

STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL SCHEME IN IRELAND  
FROM 2023/2024 TO 2028/2029 SCHOOL YEAR

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An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



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## 1. ADMINISTRATIVE LEVEL OF IMPLEMENTATION

Article 23(8) of Regulation (EU) No 1308/2013 (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 School Scheme operates at a national level. The Department of Agriculture, Food and the Marine is the competent authority and is also the Paying Agency.
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## 2. NEEDS AND RESULTS TO BE ACHIEVED

### 2.1 Identified needs and Article 23(8) of the basic act and Article 2(1)(b) of the implementing regulation

In regard to needs to be addressed, the Irish National Children's Food Survey (II) (2017/18) reported that children in Ireland aged 5 to 12 years consumed less fruit and vegetables and dairy products than recommended for a healthy diet. Only an average of 3 portions of fruit and vegetables was consumed by this age group per day and 37% of children have inadequate intakes of calcium. The mean population intake of fresh milk has fallen by 24% over the last 14 years<sup>1</sup>. There is an ongoing need to promote the consumption of fruit, vegetables and milk to meet the nutritional needs of Irish children.

Ireland's National Obesity Policy and Action Plan 2016-2025 reports that excess consumption of saturated fats, trans fats, sugars and salt (especially from foods and drinks on the top shelf of the Food Pyramid) and low consumption of fruit and vegetables are the major problems in the Irish diet (IUNA, 2012a, 2012b, 2012c, 2012d, 2012e).

This strategy aims to address:

- 1) To cultivate a taste for fruit, vegetables and drinking milk in young children attending educational establishments.
- 2) To indirectly increase consumption of fruit, vegetables and drinking milk and milk products among young children.
- 3) Raising awareness for a healthy diet among children and adolescents in educational institutions.

## 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><b>SFVS</b></p> <p>Increase the share of fruit/vegetables/ consumption in children's diets to cultivate healthy eating habits, by repeated tasting, role models and rewards.</p>	<p>Number of school children undergoing the classic food dudes intervention per school year</p>	<p>Maintain the number of school children and schools who undergo the classic food dudes intervention</p>	<p>% of school children undergoing the classic food dudes intervention.</p>	<p>Number of schools and school children participating in the Food Dudes programme per school year.</p> <p>Pilot programmes developed, evaluated &amp; implemented if appropriate.</p>
<p><b>SMS</b></p> <p>Increase the share of milk consumption in children's diets to cultivate healthy eating habits by widespread availability of drinking milk.</p>	<p>Number of school children participating in the school milk scheme in a school year.</p>	<p>Maintain the number of school children and schools who participate in the Moo crew programme</p>	<p>% of school children undergoing the Moo Crew programme</p>	<p>Number of schools and school children participating in the Moo Crew programme per school year.</p> <p>Pilot programmes developed, evaluated &amp; implemented if appropriate</p>
<p>Raising awareness of a healthy diet among school children in educational establishments.</p>	<p>Number of children experiencing both of the programmes' accompanying measures</p>	<p>Increase the knowledge of children in schools about healthy eating habits, the role of fruit and vegetables and</p>	<p>% of school children aware of healthy eating habits and the role of fruit, vegetables and dairy in their diets.</p>	<p>Increased awareness of children of healthy eating habits.</p>

		dairy in their diets.		
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### 2.3. Baseline

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

- 1) Reference year will be set at 2021/2022 school year. Supporting data per AMR return.  
School Fruit and Vegetables

- a. number of schools participating = c 1,400
- b. number of children participating = c 217,000

School Milk –

- a. number of schools participating = c 390
- b. number of children participating = c 35,500.

Sources of Data in Ireland

1. Evaluation of the European Union School Fruit, Vegetables and Milk Scheme in Ireland: Interim Report March 2023. Prepared by UCD National Nutrition Surveillance Centre in the UCD School of Public Health, Physiotherapy and Sports Science
2. National Children’s Food Survey II: Summary Report – Irish Universities Nutrition Alliance (IUNA); 2019
3. Evaluation of the EU School Fruit, Vegetables and Milk Scheme: 2020/21 REPORT. University College Dublin; 2021
4. Healthy Ireland. Healthy Ireland food Plans and guides (Internet). Gov.ie Healthy Ireland; available from: <https://gov.ie/en/publication/b01555-healthy-ireland-food-plans-and-guides/>.
5. Horne PJ, Hardman CA, Lowe CF, Tapper K, Le Noury J, Madden P, et al. Increasing parental provision and children’s consumption of lunchbox fruit and vegetables in Ireland’ The Food Dudes intervention. Eur J, Clin Nutr. 2009;63(5);613-8.

