

**ANNEX TO THE NATIONAL STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL  
SCHEME. PERIOD FROM 1/8/2017 TO 31/7/2023**

**The logo of the School Fruit and Vegetables sub-scheme is the following**



**The logo of the School Milk sub-scheme is under preparation**

The justification and detailed information are in the National Strategy for the School Scheme in Italy, reference period 1 August 2017 to 31 July 2017, of which this document is a summary Annex.

## Contents

1.	ADMINISTRATIVE LEVEL .....	4
2.	NEEDS AND RESULTS TO BE ACHIEVED .....	5
2.1.	Identified needs .....	5
2.2.	Objectives and indicators .....	5
2.3.	Baseline .....	6
3.	BUDGET .....	9
3.1.	Union aid for the school scheme .....	9
3.2.	National aid granted, in addition to Union aid, to finance the school scheme .....	10
3.3.	Existing national schemes .....	10
4.	TARGET GROUP/S .....	10
5.	LIST OF PRODUCTS DISTRIBUTED UNDER THE SCHOOL SCHEME.....	11
5.1.	Fruit and vegetables.....	11
5.1.1.	Fresh fruit and vegetables - Article 23(3)a of Regulation (EU) No 1308/2013 .....	11
5.1.2.	Processed fruit and vegetables – Article 23(4)a of Regulation (EU) No 1308/2013 .....	12
5.2.	Milk and milk products .....	13
5.2.1.	Milk - Article 23(3)b of Regulation (EU) No 1308/2013 .....	13
5.2.2.	Milk products - Article 23(4)b of Regulation (EU) No 1308/2013 .....	13
5.2.3.	Milk products - Annex V to Regulation (EU) No 1308/2013 .....	13
5.2.4.	Prioritisation of fresh fruit and vegetables and drinking milk.....	14
5.3.	Other agricultural products in the educational measures .....	15
5.4.	Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products.....	15
6.	ACCOMPANYING EDUCATIONAL MEASURES .....	16
7.	ARRANGEMENTS FOR IMPLEMENTATION.....	17
7.1.	Price of school fruit and vegetables/milk .....	17
7.2.	Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures .....	18
7.3.	Timing of distribution of school fruit and vegetables/milk.....	19

7.4.	Distribution of milk products in Annex V to Regulation (EU) No 1308/2013 .....	19
7.5.	Selection of suppliers .....	19
7.6.	Eligible costs .....	20
7.6.1.	Reimbursement rules .....	20
7.6.2.	Eligibility of certain costs.....	21
7.7.	Involvement of authorities and stakeholders .....	21
7.8.	Information and publicity .....	22
7.9.	Administrative and on-the-spot checks .....	23
7.10.	Monitoring and evaluation .....	23

