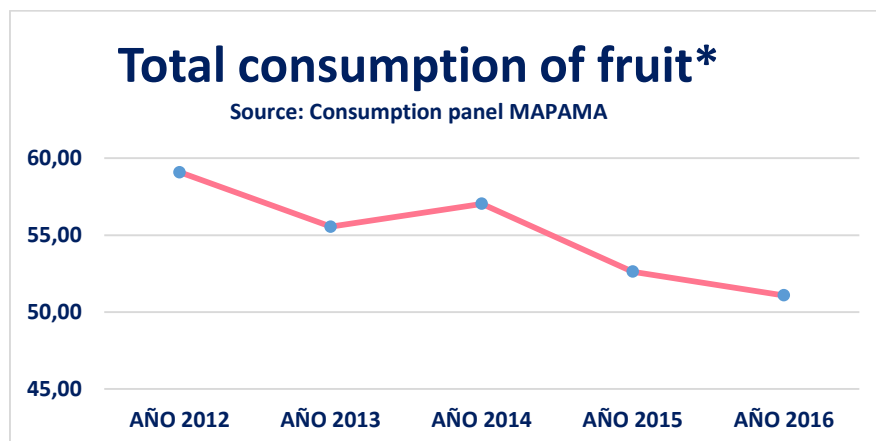
The national government will report to the Commission and will develop and coordinate the accompanying measures to ensure they are the same across the board, while the regional governments will carry out checks and manage payments.

2. NEEDS AND OBJECTIVES:

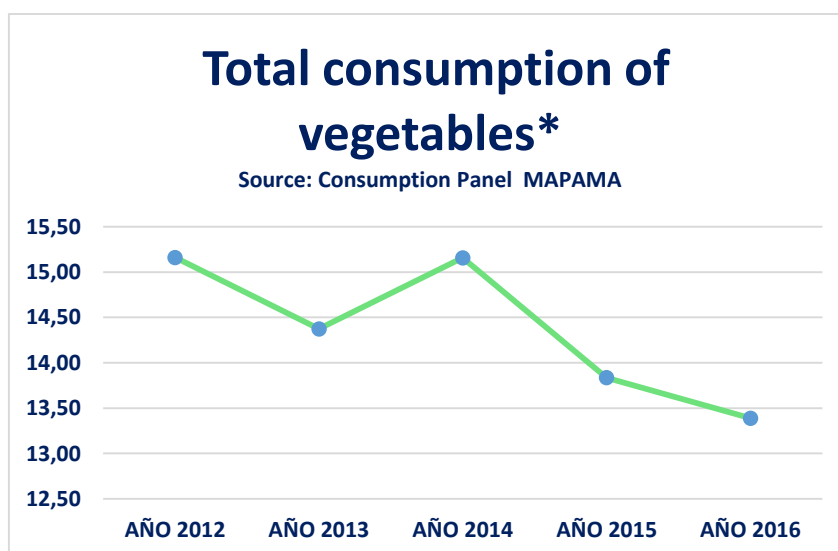
2.1. Needs:

1. Produce a long-lasting increase in the proportion of fruit, vegetables, milk and milk products consumed by children at the stage when their eating habits are being formed.
2. Raise awareness of these products among more children and encourage them to try them, discover their characteristics and properties and make them a natural part of their diet.
3. Consolidate and increase the number of schools benefiting from the scheme.
4. Reach areas in which the most significant issues have been identified.
5. Encourage parents' participation and involvement.
6. Diversify the products distributed.
7. Establish fruit as an alternative to other products consumed at break times.
8. Increase the reach of the scheme by enhancing coordination and communication with the various stakeholders involved.

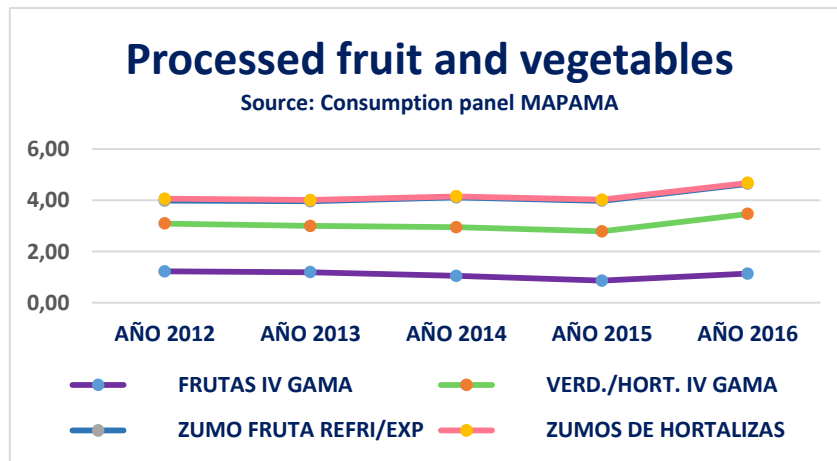
EVOLUTION OF CONSUMPTION (KG) PER CAPITA IN HOUSEHOLDS WITH CHILDREN 6 TO 15 YEARS IN THE PERIOD 2012 TO 2015