### 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 1/8/2023 to 31/7/2029		
	School fruit and vegetables	School milk	Common elements if applicable
Distribution of school fruit and vegetables/school milk	€ 1,417,331	€619,903	
Accompanying educational measures	€ 283,467	€ 123,981	N/A
Monitoring, evaluation, publicity	€ 188,977	€ 82,653	N/A
Year Total	€ 1,889,775	€ 826,537	
6 year Overall total	€ 11,338,650+ €4,959,222 = €16,297,872		

3.2. National aid granted, in addition to Union aid, to finance the school scheme Article 23a(6) of the basic act and Article 2(2)(d) of the implementing regulation			
Yes	√		
If yes, amount (in national currency)	Fruit/vegetables	Milk/milk products	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution	Depending on national exchequer funding made available	Depending on national exchequer funding made available	n/a
Accompanying educational measures	As above	As above	n/a
Monitoring, evaluation, publicity	As above	As above	n/a
Total	Depending on national exchequer funding made available in any given year.		
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.			

<b>3.3. Existing national schemes</b> - Article 23a(5) of the basic act and Article 2(2)(e) of the implementing regulation	
Yes	√
If yes (=existing national schemes extended or made more effective through Union aid under the school scheme), please indicate the arrangements to ensure added value of the school scheme through <sup>2</sup> :	
– Extension of the target group	n/a
– Extension of the range of products	n/a
– Increased frequency or duration of distribution of products	√
– Enhanced educational measures (increased number or frequency or duration or target group of those measures)	√
– Other: please specify (e.g. if products originally not free of charge and that are provided free of charge) ....	√
<p><i>Comment/explanatory text :</i></p> <p><b>School Fruit and Vegetables</b></p> <p>The funding under the EU School Fruit and Vegetables component has been used to extend the scope and reach of the National Food Dudes Programme.</p> <p><i>Food Dudes</i> was developed by Bangor University, Wales. This is an evidence-based incentivised behaviour changing programme to increase fruit and vegetable consumption long term utilising the “3 R’s” i.e. <b>repeated tasting</b> of fruit and vegetables over 16 days, supported by <b>role models (Food Dudes Heroes)</b> and <b>small rewards</b> (accompanying measures). The schedule of delivery of the 16 days with a combination of 4 fruits, 4 vegetables in a repeat cycle is set out in the diagram below. This is known as the “Intervention Model”, and represents “Year 1” of the currently envisaged 4 year cycle.</p>	









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<sup>2</sup> One or more



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

**Fruit & Veg Repeat Tasting - Phase 1 – 16 days**

	&		Day 1	5	9	13
	&		Day 2	6	10	14
	&		Day 3	7	11	15
	&		Day 4	8	12	16

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Irish Food Board

Ireland’s Strategy at this time, envisages a Food Dudes 4 year cycle programme to be rolled out wef school year 2023/2024 (commencing in September 2023) under which participating children will go through the intervention model in year 1 and a maintenance programme (tasting days) in years 2, 3 and 4. The EU financial contribution through the EU School Fruit, Vegetable Scheme has enabled Ireland to significantly expand the reach (frequency and duration) of the national Food Dudes programme.

**School Milk**

The funding under the EU School Milk component has been used to extend the scope and reach of the National Moo Crew Programme.

The objective of the programme is to promote and encourage the liking for and consumption of milk amongst school children. The scheme is run in Ireland under the “Moo Crew” programme. The scheme involves the daily distribution of a portion of drinking milk to children in pre-school, primary and post-primary schools who choose to participate in the Scheme. Milk is supplied to the schools on a charged basis by their local participating dairy co-operative. To pay the cost a parental contribution applies. The EU School Scheme funding for School Milk is partly used to reduce this parental cost.