## 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	☒	<p>The administrative level at which the school scheme will be implemented is the <b>national level</b>.</p> <p>The competent authority for the <i>School Scheme</i> is the</p> <ul style="list-style-type: none"> <li>• <i>Ministry of Agricultural, Food and Forestry Policies</i>  <i>Department for Competitiveness, Agrifood Quality, Horse Racing and Fisheries, Directorate-General for the Promotion of Agrifood Quality and Horse Racing,</i>  <i>Office PQAI V - Telephone: (+39) 06 4665 2359; e-mail: <a href="mailto:pqai5@politicheagricole.it">pqai5@politicheagricole.it</a>,</i>  <i>Via XX settembre, 20 – 00187 Rome - Italy</i></li> </ul> <p>The competent authority shall manage and coordinate the activities of the Scheme in cooperation with the:</p> <ol style="list-style-type: none"> <li>a. Ministry of Education, Universities and Research, Viale Trastevere 76/a, 00153 Rome, Italy - Tel: (+39) 06.58491; <a href="http://www.istruzione.it/">http://www.istruzione.it/</a></li> <li>b. Ministry of Health, Via Giorgio Ribotta, 5 - 00144 Rome, Italy - Tel. (+39) 06.59941; <a href="http://www.salute.gov.it/portale/home.html">http://www.salute.gov.it/portale/home.html</a></li> <li>c. Paying Agency AGEA, <i>Agenzia per le erogazioni in agricoltura</i> (Agricultural Payments Agency) - Via Palestro, 81 - 00165 Rome - Tel. (+39) 06.494991; <a href="http://www.agea.gov.it/portal/page/portal/AGEAPageGroup/HomeAGEA/home">http://www.agea.gov.it/portal/page/portal/AGEAPageGroup/HomeAGEA/home</a></li> <li>d. Regions and the Autonomous Provinces of Trento and Bolzano. <a href="http://www.regioni.it">http://www.regioni.it</a></li> </ol> <p>Implementation of the <i>School Scheme</i> is managed at <b>national level</b> by the Ministry, which will use a number of operational tools:</p> <ol style="list-style-type: none"> <li>a) the issue of calls for tenders, pursuant to the Public Procurement Code in force, for the award of specific services and for the selection of product suppliers and distributors;</li> <li>b) <b>cooperation agreements</b>, pursuant to the Public Procurement Code in force, concluded with for-profit and non-profit public entities, for implementation of parts of the scheme, the accompanying measures, monitoring activities and/or the communication plan;</li> <li>c) support to the Paying Agency AGEA, responsible for checks and payments.</li> </ol>
----------	---	---

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*

The **objectives** of the *School Scheme* are those laid down in Union legislation:

1. Encourage the consumption of products covered by the Scheme by primary school children;
2. Raise children's awareness of the positive effects of consumption of those products;
3. Offer pupils different product varieties and types through sensory experiences (tasting workshops and sensory laboratories) enabling them to get to be aware of their tastes
4. Engage with the largest possible number of schoolchildren, strengthening also the involvement of families;
5. Increase the number of pupils benefiting from the accompanying measures;
6. Promoting the children's knowledge of food production processes;
7. Maximise the use of the assigned resources, strengthening the initiatives focused on accompanying measures and on publicity of scheme.

### EXPECTED RESULTS

The **expected results** are indicated separately for each of the two sub-schemes, due to their specificities and to the lack of previous experience for the school milk and milk products.

The National Strategy for the School Scheme includes this information in paragraph 6, namely:

- 6.1: School Fruit and vegetables
- 6.2 and 6.3: School milk

With regard to the impact on pupils, the following results are expected:

#### **School Fruit and Vegetables**

- a) Average 8-10 % increase of the number of children increasing fruit and vegetables consumption during the week (corresponding to at least 6-7 portions);
- b) Average 5% increase in the daily consumption of fruit and vegetables (amount or frequency)

#### **School Milk**

- a) Average 10-15 % increase in the number of children increasing the consumption of drinking milk and yoghurt during the week;
- b) Average 5 % increase in the number of children who include one or more dairy products in their diet
- c) 30% increase of awareness of the importance and effects of milk in diet.

## 2.2. Objectives and indicators

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

The variables for the design of the indicators to measure achievement of results are the following:

1. Number of schools and their premises participating in the scheme as a **percentage of the total number at national level** of educational establishments, premises and classes
2. Qualitative and quantitative composition of the target group
  - Number of children in participating schools
  - Number of children theoretically able to participate with respect to the actual amount of available funding
3. Quantitative and qualitative composition of the product-package
4. Distributed portions: average cost, types, quality, appreciation, impact ...
5. Breakdown of available resources among: supply of products to schools, accompanying measures, publicity, monitoring.
6. Accompanying measures: % of participating pupils, teachers and parents
7. Communication campaign: effects and monitoring of its effectiveness. Indicators vary according to the arrangements for implementation: information may be provided after the approval of the communication plans.

The required information is provided in paragraph 8.6 of the National Strategy for the School Scheme, more precisely:

- 8.6.1: School fruit and vegetables
- 8.6.2: School milk

## 2.3. Baseline

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

The initial situation has been analysed separately for the two sub-schemes due to their different technical and administrative management and different histories.

