

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

**DATE OF ADOPTION: 25 APRIL 2023**



**Schoolmelk**

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

## 2. NEEDS AND RESULTS TO BE ACHIEVED

### 2.1. Identified needs

#### Lessons learnt from the evaluation 2017-2022:

- Please refer to the lessons learnt from the implementation of school scheme in 2017-2023, the recommendations from the scheme evaluation (in order to overcome the identified weaknesses) and how they were integrated into the identified needs and objectives for the 2023-2029 period.

In relation to the effect of the scheme on children the following conclusions followed from the evaluation study on the implementation of the school scheme in The Netherlands<sup>1</sup>:

- Many schools are convinced that the Dutch school scheme has a stimulating effect on the consumption of fruit, vegetables and milk among children. However, this effect was not in all cases shown in the survey among children. An earlier scientific study<sup>2</sup> showed that participation in the fruit and vegetable scheme alone does not bring about major changes. The scheme could however contribute to an increase in fruit and vegetables consumption among children in schools where no nutrition policy is in place, and in children from a home environment where healthy eating behaviour is barely encouraged<sup>3</sup>.
- The positive influence of the school scheme on children's knowledge about healthy food and attitudes towards the products is substantiated by qualitative results. Examples are given of children who are more open to trying vegetables, fruit and/or dairy products. However, the evaluation study's survey among children did not provide supporting evidence for this effect. Scientific studies<sup>2,3</sup> have shown, however, that the combination of education and the provision of the products does have a positive effect on children's knowledge of healthy nutrition.

In the evaluation study, it has been concluded that schools and suppliers are generally satisfied with the implementation of the scheme. The evaluation study has given some recommendations on the implementation of the scheme:

- *Achieve a more efficient distribution of schools among suppliers*  
To be able to follow up this recommendation, an analysis will be made focussing on the modalities for implementation.
- *Pay more attention to sustainability issues including short supply chains, organic, local*

<sup>1</sup> Evaluatie EU-schoolregeling 2017/2018-2021/2022. Bureau Bartels, maart 2023.

<sup>2</sup> Verdonschot, A.; de Vet, E.; van Rossum, J.; Mesch, A.; Collins, C.E.; Bucher, T.; Haveman-Nies, A. Education or Provision? A Comparison of Two School-Based Fruit and Vegetable Nutrition Education Programs in the Netherlands. *Nutrients* 2020, 12, 3280; <http://doi.org/10.3390/nu12113280>

<sup>3</sup> Verdonschot, A.; de Vet, E.; van Seeters, N.; Warmer, J.; Collins, C.E.; Bucher, T.; Haveman-Nies, A. Caregivers' Role in the Effectiveness of Two Dutch School-Based Nutrition Education Programmes for Children Aged 7–12 Years Old. *Nutrients* 2021, 13, 140. <http://doi.org/10.3390/nu13010140>

*and regional produce*

This will be followed up by including organic fruit and vegetables into the scheme, starting in the school year 2023/2024. In the following years the focus will be on increasing the share of organic products and the share of products with top sustainability labels ('topkeurmerken'<sup>4</sup>). In parallel, the Dutch authorities will investigate the possibility of changing to a different way of selecting suppliers. This change would make it possible to prioritize suppliers that are able to supply more sustainably, for example from short supply chains with a focus on local and regional produce.

- The recommendation to provide more explanation about the background of supplying class II products will be followed up. *Consider giving priority to schools with many pupils with a low socio-economic status*

For now this recommendation will not be implemented. The Ministry of Social Affairs and Employment and the Ministry of Education, Culture and Science have recently launched programmes to assist the most vulnerable schools with subsidies to provide school breakfast and school lunch (at school, or for specific children by means of coupons). In the coming period, the relevant Dutch ministries will work together to see if and how these newly launched initiatives will be continued. For now, it has been decided to give all Dutch schools equal chances to participate in the Dutch school scheme.

- *Consider sanctions for the non-use of educational measures by schools*

It has been observed in the evaluation study that not all schools make use of the mandatory educational measures. In the coming period, more attention will be given to make sure schools pay sufficient attention to food education. Applying sanctions is one of the options that will be considered.

