STRATEGY FOR THE IMPLEMENTATION OF THE SCHOOL SCHEME IN LITHUANIA 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	\boxtimes	
Regional		

2. NEEDS AND RESULTS TO BE ACHIEVED

2.1. Identified needs

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

- 1) Increase the proportion of fruit and vegetables and milk and milk products in children's diet;
- 2) To raise children's awareness about the positive health effects of the consumption of fruit and vegetables and milk and milk products.

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)
1. Increase the proportion of fruit and vegetables and milk and milk products in children's diet	Percentual change in fruit / vegetables and milk consumption. The target is to increase the average consumption of fruit/vegetables/milk by 7-10%. The present surveys show that 64-78% of all children consumed recommended quantities of fruit, vegetables and milk. Our target is to achieve that 70-85 percent of all children will reach the recommended quantities. This target relates to children 1-10 years old.	The recommended amount of fruit / vegetables and milk is consumed by 70-85% of all target children	78 % of children participating in the school scheme per school year on total number of children in the target group 73 % of educational establishments participating in the school scheme per school year on total number of schools in the target group	200.000 children participating in the school scheme per school year 1.265 of educational establishments participating in the school scheme per school year

2. To raise	An increasing number	The target is to have	85% of children	170.000
children's	of children will	60-85% of all	involved in	children
awareness	understand how many	children aware that	accompanying	participating in
about the	portions of fruit/	all people must	educational	accompanying
positive health	vegetables/ milk per	consume fruit/	measures per	educational
effects of the	day they must consume	vegetables/ milk 2-5	school year on	measures per
consumption of	and the health benefits	times a day (the	total number of	school year
fruit and	of the given products.	surveys show that	children in the	Expenditure on
vegetables and		only 32-74% of the	school scheme	educational
milk and milk		children polled		measures per
products.		know about healthy		school year
		diet).		Series of your

In accordance with the Healthy Eating Guidelines prepared by the Center for Health Education and Prevention, each child must consume daily 5 portions of fruit and vegetables, 2-3 portions of milk and dairy products. The available fragmentary data show that the recommended portions of fruit/vegetables/milk products were consumed by about 64-78% children and that children are not fully aware of the products they should consumed every day and the importance of nutrition to health. The task of the program is to increase the share of consumption of fruit and vegetables and milk and milk products in children's diets by 7-10% and to give children an understanding of health benefits the consumption of fruit and vegetables and milk and dairy products offers.

A vision for the school scheme and children's nutritional education is to ensure that each child understands the benefits healthy eating and is able to differentiate and choose health-friendly products, understands the importance of fruit, vegetables and milk in the diet.

There have been no studies on the understanding of children about the importance of healthy eating habits; the educational measures in place are fragmented and inconsistent. Therefore, it is planned to organize an information campaign promoting fruit, vegetables and milk, along with educational measures. The goal of the information and educational campaign is to engage 85% children of the target group and that 60-85% children would know that fruit, vegetables and dairy products need to be consumed daily and several times a day (currently, according to a survey of 6-7 form pupils, only 73.7 percent of the pupils indicated the necessity to eat vegetables every day, 59.7 percent mentioned fruit, 32.4 percent singled out milk and milk products)

2.1. Baseline

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

There are no detailed data on the numbers of children attending pre-school and primary education classes, their eating habits and intake of fruit and vegetables and milk and milk products. In 2014-2016 two studies were conducted on the nutrition of children.

The study on eating habits of pre-school children who do not attend pre-school establishments carried out in 2014-2015 showed that each day or several times a day only about 60 percent of children consumed fresh vegetables and 68.5 percent consumed fresh fruits and berries. Almost every second child of pre-school age consumes milk or dairy products on a daily basis: 41% of those polled drink milk and 51.5% consume milk products daily or several times a day.

The study into nutritional habits and physical activity skills of pupils aged 6-7 in general education schools in 2016 revealed that just 64.4% of pupils ate vegetables daily and several times a day, 27.2% of those polled indicated they ate vegetables rarely, i.e. once or twice a week, and 3.1% said they did do not eat them at all. A total of 78.2% of the respondents consumed milk and milk products daily and several times a day.

