

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

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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"/>	The Scheme will be implemented in a uniform manner throughout Poland.
Regional	<input type="checkbox"/>	Not applicable.

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

The Scheme will help to effectively combat the following problems:

- 1) the growing number of overweight or obese children and young people of school age,
- 2) the increasing incidence of lifestyle-related illnesses caused by an inappropriate diet, the causes of which include a failure to instil healthy eating habits at a young age,
- 3) insufficient consumption of fruit, vegetables and milk in Poland.

2.2. Objectives and indicators

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

General objective(s)	Impact indicator(s)	Specific objective(s)	Result Indicator(s)	Output Indicator(s)
<p>Increase share of fruit/vegetables/milk consumption in children's diets and achieve healthy eating habits</p> <p>1) to permanently change children's eating habits by increasing the proportion of fruit, vegetables, milk and dairy products in their daily diets at the stage when eating habits are formed; and</p> <p>2) to promote a healthy, balanced diet and raise public awareness in this regard amongst children and parents.</p>	<p>% change in direct and indirect consumption of fruit/vegetables/milk by children after X years of intervention</p> <p>% change in consumption: at least 5 % change during the period under review in total (both, at school and at home).</p> <p>Increase in children's awareness as regards healthy eating: at least 10 % increase in children's awareness of the importance of consuming fruit, vegetables and milk according to the recommended frequencies.</p>	<p>Increase fruit/vegetables/milk consumption by children in schools</p> <p>1) Increase the number of children and young people involved in the Scheme,</p> <p>2) Increase the amount of fruit, vegetables, milk and dairy products consumed by children and young people under the Scheme (both, at school and at home).</p>	% of children participating in the school scheme per school year on total number of children in the target group	Number of children participating in the school scheme per school year
			% of schools participating in the school scheme per school year on total number of schools in the target group	Number of schools participating in the school scheme per school year
		Increase knowledge by children in schools about the variety of agricultural products and about healthy eating habits	% of children involved in accompanying educational measures per school year on total number of children in the target group	Number of children involved in educational measures per school year Expenditure on educational measures per school year

2.3. Baseline

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

Evaluations of the Scheme in respect of baseline data (the initial situation) are based on ‘panel studies’ of a given group under the Scheme. This means that evaluations should take into account an assessment of the ‘0’ baseline situation for the group under the Scheme being evaluated. Consequently, children’s initial intake of individual products will be determined once the evaluation process has begun as a starting point for further examination.

Having in mind that new guidelines are not yet completed as well as the contract for conducting evaluation has not been so far concluded it is recommended by National Food and Nutrition Institute to carry on the “0” baseline study at the beginning of the school year 2018/2019. It ought to be done in the period September/October, so before school scheme distribution for pupils entering primary schools starts.

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	13 746 643.91	10 147 299.01	
Accompanying educational measures	842 473.69	503 104.59	Not applicable
Monitoring, evaluation, publicity	396 798.40	396 798.40	Evaluation and publicity carried out jointly for both components.
Total	14 985 916.00	11 047 202.00	
Overall total	26 033 118.00 for 2017/2018*		

* For the purposes of this strategy, funding for the Scheme in subsequent school years covered by the strategy is assumed to be at least equal to the allocation from the EU budget defined under Council Regulation (EU) 2016/795 (EUR 11 639 985 for school fruit and vegetables and EUR 10 204 507 for school milk, for an overall total of EUR 21 844 492. The overall total EU aid for the period 1/8/2017 to 31/7/2023 is therefore EUR 135 255 578). At the same time, corrections may be made to that budget for subsequent school years.