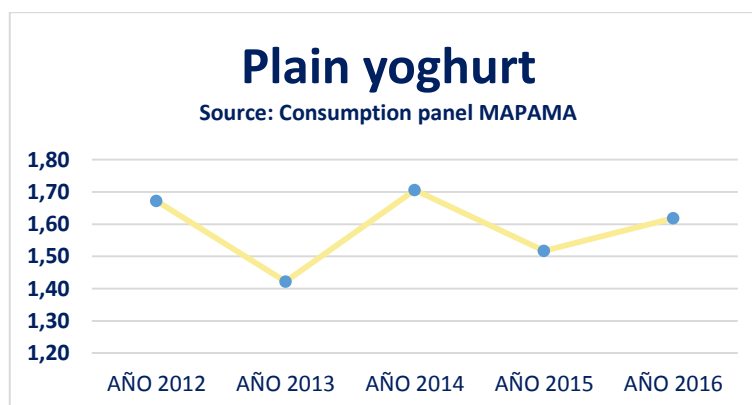
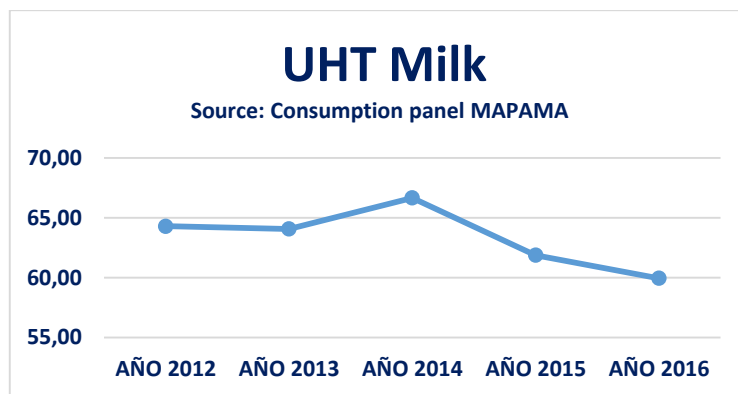
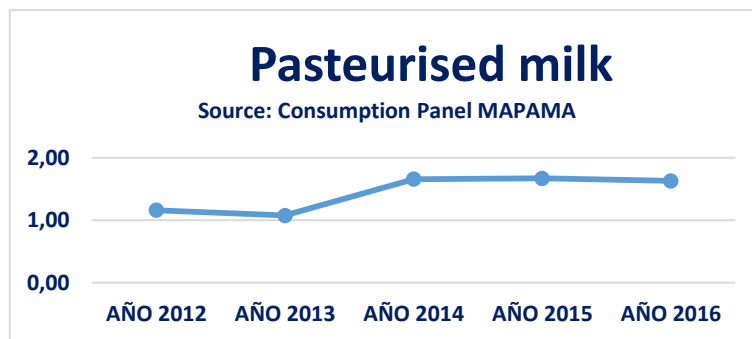
*Includes the assessment of consumption of the following fruit: hazelnuts, apricots, plums, cherries, strawberries, apples, kiwis, almonds, walnuts, mandarins, apples, oranges, peaches, nectarines, melons, watermelons, pears, bananas, grapes.

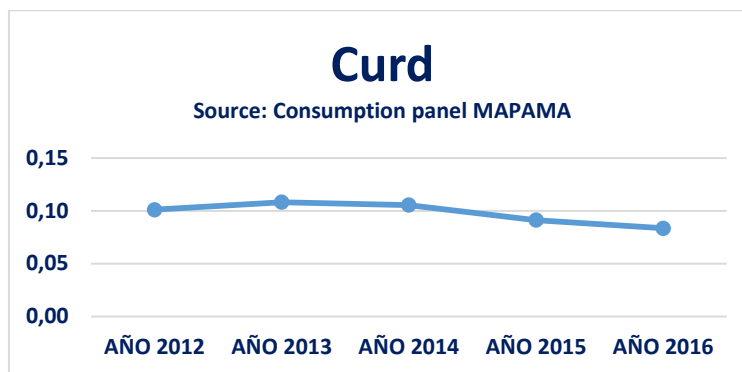
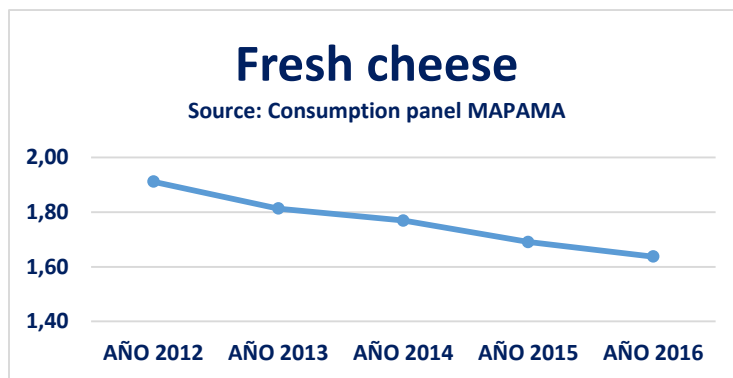


* Study of consumption of the following vegetables: mushrooms, avocados, tomatoes, cucumbers, carrots.



Legend: purple line=ready-to-eat fruit, green line=ready-to-eat vegetables, blue line= fruit juice, orange line=vegetables juice.





Data on the evolution of the consumption of products covered by the school scheme in households with children aged between 6 and 15 years in the period 2012-2016 show a general downward trend, except for processed fruit and vegetables and for pasteurised milk. On the other hand, as reflected in the evaluation report, parents have a very positive view of the usefulness of the school schemes.

Taking into account these aspects, we hope that the Spanish strategy for the implementation of the school fruit, vegetables and milk scheme from 2017/2018 until 2022/2023 school year will reverse the declining trend in consumption.