- *Optimize the milk part of the scheme*

The milk part of the scheme is characterized by undersubscription. In the coming strategic period, the options to optimize the scheme will be analysed. Steps will be taken to integrate the milk and fruit&vegetables parts of the scheme, including an integration of the educational measures. This will result in synergy and ease of use for schools. Also, an independent support point, responsible for the contact with the schools will be established for the milk part of the scheme. The evaluation study has recommended to experiment with providing lactose-free dairy. For now, this will not be implemented as the interest among schools is limited and the provided butter milk and yoghurt can serve as lower-lactose alternatives to milk.

- *Optimize the complaints module in the registration system*

This recommendation will be followed up as needed as part of the ongoing work and improvements on the registration system.

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

Please list, ranked by order of importance (=priority), the needs to be met (eg. children's reaching the recommended daily intake of fruit and vegetables) and that underpin the objectives to be achieved)

### **The importance of a healthy diet**

A healthy diet is important throughout a child's life. A healthy diet gives energy and nutrients needed for normal function and growth. It also helps to protect against malnutrition as well as non-communicable diseases<sup>5</sup>. Consuming an unhealthy diet, particularly foods rich in salt, added sugars and saturated fats, represents a major risk factor for the development of diseases, such as cardiovascular diseases. The high-calorie intake of such foods is associated to unhealthy weight gain, leading to overweight and obesity. In the Netherlands, one in six children is overweight. In some neighbourhoods,

<sup>4</sup> <https://www.milieucentraal.nl/bewust-winkelen/keurmerken/>

<sup>5</sup> <https://www.who.int/news-room/fact-sheets/detail/healthy-diet>

it is even one in three children. In addition, half of all adults are overweight. This contributes to the burden of disease in the Netherlands in many different ways.<sup>6</sup>

### **Learning children healthy and sustainable eating habits**

It is of great importance that children learn from an early age how to eat healthily. Habits learned at an early age determine behaviour later in life. It is therefore important to start teaching children healthy behaviour as early as possible and to support them in learning to make healthy food choices. In addition to healthy eating habits, it is also important to learn children about sustainability in relation to food choices and eating habits to enable them to make better and more conscious choices later in life.<sup>7</sup>

### **The important role of schools**

Schools are an important intermediary to reach, inform, and support both parents and children and provide a healthy environment. By reaching out to schools it is possible to reach all children from various backgrounds. Schools can play a crucial role in improving children's eating habits at school by establishing a school food policy that includes the actions a school undertakes to contribute to healthy eating habits at school. This can include a policy in relation to healthy food during the breaks and on occasions such as children's birthdays. Ideally this also covers the school's policy on food education. As part of the educational measures of the Dutch School scheme, schools are stimulated to set up a policy on school fruit.

### **Children do not eat according to the dietary guidelines**

Most children do not consume the amounts of fruits, vegetables and dairy that are recommended in the Dutch dietary guidelines<sup>8</sup>. According to the Dutch dietary guidelines and the Dutch Food Consumption Survey, less than 30% of the 4-8 year-old group eat the recommended amount of fruit and 6% eat the recommended amount of vegetables from the Wheel of Five.

About 50% of the 4-8 year olds consumes at least the recommended amount of dairy products.

However, less than 25% of this age group eats the recommended amount of dairy products from the Wheel of Five (such as low-fat and semi-skimmed milk).

Among the 9-13-year-old group, less than 10% eat the recommended amount of fruit and 3% eat the recommended amount of vegetables from the Wheel of Five. Less than 20% of this age group eats the recommended amount of dairy products, and less than 10% the recommended amount from the Wheel of Five.<sup>9</sup>

### **The school scheme**

The Dutch school scheme has a distinctive place in the Dutch approach to a healthy food environment in schools. The fruit&vegetables part of the scheme improves the accessibility of fruit and vegetables. This is important as most children do not consume sufficient amounts.

