Strategy
for a
School Fruit Scheme
pursuant to Article 103ga
Regulation (EC) No 1234/2007
in
Baden-Württemberg
in the implementation period
1 August 2012 – 31 July 2013
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1. Starting point and aims of the school fruit scheme

The European school fruit scheme under Article 103ga of Regulation (EC) No 1234/2007 in conjunction with Regulation (EC) No 288/2009 provides that as of the 2009-10 school year Community aid of EUR 90 million per year will be made available for the distribution of fruit and vegetables to children in pre-school establishments and schools. The Community aid covers up to 50% of the costs for the produce and logistics, delivery and communication, and 75% in convergence regions and in the outermost regions of the Community. The Member States must co-finance their respective schemes, although the national contribution may include financial contributions from the private sector as well as state funds.

This strategy serves as the basis for the implementation of a school fruit scheme in Baden-Württemberg in the implementation period from 1 August 2012 to 31 July 2013.

The school fruit scheme co-financed by the European Community is intended to help introduce children to healthy eating habits from an early age. This value is held particularly dear in Baden-Württemberg, as one of Germany’s major fruit and vegetable-producing regions. The Land government is keen that the children in the Land should become familiar with and discover the benefits of increased consumption of a wide variety of fruit and vegetables, especially regional produce, as early as possible.

Children’s diets have been a central issue for the Baden-Württemberg government for many years now. This focus is set to continue systematically in the future through a cross-sector approach. To this end the Land of Baden-Württemberg launched the ‘Komm in Form’ [Get into shape initiative for better diets for children and young people, planned to cover a ten-year period. The basis for this is the 2018 action plan on nutrition for children and young people agreed by the cabinet on 20 October 2008. The action plan will also establish the nutrition policy framework for a school fruit scheme, whereby synergy effects can also be expected in some areas.

The EU school fruit scheme in Baden-Württemberg: the state of play

The EU school fruit scheme was launched in Baden-Württemberg on 22 February 2010. The invoices received indicate the participation of 484 schools and 382 pre-school establishments in the scheme, providing some 140,000 children with fruit and vegetables on a regular basis. The numbers of suppliers and participating establishments are rising steadily. There are now 145 approved suppliers of fruit to schools (figures correct as at 14 December 2011).

The priorities in the 2012/13 school year are to continue to promote and create awareness of the scheme in order to get more establishments on board.

2. Target group
The target groups of the school fruit scheme are children in

- daycare facilities and other pre-school establishments (380,000 children)
- primary schools (400,000 children)
- schools with a special pedagogical and social role (100,000 children).

The values in brackets are the estimated number of children in the respective target groups in Baden-Württemberg.

Children and young people from other educational establishments can also be included if sufficient funds are available, provided that these are establishments within the meaning of Article 103ga(1)(a) of Regulation (EC) No 1234/2007.

The target groups were determined on the following basis:

Eating habits are generally established in childhood. A regular, balanced range of food and drink, including in particular fruit and vegetables, in childhood is important in order to lay the foundation for a healthy lifestyle. This is another reason for launching the school fruit scheme in pre-school establishments. The target groups also include primary schools, so that the school fruit scheme can achieve as great and lasting an effect as possible. Children and young people from socio-economically disadvantaged backgrounds in particular often do not consume enough fruit and vegetables. The school fruit scheme should therefore also be implemented in schools with a special social and pedagogical role.

3. Products eligible for aid

Organically or conventionally grown fresh fruit and vegetables (including bananas) are eligible for aid, as are fruit and vegetable products prepared and/or packed in ready-to-eat pieces (e.g. pre-packed slices of apple or carrot sticks). Preference should be given to seasonal, regionally-produced products.

The following list of products is intended as a guide for selecting different types of fruit and vegetables. This is not an exhaustive list; fruit and vegetables that do not appear on the list are not excluded.
Fruit: Apples, apricots, bananas, blackberries, blueberries, cherries, clementines, damsons, gooseberries, grapes, jostaberries, kiwis, mandarins, mirabelles, nectarines, oranges, peaches, pears, plums, raspberries, redcurrants, strawberries.

Vegetables: Carrots, courgettes, cucumbers, gherkins, kohlrabi, peppers, radishes, tomatoes.

The primary consideration in determining what products would be eligible for inclusion was to make children familiar with the widest possible range of fruit and vegetables. Regionality and seasonality are emphasised partly for environmental reasons and partly in order to make children familiar with and appreciative of their local produce from as early an age as possible.

The suppliers agree the desired types of fruit and vegetables with the establishments taking part in the school fruit scheme.

Only fresh fruit and vegetables were used in the scheme in order to teach children everyday food preparation skills such as rinsing and chopping.