3.2. National aid granted, in addition to Union aid, to finance the school scheme¹

Article 23a(6) of the basic act and Article 2(2)d of the implementing regulation

No	<input type="checkbox"/>		
Yes	<input checked="" type="checkbox"/>		
If yes, amount (in national currency)		Milk/milk products	
	Fruit/vegetables	Milk/milk products other than Annex V	Annex V products
Supply/distribution	PLN 64 050 000	PLN 64 050 000	PLN 0
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			

Comment/explanatory text (eg. name of the national aid, legal basis, duration). *In the event that national aid is granted to finance common elements, please add a column (common elements) to report it.*

The level of national aid is determined annually for each subsequent school year by way of a Cabinet Regulation. For the 2017/2018 school year, the aforementioned Cabinet Regulation will be issued by 31 August 2017 in accordance with Article 38z of the Act of 11 March 2004 on the Agricultural Market Agency and the organisation of certain agricultural markets (Journal of Laws 2017, item 1006 and ...). At the same time, corrections may be made to that budget for subsequent school years.

¹ National or regional level

3.3. Existing national schemes	
Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation	
No	<input checked="" type="checkbox"/>
Yes	<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 through²:</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	

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	6/7 years – 11/12 years	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary		<input type="checkbox"/>	<input type="checkbox"/>

² One or more

Comments

The target group includes pupils in the earlier years of primary school, i.e. children in years I to V of primary school and first-level music schools (hereinafter: ‘primary schools’). The reason for choosing this target group is that eating habits are being formed most effectively in pupils of that age.

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 type="checkbox"/>
Bananas	<input type="checkbox"/>		
Berries (strawberry)	<input checked="" 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 checked="" type="checkbox"/>
Citrus fruit	<input type="checkbox"/>	Other vegetables: sweet peppers	<input checked="" type="checkbox"/>
Tropical fruit ³	<input type="checkbox"/>		
Other fruit: please specify (eg. <i>kiwis, persimmons, nuts</i>)	<input type="checkbox"/>		
.....			

³ *Pineapples, Avocados, Guavas, Mangos and Mangostines*

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

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Fruit juices	<input checked="" 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>			
Vegetable soups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Other: please specify Mixed fruit and vegetable juices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>			
.....								

5.2. Milk and milk products

5.2.1. 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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5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Cheese and curd	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>See below</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	
Plain yoghurt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>			

Inclusion of the cottage cheese in the servings delivered in the school scheme is due to the assumption that pupils ought to be acquainted with the whole set of flavours offered by different dairy products. Composition of the cottage cheeses delivered in the school scheme must meet producer standards as well high quality requirements according to the marketing standards. Such products may contain small quantity of salt according to factory recipes used in manufacturing process, which is usually up to 0,75 g/100g.

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

In the distribution the prioritisation has been given to the fresh fruit and vegetables and drinking milk. In the 74 dairy servings planned to be distributed during 2017/2018 school year 48 servings are fresh milk (65% of the total). As far as the F&V component is concerned out of total 85 portions the fresh fruits and vegetables amounts for 95%.

5.3. 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"/>

5.4. 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 checked="" type="checkbox"/>
Variety of products	<input checked="" type="checkbox"/>
Availability of local or regional produce	<input checked="" type="checkbox"/>
Any comments – including eg. on the required quality of products products must be of a high quality according to the marketing standards in force.	
Any priority/ies for the choice of products:	
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

Scope of accompanying activities

Based on the Regulation of the Minister for National Education, head teachers of primary schools participating in the Scheme are required to ensure, starting from 2017/2018 school year, that schools carry out activities which shape healthy eating habits amongst pupils and enhance their knowledge of where agricultural products come from. During each school semester, it is intended that at least two of the activities identified by the Minister for National Education will be carried out.

In the first school year covered by this strategy (2017/2018), the budget for educational activities will be devoted to preparing a package of teaching materials for teachers, pupils and parents with the aim of supporting educational activities defined in the Regulation of the Minister for National Education, elaborated in different forms suited for a given activity and target group and which may be used in the subsequent years of the strategy.