The milk part of the scheme promotes the consumption of milk and other lower-fat dairy with no added sugars. The scheme can help increasing the amount of dairy products consumed as well as shifting the consumption from high-fat dairy and dairy with added sugars to lower-fat alternatives without any added sugar. Milk can also serve as an alternative to sugar-sweetened beverages. Dutch children consume an average of 620 ml of sugary drinks per day. The consumption of sugary drinks increases the risk of obesity and diabetes.<sup>10</sup>

### **The link with other Dutch policies and initiatives**

Where relevant synergies between the Dutch school scheme and other programmes and initiatives are

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<sup>6</sup> [https://www.tweedekamer.nl/kamerstukken/brieven\\_regering/detail?id=2022Z24783&did=2022D53233](https://www.tweedekamer.nl/kamerstukken/brieven_regering/detail?id=2022Z24783&did=2022D53233)

<sup>7</sup> [https://www.tweedekamer.nl/kamerstukken/brieven\\_regering/detail?id=2021Z05090&did=2021D11224](https://www.tweedekamer.nl/kamerstukken/brieven_regering/detail?id=2021Z05090&did=2021D11224)

<sup>8</sup> <https://mobiel.voedingscentrum.nl/Assets/Uploads/voedingscentrum/Documents/Professionals/Pers/Factsheets/English/Fact%20sheet%20The%20Wheel%20of%20Five.pdf>

<sup>9</sup> <https://www.rivm.nl/bibliotheek/rapporten/2020-0082.pdf>

<sup>10</sup> <https://www.rivm.nl/nieuws/eetpatroon-in-nederland-iets-gezonder>

being sought. Relevant programmes are the Healthy School programme ('Gezonde School') which is funded by several Dutch ministries. This programme helps schools to promote a healthy lifestyle among their pupils through four pillars: education, school environment, policy and problem detection. Nutrition is one of the themes of this programme.<sup>11</sup>

In addition, 'Jong Leren Eten' (Learning to eat at a young age), an initiative of the Ministry of Agriculture, Nature and Food Quality, aims to bring children and adolescents (0-24 years) into contact with healthy and sustainable food. The programme includes food education, cooking classes, gardening and other educational activities.<sup>12</sup>

Healthy school canteens are the subject of a programme of the Dutch Nutrition Centre.<sup>13</sup>

There are also contacts with JOGG, a network of municipalities, civic organizations and businesses, that aims to ensure that all children and adolescents (0-18 years) grow up in a healthy food environment.<sup>14</sup>

Recently, new policy initiatives have started targeting the most vulnerable schools whose children are most affected by the increase in food prices. The Ministry of Education, Culture and Science has started a programme to assist those schools with subsidies to provide school lunches.<sup>15</sup> The Ministry of Social Affairs and Employment has set up a programme for school breakfast.<sup>16</sup>

Concerning the educational measures, there are links with the Food Education Platform. It is a Public-Private Partnership in which partners from government, science, education and the food industry work together on nutrition education for children.<sup>17</sup>

## Priorities

Following the more elaborate description in the paragraphs above, the priorities that the school scheme needs to meet are:

1. Children are eating according to the recommendations specified in the Dutch dietary guidelines
2. Children have adequate knowledge on healthy and sustainable eating habits and food
3. Schools support children with eating healthy and sustainably by giving food education and by establishing a school food/fruit policy

## 2.2. Objectives and indicators

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

**Overall objective of the Dutch school scheme is to improve children's eating habits by increasing the consumption of healthy food products that are part of the Dutch dietary guidelines and the Dutch Wheel of Five, specifically fruit, vegetables, milk and other dairy and increasing children's knowledge on healthy and sustainable food and eating habits.**

Specific objectives are:

- Increase the consumption of fruit, vegetables, milk and other lower-fat dairy with no added sugars by children in schools
- Increase children's knowledge on healthy and sustainable eating habits and food
- Increase the number of schools with a school food/fruit policy

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<sup>11</sup> <https://www.gezondeschool.nl/>

<sup>12</sup> <https://www.jonglereneten.nl/>

<sup>13</sup> <https://gezondeschoolkantine.voedingscentrum.nl/nl.aspx>

<sup>14</sup> <https://jogg.nl/about-jogg>

<sup>15</sup> <https://schoolmaaltijden.nl/>

<sup>16</sup> <https://www.rijksoverheid.nl/actueel/nieuws/2022/10/04/gratis-schoolontbijt-op-500-basisscholen-met-veel-kwetsbare-leerlingen>

<sup>17</sup> <https://www.smaaklessen.nl/voedseleeducatie.htm>

Indicators:

- a. Amount of fruit, vegetables, milk and other lower-fat dairy with no added sugars consumed by children and the relative share of children meeting the recommended intake of those food categories
- b. Relative share of children answering factual questions on healthy and sustainable eating habits correctly
- c. Number of children participating in the school scheme per school year
- d. Number of schools participating in the school scheme per school year
- e. Number of educational activities that schools participating in the scheme carry out
- f. Number of schools with a school food/fruit policy
- g. Number of schools giving food education on a regular basis

The indicators c, d, f and g will also be measured in relation to the total number of children and schools in the target groups.