### SCHOOL FRUIT AND VEGETABLES

Key baseline data:

Over the last five years, the target group was as follows:

- SY 2012/2013: 1 050 000 pupils;
- SY 2013/2014: 1 400 000 pupils;
- SY 2014/**2015**: 1 050 000 pupils;
- SY 2015/2016: 1 000 000 pupils;
- SY 2016/2017: 1 182 000 pupils (provisional)

Over the years, the scheme had an annual average of over 1 million participating pupils. In 2016/2017, more than 1 182 000 pupils were reached. The average number of educational establishments involved each year is 7 049 and the average number of classes involved each year is 62 652.

The average number of single portions distributed each year to each pupil was 36/38, for a total number of portions distributed each year always greater than EUR 40.7 million.

Based on the data for the last year, and on the same benchmark values (average unit cost per portion; 36 regular distributions + 2 special distributions) the number of pupils that can be involved would be about 677 850.

The evaluation and monitoring activities in 2015/2016 show the following situation:

- 90 % of parents of children participating in the scheme is satisfied with the educational initiative and found their children significantly interested;
- 85 % of participating children is aware that “eating fruit is good”;
- 89 % of participating children expressed willingness to continue eating fruit also afterwards;
- 80 % of participating children feels eating more fruit and vegetables.
- 20 % of participating children eat a lot more fruit than before.

The baseline scenario is as follows:

- 44 % of children usually eat fruit and vegetables distributed under the scheme;
- about 24 % of children usually eat only those fruit and vegetables distributed under the scheme that they like;
- 21 % occasionally eat fruit and vegetables distributed under the scheme;
- 11 % of children never eat fruit distributed under the scheme.

**This allows scope for improving the effectiveness of the scheme: progress and improvement of the impact will be measured on these values.**

### *SCHOOL MILK*

---

There is no defined framework from the previous scheme. The reference levels are based on national data on consumption of drinking milk and evolution over time:

- consolidated trend of declining consumption of drinking milk: - 7 % in five years (2016/2012); -15 % for fresh milk; -3 % for UHT milk;
- new food consumption patterns, whereby consumers increasingly choose low-calorie foods with little added fat and salt, as the demand for healthy lifestyle is rapidly growing. This sometimes reach extremes, with the total elimination of certain foodstuffs – including also milk;
- food intolerance (to lactose) has grown exponentially in recent years;
- the variable “price” — in a period of lower income available to the household — is always to the detriment of fresh and quality products;
- uncertainty on the quality of the product (often linked to uncertain of the origin);
- consumption of substitute products that compete strongly as a result of changing eating habits. In Italy consumption of milk has been significantly reduced while the consumption of plant-based drinks have shown an increase of production and consumption (1 out of 4 Italian families usually buy soya drinks; consumption is estimated at more than 110 tonnes with growth doubling over the last five years).

**Table 6.5 — Purchases of milk in Italy (in volume — litres) — 2012/2016**

Purchases in volume (litres)		2012	2013	2014	2015	2016	% share 2016
<b>Total milk</b>	<b>Total, of which:</b>	<b>2.093.501</b>	<b>2.168.536</b>	<b>2.072.507</b>	<b>1.975.613</b>	<b>1.943.778</b>	<b>100 %</b>
	families with children <6 years	546.335	557.014	513.901	469.134	448.392	23.1 %
	families with children <17 years	798.113	816.137	773.944	725.406	702.292	36.1 %
<b>Fresh milk</b>	<b>Total, of which:</b>	<b>687.207</b>	<b>687.569</b>	<b>636.088</b>	<b>590.505</b>	<b>583.792</b>	<b>100 %</b>
	families with children <6 years	221.929	221.042	193.625	174.061	171.310	29.3 %
	families with children <17 years	296.642	299.290	265.501	247.298	243.717	41.7 %
<b>UHT milk</b>	<b>Total, of which:</b>	<b>1.352.912</b>	<b>1.431.142</b>	<b>1.389.854</b>	<b>1.335.586</b>	<b>1.309.981</b>	<b>100 %</b>
	families with children <6 years	311.022	323.351	309.109	283.387	266.715	20.4 %
	families with children <17 years	482.812	499.144	492.679	461.631	443.357	33.8 %