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 distributed under the Scheme will be supplied to pupils 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 checked="" type="checkbox"/>
Four times per week	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other : please specify ⁴	<input type="checkbox"/>	<input type="checkbox"/>

Any comments: For the fruit and vegetable component, servings will be distributed at least four times per week, up to a maximum of 84 servings. For the dairy component, servings will be distributed at least three times per week, up to a maximum of 74 servings per school year.

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

Any comment:

Envisaged duration of accompanying educational measures during the school year:

Eligible products will be available over two periods, each falling within a separate semester of the school year. Each of these periods will cover ten selected weeks starting

⁴ Eg. Distribution once every two weeks

and ending in the given semester.

Accompanying measures

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

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

Comments:

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

SYSTEM FOR DISTRIBUTING ELIGIBLE PRODUCTS TO SCHOOL PUPILS

Responsibility for supplying the eligible products to primary schools participating in the Scheme will lie either with the primary schools themselves acting as suppliers or with suppliers approved for the Scheme.

Under **OPTION I**, the eligible products are to be supplied to primary schools on the basis of contracts concluded between the schools and approved suppliers. The approved suppliers, as the entities responsible for supplying the eligible products, will act as applicants.

Only operators with the organisational resources necessary for the proper conduct of activities related to fruit and vegetable or dairy product distribution may be designated as approved suppliers. They must have been active in the production, processing or marketing of dairy, fruit or vegetable products for at least 6 months prior to applying for approval. Such operators must apply to the KOWR [National Centre for Agricultural Assistance] for approval.

Approved suppliers who distribute eligible products for only one of the components (i.e. fruit/vegetables or dairy) may conclude contracts to supply products for free with any primary school, including those wishing to distribute products under both components of the scheme.

Approved suppliers who have supplied schools under contracts concluded for the free supply of eligible products may, where those products were then made available by primary schools in the manner provided for in the Annex to the strategy, apply to the KOWR for financial aid.

Under **OPTION II**, primary schools will supply themselves with the eligible products needed to prepare the servings to be distributed to their pupils. In such cases, the primary schools will act as the applicants.

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

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).

For the distribution and provision of fruit, vegetables, milk and dairy products to children pursuant to Article 5(1)(a) of Commission Delegated Regulation (EU) 2017/40 of 3 November 2016 supplementing Regulation (EU) No 1308/2013 of the European Parliament and of the Council with regard to Union aid for the supply of fruit and vegetables, bananas and milk in educational establishments and amending Commission Delegated Regulation (EU) No 907/2014, aid is calculated as the product of the appropriate aid rate for a single serving for the component in question (fruit/vegetables or dairy) and the number of servings actually distributed to children under that component. The aid rate for a single serving is calculated separately for each component and remains the same for the entire school year. The method for setting aid rates takes into account the average retail price for the products included in the serving for the five calendar years prior to the calendar year in which the school year begins.

For the 2017/2018 school year, the rate for one eligible product serving is calculated working on the assumption that a total of 84 fruit and vegetable servings and 74 dairy product servings will be distributed during a given school year.

For the fruit and vegetable component, the following are provided:

- 1) In the first semester:
 - a) 12 servings that include apples - 1 apple with a net weight of at least 150 g,
 - b) 5 servings that include pears - 1 pear with a net weight of at least 150 g,
 - c) 2 servings that include plums - 1 individual package with a net weight of at least 150 g,
 - d) 1 serving that includes fruit juice - 1 individual package with a net volume of at least 0.2 l.
 - e) 7 servings that include carrots - 1 individual package with a net weight of at least 90 g,
 - f) 5 servings that include radishes - 1 individual package with a net weight of at least 90 g,
 - g) 2 servings that include sweet peppers - 1 individual package with a net weight of at least 90 g,
 - h) 4 servings that include tomatoes - 1 individual package with a net weight of at least 90 g,
 - i) 3 servings that include kohlrabi - 1 individual package with a net weight of at least 90 g,
 - j) 1 serving that includes vegetable juice or mixed fruit and vegetable juice - 1 individual package of at least 0.2 l.
- 2) In the second semester:
 - a) 12 servings that include apples - 1 apple with a net weight of at least 150 g,