2.2. Objectives and indicators:

General objectives	Indicators	Information sources
Boost consumption and demand for these products in the future.	Level of consumption of fruit and vegetables in Spanish households, especially those with children aged 6 to 15 years, after 5 years of implementation of the scheme. Level of consumption of milk in Spanish households, especially those with children aged 6 to 15 years, after 5 years of implementation of the Programme.	<ul style="list-style-type: none"> - Food consumption panel by MAPAMA - Reports by regional governments. - National evaluation by MAPAMA
Meet public health objectives to improve children's eating habits and so reduce obesity rates and the associated risk of developing serious health problems in adulthood, thereby improving quality of life.	Qualitative improvement in eating habits.	<ul style="list-style-type: none"> - Reports by regional governments. - National Evaluation by MAPAMA.

1. General objective: increase consumption of fruit, vegetables and milk		
Specific objectives	Indicators	
Increase the number of children participating in the scheme.	Total number of children participating per school year.	Number of children participating per school year as a proportion of the target group of children.
Increase the number of schools participating in the scheme.	Total number of schools participating.	Number of schools participating per school year as a proportion of the target group of schools.
Increase the quantity of product distributed.	Number of tonnes of fruit, vegetables, milk and milk products.	Quantity distributed as a proportion of the average for the last 5 years.
Increase distribution frequency and duration.	Frequency per week and number of weeks.	Product consumption per child (kg).
Increase product consumption at home.	Daily product consumption at home.	Quantity consumed as a proportion of the average for the last 5 years.
Increase consumption of local and seasonal products.	Number of local and seasonal products that children are familiar with and consume.	Product consumption and familiarity as a proportion of the average for the last 5 years.

2. General objective: improve children's eating habits		
Specific objectives	Indicators	
Promote familiarity with and identification of the products (physical and nutritional characteristics).	Number of products studied and varieties identified.	Number of children participating per school year as a proportion of the target group of children.
Encourage families' participation .	Number of activities involving families.	Number of families participating in activities as a proportion of the average for the last 5 years.
Promote awareness of the production process .	Number of activities related to the production process.	Number of activities as a proportion of the average for the last 5 years.
Promote awareness of the characteristics of a balanced diet .	Number of training and awareness-raising sessions and number of types of diet analysed.	Number of activities as a proportion of the average for the last 5 years.
Promote personal hygiene and cleanliness when handling food .	Number of pupils who wash their hands before handling food.	Number of activities as a proportion of the average for the last 5 years.

3. BUDGET:

3.1. Union aid for the school scheme

EU aid (€)	Period from 01/08/2017 to 31/07/2023		
	School fruit and vegetables	School milk	Common elements
Distribution of fruit and vegetables/milk	88 124 231.82	13 936 305.48	
Accompanying educational measures	8 149 282.28	996 276.82	1 500 000
Monitoring, evaluation and publicity	4 241 873.03	795 800	1 733 389.10
Total (€)	100 515 387.13	15 728 382.30	3 233 389.10
Overall total (€)	119 477 158.53		

Spain has an indicative allocation for each school year of EUR 12.932.647 million for fruit and vegetables and of EUR 6.302.784 million for school milk, for a total of EUR 19.235.431.

The strategy includes ambitious targets and that is why Spain intends requiring a greater financial envelope, as shown in the table above, subject to budget availability due to the fact that other Member States have not claimed all of their indicative allocations.

3.2. National aid

3.2.1. Regional aid:

AMOUNT (€)	School fruit and vegetables		School milk		Common elements	
	Public contribution (€)	Private contribution (€)	Public contribution (€)	Private contribution (€)	Public contribution (€)	Private contribution (€)
1. Product and distribution	6 750 826.71	420 000	63 807.27			
2. Accompanying measures	2 545 128.01		38 087.45		615 000	
3. Monitoring, evaluation and publicity	639 583.97		16 884		493 347.28	
Total (€)	9 935 538.69	420 000	118 778.72		1 108 347.28	

3.2.2. National aid:

AMOUNT (€)	School fruit and vegetables	School milk	Common elements
1. Product and distribution		2 000 000.00	
2. Accompanying measures	1 789 768.00	899 998.00	
3. Monitoring, evaluation and publicity			105 000.00
Total (€)	1 789 768.00	2 899 998.00	105 000.00

3.3. Overall budget:

School fruit and vegetables				
AMOUNT (€)	EU	REGIONAL	NATIONAL	PRIVATE
1. Product and distribution	88 124 231.82	6 750 826.71		420 000.00
2. Accompanying measures	8 149 282.28	2 545 128.01	1 789 768.00	
3. Monitoring, evaluation and publicity	4 241 873.03	639 583.97		
Total (€)	100 515 387.13	9 935 538.69	1 789 768.00	420 000.00
Overall total (€)	112 660 693.82			

School milk			
AMOUNT (€)	EU	REGIONAL	NATIONAL
1. Product and distribution	13 936 305.48	63 807.27	2 000 000.00
2. Accompanying measures	996 276.82	38 087.45	899 998.00
3. Monitoring, evaluation and publicity	795 800.00	16 884.00	
Total (€)	15 728 382.30	118 778.72	2 899 998.00
Overall total (€)	18 747 159.02		

	Common elements		
AMOUNT (€)	<i>EU</i>	REGIONAL	NATIONAL
1. Product and distribution			
2. Accompanying measures	1 500 000.00	615 000.00	
3. Monitoring, evaluation and publicity	1 733 389.10	493 347.28	105 000.00
Total (€)	3 233 389.10	1 108 347.28	105 000.00
Overall total (€)	4 446 736.38		

3.3. Existing national schemes

No national schemes currently exist.