The products listed in Annex I to Regulation (EC) No 288/2009 are not eligible for inclusion, namely products with

- added sugar
- added fat
- added salt
- added sweeteners.

4. Involvement of interested groups

To provide expert support for the implementation of the EU school fruit scheme, the Ministry of Rural Areas and Consumer Protection has set up a cross-departmental working group, which meets regularly to exchange information and opinions. The working group comprises representatives from the Ministry of Culture, Youth and Sport and the Ministry of Labour and Social Affairs, nutrition and health experts and representatives from farming, the fruit and vegetable sector and trade. The members of the working group are kept informed of the state of play in the school fruit scheme.

A number of events (e.g. fairs) are organised to raise the profile of the scheme and provide information on it.
Consideration is also being given to an annual exchange of experiences in order to optimise procedures. This will allow interested parties to find out about the scheme from establishments, sponsors and suppliers that are already taking part.

The above measures have ensured the prompt participation of a broad range of interested and professionally affected parties, and promoted cooperation between the education, public health and agricultural sectors in implementing the school fruit scheme.

5. Accompanying measures

The accompanying measures are intended to improve the effectiveness of the school fruit scheme and contribute to its successful implementation. They should help make the children more aware of the right foods for their needs, particularly the beneficial health effects of regularly consuming fruit and vegetables, and fruit and vegetable production. In this way, the close cooperation between the education, health and agricultural sectors will produce a lasting change in the eating habits of children and young people.

A website (www.schulfrucht-bw.de) has been set up to provide information on the aims, content and working of the school fruit scheme. The aim is not only to provide a wealth of information on the scheme to all those involved, but also to encourage other interested establishments, suppliers and sponsors to take part. The website also contains information on fruit and vegetables and their high nutritional value. It suggests ways of including the subject in lessons and offers tips for getting children to eat more fruit. Application forms, leaflets and other information material can also be downloaded from the website.

In addition, special information leaflets on the school fruit scheme listing practical ways of increasing fruit consumption will be produced for teachers/daycare staff and parents. The establishments taking part in the scheme are obliged to make use of these.

The school fruit scheme and its contents will be publicised and supported by the two Land initiatives 'BeKi - Bewusste Kinderernährung' and 'Blickpunkt Ernährung'.

In the 'BeKi - Bewusste Kinderernährung' initiative, which it has been running for over 30 years now, the Land works with experienced staff who are paid on a fee basis. These 'BeKi experts' hold their 'Fit essen schmeckt' ('Eating right tastes nice') events in schools and daycare establishments. The target groups are parents, daycare staff, teachers and children up to class 6.

Events at which the BeKi experts use a little theory and a lot of fun and practice to teach the children about fruit and vegetables are laid on for the establishments taking part in the school fruit scheme. The experts are also there to answer any questions that parents may have regarding food education. Another focal point of the 'Bewusste Kinderernährung' initiative is the training of teachers and pedagogical staff in kindergartens. A training course on 'Fruit' has been devised and is available for teachers to attend. The information service (www.ernaehrung-bw.info) also provides 'fruit and
vegetable’ study groups and other learning materials for teachers and daycare staff. These materials are regularly updated and supplemented.

As part of the 'Blickpunkt Ernährung' initiative, which has been running since 2002 with changing focuses, children from class 7 onwards and adults are given plenty of information on food, its origin and how it is prepared. 'Blickpunkt Ernährung' covers a range of topics, from farming and consumer protection, diet and health, to home economics and training. All year long the District Offices (Landratsämter) and nutrition centres offer workshops, presentations and visits on the particular subject in focus. They also organise the Land’s 'Transparent production' initiative on farms. Ready-made lesson material is available in the form of study groups for different class levels. In 2012 'Blickpunkt Ernährung' will focus on the topic of 'fruit', providing the ideal complement to the support for the school fruit scheme.

The accompanying measures that are listed in table form in Annex 1 should be adapted to the respective frequency of distribution of fruit and vegetables under the school fruit scheme. The measures planned to accompany the school fruit scheme could be implemented separately or several measures could be combined. The following models have been established in practice, Model 1 being used predominantly in schools and Model 2 for the most part in daycare facilities. The described models are not the only ways in which schemes are implemented.