Source: Ismea based on Nielsen figures — Consumer Panel Service

**Table 6.6 — Evolution of purchases of milk in Italy ( % change in volume) — Period 2012/2016**

Purchases in volume (% change on the previous year)		2013	2014	2015	2016	2016/2012
<b>Milk</b>	<b>Total</b>	<b>3.6 %</b>	<b>— 4.4 %</b>	<b>— 4.7 %</b>	<b>— 1.6 %</b>	<b>— 7.2 %</b>
	families with children <6 years	2.0 %	— 7.7 %	— 8.7 %	— 4.4 %	— 17.9 %
	families with children <17 years	2.3 %	— 5.2 %	— 6.3 %	— 3.2 %	— 12.0 %
<b>Fresh milk</b>	<b>Total</b>	<b>0.1 %</b>	<b>— 7.5 %</b>	<b>— 7.2 %</b>	<b>— 1.1 %</b>	<b>— 15.0 %</b>
	families with children <6 years	— 0.4 %	— 12.4 %	— 10.1 %	— 1.6 %	— 22.8 %
	families with children <17 years	0.9 %	— 11.3 %	— 6.9 %	— 1.4 %	— 17.8 %
<b>UHT milk</b>	<b>Total</b>	<b>5.8 %</b>	<b>— 2.9 %</b>	<b>— 3.9 %</b>	<b>— 1.9 %</b>	<b>— 3.2 %</b>
	families with children <6 years	4.0 %	— 4.4 %	— 8.3 %	— 5.9 %	— 14.2 %
	families with children <17 years	3.4 %	— 1.3 %	— 6.3 %	— 4.0 %	— 8.2 %

Source: Ismea based on Nielsen figures — Consumer Panel Service

**Table 6.7 — Distribution of household purchases of milk in Italy in 2014-2016, in percentage**

	% share purchases in volume on total			% share purchases in value on total		
	2014	2015	2016	2014	2015	2016
<b>Drinking milk</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>
— of which, milk enriched/flavoured	2,2	2,5	2,6	9,3	10,2	10,6
<b>in fresh milk,</b>	<b>30,7</b>	<b>29,9</b>	<b>30,0</b>	<b>36,6</b>	<b>35,8</b>	<b>36,5</b>
— Fresh Normal	18,1	17,6	18,3	20,6	19,9	20,9
— Fresh High Quality	8,2	7,8	7,4	10,3	9,8	9,6
— ESL (Extendend shelf-life)	3,6	3,3	2,9	4,5	4,1	3,9
— Fresh High digestibility	0,8	1,3	1,4	1,3	2,0	2,2
<b>of which Milk, UHT</b>	<b>67,1</b>	<b>67,6</b>	<b>67,4</b>	<b>54,0</b>	<b>54,0</b>	<b>52,9</b>
UHT — Normal	59,5	58,7	57,3	45,0	43,5	40,9
— UHT High digestibility	6,6	8,0	9,4	7,8	9,4	11,0
— Functional UHT	1,0	1,0	0,7	1,2	1,1	0,9
<b>Total Organic (Fresh+ UHT)</b>	<b>1,3</b>	<b>1,2</b>	<b>1,5</b>	<b>1,8</b>	<b>1,7</b>	<b>2,2</b>