4. TARGET GROUP:

Pupils regularly attending schools or recognised educational establishments in the following categories: nurseries or pre-schools and primary and secondary schools (in particular, infant schools, primary schools, combined infant/primary schools, secondary schools and special educational institutions).

Pupils aged 3 to 18 are eligible under the scheme but the main focus will be on pupils aged from 6 to 10 years old, by designing accompanying measures specifically targeted at this age bracket because it has been ascertained that it is at this stage that eating habits are formed.

5. LIST OF PRODUCTS TO DISTRIBUTE:

5.1. Fruit and vegetables.

FRUIT		VEGETABLES	PROCESSED FRUIT/VEGETABLES
Apricots	Tangerines	Mushrooms	Fresh-cut fruit
Persimmons	Apples	Broad beans	Gazpacho
Sweet chestnuts	Peaches	Cucumbers	Fresh-cut vegetables
Cherries	Melons	Cherry tomatoes	Squeezed fruit juices
Plums	Oranges	Tomatoes	Vegetable juices
Clementines	Nectarines	Carrots	
Strawberries	Medlars		
Tropical fruit: avocados, cherimoyas, mangos, papayas, etc.	Walnuts		
Other nuts: sweet chestnuts, almonds, hazelnuts, etc.	Doughnut peaches		
Red fruit: raspberries, cranberries, redcurrants, etc.	Pears		
Pomegranates	Bananas		
Fresh figs	Watermelons		
Kiwis	Table grapes		

5.1.1. Processed products.

Spain's competent national health authority, the *Agencia Española de Consumo, Seguridad Alimentaria y Nutrición* (AECOSAN) [Spanish Agency for Food Safety and Nutrition], has set maximum permitted salt and fat limits for the following products:

Gazpacho;

- Fat: 9.75 g/250 ml
- Salt: 0.625 g/250 ml

For portions of less than 250 ml, the salt and fat contents should be adjusted proportionally.

Fresh-cut salads:

Salad dressing for a portion of up to 70 g should consist of the following:

- 10-11 g of extra-virgin olive oil (approx. 1 tablespoon).
- Efforts should be made to avoid adding salt to the product. However, if the salt-free dressing is not accepted by the schoolchildren, a maximum of 0.7 g of salt may be added.
- If ready-made fresh-cut salads are distributed with single-use salt and oil sachets with which to dress them, the salt and oil content must match the amounts mentioned above.

For portions of less than 70 g, the salt and fat contents should be adjusted proportionally.

5.2. Milk and milk products.

MILK AND MILK PRODUCTS
Pasteurised milk
Heat-treated milk
Lactose-free heat-treated milk
Cheese
Plain yoghurt
Curd

5.2.1. Annex V milk products

These products will not be distributed under the national strategy.

5.3. Prioritisation of fresh products.

As laid down in Article 4(3) of Royal Decree 511/2017 of 22 May 2017 setting out the implementation in Spain of the European Union legislation on the school fruit, vegetables and milk scheme, special emphasis will be placed on the distribution of fresh fruit and vegetables and of drinking milk. To foster the distribution of these products, the possibility of distributing products in Annex V to Regulation (EU) No 1308/2013 has been eliminated.

The prioritisation of fresh fruit and vegetables and milk has been fostered by setting a more attractive maximum aid than the one for processed products.

Similarly, AECOSAN calls for the distribution of fresh fruit and vegetables and of milk and therefore establishes strict criteria with regard to the amount of added fat or salt in processed products that can be distributed, thus preventing a wide range of processed products.

5.4. Other agricultural products distributed under the accompanying educational measures.

Extra-virgin olive oil, table olives and honey.

5.5. Additional information about the products distributed.

	School fruit and vegetables	School milk
Selection criteria:		
Health and environmental considerations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Seasonality	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variety	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of local or regional produce	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priorities:		
Local or regional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Short supply chains	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Environmental benefits	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quality schemes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fair trade	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Frequency of distribution		
Once per week	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three or four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Duration of distribution		
< 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 checked="" type="checkbox"/>
> 24 and 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>

Full school year	<input type="checkbox"/>	<input type="checkbox"/>
Time of delivery		
Morning*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch break	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon	<input type="checkbox"/>	<input type="checkbox"/>

* The distribution of products will never take place in conjunction with regular school meals.

6. ACCOMPANYING MEASURES

The design of the accompanying measures will be based on the guidelines provided by the *Grupo Nacional de Expertos en Medidas de Acompañamiento* (GNEMA) [National Group of Experts on Accompanying Measures], available on the website www.alimentacion.es.

Objectives of the accompanying measures:

- The accompanying measures are intended to improve schoolchildren's eating habits and encourage them to consume fruit, vegetables, milk and certain milk products. The aim is to produce a long-lasting increase in the proportion of these products in their diets at the stage when their eating habits are being formed, thereby contributing to meeting the Common Agricultural Policy's objectives as regards stabilising markets and assuring current and future supplies of these products. The actions planned contribute towards encouraging children to appreciate these foods, which is likely to increase their consumption of them in the future.
- Encourage parents' involvement in implementation of the scheme.
- Increase awareness about the cultivation, seasonality, origin and sale of fruit and vegetables.
- Increase pupils' awareness of the milk and milk product production chain and, in particular, raise awareness about the work of livestock farmers in the rural environment.
- Establish links between agriculture, food and health.