### 2.3. Baseline

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

The following data sources will serve as the baseline to measure the impact of the school scheme in the Netherlands against:

- As part of the evaluation of the school scheme 2017-2022 a survey has been carried out in February 2023 that measured consumption of fruit and vegetables and dairy. It also investigated children's knowledge by asking them factual questions on healthy eating habits.<sup>18</sup>
- In addition a new Dutch consumption survey was published in February 2023. Data collection took place in 2019-2021.<sup>19</sup>
- The annual monitoring surveys among participating schools are also an important data source to monitor trends. The monitoring survey that took place in the first quarter of 2023, at the end of the strategic period 2017-2023 gives information on the initial situation at the start of the strategic period 2023-2029.<sup>20</sup>

## 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

The table contains an estimation of the expected expenditure of EU aid. In the calculation the maximum transfers of budget (from milk to fruit&vegetables) have been included. Possibly, some of the EU aid will be used to cover costs for accompanying educational measures and monitoring and evaluation costs.

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<sup>18</sup> Evaluatie EU-schoolregeling 2017/2018-2021/2022. Bureau Bartels, maart 2023.

<sup>19</sup> <https://statline.rivm.nl/#/RIVM/nl/dataset/50110NED/table?ts=1681216131537>. It is expected that more detailed analyses will become available in the next months and years.

<sup>20</sup> <https://www.rvo.nl/subsidies-financiering/schoolfruit-en-groenten>



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	€ 33.129.138	€ 9.796.194	
Accompanying educational measures			
Monitoring, evaluation, publicity <sup>4</sup>			
Total	€ 33.129.138	€ 9.796.194	
Overall total	€ 42.925.332,00		

3.2. National aid granted, in addition to Union aid, to finance the school scheme <sup>5</sup>			
Article 23a(6) of the basic act and Article 2(2)(d) of the implementing regulation			
<b>No</b>	<input type="checkbox"/>		
<b>Yes</b>	<input type="checkbox"/>		
If yes, amount (in national currency)	<b>Fruit/vegetables</b>	<b>Milk/milk products<sup>6</sup></b>	
		Milk/milk products other than Annex V	Annex V products
Supply/distribution			
Accompanying educational measures			
Monitoring, evaluation, publicity			
Total			
<p>Comment/explanatory text (eg. name of the national aid, legal basis, duration). <i>In the event that national aid is granted to finance common elements, please add a column (common elements) to report it</i></p> <p>.</p>			

<b>3.3. Existing national schemes</b>	
Article 23a(5) of the basic act and Article 2(2)(e) of the implementing regulation	
<b>No</b>	<input type="checkbox"/>
<b>Yes</b>	<input type="checkbox"/>
- Extension of the target group	<input type="checkbox"/>
- Extension of the range of products	<input type="checkbox"/>
- Increased frequency or duration of distribution of products	<input type="checkbox"/>
- Enhanced educational measures (increased number or frequency or duration or target group of those measures)	<input type="checkbox"/>
- Other: please specify (e.g. if products originally not free of charge and that are provided free of charge) ....	<input type="checkbox"/>
Comment/explanatory text	

#### 4. TARGET GROUP/S

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

School level	Age range of children	School fruit and vegetables	School milk
Nurseries		<input type="checkbox"/>	<input type="checkbox"/>
Pre-schools		<input type="checkbox"/>	<input type="checkbox"/>
Primary	4-12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secondary	12-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Comments

School fruit and vegetables are only available for secondary education schools aimed at children with special needs ('voortgezet speciaal onderwijs').