Source: Ismea based on Nielsen figures — Consumer Panel Service

**These data are the benchmarks to assess the effectiveness of the scheme.**



### 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*

<b>EU aid for the school scheme (EUR) - Estimate</b>	School fruit and vegetables	School milk	Total
Allocation 2017/2018	16.711.302,00	8.003.535,00	24.714.837,00
Total allocation 2017/2023	100.267.812,00	48.021.210,00	<b>148.289.022,00</b>
<i>Distribution of school fruit and vegetables/school milk</i>	<i>78.710.232,42</i>	<i>36.015.907,50</i>	<i>114.726.139,92</i>
<i>Accompanying educational measures</i>	<i>14.538.832,74</i>	<i>7.203.181,50</i>	<i>21.742.014,24</i>
<i>Monitoring, evaluation, publicity</i>	<i>7.018.746,84</i>	<i>4.802.121,00</i>	<i>11.820.867,84</i>

#### **School fruit and vegetables**

---

- a) About 78% of the budget available each year will be earmarked for product supply and distribution;
- b) About 14.5% of the budget available will be earmarked for the accompanying measures; of these, 70% will go to horizontal information and educational actions performed by CREA, which will also carry out some accompanying measures; the balance will be awarded to the contractors to cover organisation of fruit days, visits to farms and educational farms;
- c) The balance of the total budget, about 7.5%, will be divided between publicity and communication activities and monitoring activities.

#### **School milk**

---

- a) About 75% of the budget available each year will be earmarked for product supply and distribution;
- b) 15% of the budget will go to accompanying measures; for milk this budget item is larger given the lack of previous measures. About 65% of these measures will go to horizontal information and education actions performed by CREA and Unioncamere;
- c) The balance of the total budget, about 10%, will be divided between publicity and communication activities and monitoring activities. This share is greater – in relative terms – than that assigned to the other sub-programme as the Milk segment requires a more pervasive and in-depth campaign, at least in the first two/three years.

<b>3.2. National aid granted, in addition to Union aid, to finance the school scheme</b>			
<i>Article 23a(6) of the basic act and Article 2(2)d of the implementing regulation</i>			
<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</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).			

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

#### **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	6-11 years	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary		<input type="checkbox"/>	<input type="checkbox"/>

## 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, radishes	<input checked="" type="checkbox"/>
Apples, pears	<input checked="" type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input type="checkbox"/>
Bananas	<input type="checkbox"/>		
Berries (strawberries, raspberries, currants, blackberries, blueberries)	<input checked="" type="checkbox"/>	Cucumbers, gherkins	<input checked="" type="checkbox"/>
Figs	<input type="checkbox"/>	Lettuces	<input checked="" type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input checked="" type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: Cherry tomatoes, fennels, pumpkins, courgettes	<input checked="" type="checkbox"/>
Tropical fruit <sup>1</sup>	<input type="checkbox"/>		
Other fruit: actinidia (kiwis), khakis	<input checked="" type="checkbox"/>		
Nuts (under accompanying measures)	<input checked="" type="checkbox"/>		

The national strategy includes, among fresh fruit and vegetables, "ready to eat salads/vegetables including small amounts of fruit", for 2017/2018 school year (will be taken out in the following school years due to issues with logistics and with consumption of the product). In any event, its supply is not envisaged to be combined with salt and oil.

<sup>1</sup> 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"/>							100% fruit
Fruit purées, compotes	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		100% fruit
Jams, marmalades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			Educational measures
Vegetable juices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			Educational measures
Vegetable soups	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Other: orange squash	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			Educational measures
Nuts, Leguminous vegetables	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		Educational measures

## 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"/>
---	-------------------------------------

### 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 checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		No added salt in cheese <sup>2</sup>
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"/>			

### 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		According to Article 10(2) of Regulation 2017/40 the maximum level of sugars (products under NC codes 1701 and 1702) and/or honey is 7%
Category I (milk component $\geq 90\%$ ). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>		According to Article 10(2) of Regulation 2017/40 the maximum level of sugars % (products under NC codes 1701 and 1702) and/or honey is 7%

<sup>2</sup> Salt that can be found in cheese is exclusively from residues resulting from the salting of cheese forms; the residual salt is only found only on the crust that is not to be regarded as edible component.