- b) 5 servings that include pears - 1 pear with a net weight of at least 150 g,
- c) 2 servings that include strawberries - 1 individual package with a net weight of at least 100 g,
- d) 1 serving that includes fruit juice - 1 individual package with a net volume of at least 0.2 l.
 - e) 9 servings that include carrots - 1 individual package with a net weight of at least 90 g,
 - f) 6 servings that include radishes - 1 individual package with a net weight of at least 90 g,
 - g) 4 servings that include tomatoes - 1 individual package with a net weight of at least 90 g,
 - h) 2 servings that include kohlrabi - 1 individual package with a net weight of at least 90 g,
- i) 1 serving that includes vegetable juice or mixed fruit and vegetable juice - 1 individual package of at least 0.2 l.

For the dairy component, the following are provided:

- 1) In the first semester:
 - a) 27 servings of milk - 1 individual package of at least 0.25 l.
 - b) 3 servings of natural yogurt - 1 individual package with a net weight of at least 150 g,
 - c) 4 servings of natural kefir - 1 individual package with a net weight of at least 150 g,
 - d) 3 servings of cottage cheese - 1 individual package with a net weight of at least 150 g,
- 2) In the second semester:
 - a) 21 servings of milk - 1 individual package of at least 0.25 l.
 - b) 5 servings of natural yogurt - 1 individual package with a net weight of at least 150 g,
 - c) 6 servings of natural kefir - 1 individual package with a net weight of at least 150 g,
 - d) 5 servings of cottage cheese - 1 individual package with a net weight of at least 150 g,

Product costs are calculated at a flat rate which the supplier receives after the product has been distributed to schools.

Applicants will be able to submit the aid application for the cost of accompanying activities once they have been carried out. The aid application may only cover eligible costs related to the tasks carried out by applicant. Supporting documents confirming the implementation of such tasks as part of accompanying activities and proof of the expenditure incurred as a result of their implementation are to be attached to the aid application.

7.6.2. Eligibility of certain costs

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

Please indicate if the costs of the school fruit and vegetables and the school milk supplied under the school scheme include the costs of purchasing, renting, hiring and leasing of the equipment used in the supply and distribution of products.

Please refer to any specific conditions for eligibility established at national level, on top of those in the EU regulations (eg. thresholds for some categories of costs such as transport where invoiced separately; exclusion of some costs).

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

In the preparation of the national strategy and implementation regulations of the scheme the following institution were involved:

- Ministry of Agriculture and Rural Development;
- National Support Centre for Agriculture (KOWR);
- Agency for Restructuring and Modernization of Agriculture;
- Ministry of National Education;
- Ministry of Health;
- National Food and Nutrition Institute,
- Stakeholders.

Both the draft of the national strategy as well as drafts of national regulations on the school scheme were consulted with stakeholders representing the dairy and F&V sectors. The stakeholders were also taking part in the preparatory working meetings.

Stake-holders are not involved in the implementation and administration of the school programme in Poland. This scheme is carried out by the Agency for Restructuring and Modernization of Agriculture which delegates some tasks to KOWR.

7.8. Information and publicity

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

The KOWR will be carrying out promotion measures informing schools and parents about the Scheme and will be publicising and disseminating information amongst the general public about all the measures forming part of the Scheme, including its key elements, namely fruit, vegetable, milk and dairy product distribution and educational activities.

As part of the programme of measures, various communication, information, advertising and promotion initiatives may be carried out, such as:

- information campaigns and activities about the Scheme in the media, including PR activities broadcast via television, radio, internet or the press,
- conferences, seminars, workshops, outdoor events, competitions and similar activities designed to provide information about the Scheme and accompanying communication tools and media coverage,
- printed material, websites, social media channels raising awareness of and promoting the Scheme,
- small gifts and prizes promoting the Scheme.