## 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 checked="" type="checkbox"/>	Carrots, turnips, salad beetroot, salsify, celeriac, radishes and other edible roots	<input checked="" type="checkbox"/>
Apples, pears, quinces	<input checked="" type="checkbox"/>	Cabbages, cauliflowers and other edible brassicas	<input type="checkbox"/>
Bananas	<input checked="" type="checkbox"/>		
Berries	<input checked="" type="checkbox"/>	Cucumbers, gherkins	<input checked="" type="checkbox"/>
Figs	<input checked="" type="checkbox"/>	Lettuces, chicory and other leaf vegetables	<input type="checkbox"/>
Grapes	<input checked="" type="checkbox"/>	Lentils, peas, other pulses	<input type="checkbox"/>
Melons, watermelons	<input checked="" type="checkbox"/>	Tomatoes	<input checked="" type="checkbox"/>
Citrus fruit	<input checked="" type="checkbox"/>	Other vegetables: please specify <sup>8</sup>	<input type="checkbox"/>
Tropical fruit <sup>9</sup>	<input checked="" type="checkbox"/>	.....	
Other fruit: kiwis, persimmons	<input checked="" type="checkbox"/>		

In the Dutch school scheme no fruits are excluded. Preference is given to vegetables that are regularly consumed in a raw form as 'snack'. Those have been selected in table 5.1.1.

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	<input type="checkbox"/>	1-3 products	<input type="checkbox"/>
7-14 products	<input checked="" type="checkbox"/>	3-6 products	<input checked="" type="checkbox"/>
> 14	<input type="checkbox"/>	7-10	<input type="checkbox"/>
		> 10	<input type="checkbox"/>

<sup>8</sup> Agricultural products other than fruit and vegetables, as referred to in Article 23(7) of the basic act (e.g. olives), should not be reported here but under section 6.3

<sup>9</sup> Pineapples, Avocados, Guavas, Mangos and Mangostines

**5.1.2.** Processed fruit and vegetable products – Article 23(4)(a) of the basic act

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"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	
Jams, marmalades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Dried fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>			
Vegetable juices	<input 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"/>			
.....								

*Milk and milk products*

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

Drinking milk and lactose-free versions	<input checked="" type="checkbox"/>
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**5.1.4.** Milk products - Article 23(4)(b) of Regulation (EU) No 1308/2013<sup>11</sup>

Products distributed under the school scheme		Added salt			Added fat			Comments (optional)
		No	Yes		No	Yes		
Cheese and curd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	
Plain yoghurt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input 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 type="checkbox"/>			

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

Products to be distributed under the school scheme		Added salt			Added fat			Added sugar
		No	Yes		No	Yes		
Category I (milk component $\geq 90\%$ ). Fermented milk products without fruit juice, naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<i>If yes, please indicate the limited quantity</i>	%
Category I (milk component $\geq 90\%$ ). Fermented milk products with fruit juice, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		%
Category I (milk component $\geq 90\%$ ). Milk-based drinks with cocoa, with fruit juice or naturally flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		%
Category II (milk component $\geq 75\%$ ). Fermented or non-fermented milk products with fruit, naturally flavoured or non-flavoured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		%

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

Article 23(3) of the basic act

- Only fresh fruit and vegetables are distributed in the Dutch school scheme.
- The largest amount of dairy that is being supplied under the Dutch scheme is milk. Yoghurt and buttermilk are supplied in smaller quantities.

**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

<b>Scheme products</b>		
<b>Yes</b>		<b>No</b>
<input type="checkbox"/>	Please list the products:	<input checked="" type="checkbox"/>
<b>Other agricultural products</b>		
<b>Yes</b>		<b>No</b>
<input type="checkbox"/>	Please list the products:	<input checked="" type="checkbox"/>

**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 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 e.g. on the required quality of products	
<b>Any priority/ies for the choice of products:</b>	
Local or regional purchasing	<input checked="" type="checkbox"/>
Any comments	
Organic products	<input checked="" type="checkbox"/>
Any comments	

Short supply chains	<input checked="" type="checkbox"/>
Any comments	
Environmental benefits	<input checked="" type="checkbox"/>
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:	

Following the recommendations in the evaluation study, gradually more sustainability aspects will be introduced in the Dutch school scheme in the 2023-2029 strategic period.