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*

##### **School fruit and vegetables (10.1.1 of the national strategy)**

The following criteria shall apply to all the regular distributions:

- a) distribution of fresh products will make up not less than about 85% of the total;
- b) prevalence of fruit over vegetables (about 80% of the total);
- c) distribution of at least ten fruit species and two vegetable species, without counting mixed products;

The following criteria shall apply to the special distributions

- a) distributions of fresh products will make up not less than 50% of the total;
- b) fruit and/or vegetable products will be distributed in quantities roughly equal to the other products (honey, olives, leguminous vegetables, nuts ...);
- c) at least two species of nuts and two species of leguminous vegetables will be distributed;

##### **School milk (10.2 of the national strategy)**

Total distributions (regular or during the special events and accompanying measures)

- a) distribution of pasteurised drinking milk, of the different types listed in table 10.2 of the national strategy, with the number of distributed portions being not less than half+1 of the total number of portions;
- b) distribution of yoghurt, of the different types listed in table 10.2 of the national strategy, with the number of portions being not less than 3;
- c) distribution of cheese – of the different types listed in the national strategy – in the amount of no less than 9 portions.

### 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 checked="" type="checkbox"/>	Please list the products  Table olives and honey.	<input 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 checked="" 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	
<b>Any priority/ies for the choice of products:</b>	
Local or regional purchasing	<input checked="" type="checkbox"/>
Organic products	<input checked="" type="checkbox"/>
Short supply chains	<input type="checkbox"/>
Environmental benefits (please specify: <i>eg. food miles, packaging ...</i> )	<input checked="" type="checkbox"/>
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	<input checked="" type="checkbox"/>
Fair-trade	<input type="checkbox"/>
Other: please specify	
Any comments <ul style="list-style-type: none"> <li>• Denominations of origin or certified quality products have priority</li> <li>• Local or regional purchasing has priority for products for which the origin is from the territory of the tender lot</li> <li>• Paragraph 10.1.2 of the strategy describes the mandatory and/or priority requirements for school fruit and vegetables</li> <li>• Paragraph 10.3 of the strategy describes the mandatory and/or priority requirements for school milk.</li> </ul>	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

<b>Title</b>	<b>Objective</b>	<b>Content</b>
School gardens	Introducing children to the territory, through the contact with and care of plants	Maintenance of existing school gardens and/or setting up and maintenance of new school gardens with various activities to be carried out in class with trained teachers and the presence of specialised staff
Visits to farms, dairy farms, dairies, CREA research facilities.	Introducing children to the territory through visits to different rural realities.	The objective is to make children aware of the different stages of the agri-food chain, up to the final product that children will consume on the spot. Visits to the CREA facilities allow schools to participate in outdoor activities (outdoor learning).
Laboratories	Raising children' awareness of products biodiversity	<p>Direct experience of sensory laboratories</p> <p>Theme days devoted to collective consumption of the products and consumption experiences, together with parents. In such days, parents are invited to enhance the family educational dimension and participate to the information and educational activities (not to the consumption of products.</p> <p>Tasting of fruit and vegetables and milk products so that children know and recognise the different varieties of fruit and vegetables through taste, touch and smell.</p>
Training	Training (including distance learning) for teachers	Training aims at providing teachers with the technical and scientific information to support the subsequent distribution of fruit and vegetables and milk and milk products.
Other activities	Games to enhance the learning dimension	Thematic days on the products covered by the strategy with games and collective tasting. Specific games: e.g. Fruit Olympics (championship at national level organised as a multidisciplinary training in subsequent stages)



## **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*

The products distributed under the *School Scheme* will be provided **free of charge** for both the pupils and the schools.

**7.2. Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures**

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

Envisaged frequency of distribution:

	School fruit and vegetables	School milk
Once per week	<input type="checkbox"/>	<input type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three times per week	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other : please specify <sup>3</sup>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments: the frequency can go vary from two to four times per week due to logistic needs for distribution.