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

Additionally, the EU school milk scheme also (partly) supports a national (provision of school lunch) scheme in certain schools (Delivering Equality of Opportunity in Schools” (DEIS)) – whereby as part of the drink choice, children may select (from the menu) to give a portion of milk - this portion is eligible to receive aid under the EU School Milk Scheme at the appropriate rates.

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	n/a	n/a	n/a
Pre-schools	2.8 - 4 years		√
Primary	4 -11 years	√	√
Secondary	11-18 years		√

**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 and fresh products of the banana sector - Article 23(3)(a) of the basic act**

Apricots, cherries, peaches, nectarines, plums	<input type="checkbox"/>	Carrots, turnips, salad beetroot, salsify, celeriac, radishes and other edible roots	√
Apples, pears, quinces	√	Cabbages, cauliflowers and other edible brassicas	√
Bananas	√		
Berries	√	Cucumbers, gherkins	√
Figs	<input type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	√	Lentils, peas, other pulses	√
Melons, watermelons	√	Tomatoes	√
Citrus fruit	√	Other vegetables: please specify <sup>3</sup> Bell peppers, red, yellow.	√
Tropical fruit <sup>4</sup>	√	.....	
Other fruit: please specify (e.g. kiwis, persimmons, nuts)	<input type="checkbox"/>		
.....			

Average diversity of fresh fruit products envisaged by the strategy, per establishment for one school year:		Average diversity of fresh vegetable products envisaged by the strategy, per establishment for one school year:	
1-6 products	√	1-3 products	<input type="checkbox"/>
7-14 products	<input type="checkbox"/>	3-6 products	√
> 14	<input type="checkbox"/>	7-10	<input type="checkbox"/>
		> 10	<input type="checkbox"/>

5.1.2. **Processed fruit and vegetable products – Article 23(4)(a) of the basic act<sup>5</sup>**  
 NIL: Ireland does not propose to distribute this group of products in Ireland under the EU School Scheme.

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Fruit juices	<input type="checkbox"/>							
Fruit purées, compotes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	If yes, please indicate the limited quantity	<input type="checkbox"/>	<input type="checkbox"/>	If yes, please indicate the limited quantity	
Jams, marmalades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Vegetable juices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Other: please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input 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	√ low fat
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**5.2.2. Milk products - Article 23(4)(b) of Regulation (EU) No 1308/2013<sup>6</sup>**

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Cheese and curd	√		√	Max 0.6g per 30gms	√			
Plain yoghurt	√	√			√			
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa								

### 5.2.3 Milk products - Annex V to Regulation (EU) No 1308/2013 –

NIL: Ireland does not propose to distribute this group of products in Ireland under the EU School Scheme.

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









### 5.3. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act


#### School Fruit & Vegetables

Under the Food Dudes model only fresh fruit and vegetables are distributed and paid for. Processed fruit and vegetables are not distributed. The monitoring and controls checks undertaken by DAFM as the Competent Authority refer to the produce distributed.

**Fruit & Veg Repeat Tasting - Phase 1 – 16 days**

	&		Day 1	5	9	13
	&		Day 2	6	10	14
	&		Day 3	7	11	15
	&		Day 4	8	12	16

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#### School Milk

Under the model of implementation for School Milk, priority is given to provision of drinking milk. Nonetheless we reserve the position that yogurt and cheese may be distributed as secondary products as decided by the MS from time to time in conjunction with the Aid Applicant. The monitoring and controls checks undertaken by DAFM as the Competent Authority refer to the produce distributed.