## 6. ACCOMPANYING EDUCATIONAL MEASURES

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

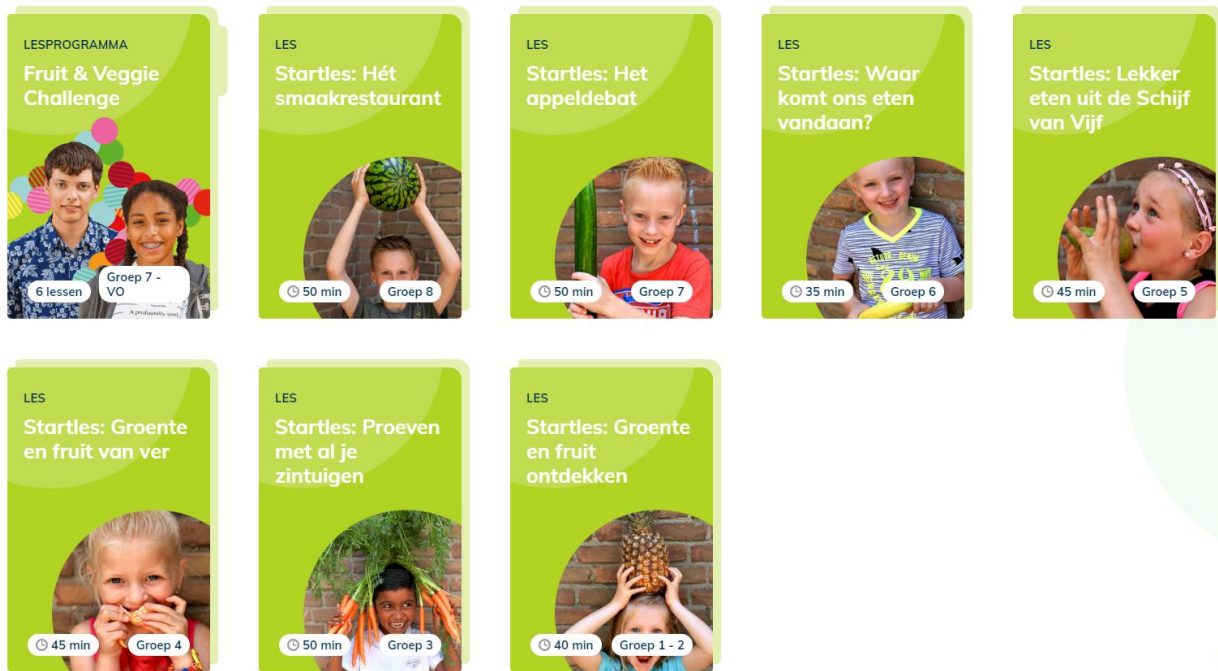
Title	Objective	Topics	Description
Food and nutrition education - EU School fruit and vegetables learning materials	Stimulate children to acquire knowledge and skills on fruit and vegetables and healthy food in general	<ul style="list-style-type: none"> <li>• Healthy and sustainable eating habits</li> <li>• Taste</li> <li>• Consumer and cooking skills</li> <li>• Origin</li> <li>• Local food chains</li> <li>• Food production</li> <li>• Organic production</li> <li>• Sustainable production</li> <li>• Food waste</li> <li>• Ecology/ecological footprint</li> <li>• Reconnection of children to agriculture</li> </ul>	<p>Using a variety of educational materials, teachers are given the tools to educate children on food. Educational materials are available via an online portal and include:</p> <ul style="list-style-type: none"> <li>• Materials for an obligatory start lesson – different modules available for different age groups</li> <li>• Following the start lesson, other ‘taste lessons’ are available free of charge for teachers to use.*</li> <li>• Materials for an obligatory ‘snack’ – short educational activities.</li> <li>• ‘Taste missions’ - modules on specific themes, which includes excursions to food producers or retailers.*</li> <li>• ‘Fruit and Veggie challenge’ - interactive lessons for children of 10-13 years focused on health and environmental impacts.</li> <li>• Fruit and vegetables card game</li> <li>• Educational posters</li> </ul>