On the basis of the results of the above-mentioned studies and an expert assessment, it was concluded that to up to 2/3 of children ate vegetables / fruit daily and up to 78% children consumed dairy products every day (but not all of them consumed the required amount, especially in the case of milk, children often chose sweet dairy desserts, rather than health-friendly dairy products).

With the help of the scheme, we aim to increase the consumption of fruit/vegetables and milk by 7-10%, which means that vegetables, fruit and milk are used daily and several times a day by 70-85% children of the target group.

A study conducted showed that pupils are not well aware of the food products recommended for every day and of the ones advised not to eat often. Only 73.7% of the pupils indicated that it is necessary to eat vegetables every day, 59.7% named fruits, and only 32.4% of those polled said that milk and milk products must be consumed on a daily basis.

The analysis of the above-mentioned studies revealed that that a large number of children tend to eat non-healthy products several times a day. Research has also shown that confectionery (chocolate, sweets, cakes, etc.) are daily (several times a day) consumed by 28.5% of the 3-7 year old children and 51.7% of 6-7 form pupils. It can be concluded that when children grow older and parents or other adults control children's nutrition less, children prefer confectionery to healthy food products. It shows that children's awareness of product choices is not sufficiently developed. Following the results of the study, we conclude that pupils need to be educated more by explaining them the benefits of fruit/ vegetables/ dairy products.

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

	Period 1/8/2017 to 31/7/2023				
EU aid for the school scheme (in EUR)	School fruit and vegetables	School milk	Common elements if applicable		
Distribution of school fruit and vegetables/school milk	4330328	5119736			
Accompanying educational measures			1350000		
Monitoring, evaluation, publicity ¹			800000		
Total	4330328	5119736	2150000		
Overall total		116000)64		

The distribution of budget is indicative. In the coming years, the maximum possible amount of funds will be directed towards the implementation of educational and information measures, because there is an intention to develop educational tools and information campaign.

If the costs related to accompanying educational measures and information turn out to be lower than the budgeted above, the leftover funds will be used to finance the distribution of products.

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Member States wishing to provide a more detailed breakdown (monitoring, evaluation, publicity, costs for transport and distribution insofar as they are not covered by expenditure for the supply/distribution of school fruit and vegetables/milk) may add lines for the estimated sub-total expenditure.

National aid granted, in addition to Union aid, to finance the school scheme²

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

No					
Yes	×				
If yes, amount (in national currency)		Milk/mi	lk products ³		
Period 1/8/2017 to 31/7/2023	Fruit/vegetables	Milk/milk products other than Annex V	Annex V products		
Supply/distribution	2.496.000	10.800.000	6 000 000		
Accompanying educational measures	0	0			
Monitoring, evaluation, publicity	0	0			
Total		19.296.000			

Comment/explanatory text (e.g. name of the national aid, legal basis, duration).

Under the Order of the Minister of Agriculture No 3D-489 of 25 July 2017, the following amount may be allocated from the national budget every year:

- until 416 thous. EUR for distribution of fruit and vegetables;
- until 2 800 thous. EUR for distribution of milk and milk products.

The above-mentioned amounts of support are preliminary. The definitive amount of support is established by the order of the Minister of Agriculture every year, taking into account the possibilities of the national budget.

The support from national budget is provided only for the distribution of products (fruit, vegetables and milk). This will allow to distribute more fruit, vegetables, milk and milk products. Lithuania will also distribute milk products with added sugar, and the support from the national budget is allocated to distribute these products free of charge.

The Order of the Minister of Agriculture No 3D-599 of 21 September 2017 sets out the amount of support from the national budget for one current school year.

National or regional level

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

3.3. Existing national schemes Article 23a(5) of the basic act and Article 2(2)e of the implementing regulation						
No						
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 ⁴ :						
Extension of the target group						
Extension of the range of production	ets					
Increased frequency or duration -	of distribution of products					
Enhanced educational measures (or duration or target group of the						
 Other: please specify (eg. if products originally not free of charge and that are provided free of charge) 						
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			
Pre-schools	1,0-6	\boxtimes	
Primary	6-10		
Secondary			