**Model 1:**

Distribution period: School term or school year

Distribution frequency: Generally 1-2 times / week

Accompanying measures:

1. Distribution of information material to teachers/daycare staff and parents (leaflets and school fruit posters)
2. Link to www.schulfrucht-bw.de and reference to the scope for accompanying pedagogical measures (www.ernaehrung-bw.info)
3. ‘Fruit break' at the establishment, followed by an exercise break

**Model 2:**
Distribution period: School term or school year

Distribution frequency: Generally 3-5 times / week

Accompanying measures:

1. Distribution of information material to teachers/daycare staff and parents (leaflets and school fruit posters)

2. Training for teachers/daycare staff provided by disseminators of nutritional information (BeKi experts)

3. Intensive pedagogical support for the measure from teachers/daycare staff and/or dietary experts (BeKi experts)

4. Visit to a market garden or farm

5. Home economics-style integration of the topic in the daily routine of the school.kindergarten

6. Funding of the scheme

We are working on the assumption that the eligible costs relating to the implementation of the school fruit scheme from 1 August 2012 to 31 July 2013 will be as follows:

<table>
<thead>
<tr>
<th>Costs eligible for aid under Article 5(1), first subparagraph, (a) of Regulation (EC) No 288/2009 (for the distribution of fruit and vegetables, including logistics)</th>
<th>Total</th>
<th>EU</th>
<th>Private sector/Member State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€5 299 074</td>
<td>€2 649 537</td>
<td>€2 649 537</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Related costs eligible for aid under Article 5(1), first subparagraph, (b) of Regulation (EC) No 288/2009 (for equipment, monitoring and evaluation, and communication)</th>
<th>Total</th>
<th>EU</th>
<th>Private sector/Member State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€100 000</td>
<td>€50 000</td>
<td>€50 000*</td>
</tr>
</tbody>
</table>

* excluding VAT
The above budget is subject to possible adjustments on the grounds of

- a reallocation of Community aid under Article 4(4) of Regulation (EC) No 288/2009 and/or

- a redistribution of Community aid among the Länder,

if the Community aid has not been drawn upon by individual Member States or Länder.

The VAT and the national share of costs pursuant to Article 5(1), first subparagraph, (a) of Regulation (EC) No 288/2009 are financed exclusively from financial contributions from third parties. In the past this has involved educational authorities, commercial sponsors, suppliers and promotional associations acting as 'school fruit patrons'. Financing from the Land budget is not planned. Efforts to enlist more school fruit patrons will be stepped up in future in order to expand the school fruit scheme and ensure its long-term viability.

The related costs eligible for aid under Article 5(1), first subparagraph, (b) of Regulation (EC) No 288/2009 are co-financed exclusively by the Member State. The related costs deducted do not exceed the ceilings set in Article 5(2) of Regulation (EC) No 288/2009.

In addition to the above eligible costs there are expenses for accompanying measures under Article 3(4) of Regulation (EC) No 288/2009 and administrative costs, which are to be borne in full by the Member State. The Land budget has provided a financial reference amount of at least €50 000 per year for accompanying measures.

7. Additionality

As far as the Ministry of Rural Areas and Consumer Protection is aware, there is at present no state-funded school fruit scheme in Baden-Württemberg. Moreover - to ensure the added value of the scheme - the fruit and vegetables under this scheme will be distributed outside of normal meals (e.g. lunch). This will also be subject to on-the-spot checks pursuant to Article 13 of Regulation (EC) No 288/2009.
Annex I:

Accompanying measures – obligatory:

(i.e. the participating educational establishments must implement the measures specified)

<table>
<thead>
<tr>
<th>Accompanying measures</th>
<th>Sector</th>
<th>Aim / Purpose</th>
<th>Description</th>
<th>Expected results / Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information material</td>
<td>Schools</td>
<td>Provision of information on the aim and content</td>
<td>Information leaflet for teachers</td>
<td>The teachers are informed of the aim and content of the EU school fruit scheme. The information material informs them where they can find teaching materials and all kinds of further information.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>of the school fruit scheme</td>
<td></td>
<td>The ways of increasing fruit consumption at school are known and are being implemented.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Teachers are also informed of the optional accompanying measures and invited to apply them if they are not already known and implemented.</td>
</tr>
<tr>
<td>Information material</td>
<td>Daycare facilities</td>
<td>Provision of information on the aim and content</td>
<td>Information leaflet for daycare</td>
<td>The staff are informed of the aim and content of the EU school fruit scheme. The information material informs them where they can find teaching materials and all kinds of further information.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>of the school fruit scheme</td>
<td>staff</td>
<td>The ways of increasing fruit consumption at daycare facilities are known and are being implemented.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Staff are also informed of the optional accompanying measures and invited to apply them if they are not already known and implemented.</td>
</tr>
<tr>
<td>Information material</td>
<td>Schools / daycare</td>
<td>Provision of information on the aim and content</td>
<td>Information leaflet for parents</td>
<td>The parents are informed of the aim and content of the EU school fruit scheme.</td>
</tr>
<tr>
<td></td>
<td>facilities</td>
<td>of the school fruit scheme</td>
<td></td>
<td>Parents are aware of the importance of fruit and vegetables in a</td>
</tr>
</tbody>
</table>
healthy diet. They know how to get children to eat more fruit and vegetables at home as well as at school, and act accordingly.