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:

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

<sup>3</sup> E.g. Distribution once every two weeks

### 7.3. Timing of distribution of school fruit and vegetables/milk

Article 23(8) – and 23a(8) if supply in relation to the provision of other meals – of the basic act and Article 2(2)b of the implementing regulation

Envisaged timing of distribution during the day (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:

For the school milk, some accompanying measures may take place during lunchtime only if the school provides the meal free of charge (in accordance with Article 11 of Regulation (EU) 2017/40) or does not provide the meal at all.

### 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

*The public procurement notice provides for the distribution only of products in which the milk component is not less than 90 %. If a different percentage was found in checks, the supplier would be subject to a penalty well above the price differential resulting from the application of Article 5(3) of Regulation (EU) No 1370/2013, as amended by Regulation (EU) 795/2016.*

### 7.5. Selection of suppliers

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

Product suppliers will be selected according to Legislative Decree of 18 April 2016 No 50 – Public Procurements Code, in compliance with the EU Public Procurement Directives (2014/23/EU, 2014/24/EU, 2014/25/EU).

The competent authority envisages launching cooperation agreements under the current Public Procurement Code or Article 15 of the national Law No 241/1990 mainly with the following (economic and non-economic) public bodies:

- **C.R.E.A. for the management of part of accompanying measures;** in particular, in the development of these activities, the regions and autonomous provinces of Trento and Bolzano will be involved, in the light of finding suitable synergies for the accompanying measures that will be implemented by CREA;
- **ISMEA**, mainly for monitoring, publicity and communication activities;
- **Union of Chambers of Commerce, Industry, Crafts and Agriculture**, mainly in the implementation of the School milk sub-scheme to support monitoring, publicity and communication activities, with particular reference to the involvement of schools.

## **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*

Costs incurred are reimbursed after the issuing of an electronic invoice. Payments are made by the Paying Agency AGEA. Costs incurred under the school scheme shall be reimbursed on the basis of invoices, for which the amounts were defined in advance according to a system based on actual costs, which are documented and can be documented, and not simplified cost methods.

The procedures in place provide that all suppliers (for both products and services) produce the administrative documentation to support expenditure actually incurred. Control activities also verify expenditure forecasts against actual expenditure: justifications are sought in case of significant differences.

The calculation method used for the determination of the amounts of payments makes clear that the factors used for the calculation shall be established in advance on the basis of ‘adequate and accurate factors and a fair, equitable and verifiable calculation’. The method:

- a. contains elements that are verifiable;
- b. is based on established figures resulting from historical series;
- c. indicates the source of the figures used;
- d. is differentiated to take account of local conditions.

The costs reimbursed to public bodies for information and training-related activities result from an administrative procedure of evaluation of a project proposal which includes a cost analysis of each activity: this project proposal, once adopted, becomes the subject of an institutional cooperation agreement between public administrations. The eligible individual cost items are therefore established on the basis of reasonable calculations (historical data relating to similar operations reimbursed on actual costs, as from the public administrations' administrative records). This procedure is therefore fair and verifiable as all the criteria adopted for the quantification of costs are explicit, in compliance with the principle of sound financial management.

Where necessary, those public bodies make use of the procedures laid down in the national public procurement code for the acquisition of certain services on the market.

*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).*

#### 7.6.2. Eligibility of certain costs

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

Invoices include:

- The cost of products as well as the costs of transport and the costs of purchasing, renting, hiring and leasing of the equipment used in the supply and distribution of products, to the extent that is set out by EU legislation. Those costs include also the costs agreed with the schools for "assisted" distribution, that is to say delivery to each class, reception of the product and supply to each pupil, and of the tools that may help consumption of products.
- The total cost of expenditure incurred for the accompanying educational measures proposed and carried out according to the tender specifications.

#### 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 Ministry of Agricultural, Food and Forestry Policies is the competent authority that manages and coordinates the activities of the scheme in cooperation with the:

- Ministry of Education, Universities and Research
- Ministry of Health
- Paying Agency (Agenzia per le erogazioni in agricoltura)
- Regions and the Autonomous Provinces of Trento and Bolzano.