Description of the types of measure implemented under the Fruit and Vegetable Scheme

1. Competitions.

Recipe book competitions aimed at teaching schoolchildren and raising their awareness about the health benefits of fruit and vegetables. Schools are encouraged to create new recipes that use fruit and vegetables as their main ingredients. They are also encouraged to establish specific themes for the recipes, e.g. salads, tomato dishes, soups, etc. The recipes should be created by pupils at home with the help of their families and then included in the competition recipe book. This activity helps to increase parents' involvement in implementation of the scheme.

Writing or drawing competitions, etc., encouraging children to express their feelings about the new knowledge acquired. These should usually be accompanied by incentives in the form of prizes (fruit baskets, materials, etc.) to encourage participation.

2. Fruit and vegetable cooking and tasting workshops.

These consist of fruit and vegetable tasting sessions supported by a cook who prepares the selected products and leads activities related to their production.

Support is provided by agricultural experts, socio-cultural instructors and cooks with experience of leading activities for children.

3. Visits to fruit and vegetable farms, agri-food companies, fruit and vegetable sorting and packaging centres, nursery farm markets and agricultural education centres.

These consist of school visits to learn about the fruit and vegetable production, conservation and packaging process. They will also include tastings of fresh fruit and fruit juice.

4. Exhibitions:

These consist of panels with clear visual messages relating the consumption of fruit and vegetables to health and will be on display in the schools for a pre-arranged period of time.

They should mainly be placed near school entrances to ensure they are seen by both pupils and parents.

5. Worksheets

Teaching materials distributed to all children participating in the scheme. These fun worksheets, which can be completed either in class with the teacher or at home with parents, help children learn more about fruit and vegetables.

6. Multimedia games

Online games based on questions about fruit and vegetables and healthy eating habits. Worksheets are also available as support material.

7. Monographic materials

Signs and leaflets aimed at children, teachers, parents and the general public presenting fruit and vegetables and indicating their characteristics, properties, cultivation, varieties, production data, particularities, etc. Computer wallpaper and screensavers are also available.

Description of the types of measure implemented under the Milk Scheme

1. Graphics and messages

These will consist of the scheme's brand image and slogan. The messages should emphasise milk's sensory qualities and make consumption of it appealing.

2. Teacher's handbook

This will include an explanation of the teaching goals and will be accompanied by a lesson plan, pupil questionnaire and pen drive.

3. Video for children

A 3-minute video will be produced providing information to encourage healthy eating habits and raise children's awareness about agriculture and the production process.

4. Graphic materials for parents

These will explain the principles underpinning the scheme and will provide recommendations on how to promote healthy habits among children, particularly in relation to the consumption of milk and milk products.

5. Video for parents

A 5-minute video providing information about the scheme and recommendations on how to encourage regular consumption of milk and milk products as part of a healthy diet. It will also provide clear information on those aspects of milk products that are of greatest concern to parents (intolerances, allergies, etc.).

6. Training tutorials

A video tutorial will be created to train workshop monitors, teachers and other designated personnel. It will include an explanation of the workshop's goals and a teaching plan.

7. Leisure materials:

- a. Pupil worksheets and manual tasks designed for classroom use and featuring learning and teaching content linked to the scheme's objectives.
- b. Multimedia/video games: Creation of two multimedia games allowing players to interact with and assimilate the scheme's content. The games can also be used as a motivational tool.

8. Easy-to-understand classroom information panels

The objectives are to raise children's awareness about the rural environment, particularly the dairy sector, and to encourage healthy eating habits.

9. Merchandising

Creation of promotional material featuring the scheme's brand image.

10. System of access to materials

An online platform will be developed that will include a repository of multimedia materials accessible to all Spanish schools interested in the scheme. Access to the platform will be password-protected.

11. Educational activities in schools

The activities will be carried out by teachers from the school itself.

Learning activities will be designed around the objectives of the scheme and will be carried out in the classroom. Participating schools will be provided with the support required to carry out these activities.

Support material will include a teacher's handbook, pupil worksheets and manual tasks to perform.

12. Children's workshops

These will take place at the school and will be animated external staff specially trained for these workshops.

13. Visits

Visits will be made to livestock farms and/or milk product companies to raise children's awareness about production of these products.

14. Joint parent/pupil activities

These are intended to encourage interaction between parents and children around the content of the scheme. They will principally involve cooking and may include competitions in which children and parents compete together.

In parallel, nutritional information will be provided and recommendations will be made on how to encourage healthy habits and behaviour in the home related to the consumption of milk and milk products. The activity leaders should have sufficient nutritional expertise.

7. IMPLEMENTATION MEASURES

7.1. Prices of products.

The products distributed under the school schemes will not involve any cost for the children.

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

These products will not be distributed under the school schemes.

7.3. Selection of suppliers.

The selection of suppliers will be done at regional level by the competent authorities, based on the provisions laid down in Article 9 of Royal Decree No 511/2017 of 22 May setting out the implementation in Spain of the European Union legislation on the school fruit, vegetables and milk scheme.

7.4. Eligible costs.

The legislation setting out the implementation of the scheme in Spain establishes a maximum amount of Union aid — in euros/kg — applicable to the supply and

distribution of the product (including logistics and handling costs). In addition, it establishes maximum values for extraordinary expenses incurred when the distribution route exceeds 350 km or when refrigerated transport is necessary.