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(')	mn	nen	ıt c

9

⁴ One or more

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,		Carrots, turnips, salad beetroot, salsify, celeriac,	\boxtimes
nectarines, plums		radishes and other edible roots	
Apples, pears, quinces	\boxtimes	Cabbages, cauliflowers and other edible brassicas	
Bananas	\boxtimes		
Berries		Cucumbers, gherkins	
Figs		Lettuces, chicory and other leaf vegetables	
Grapes	\boxtimes	Lentils, peas, other pulses	
Melons, watermelons		Tomatoes	
Citrus fruit	\boxtimes	Other vegetables: please specify ⁵	
Tropical fruit ⁶			
Other fruit:	\boxtimes	kiwis	
Bananas, kiwis, citrus fruit,		Provided only under accompanying educational	
table grapes, different fresh		measures	
vegetables			

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Other agricultural products than fruit and vegetables, as referred to in Article 23(7) of the basic act (eg. olives), should not be reported here but under section 5.3.1

⁶ Pineapples, Avocados, Guavas, Mangos and Mangostines

5.1.2. Processed fruit and vegetables – Article 23(4)a of Regulation (EU) No $1308/2013^7$

Products distributed u the school scheme	A	dded	salt	A			Comments (optional)	
the school scheme	No		Yes	No	Y	Zes –	(optional)	
Fruit juices	×							
Fruit purées, compotes				If yes, please indicat e the limited quantit y			If yes, please indicat e the limited quantit y	
Jams, marmalades								
Dried fruits								
Vegetable juices								
Vegetable soups								
Other: please specify								
••••								

¹⁾ Please tick the box for the products to be distributed under the school scheme (eg. soups) and 2) please tick the box no/yes to indicate if they may contain added salt and/or fat – nb. added sugar is not allowed for those products, according to Article 10 of the Commission Delegated Regulation (EU) 2017/40 - and remove the box for added salt and/or fat where not relevant (eg. fruit juices). 3) If yes, please indicate the percentage of added salt and/or fat on the total weight of the product, where such a percentage is set at national level, according to national provisions or for the purposes of the school scheme, or comment.

5.2. Milk and milk products

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

5:2:1: 1/11th Therete 25(5)6 01 Regulation (26) 1:0 1500/2015	
Drinking milk and lactose-free versions	\boxtimes

5.2.2. Milk products - Article 23(4)b of Regulation (EU) No 1308/2013⁸

Products distributed under the school scheme		Added salt		Added fat		Comments (optional)		
under the school sens	cinc	No		Yes	No		Yes	(Optionar)
Cheese	\boxtimes		\boxtimes	1,7 g/100 g	×			
Plain yoghourt	\boxtimes				\boxtimes			
Fermented or acidified milk products without added sugar, flavouring, fruits, nuts or cocoa	×				\boxtimes			

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

Products to be distribut under the school scheme	ted A	Added salt		Added fat	
	No	Yes	No	Yes	
Category I (milk component ≥90%). Fermented milk products without fruit juice, naturally flavoured					≤ 7 %
Category I (milk component ≥90%). Fermented milk products with fruit juice, naturally flavoured or nonflavoured			X		≤ 7 %
Category I (milk component ≥90%). Milk-based drinks with cocoa, with fruit juice or naturally flavoured					%

Please tick the box for the products to be distributed under the school scheme and the box no/yes to indicate if they may contain added salt and/or fat (the table does not mention added sugar, to reflect Article 10 of the Commission Delegated Regulation (EU) 2017/40); please remove the box for added salt and/or fat where not relevant). If yes, please indicate the percentage of added salt and/or fat on total weight (where such a percentage is set according to national provisions or for the purposes of the scheme) or comment.

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Category II (milk				%
component $\geq 75\%$).				
Fermented or non-				
fermented milk products				
with fruit, naturally				
flavoured or non-				
flavoured				

Under Annex V of Regulation (EU) 1308/2013, it is planned to distribute yoghurt which contains 90% or more milk with added sugar. The list of products to be distributed under the school scheme and the components of these products were approved by the competent authority, the Ministry of Health of the Republic of Lithuania. For the 2017-2018 school year the limit of 7% of added sugar in milk products remains valid.

