

Key figures for 2010/11

-  **8.1 million** children benefited
(+ 70 % compared with 2009/10)
-  **54 000 schools** took part
-  **24 Member States participated**
-  **EUR 90 million** of EU funding
-  the target group was schoolchildren aged **1 to 18** but many Member States mainly targeted children aged **6 to 10**
-  preferred products were fresh fruit and vegetables: **apples, oranges, bananas, carrots, tomatoes, cucumbers ...**
-  **Italy, Romania, Germany and Poland** have been the main beneficiaries of these EU funds in recent years
-  Children enjoyed additional activities such as **farm visits, school gardens, cooking sessions ...**

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What's next?

In its CAP 2020 reform proposals, the Commission intends to further strengthen the scheme by raising the overall EU budget available for the scheme, increasing the rates of co-financing and extending the list of eligible measures. This would allow even more children to benefit from this very popular scheme.

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European School fruit scheme

A success story for children

'This is a positive programme aimed at helping children to develop good habits at an early age, which they carry into later life. It's an investment against obesity in favour of a healthier lifestyle.'

Dacian Cioloș
European Commissioner for Agriculture
and Rural Development

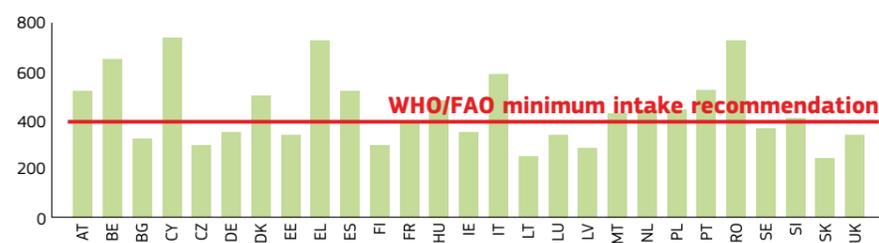
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What is the European school fruit scheme?

The scheme, agreed by the Council in 2008 and fully supported by the European Parliament, is an important EU-wide initiative providing fruit and vegetables to schoolchildren. Its main objective is to increase the low consumption of fruit and vegetables among children by durably increasing the share of those products in their diets when their eating habits are being formed.

Fruit and vegetable consumption — fighting overweight and obesity in the EU

FRUIT AND VEGETABLE CONSUMPTION IN GRAMS PER DAY



Source: Monitor 2011 FRESHFEL EUROPE

The World Health Organisation recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of serious health problems. However, statistics show that Europeans do not eat enough fruit and vegetables. This is worrying considering the rising trends of overweight and obesity.

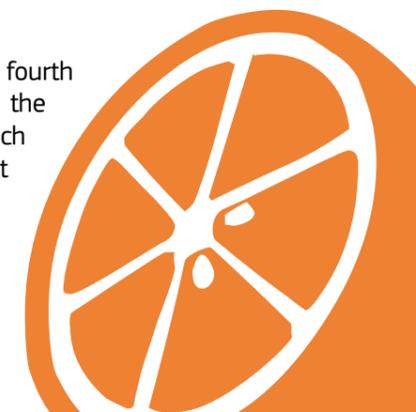
It is estimated that more than half of the adult population in the European Union are overweight or obese. The situation is particularly worrying when considering children — if they are overweight or obese at a young age, they will be at greater risk of poor health in adolescence and adulthood. On average, one in four children in the EU aged 6 to 9 years old were overweight or obese (measured data collected by WHO European Childhood Obesity Surveillance Initiative, COSI, 2008).



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The success of the school fruit scheme: not only fruits, but lifestyle

The school fruit scheme is approaching its fourth year of application since its launch in the 2009/10 school year. The scheme is much more than just simply a distribution of fruit and vegetable products — it involves partners from the agriculture, public health and educational sectors, civil society and other relevant stakeholders.



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