7.4.1. Payment of the aid.

The competent authorities will compare the amount stated in the invoices and/or other documents submitted with the payment claim against the maximum amounts of aid per product (€/kg) set out in Annex II of Royal Decree 511/2017. Where applicable, these amounts will be increased as follows:

- By 20 % for products endorsed by quality schemes recognised by the European Union.
- By 20 % for products distributed to schools in regions considered by Commission Decision to be less developed.
- By the amount established in Annex II for distribution routes exceeding 350 km.
- By the amount established in Annex II when refrigerated transport is necessary.

The amount of aid will be the lesser of the two amounts (the amount stated in the invoices or the maximum amount) taking into account the increments indicated above where applicable.

In addition, the competent authorities will ensure that the total amount of EAGF aid paid does not exceed the amount allocated by the *Conferencia Sectorial de Agricultura y Desarrollo Rural* [Sectoral Conference on Agriculture and Rural Development] to the autonomous community in question under this support measure.

The Union aid may be supplemented with national aid financed from funds from Spain's general state budget and, if applicable, from funds from regional governments' budgets, as laid down in paragraph 1 of Article 8 of Royal Decree 511/2017. The regional governments may supplement the maximum amount applicable to the product with aid from their own funds, as laid down in Article 7 of Royal Decree 511/2017.

If the regional government has created these funds, the aid will be calculated according to payment systems based on standard unit-cost scales, fixed-rate funding or fixed amounts. These must be updated and must be substantiated by a corresponding study conducted according to the calculation method set out in the regional government's report.

For payment claims submitted more than three months after the end of the distribution period, the amount of aid will be reduced as follows:

- By 5 % for submission between 1 and 30 calendar days after the deadline set.
- By 10% for submission between 31 and 60 calendar days after the deadline set.
- For submissions more than 60 calendar days after the deadline set the amount will be reduced by 1 % for each additional day.

The competent authorities must make the payment within three months of the date of submission of a complete and valid payment claim, except in the case that an administrative investigation has been initiated.

Payments charged to this scheme may not be made before the start of the 2017/2018 school year.

7.5. Public and private sector participation.

	Stakeholder	Contribution to the scheme				Form of participation		
		Strategy	Accompanying measures	List of products	Financing	Working groups	Meetings	Consultations
School fruit and vegetables	a) Public participation							
	Agriculture	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Public health	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	b) Private participation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
School milk	a) Public participation							
	Agriculture	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Public health	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	b) Private participation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The stakeholders participating in the school scheme comprise the following:

Public stakeholders:

- **Ministry of Agriculture, Fisheries, Food and the Environment** and the corresponding regional ministries.
- **AECOSAN** and regional health departments: establish maximum quantities of added salt and fat in the case of processed fruit and vegetable, cheese, curd, yoghurt and other fermented or acidified milk products without added flavouring, fruit, nuts or cocoa.
- **Ministry of Education, Culture and Sport** and the corresponding regional bodies.
- **National Expert Group**, chaired by the unit responsible for coordinating the strategy at the Ministry of Agriculture, Food and the Environment and including representatives from each of the areas involved in the scheme (e.g. health, education and agriculture). The Group's function is to provide the expertise required to ensure the effectiveness of the accompanying measures and to enhance management of the resources.

Private stakeholders:

- Horticultural companies.
- Milk product companies.
- Monitoring, evaluation and publicity companies. Implementation of accompanying measures, evaluation and publicity through a public procurement procedure.

7.6. Information and publicity:¹

	School fruit and vegetables				School milk			
Information measures	Description				Description			
Activities	Production of materials providing information about the benefits of consuming fruit and vegetables. Public tender.				Production of materials providing information about the benefits of consuming milk and milk products. Public tender.			
Tools	Videos, posters, press materials, information days for teachers and parents, website, brochures.				Videos, posters, press materials, information days for teachers and parents, website, brochures.			
Target group:	General public	Schools	Parents	Pupils	General public	Schools	Parents	Pupils
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Publicity measures	Description				Description			
Activities	Production of materials to publicise implementation of the school scheme. Public tender.				Production of materials to publicise implementation of the school scheme. Public tender.			
Tools	Posters, press materials, circulars to parents, commercials, website, brochures, children's magazines, roll-ups, social media.				Posters, press materials, circulars to parents, commercials, website, brochures, children's magazines, roll-ups, social media.			
Target group:	General public	Schools	Parents	Pupils	General public	Schools	Parents	Pupils
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

7.7. Administrative and on-the-spot checks.

Checks will be conducted as per the corresponding Control Plans specifying the administrative and on-the-spot checks applicable. In addition, checks will be conducted as per the specifications of the Coordination Circulars issued by the paying agency (*Fondo Español de Garantía Agraria* (FEGA) [Spanish Agricultural Guarantee Fund]).

¹ Specify if the activity is outsourced.