Accompanying measures – optional:

(i.e. the participating educational establishments can voluntarily implement or avail themselves of the measures specified)

<table>
<thead>
<tr>
<th>Accompanying measures</th>
<th>Sector</th>
<th>Aim / Purpose</th>
<th>Description</th>
<th>Expected results / Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website ‘EU school fruit scheme in Baden-Württemberg’ (<a href="http://www.schulfrucht-bw.de">www.schulfrucht-bw.de</a>)</td>
<td>Educational establishments and authorities, suppliers, sponsors, etc.</td>
<td>Communication of information on the aim, content and function of the school fruit scheme</td>
<td>The website has comprehensive information on the aims, content and functioning of the school fruit scheme. Application forms, leaflets and other promotional material can be downloaded.</td>
<td>All those involved in the school fruit scheme are well informed of the scheme. Interested educational establishments, potential sponsors and suppliers are encouraged to participate. All those involved are informed of the dietary importance of fruit and vegetables and follow the recommendations for increasing fruit consumption. Teachers know how to include the subject in lessons and use the teaching materials provided.</td>
</tr>
<tr>
<td>Land initiative ‘BeKi - Bewusste Kinderernährung’ [Conscious Food Choices for Children]</td>
<td>Nutrition / home economics / agriculture Schools / daycare facilities</td>
<td>Provision of information about nutrition and nutrition education</td>
<td>BeKi experts offer: Further training for teachers Further training for daycare staff Information for parents Lessons up to class 6 Practical courses in kindergartens</td>
<td>Teachers, daycare staff and parents learn the importance of fruit and vegetables in children's diet and support their regular consumption. The children find out about the importance of fruit and vegetables and eat more of them as a result. The children learn how to handle fruit and vegetables.</td>
</tr>
<tr>
<td>Land initiative</td>
<td>Nutrition / consumer protection / agriculture / home economics</td>
<td>Provision of information about fruit and vegetables</td>
<td>Lessons from class 7 onwards and subject-related activities, workshops</td>
<td>The children learn the health benefits and preventative nature of a diet that fits their needs. They learn how to handle fruit and vegetables.</td>
</tr>
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<td>----------------</td>
<td>---------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
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<td>-----------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>'Blickpunkt Ernährung' [Focus on Nutrition]</td>
<td>Schools / daycare facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits to farms and market gardens</td>
<td>Agriculture / horticulture</td>
<td>Get to learn the way they work and the production conditions on the farms or in the market gardens. Get to know the product range in fruit and vegetable production</td>
<td>Children visit farms specialising in fruit production or market gardens specialising in vegetable production. Alternatively: Children go on tours arranged by fruit and market gardening associations.</td>
<td>1. The children have more knowledge and information about the origin of their food. 2. They can follow the production of foodstuffs 'from garden to plate'. 3. Farmers and growers play a more central role in the community again. Explanation: Several studies show that having a close physical and psychological connection to food production and processing contributes to improving the nutritional quality of people's diets. The Land will promote this through the following actions: - Transparent production - Open day on farms - Lessons on the farm - Market gardening learning experience</td>
</tr>
</tbody>
</table>
| School gardens | Horticulture Schools | Learn through practical activities how fruit and vegetables are produced Observe the growth process by sowing seeds / planting and cultivating them | Provide the necessary equipment Do the groundwork for planting and nurturing trees, bushes or plants, for growing fruit and vegetables within the limited confines of a school. | 1. The children know how to sow, plant and cultivate fruit and vegetables. 2. The children know what to sow, plant and harvest at what time of year. Explanation: The seasonal basis teaches what kind of fruits are available in the region at different times of
| Teaching material | Become a skilled user of garden equipment  
| Learn when produce is ripe and ready to harvest  
| Learn about different varieties | Facilitate access to neutral, scientifically sound information on the dietary importance of fruit and vegetables  
| Explain the positive health effects of fruit and vegetables | Provision of free, general information on the subject of nutrition  
| Provision of pedagogical support materials for teachers and schoolchildren, designed for use within the schools' normal lessons, e.g. 'fruit and vegetables' study groups | Teachers have access to free, science-based material without any advertising, thereby increasing the probability of the subject being addressed in schools.  
| Plus: | The website of the Ministry of Rural Areas and Consumer Protection and in particular the sites of the Land programmes 'BeKi - Bewusste Kinderernährung' and 'Blickpunkt Ernährung' have been making comprehensive and neutral educational material available for years in the form of free downloads and some free print media. |