			<ul style="list-style-type: none"> <li>• ‘Taste world’ – an interactive website with fun activities (quizzes, recipes, craft activities, etc) to do at home independently or with parents. Children can take a look at the different sections of the food chain.*</li> </ul> <p>* elements marked with * have been developed in the context of other national food education programmes and are also available as part of the EU-School scheme.</p> <p>Dedicated education materials are recognized by the Dutch Centre for Healthy Living (part of RIVM) as recognized interventions.</p> <p><a href="https://www.euschoolfruit.nl/nl/schoolfruit/lesmateriaal-1.htm">https://www.euschoolfruit.nl/nl/schoolfruit/lesmateriaal-1.htm</a></p>
Structural school policy for fruit and vegetables	Encourage schools to establish a structural school policy for fruit and vegetables	Support and advice to schools on introducing a structural school fruit and vegetable policy with a focus on eating fruit and vegetables during the mid-morning break and on occasions such as children’s birthdays.	A dedicated website and a toolkit have been developed in collaboration with other stakeholders. Schools are supported to set up a policy by several materials such as leaflets, inspirational stories, videos and a step-by-step plan.
Food and nutrition education - School milk learning materials	Stimulate children to acquire knowledge and skills on dairy and healthy and sustainable food in general	<ul style="list-style-type: none"> <li>• Healthy and sustainable eating habits</li> <li>• Taste</li> <li>• Consumer and cooking skills</li> <li>• Origin</li> <li>• Local food chains</li> <li>• Food production</li> <li>• Organic production</li> <li>• Sustainable production</li> <li>• Food waste</li> <li>• Ecology/ecological footprint</li> </ul>	<p>Using a variety of educational materials, teachers are given the tools to educate children.</p> <p>The educational materials include topics such as the origin of dairy, healthy nutrition, sustainable choices and the role of dairy within the Dutch Wheel of Five.</p> <p>The educational materials are available for children of different ages. The materials include several ‘taste missions’ on dairy.</p> <p>Interactive whiteboard lessons can be found on the website. Teachers can receive these</p>



		<ul style="list-style-type: none"><li>• Reconnection of children to agriculture</li></ul>	<p>lessons at school at no charge or download them online.</p> <p>As for the fruit and vegetable part, educational materials used in the milk programme will have to be recognized by the Dutch Centre for Healthy Living (part of RIVM) as recognized interventions.</p> <p><a href="http://www.zuivelonline.nl">http://www.zuivelonline.nl</a></p>
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A selection of the educational materials developed and used for the School scheme in the Netherlands:



Over EU-Schoolfruit

Deelname

**Lesmateriaal**

Startlessen

Snacks <

Posters & Kleurplaten

Schoolfruitbeleid

## Snacks

Snacks zijn korte lesideeën voor bij het fruit- en groentemoment, zoals video's, proefjes en weetjes. Kijk bijvoorbeeld naar een video over de perenoogst, zing een liedje over een banaan of beantwoord vragen over de mango. Er is geen voorbereiding nodig.

Er zijn snacks voor elke soort groente of fruit dat geleverd wordt tijdens EU-Schoolfruit. Welke groente- of fruitsoort zit deze week in jullie levering? Klik op de desbetreffende soort en bekijk het educatieve aanbod.



[Aardbei](#)



[Druiven](#)



[Meloen](#)



[Pruim](#)



[Home](#) [Stappenplan](#) [Inspiratie](#) [Downloads](#) [Contact](#)



**Maak van groente en fruit  
eten op school een  
gewoonte.**

In 4 simpele stappen!

[Start met stap 1!](#)

[Al gestart? Klik hier voor extra materiaal](#)

**Groente & fruitbeleid op school werkt:**

## Lesmaterialen

The image shows a grid of six educational material cards. Each card features a cover image, a title, a target group, a quantity, and a 'BESTEL' button with a '0' in a box. The cards are:

- LES MATERIALEN**  
**Voorleesboek | Tim zoekt de koe (groep 1-4)**  
maximaal 5 stuks
- LES MATERIALEN**  
**Vertelplaat | Tim zoekt de koe (groep 1-4)**  
maximaal 5 stuks
- LES MATERIALEN**  
**Op de boerderij van Jet (groep 5-6)**  
maximaal 50 stuks
- LES MATERIALEN**  
**Boerderijbewijs (groep 5-6)**  
maximaal 50 stuks
- LES MATERIALEN**  
**Natuurlijk zuivel (groep 7-8)**  
maximaal 50 stuks
- LES MATERIALEN**  
**Boerderijbewijs (groep 7-8)**  
maximaal 50 stuks

## 7. ARRANGEMENTS FOR IMPLEMENTATION

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

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

The products are made available to Dutch 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 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 checked="" type="checkbox"/>
Three times per week	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Four times per week	<input type="checkbox"/>	<input type="checkbox"/>
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Other : please specify <sup>13</sup>	<input type="checkbox"/>	<input type="checkbox"/>
Any comments:		

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 type="checkbox"/>	<input type="checkbox"/>
> 12 and ≤ 24 weeks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
> 24 and ≤ 36 weeks	<input type="checkbox"/>	<input type="checkbox"/>
Entire school year	<input type="checkbox"/>	<input type="checkbox"/>
Any comment:		

Envisaged duration of accompanying educational measures during the school year:

Educational materials are available throughout the school year, but are mostly used during the delivery period of the food products. In addition, schools are encouraged to place emphasis on food and nutrition education in a more structured way, including by means of broader educational programmes.