Each regional government will establish a control plan including administrative and on-the-spot checks of the payment claims submitted. As a minimum requirement, these plans must include the following:

A) Administrative checks

The competent authority will conduct systematic administrative checks on all payment claims to verify compliance with the following:

- If applicable, that the claim has been submitted by a supplier selected and authorised by that regional government, as per paragraph 4 of this circular.
- That the claim complies with the template, deadline and supply period established by the competent authority, taking into account that, except in the case of force majeure, the claim must be submitted no later than the last day of the third month following the end of the claim period. If the deadline set has been exceeded, the corresponding deductions established in the applicable legislation and set out in paragraph 8 of this circular will be applied.
- That, as a minimum, the claim contains the following information, as set out in the template in the Annex to this circular:
 - Applicant details and name and telephone number (or unique identification number) of each of the schools to which the claimed quantities were distributed.
 - Number of children enrolled at the start of the school year in the centre or schools that are to receive the products included in the school scheme during the period covered by the request for aid.
 - Quantities of products distributed and distribution period.
- That the products included in the application meet the requirements established (quantity, quality, etc.) and are among those admitted and, if applicable, authorised by the AECOSAN.
- That the costs for which the aid has been requested correspond to those set out in Article 4(1) of Commission Delegated Regulation (EU) No 2017/40.
- That they are accompanied by delivery notes or other documents stating the quantities of products actually delivered.
- That documentary evidence of the price of the products distributed or supplied is submitted and, if applicable, of payment for them (e.g. invoices or other supporting documentation).

If a regional government has established payment systems based on standard unit-cost scales, fixed-rate funding or fixed amounts, it must be able to provide documentation accrediting the values fixed according to the calculation method set out in its report. The checks will verify that delivery of the products complies with the conditions set (quantities, quality, etc.) and that delivery has taken place. However, proof of payment will not be checked.

- If the aid is based on the costs incurred by the applicant, special emphasis will be placed on cost moderation and market prices will be taken into account. To this

end, the competent authority may compare various offers, conduct market research or set up an evaluation committee to establish reference prices, etc., or may employ a combination of these methods.

- That the applicant has not received funding for the costs submitted under any other support scheme, programme, measure or operation.
- That the information in the applications matches that in the statements submitted by the schools regarding the number of pupils enrolled in the schools and the number of pupils for which the aid is requested, ensuring that the number of equivalent portions for the quantities distributed matches the number of children.
- If the applicant is a school, that the application is signed by the head teacher and that the application is accompanied by a statement of the total number of pupils enrolled, classifying them by education level, as well as stating the quantities of products distributed, classifying them by their various categories; and by a statement specifying that the school has met the commitments referred to in point 6 of this circular.
- In the case of accompanying measures, the competent authority must be able to provide documentary evidence that the scheduled activity has been carried out and it must have invoices or other documentation providing evidence of payment of the costs associated with that activity.

B) On-the-spot checks

- In the case of aid relating to the supply and distribution of products, the on-the-spot checks will verify, in particular and among other things, the following:
 - a) the records referred to in Article 6 of Commission Delegated Regulation (EU) No 2017/40, including financial records such as purchase and sales invoices, delivery notes and bank statements;
 - b) use of the products in accordance with the applicable legislation.
- On-the-spot checks will be conducted throughout the school year (from 1 August to 31 July) under review (period N) and/or the following eight months (period N+1). On-the-spot checks may be conducted during implementation of the accompanying educational measures. The on-the-spot checks will be considered completed upon production of the corresponding control report.
- The total number of on-the-spot checks will be equivalent to at least 5% of the aid requested in the autonomous community and to at least 5% of all applicants for aid related to the supply and distribution of products and to the accompanying educational measures for each school year in the autonomous community.

When the number of applicants for aid is less than one hundred, the on-the-spot checks will be carried out on the premises of at least five applicants. When the number of applicants for aid is less than five, the on-the-spot checks will be carried out on the premises of all applicants.

- If the applicant is not a school, the on-the-spot check conducted on the applicant's premises will be supplemented with on-the-spot checks conducted on the premises of at least two schools or of at least 1% of the schools registered by the applicant in

accordance with Article 6 of Commission Delegated Regulation (EU) No 2017/40, if this number is higher.

- The competent authority will verify that the participating schools place the publicity posters indicated by the competent authorities stating that the scheme is subsidised by the European Union in locations in which they are clearly visible and legible, as per the requirements laid down in Article 16 of Royal Decree 511/2017.
- In the case of the accompanying measures, the on-the-spot checks conducted on the premises of the companies that have provided the services may be replaced, on the basis of a risk analysis, with on-the-spot checks on the sites at which the accompanying measures are implemented. Based on a risk analysis, the competent authority will determine the extent and scope of such on-the-spot checks.
- The sample subjected to on-the-spot checks will be selected on the basis of a risk analysis, which will take into account, in particular:
 - a) the various geographical areas;
 - b) the recurrent nature of the errors and the results of the checks conducted in previous years;
 - c) the amount of the corresponding aid;
 - d) the type of applicant;
 - e) the type of accompanying educational measure, if applicable, and
 - f) any other risk criterion that the competent authority deems appropriate.
- Provided that the purpose of the checks is not jeopardised, advance notice, strictly limited to the minimum time period necessary, may be given.
- The competent control authority will draw up a control report on each on-the-spot check. The report will describe precisely the different items controlled. The minimum content of the control report will be as follows:
 - (a) a general part containing, in particular, the following information:
 - i. the period under review, the application(s) for aid checked, the quantities of products for which aid is requested in the case of applications relating to the supply and distribution of products, the participating schools, an estimate based on the available data on the number of children for which aid has been paid and the financial amount concerned, and
 - ii. the names of the responsible persons present.
 - (b) a part describing separately the checks carried out and containing, in particular, the following information:
 - i. the documents checked;
 - ii. the nature and extent of the checks carried out, and
 - iii. remarks and findings.

All the control reports must be completed no later than eight months after the end of the school year.

7.8. Monitoring and evaluation.

7.8.1. Monitoring.

Monitoring must take the whole scheme into account; that is, the distribution of the product in schools and the accompanying measures.