A Technical Committee has been established by decree of the Ministry of Agricultural, Food and Forestry Policies to support the scheme. It is an advisory body which includes representatives of:

- The Ministry of Agricultural, Food and Forestry Policies;
- The Ministry of Education, Universities and Research;
- The Ministry of Health;
- The Paying agency AGEA (Agricultural Payments Agency);
- The Regions and the Autonomous Provinces of Trento and Bolzano.

The tasks of the Technical Committee are to provide technical support in:

- drawing up the national strategy for the Scheme;
- identifying and setting out the accompanying measures;
- establishing the criteria for regional-based selection of schools and of the lots of the call for tenders.

## **7.8. Information and publicity**

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

The initiatives and the provisions concerning publicity activities for the *School Scheme* adopted in the calls for tenders and in the cooperation agreements are the following:

- a) Poster required by the Regulation, often with several copies posted at the school;
- b) Special posters prepared as part of the accompanying measures and communication plan, posted in the classrooms;
- c) Letters to school principals to inform them of the initiative and request their cooperation;
- d) Letters and information leaflets sent to the families;
- e) Fact sheets on each distributed product;
- f) All the food products will have the logo of the Scheme, on each package and on the secondary packaging, indicating clearly that the Scheme is funded by the European Union;
- g) The schools shall sign a specific agreement with the contractors setting out the rules and method of product distribution, also to ensure direct and exclusive delivery to pupils;
- h) When assisted distribution is provided by the contractor's staff, they will wear badges, clothes and emblems identifying the EU scheme.
- i) Information leaflets and flyers distributed during the special days and events.

Additional tools to support the Scheme are:

- official websites (<http://www.fruttanellescuole.gov.it>);
- other web portals on the Scheme, <http://olimpiadi.fruttanellescuole.gov.it> and <http://fruttanellescuole.entecra.it>,
- a dedicated Facebook page;
- information flyers on the Scheme. Communication and provision of information materials to head teachers and families.
- communication plan including: publicising of the scheme by means of advertising banners on leading online news media, audio-visual circuits of the national public transport service, messages on the radio.
- presence at special events and sector fairs.

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

### *Article 2(2)g of the implementing regulation*

Checks on aid applications and payments are the responsibility of the Paying Agency AGEA, which will operate pursuant to and in compliance with the provisions of Articles 10 and 9 of Regulation (EC) 2017/39, acting as the body delegated to carry out the control activities.

These checks will be carried out on the basis of a control plan drawn up by the Ministry of Agricultural, Food and Forestry Policy together with AGEA to ensure that control activities are based on nationwide harmonised evaluation criteria, but intensifying them in the lots where the risk of irregularities is higher.

## **7.10. Monitoring and evaluation**

### *Article 2(2)g of the implementing regulation*

Annual monitoring will be performed pursuant to Article 2(2)(g) of Regulation (EU) No 2016/39 and in compliance with Article 9 of Regulation (EU) No 2016/40.

The entity in charge of monitoring will be chosen by the Ministry in compliance with the Public Procurement Code. Monitoring shall provide information in particular on:

- the funds used for the supply and distribution of each of the product groups referred to in Article 23(3) to (5) of Regulation (EU) No 1308/2013
- the accompanying educational measures;
- the number of schools and pupils participating in the School Scheme;
- the average portion size and average price per portion;
- the frequency of product delivery;
- the quantities of products delivered, divided by product groups and, if any, of the other agricultural products included in the accompanying educational measures in accordance with Article 23 (7) of Regulation (EU) 1308/2013;
- the communication activities and accompanying measures implemented;
- the relevant authorities and stakeholders involved in the design and implementation of the School Scheme;
- any other useful information to comply with the management and control requirements, including those pursuant to Articles 4 and 5 of Regulation (EU) 2017/39.

The forms to be prepared by the entity that will perform the annual monitoring are not yet available.