### 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

	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:

To ensure that the requirements are met, the condition that school milk should not be used in the preparation of school meals is mentioned in the application form to be signed by the participating schools.

#### **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

##### **Food products**

Suppliers are selected by the Netherlands Enterprise Agency based on the arrangements laid down in the national regulation<sup>21</sup> and in Regulation (EU) 2017/40.

##### **Educational measures, monitoring, evaluation, information activities**

Organisations are selected via public procurement procedures.

#### **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 for the supply of food to schools are reimbursed on the basis of a cost model, a blue print of the Dutch fruit and milk chain, that gives good insights in real production, handling and distribution costs per unit. These unit costs are calculated by Wageningen Economic Research, part of Wageningen University & Research. A dedicated model has been developed that is updated as often as deemed necessary, usually (bi)annually. The unit costs include both the costs of the supplied raw products, processing costs (for milk only), handling costs and the costs for distribution of the products. The calculations are published in reports, available for all interested parties.

Costs for the educational measures, monitoring, evaluation and information activities are 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

<sup>21</sup> Current regulation: <https://wetten.overheid.nl/BWBR0045208/2022-06-10>. New regulations can be found via <https://www.rvo.nl/subsidies-financiering/schoolfruit-en-groenten>.

## 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	Agriculture	Authority	Ministry of Agriculture, Nature and Food Quality Netherlands Enterprise Agency (RVO)	Yes	Yes	Yes	Yes	
		Stakeholder	Fresh Produce Centre (GFH) Dutch Dairy Association (NZO) Dutch Fruit Growers Organisation (NFO) Greenports Netherlands	Yes	No	No	Yes	
	Health and Nutrition	Authority	Ministry of Health, Welfare and Sport, Nutrition Centre, Regional Public Health Services	Yes	No	No	Yes	
		Stakeholder	JOGG (network of municipalities, civic organizations and businesses)	Yes	No	No	Yes	
	Education	Authority	Ministry of Education, Culture and Science	Yes	No	No	Yes	
		Stakeholder	Sector Organisation for Primary Education (PO-Raad)	Yes	No	No	Yes	
	Other	Authority	n/a					
		Stakeholder	n/a					

At the beginning of a new strategic period a broad group of stakeholders is invited to a consultation meeting on the Dutch school scheme.

Once the strategy has been adopted a smaller group is involved with the daily management of the scheme, primarily consisting of the Dutch Ministry of Agriculture and the Netherlands Enterprise Agency. Where relevant, the broader group of stakeholders is consulted.



## **7.8. Information and publicity**

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

The following information and publicity measures/activities are carried out:

- Dedicated websites on both parts of the school scheme ([www.euschoolfruit.nl](http://www.euschoolfruit.nl) / [www.schoolmelk.nl](http://www.schoolmelk.nl)).
- Participating schools are required to hang the prescribed poster at the school entrance or indicate on their website their participation to the EU School scheme.
- At the start of the school scheme a festive activity is organized that generates publicity. In the past there have been items on the scheme broadcasted on national television.

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

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

Administrative checks are carried out by the Netherlands Enterprise Agency (RVO).

On-the-spot checks are carried out by the Netherlands Food and Consumer Product Safety Authority (NVWA).

## **7.10. Monitoring and evaluation**

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

The Netherlands Enterprise Agency is primarily responsible for the annual monitoring. The requested information is obtained from data provided by suppliers, schools and the EU-Support Point for School Fruit. To keep track of the experiences from schools, every year a survey under all schools participating in the Dutch school scheme is carried out by a dedicated research agency. The EU-Support Point is also carrying out several evaluations in relation to the educational measures.

The Dutch Ministry of Agriculture, Nature and Food Quality is primarily responsible for the evaluation of the school scheme. The evaluation of the school scheme is carried out by a dedicated research agency that has not been involved in the school scheme itself.