In order to obtain initial information and progress reports with which to evaluate the scheme properly, a series of questionnaires for participating schools, parents of the children who are the subject of the study and the children benefiting from the scheme has been drawn up.

A document has also been drawn up containing a series of key questions which must be taken into account when assessing the different strategies which are being applied.

In addition, the scheme will be monitored continuously and the characteristics of the products distributed and the requirements set will be checked. To this end, contact will be maintained with the schools so as to receive notification of any incidents that arise (changes to and/or non-compliance with timing of distribution, as well as complaints and suggestions).

The regional governments will use the questionnaires to draw up an annual monitoring report for the school fruit, vegetables and milk scheme based on the **following template**:

SCHOOL SCHEME MONITORING DATA

1. BUDGET IMPLEMENTED

	School fruit and vegetables scheme			School milk scheme			Common elements		
	EU aid	National aid		EU aid	National aid		EU aid	National aid	
		Public	Private		Public	Private		Private	Public
1. Product and distribution									
2. Accompanying measures									
3. Related costs									
Publicity									

Monitoring and evaluation					
Others					
Total					

2. QUANTITATIVE INDICATORS

	School fruit and vegetables scheme			School milk scheme		
Number of participating schools						
Number of participating children						
Target group	< 6 years	6-10 years	> 10 years	< 6 years	6-10 years	> 10 years
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specific target group	Deprived	Marginalised	Others	Deprived	Marginalised	Others
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Average portion/serving size						
Average portion/serving price						

3. PRODUCTS AND DISTRIBUTION FREQUENCY

Product	Quantity (kg)	Consumption per child (kg)
Fruit and vegetables		
Milk and milk products		

Other products (under the accompanying educational measures)		
Oil		
Table olives		
Honey		

	School fruit and vegetables scheme	School milk scheme
Frequency of distribution		
Once per week	<input type="checkbox"/>	<input type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three or four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other		
Duration of distribution		
< 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"/>
Full school year	<input type="checkbox"/>	<input type="checkbox"/>
Time of delivery		
Morning	<input type="checkbox"/>	<input type="checkbox"/>
Break time	<input type="checkbox"/>	<input type="checkbox"/>
Afternoon	<input type="checkbox"/>	<input type="checkbox"/>

4. ACCOMPANYING MEASURES

Type of measure ²	Objective ³	Content ⁴	Duration ⁵	Scheme to which it applies ⁶

5. INFORMATION AND PUBLICITY⁷

	School fruit and vegetables scheme		School milk scheme	
	Description	Target group	Description	Target group
Information measures				
Activities				
Tools				
Publicity measures				
Activities				
Tools				

² Indicate in which group of measures referred to in the GNEMA guidelines it is included.

³ Define the general objective of each measure in line with those set out in the GNEMA guidelines.

⁴ Brief description of the measures, indicating what they consist of, the target group and who carried them out.

⁵ Specify the duration of the measures within the school year.

⁶ Indicate whether it applies to the school fruit and vegetables scheme (F-V), the school milk scheme (M) or both (B).

⁷ In accordance with Article 4(1)(c) of Commission Delegated Regulation No 2017/40.

6. PUBLIC AND PRIVATE SECTOR PARTICIPATION

Stakeholder	Contribution to the scheme ⁸	Form of participation ⁹
a) Public participation		
Agriculture		
Public health		
Education		
b) Private participation		

7.8.2. Evaluation

Five-yearly evaluation will be performed by means of a series of national surveys (questionnaires) conducted by an external company.

All stakeholders (see below) involved in the scheme will be surveyed:

- Persons responsible for implementation in schools
- Children targeted by the scheme
- Parents of the children
- Public authorities

The information obtained will include, among other things:

- Children's and parents' levels of consumption.
- Children's level of awareness about the benefits of the products.
- Children's opinions and preferences regarding the products.
- Parents' behaviour regarding consumption.
- Quantification of the effort involved in implementing the scheme.
- Estimation of the total cost of establishing the scheme.
- Description of the involvement of the competent authorities in implementation and operation of the scheme.

⁸ Specify if the stakeholder contributes financially.

⁹ Specify if the stakeholder contributes to the scheme through a permanent working group or through meetings and/or consultations.

- Description of the accompanying measures and quantification of the effort involved in carrying them out, and of their effectiveness.
- Description of how product delivery is organised: suppliers, approved products, recommendations for each type of product (fresh, seasonal, organic).
- Evaluation of the scheme by the schools, the industry and parents.
- Quantification of the checks to evaluate the proper functioning of the scheme and evaluation of those checks.
- Description of the communication activities and information policies associated with the scheme.

7.9. Extension of national schemes.

No other schemes for the consumption or distribution of fruit, vegetables and milk in schools exist.

Annex. Lessons learnt from implementation of the current schemes

1. Community funding is a key factor for the development of these schemes. In the previous School Fruit and Vegetables Scheme the increased level of EU co-financing boosted the scheme. In the School Milk scheme the trend in participation of stakeholders was negative due to the low level of Community aid.
2. The excessive administrative burden of these schemes made them little attractive to stakeholders. The merging of the schemes will allow for greater flexibility in implementation.
3. It was necessary to exploit synergy to simplify management and gain effectiveness.
- 4 It is important to have cooperation and communication between the national authorities of the three sectors involved in the programme: Agriculture, Education and Health, thus avoiding potential issues in the achievement of the scheme's objectives.
- 5 It has been established that the distribution of products alone is not sufficient to bring about change in the eating habits of children: the role of accompanying measures is crucial.