*The Ministry of Health of the Republic of Lithuania adopted the legal act on organization of nutrition in educational institutions (The Order of the Minister of Health No V-394 of 10 April 2018) which set the limit of sugar in the milk products which are provided for children's nutrition. The limit of added sugar in milk products: for the 2018-2019 school year is 5%, for the 2019-2020 school year is 4%, for the 2020-2021 school year is 3%, for the 2021-2022 school year is 2%, for the 2022-2023 school year is 1%, for the 2023-2024 school year no added sugar.

5.2.4. Prioritisation of fresh fruit and vegetables and drinking milk

Article 23(3) of the basic act

Concerning fruit and vegetables, priority is given to the products at the recommendations of health authorities, local availabilities of organic products or products produced under the National Quality Scheme. According to the national legal act (approved by Order No 3D-599 of the Minister of Agriculture on 21 September 2017), expenditure on fresh fruit and / or vegetables must account for at least 50% for one child per month.

For the drinking milk, priority is given to the products at the recommendations of health authorities and requirements for organic products. According to the national legal act (approved by Order No 3D-489 of the Minister of Agriculture on 25 July 2017), it is mandatory to give drinking milk for children twice a week (under the school scheme milk products are to be distributed up to three times per week).

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
×	curd, olive and flaxseed oil, honey	

5.4. Criteria for the choice of products distributed under the scho any priorities for the choice of those products	ol scheme and
Article 23(11) of the basic act and Article 2(2)a of the implementing regulation	on
Health considerations	\boxtimes
Environmental considerations	
Seasonality	
Variety of products	
Availability of local or regional produce	\boxtimes
Any comments – including eg. on the required quality of products	
Any priority/ies for the choice of products:	
Local or regional purchasing	
Organic products	\boxtimes
Short supply chains	
Environmental benefits (please specify: food miles)	\boxtimes
Products recognised under the quality schemes established by Regulation (EU) No 1151/2012	
Fair-trade	
Other: please specify – <i>National Quality Scheme</i> . Products are produced using less fertilizers, plant protection products, applying crop rotation and other environment friendly crop cultivation techniques. Product specifications were approved by the Order No 3D-308 of the Minister of Agriculture on 4 June 2008.	
Any comments	

6. ACCOMPANYING EDUCATIONAL MEASURES

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

Title	Objective	Content
Visits to farms/ processors	Familiarizing e children with the cultivation of fruit and vegetables, the production of milk and (or) other products, the way of production or product from farm to fork	To be prepared by the entities implementing information and educational measures
Tasting classes/cooking workshop	Helping children to realize practically what kind of food is good for health and that healthy food is tasty, to teach children to make healthy snacks	To be prepared by the entities implementing information and educational measures
Lessons or other forms of activity explaining the importance of healthy eating habits, agriculture and reducing food waste	Educating children about the benefits of healthy eating, the importance of the whole food production chain. Educating teachers and parents about healthy diet, its impact on the quality of life, so that dietary habits also change in families	Training materials and tools for education children to be developed. The training material intended for children and educators will be prepared according to individual modules by the age groups of children. Using the teaching materials and tools provided, educational institutions will independently organize children's educational activities (lessons or other activities).
School gardens	Make children aware of the origin/growing process	Setting up and maintenance of a school garden. The gardens are setting up by professional growers and children and teachers are involved in this process. All schools participating in the scheme can setting up a small garden.

Organization of	Encouraging school	To be prepared by the entities implementing
educational	communities to pay	information and educational measures
quizzes and	attention to the daily	
competitions,	food, to promote the	
sports	choice of healthy food	
competitions		
promoting		
healthy lifestyles		

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

Products are distributed for children 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 <u>frequency</u> of distribution:

School fruit and vegetables	School milk			
	×			
Other : please specify ⁹				
Any comments:				

Envisaged duration of distribution:

	School fruit and vegetables	School milk
≤ 2 weeks		
$>$ 2 and \le 4 weeks		
$>$ 4 and \leq 12 weeks		
> 12 and ≤ 24 weeks		
> 24 and ≤ 36 weeks	\boxtimes	
Entire school year		
Any comment:		

Envisaged duration of accompanying educational measures during the school year:

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

The accompanying measures will be available throughout the year. It is up to each school to decide how and when to implement the accompanying measures. It is foreseen to prepare the special educational material for four different activities or lessons.