### 5.4. Scheme products & other agricultural products in the educational measures

Article 23(7) of the basic act and Article 2(1)(g) of the implementing regulation

Scheme products		
Yes		No ✓
<input type="checkbox"/>	Please list the products:	<input type="checkbox"/> n/a
Other agricultural products		
Yes		No ✓
<input type="checkbox"/>	Please list the products:	<input type="checkbox"/> n/a



### 5.5. Criteria for the choice of products distributed under the school scheme and any priorities for the choice of those products

Article 23(11) of the basic act and Article 2(2)(a) of the implementing regulation

Health considerations	<input type="checkbox"/> √
Environmental considerations	<input type="checkbox"/>
Seasonality	<input type="checkbox"/> √
Variety of products	<input type="checkbox"/> √
Availability of local or regional produce	<input type="checkbox"/>
Any comments – including e.g. on the required quality of products	
Any priority/ies for the choice of products:	
Local or regional purchasing	<input type="checkbox"/> √
Any comments	
Organic products	* <input type="checkbox"/> √
Any comments *applicable as option in procurement procedures for product	
Short supply chains **	** <input type="checkbox"/> √
Any comments **applicable for the School Milk Scheme	
Environmental benefits (please specify: e.g. food miles, packaging ...)	<input type="checkbox"/> √
<p>Ireland’s Green Public Procurement (GPP) guidance and accompanying criteria support the inclusion of sustainable and green practices into public sector procurement procedures aimed primarily at public sector procurers.</p> <p>The strategy aims to ensure that the Aid Applicants and their service providers endeavour to implement the guidance which includes the objective of Food and beverage waste prevention and Reducing impact of food transport, packaging and storage</p> <p>The Food Dudes programme is using fully compostable packaging, which had been trialled in recent years and was rolled out across the programme Q4 2022.</p>	
Any comments	
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	<input type="checkbox"/>
Any comments	
Fair-trade	<input type="checkbox"/>
Any comments	
Other, please specify:	

## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

### School Fruit & Vegetables

The EU School Fruit and Vegetables component of the School scheme will be delivered in Ireland through the Food Dudes programme, which is based on mandatory accompanying measures which incentivise the school children through participation and to eat the fruit and vegetables. The programme reflects the principles recommended by the EU Expert Group of Repeated tasting, Role modelling and Rewards reinforcing positive behaviour. It operates as follows:

- 16-day direct intervention period during which each child in the Junior Cycle (Junior Infants to Second Class 4 years to 8 years) gets the opportunity to taste each fruit and vegetable 4 times. Senior Cycle schoolchildren have an opportunity to taste each fruit and vegetable at least twice over five days. (Repeated tasting).
- Rewards (following tasting) – small prizes (including certificates)
- Role Models - DVD of/letters from the Food Dudes characters
- Delivery of integrated Programme at schools by specially trained personnel
- Other aids to encourage long term consumption of fruit and vegetables, including clip-closing Food Dude lunchboxes, consumption diaries and wall charts.
- Videos – featuring Food Dude Ambassadors, local heroes – healthy lives, diets.
- Increased involvement of parents – to support the filling of lunchboxes with extra fruit/veg portions

### School Milk

The School Milk component of the School scheme is supported by accompanying measures delivered through the Moo Crew programme. Moo Crew is underpinned by nutritional expertise, based on the latest guidelines of the Department of Health Food Pyramid and links for learning about a healthy, balanced diet with the importance of an active lifestyle

Moo Crew provides a positive platform to educate children about dairy and the importance of dairy as part of a balanced diet. This educational initiative encourages children aged 5-12 years to learn about the importance of the *'milk, yogurt and cheese'* food group, as part of a healthy diet, in a fun and engaging way.

- Support for teachers includes lesson plans, activities and web resources ([www.moocrew.ie](http://www.moocrew.ie)).
- Lesson Plans – exploring where milk comes from and its journey *'From Farm to Fridge'* as well as *"from Grass to Glass"*
- School classroom poster with the illustrative theme of *"from grass to glass"*.
- Dental health section covering the necessary role of calcium in the diet and as part of a healthy lifestyle. Small wooden toothbrushes are distributed to re-enforce the message.

These measures are set out in more details in the table that follows.