Measures will also include networking activities as a tool for sharing experience and best practice concerning the implementation of the Scheme.

As a basic means of identifying schools taking part in the Scheme, the KOWR will produce a poster in accordance with the specification and recommendations set out in Article 12 of and the Annex to Commission Delegation Regulation (EU) 2017/40. Schools taking part in the Scheme will have the poster permanently displayed in a clearly visible place at the main entrance to the school.

In addition, the KOWR will develop and use a logo for the Scheme which will be incorporated as a visual element into all activities, including the possibility of labelling product packages distributed to children. In order to raise the profile of the Scheme amongst the general public a short slogan promoting the Scheme may also be developed as a means of promoting a healthy diet for children which is rich in fruit, vegetables and dairy products.

In accordance with Article 12 of Commission Implementing Regulation (EU) 2017/39, all promotional material and measures will use the European Union flag and mention the name of the Scheme and, unless impossible due to their size, will include information on the EU's financial contribution and the Scheme's logo.

7.9. Administrative and on-the-spot checks

Article 2(2)g of the implementing regulation

The KOWR will be responsible for carrying out control activities, including on-the-spot checks. The entire audit process will be overseen by the ARiMR [Agency for Restructuring and Modernisation of Agriculture] as the accredited EU Paying Agency.

7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

The KOWR will monitor the following aspects of the Scheme:

- 1) the system for distributing eligible products to school pupils, on the basis of
 - a) its own data,
 - b) reporting by primary schools,
 - c) data received from approved suppliers;
- 2) the system of accompanying educational activities, based on data obtained from primary schools participating in the Scheme.

In accordance with Article 8(1) and Article 10(7) of Commission Implementing Regulation (EU) 2017/39, the KOWR is to send the Commission information on the outcomes of the monitoring exercise and the results of its checks and the related findings.

Evaluation

The Scheme will be evaluated by the entity selected by the KOWR through a public procurement procedure. The adopted evaluation model will be tailored to the Scheme's final parameters and, in particular, its objectives, and will take into account the European Commission's guidelines.

Annex. Lessons learnt from implementation of the current schemes and any envisaged improvements in the design and implementation of the new scheme, taking into account the available evaluation findings and recommendations

The new School Scheme takes into account the findings and recommendations from the evaluation of the school fruit and vegetables scheme implemented in school years 2011/2012 - 2015/2016.

The target group for the fruit and vegetable component has been expanded in the new School Scheme. Previously, the "Fruits and Vegetables at School" Scheme was covered by children attending grades 0-III, while under the current School Scheme children attending grades I-V are involved.

It means every child participating in the Fruit and Vegetable component will be subjected to the impact of the Scheme for one year longer compared to "Fruits and vegetables at school" Scheme. Extending the period in which children will be influenced should have a beneficial effect on the overall effectiveness of the program, in particular in relation to changing dietary habits that result in increased consumption of fruit and vegetables.

Taking into account the findings of the evaluation of the School Fruit and Vegetable Scheme in years 2011/2012 - 2015/2016 concerning the room for improvement on the consumption of vegetables by participating children, the number of vegetables available

has been increased (from 60 grams per portion in the previous Fruits and Vegetables Scheme to 90 grams per serving under the Fruit and Vegetable component of the School Scheme). Increasing the amount of vegetables available to children should have a beneficial effect on creating a nutritional habit of consuming enough vegetables.

According to the findings of the evaluation of the School Fruit and Vegetable Scheme in years 2011/2012 - 2015/2016 concerning the effectiveness of accompanying activities, a package of teaching materials will be developed and published. It will include, among others scenarios of particular types of accompanying activities whose scope is indicated in the Regulation of the Minister of National Education. Packages of homogeneous, structured educational materials will be available to teachers in participating schools.