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:

	School fruit and vegetables	School milk
Morning/morning break(s)		
Lunchtime		\boxtimes
Afternoon/afternoon break(s)		

Comments:

It is recommended to distribute products during the special breaks (morning or afternoon breaks). In the absence of availability, the products may be distributed during lunchtime. In this case it must show that these products are supplied under the Scheme.

It is also recommended for educational establishments to have special places where healthy products could be served to children and the children could help themselves (to pour a glass of milk, kefir or yoghurt, or juice, o to take a piece of apple or other products).

Remark. If children continue to attend the educational establishments through distance learning, they can receive at home a package with several portions of school fruit, vegetables and milk. This package could be provided to children once per month. The composition of the package is:

Fruit and vegetables part: Apples (0,800–1,000 kg);

Carrots (0,300–0,400 kg).

Milk part: Drinking milk (1 litre);

Yoghurt (2 or 3 portions)

Fresh or matured cheese (20-60 grams)

(The Order of the Minister of Agriculture No 3D-785 of 16 November 2020 of the amendment of The Order of the Minister of Agriculture No 3D-489 of 25 July 2017; The Order of the Minister of Agriculture No 3D-804 of 19 November 2020 of the amendment of The Order of the Minister of Agriculture No 3D-599 of 21 September 2017)

More information about the requirements for providing products to children can be found in the Order No 3D-804 (19-11-2020). Link: https://www.e-tar.lt/portal/lt/legalAct/c654f9902a7511eb932eb1ed7f923910

⁹ Eg. Distribution once every two weeks

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

 \square No

⊠ Yes

We will distribute yoghurt with added sugar (from I category, milk component \geq 90%). The amount of EU support is equal 24.3 Eur per 100 kg (27 Eur/100 kg x 0.9 = 24.3 Eur/100 kg).

For milk products in Annex V, the national aid and the Union aid will be shown separately in the aid application form.

7.5. Selection of suppliers

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

Applications for regular distribution of products under the Scheme to the Market Regulatory Agency can be submitted by educational establishments, suppliers of products who have won a public tender for the supply of products to educational establishments or have obtained such a right on a contractual basis.

Entities who will implement information and educational measures will be selected under public procurement procedures.

The Ministry of Health or its authorised institution will carry out the evaluation of the Scheme.

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

Support for the product distributed is based on lump-sums (Eur per 100 kg/l).

The methodology of the calculation of support and the amount of support are set out by the Order No 3D-599 of the Minister of Agriculture of 21 September 2017. The amounts of support are fixed for one school year and set before the school year starts. The amount of support will be adjusted each year, taking into account changes in market prices for fruit / vegetables / dairy products.

The calculation of the amount of aid for fruit and vegetables products is based on the data of the Monthly Report on the Purchase of Vegetables, Champignons, Potatoes, Fruits and Berries from Lithuanian Producers (approved by the Order No 3D-393 of the Minister of Agriculture on 23 January

2008), with regard to correction coefficients for organic products and products produced under National Quality Scheme. The specific amount is set out for the entire school year.

The aid for the distribution of juice is calculated on the basis of the data of the juice producers' survey (no statistical data on fruit juice). The specific mount is set out for the entire school year.

The calculation of the amount of aid for milk and milk products is based on the data of the Monthly Report on the of production and sales of milk and other products PS-3, PS-1 (approved by the Order No 3D-416 of the Minister of Agriculture on 15 June 2009). The amount of support is equal to the average selling price of dairy products marketed in the Lithuanian market since September last year until June of the current year (a 10-month average price).

The applicants may apply for support for quantities that are verified by documentation approved (copies of invoices). The applicants may submit applications every month for the distribution of products.

The amount of aid for each applicant is calculated as follows: the number of children*the portion size of distributed products * the number of days in which products were distributed.

One portion of products are as follows:

- apple or pear (until 200 g); or 80-150 g carrot, or 100-200 ml juice of fruits or vegetables;
- milk portion's size: 150-200 ml of drinking milk per child and day; 120-150 g kefir or drinking yoghurt; 125 g yoghurt, 40 g fresh or matured cheese.

The aid must never exceed the cost of purchasing the products.

Entities that will implement information and educational measures will be selected under public procurement procedures and will be paid according to actual costs (invoices).

Amounts of support for the information and accompanying educational measures is based on invoices.