Title	Objective	Topics	Description
Website / web resources for School Fruit/Veg and Milk both schemes with supporting resources for teachers such as - lesson plans, activities and other web resources	Sustainability, health and nutrition focus	including Moo Crew booklets, posters, journals, stickers and jigsaws – emphasising the benefits of dairy as part of a bone and tooth friendly diet and lifestyle; and the importance of understanding the ‘Grass to Glass’ story.	<a href="http://www.moocrew.ie">www.moocrew.ie</a> <a href="http://www.fooddudes.ie">www.fooddudes.ie</a>
Videos in School Fruit/Veg/Milk	Health and nutrition focus	The “ <i>General Junk</i> ” v the “ <i>Food Dudes Super Heroes</i> ” story	Use of Role/brand ambassadors of sports personalities eg Kellie Harrington (Olympic Boxer) and Philly McMahon (Gaelic Footballer), emphasising / demonstrating the positive role of fruit/vegetables and milk in their healthy lives.
Lesson plans / posters activities - School Milk / small wooden toothbrushes.	Sustainability, health and nutrition focus Dental health.	including Moo Crew booklets, posters, journals, stickers and jigsaws – emphasising the benefits of dairy as part of a bone and tooth friendly diet and lifestyle; and the importance of understanding the ‘Grass to Glass’ story.	Used to highlight different aspect of dairy – from grass to glass (to emphasise the grass-fed nature of our Irish dairy) and sustainability credentials and role of calcium in diet
<p>The necessary small Rewards to support the Food Dudes Model of intervention – evidence based, incentivised behaviour changing programme (see separate text above)</p> <p><b>Other:</b> Competitions to win sports equipment for the schools</p> <p>Competitions to win a visit from the mobile farm to the school</p>	<p>As part of the in-built model of three R’s – repeated tasting, role models and small rewards which incentivise the school children to take part and eat the fruit and vegetables</p> <p>Incentive for schools to register (by a specified date) in the school year for the School Milk Scheme</p>		<p>Stickers/sheet, post-it pads in shapes of fruit/veg. Triangle wooden pencils, erasers, playing cards, seed sticks, water bottle</p> <p><a href="http://www.agriaware.ie">Agri Aware</a>  <a href="https://www.agriaware.ie">https://www.agriaware.ie</a> &gt;  <a href="#">Events</a></p> <p>Ireland's only mobile farm with educational resources. ... The Mobile Farm is a unique outdoor classroom that is used to educate children and adults via a hands on approach.</p>

## **7. ARRANGEMENTS FOR IMPLEMENTATION**

### **7.1. Price of school fruit and vegetables/milk**

Article 2(2) of Delegated Regulation 2017/40.

#### **School Fruit & Vegetables**

Fruit and vegetables are distributed free of charge to schoolchildren.

#### **School Milk**

School Milk is distributed free of charge to schoolchildren attending DEIS category schools (Delivering Equality of Education in schools which is Ireland's Department of Education's main policy initiative to respond to educational disadvantage).

It is proposed to continue with a parental levy in the other schools where a parental levy is already in place.

To ensure that Union aid is reflected in the price at which the products are available under the school scheme, the Aid Applicant will notify the Department of Agriculture, Food and the Marine on an annual basis of the gross price per product being charged for that school year (established following a public procurement process) by each entity distributing milk and milk products under the scheme. The parental levy is then calculated.

**7.2. Frequency and duration of distribution of school fruit and vegetables/milk and of accompanying educational measures Article 23(8) of the basic act and Article 2(2)(b) of the implementing regulation Envisaged frequency of distribution:**

	School fruit and vegetables	School milk
Once per week	<input type="checkbox"/>	<input type="checkbox"/>
Twice per week	<input type="checkbox"/>	<input type="checkbox"/>
Three times per week	<input type="checkbox"/>	<input type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other please specify <sup>7</sup>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Any comments:</b>	The Food Dudes model is based around a 16-day intervention period during which produce is distributed daily for those days. Senior cycle receive 5 days tasting during those days with further whole of school tasting days spread through the year.	School Milk is delivered daily to schools throughout the school year.

**Envisaged duration of distribution:**

	School fruit and vegetables	School milk
≤ 2 weeks	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 2 and ≤ 4 weeks	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 4 and ≤ 12 weeks	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 12 and ≤ 24 weeks	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Any comment:</b>		

Envisaged duration of accompanying educational measures during the school year:

(please indicate the number of hours or shortly comment)

**School Fruit & Vegetables**

Accompanying measures are delivered for the duration of the standard Food Dudes intervention model (16 days daily distribution of fruit and vegetables). They also continue for the rest of the school year through the use of the Food Dudes lunchbox provided to children at the end of the 16 days intervention period.