7.6.2. Eligibility of certain costs

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

The applicants are compensated for the cost of purchasing the products. Any additional costs which are incurred during the delivery of products to pupils (the cost of storage of products, the cost of distribution, salaries of the staff and other related costs) are not shown separately and are not compensated.

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 Agriculture has involved the Ministry of Health, the Ministry of Education and Science, the State Food and Veterinary Service in the discussion about the main tasks, the measures and the implementation of the strategy. All the above-mentioned institutions have expressed their support of the strategy. The Ministry of Agriculture has also informed the Lithuanian Dairy Board of the strategy.

The Ministry of Health has expressed its support of the products given to children. The products which are covered by the Scheme are consistent with the policy of pupils' nutrition in educational establishments. The Ministry of Agriculture is ready to change the lists of products or ingredients of

products, if the Ministry of Health determines the maximum allowed quantities of added salt and sugar in milk products.

The following stakeholders (public authorities and private stakeholders) are involved in the implementation of the school scheme: Association of Horticulture, Association of vegetable growers, Association "Viva-sol" (combining of small farmers and consumers), Association of milk farmers, Ministry of Agriculture, Ministry of Education, Science and Sport, Ministry of Health, State Food and Veterinary Service and Market Regulation Agency. A supervisory commission for the implementation of the Strategy has been set up by the order of the Minister of Agriculture.

The aim of the commission is to analyse the annual monitoring and evaluation reports of the Strategy and submit proposals to the Minister for Agriculture regarding any topics of relevance for the implementation of the school scheme (include products, funding, prioritisation criteria and accompanying measures, administrative questions) and other relevant questions related to the implementation of the Strategy and Scheme.

7.8. Information and publicity

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

In the 2017-2018 school year it will focus on creation of information network. It is foreseen:

- Creation of program logo/slogan, adapted for use in all media;
- Creation of website and accounts in the social networks (Facebook, etc.);

The information campaign will take place via the new website (http://www.pienasvaisiai.lt :articles, reports (broadcasts) and publications are planned to be issued), preparation and publishing of information material (preparation and distribution of brochures, leaflets, posters and other informative publications) and direct communication with the parties in question.

The website of the Market Regulation Agency contains information about the administration of the Scheme (http://www.litfood.lt/paramos-priemones/pienas-vaikams/; http://www.litfood.lt/paramos-priemones/pienas-vaikams/; http://www.litfood.lt/paramos-priemones/vaisiai-mokykloms/). The website describes the way the Scheme functions, who can apply for aid and how to do so.

Educational establishments receiving aid are required to display posters showing that they are participating in the EU's School Scheme.

7.9. Administrative and on-the-spot checks

Article 2(2)g of the implementing regulation

State Enterprise Lithuanian Agricultural and Food Market Regulation Agency (Market Regulation Agency) is responsible for the administration of the Scheme on the following:

- approval of suppliers;
- registration of suppliers and educational establishments;
- coordination of the implementation of educational measures;
- administration of aid applications;
- administrative and on-the-spot checks of beneficiaries as provided for in Articles 9 and 10 of Regulation (EU) 2017/39, and controls on beneficiaries' compliance with the requirements set out in the National rules and EU school scheme regulations.

Payments for beneficiaries will be made by the National Paying Agency.

On 31 October each year, Market Regulation Agency reports the results of the checks to the Commission.

7.10. Monitoring and evaluation

Article 2(2)g of the implementing regulation

Beneficiaries applying for the aid are required to submit a report on the implementation of the measures taken to the Market Regulation Agency.

The Market Regulation Agency supervises the Scheme annually by compiling the following information from the administrative systems:

- total amount paid out;
- total volume of vegetable/fruit/milk served;
- number of schools that participate in the Scheme and proportion of schools in the Scheme as percentage of eligible schools;
- number of pupils at participating schools and proportion of children in the Scheme as percentage of target groups;
- consumption per pupil;
- the implementation of educational activities and information measures;
- number of pupils/schools that participate in educational activities.

The Market Regulation Agency provides the above-mentioned reports to the Supervisory Commission for the Implementation of the Strategy. The Market Regulation Agency is the authority responsible for supervising the Scheme and reporting to the Commission.

The Ministry of Health or its authorised institution carries out the evaluation of the Scheme.