**School Milk**

Accompanying measures are available for delivery over the entire school year via the Moo Crew extensive online educational resources - designed to provide all primary school children in Ireland, aged 5-12 years with an appreciation of the origin of dairy produce, an understanding of the role that dairy plays as part of a healthy diet and the importance of an active lifestyle.

Moo Crew provides teachers with the methodology to deliver a strong positive message on dairy to this audience while reinforcing the contribution that School Milk can make to their diet.

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

Article 23(8) – and 23a(8) of the basic act 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 checked="" type="checkbox"/>
Afternoon/afternoon break(s)	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

#### School Fruit & Vegetables

The Food Dudes programme is delivered (usually) in schools just before / during the mid-morning break. Clearly and separately identified by the Food Dudes logo.

#### School Milk

The Moo Crew programme – drinking milk is delivered at either the mid-morning break or lunchtime where in the case of DEIS schools – a sandwich lunch and drink are supplied. All Moo Crew milk is clearly and separately identified by the Moo Crew/school scheme carton logo.

#### **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 Regulation (EU) No 1370/2013 ('the fixing regulation'), 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

##### **School Fruit & Vegetables (Food Dudes)**

The School Scheme Fruit/Vegetables in Ireland is via the Single Aid Applicant approved by the Competent Authority as a public body which is engaged in the management and provision of the supply and distribution of products, accompanying educational measures and publicity to children in educational establishments under the school scheme. This is Bord Bia (Irish Food Board) a State Body.

To provide clarity on the price for the cost based system and to assess the reasonableness of the costs submitted by the Aid Applicant, Bord Bia obtains the costings of the day to day implementation of the scheme including the management of the programme in schools, the supply and delivery of product, the supply of accompanying measures and the printing and media through open public tender competition/procurement (as per EU Regulation). In any event, Bord Bia as a State Body is directly obliged to comply with the national public procurement rules.

##### **School Milk (Moo Crew)**

The School Scheme Milk in Ireland is via the Single Aid Applicant approved by the Competent Authority as a private body which has been associated with the national School Milk programme since 1982. This is the National Dairy Council (NDC).

To provide clarity on the price for the cost based system and to assess the reasonableness of the costs submitted by the Aid Applicant, the NDC obtains the costings of the day to day implementation of the scheme including the supply and delivery of product, the supply of accompanying measures and the printing and media through open public tender competition/procurement (as per EU Regulation).

Tenders in general run over a number of years with options to extend as appropriate. The tender for the supply of drinking milk to the schools may be run on an annual basis.

#### **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

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

The costs incurred for the supply of School Fruit and Vegetables are reimbursed on the basis of a cost based system. In the case of the accompanying measures (supply of rewards) the costs are also based on a cost based system. These costs are established following a public procurement process carried out by the Aid Applicant in accordance with EU rules.



## School Milk

The costs incurred for the supply of School Milk are reimbursed on a cost based system. In the case of accompanying measures (supply of rewards) the costs are also based on a cost based system. These rates were established following a public procurement process carried out by the Aid Applicant in accordance with EU rules.

### 7.6.2 – Eligibility of certain costs

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

The unit costs of the produce (school fruit and vegetables and the school milk) supplied under the school scheme include the costs of delivery.

*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).*

Ireland advises that prices are set as per the public procurement procedures outlined above.

### 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 (e.g. thresholds for some categories of costs such as transport where invoiced separately; exclusion of some costs).*

Ireland confirms that no such costs as outlined in the para above are included in the supply and distribution of products in Ireland nor considered eligible. The unit costs of the produce (school fruit and vegetables and the school milk) supplied under the school scheme include the costs of the produce and the costs of delivery.

## 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

### Authorities and stakeholders involved

		Complete Name	Involved in Planning	Involved in Implementation	Involved in Monitoring	Involved in Evaluation	Other (if yes, please specify)
Public authority/ Private stakeholder	Authority	Department of Agriculture, Food and the Marine	Yes	Yes	Yes	Yes	
		Bord Bia	Yes	Yes	Yes	Yes	
	Stakeholder	National Dairy Council	Yes	Yes	No	No	
	Authority	Department of Health	Yes	No	No	No	
	Stakeholder		Yes/No	Yes/No	Yes/No	Yes/No	
	Authority	Department of Education	Yes	No	No	No	
	Stakeholder	University College Dublin (UCD)	Yes	No	No	Yes	
	Authority	Department of Social Protection	Yes	Yes	No	No	
	Stakeholder		Yes/No	Yes/No	Yes/No	Yes/N	

## 7.8. Information and publicity

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

### School Fruit and Vegetables

Information and publicity on the school schemes can be found as follows: -

- The Food Dudes website: [www.fooddudes.ie](http://www.fooddudes.ie)
- Communication letters to the schools,
- Posters exhibited at each participating school

All of these communication channels acknowledge the financial support the scheme receives from the European Union.

All other promotional material (where possible eg size, suitability) displays the EU logo. Please see Food Dudes logo on the front cover of the Strategy document.

## School Milk

Information and publicity on the school schemes can be found as follows:

- The Moo Crew website: [www.moocrew.ie](http://www.moocrew.ie)
- Communication letters to the schools

Both of these communications acknowledge the financial support the scheme receives from the European Union.

All other promotional material (where possible eg size) displays the EU logo, including Moo Crew booklets, posters, journals, stickers and jigsaws – emphasising the benefits of dairy as part of a bone and tooth friendly diet and lifestyle; and the importance of understanding the ‘Grass to Glass’ story. Please see the Moo Crew logo on the front cover of the Strategy document.

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

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

*Please describe shortly the management and control system that will ensure compliance with the requirements under the school scheme (e.g. who is responsible for the administrative checks and the on-the spot checks).*

The competent authority for the both the administrative checks and the on the spot checks is the paying agency (Department of Agriculture, Food and the Marine). The administrative checks are carried out as part of the pre-payment function within the Department. The on the spot checks will be implemented in accordance with Article 10 of Commission Implementing Regulation 2017/39 for each school year on the aid applicants and the educational establishments (schools) participating in the programme as specified.

### 7.10. Monitoring and evaluation

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

*Please describe shortly the arrangements for annual monitoring (eg. is the activity outsourced? What are the provisions for the reporting obligations by beneficiaries? Are there monitoring committees?) and for evaluation of the school scheme.*

The competent authority for the monitoring and the provision of the annual monitoring report as per Article 9 of Commission Delegated Regulation 2017/39, is the Department of Agriculture, Food and the Marine. The Department is also the competent authority for the purposes of the evaluation and has appointed University College Dublin (UCD) as the evaluator for the current 6-year strategy (2017-2023) following a public procurement function. As required under the Regulations, (art 8 of the implementing regulation) the most recent evaluation was submitted to the EU Commission by 31 March, 2023.

## **Annex 1**

### **Supplemental Information**

The attached EU School Scheme strategy due to come into effect for the School Year 2023/2024 is submitted herewith as part of multi annual strategy in accordance with the deadline of 30 April 2023 as set out in article 2 of Commission (Delegated) Regulation 2017/40.

The Department of Agriculture, Food and the Marine, taking account of the evaluation of the EU school scheme as submitted by the University College Dublin (March 2023), has it currently under examination by the Department as part of a review process of implementation in Ireland of the EU School Scheme, and of existing national school schemes, and strategy, including the Food Dudes and Moo Crew Programmes, and other initiatives proposed for implementation as part of Ireland' s Healthy Ireland Programme and related initiatives including for school children and including possible policy changes with regard to the expansion of the provision of School Meals in schools.

In that context of cross Government policy, it is expected that over the short term an evaluation of the school scheme (as currently delivered) will be undertaken together with the associated budgetary and financial implications. The implications of these policies and our findings will form the basis of a new strategy for the future model of implementation of the EU School Scheme in Ireland and the possible re-formulation of the methodology of delivery of the national school scheme.

If and when such models of adaptation of delivery of the programmes are finalised, this Department as the Competent Authority undertakes to notify the Commission by way of amendment of the School Scheme Strategy.

Food Industry Development Division  
Department of Agriculture, Food and the Marine