

# **Plan for introducing measures to supply schools with fruit and vegetables (2010–2013)**

Republic of Latvia  
Zemkopības ministrija (Ministry of Agriculture)

**Riga, 2010**

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**Abbreviations used in the text**

<b>Acronym</b>	<b>Key</b>
EU	European Union
EC	European Commission
IZM	Izglītības un zinātnes ministrija (Ministry of Education and Science)
LAA	Latvijas augļkopju asociācija (Latvian Fruit Growers' Association)
LAD	Lauku atbalsta dienests (Rural Support Service)
RL	Republic of Latvia
LD	'Latvijas dārznieks' market gardening association
VM	Veselības ministrija (Ministry of Health)
ZM	Zemkopības ministrija (Ministry of Agriculture)
VEC	Veselības ekonomikas centrs (Health Economics Centre)

## Introduction

At the time of the 2007 reform of the common organisation of the market in fruit and vegetables, the Council of the EU drew attention to the decline in consumption of fruit and vegetables by EU residents, particularly schoolchildren, and called on the European Commission to draft proposals on supplying educational establishments with fruit and vegetables (hereafter referred to as ‘the measure’). In November 2008 agreement was reached within the EU Council of Ministers of Agriculture and Fisheries on the European Commission proposal to allocate EUR 90 million per annum to this from the EU budget. The purpose of the measure was to encourage consumption of fruit and vegetable products and reduce health care expenditure arising from illnesses caused by obesity and cardiovascular conditions. The measure therefore also accords with the objectives of the Common Agricultural Policy – to promote the incomes of people employed in agriculture, stabilise the market and, both now and in future, ensure access to the products on offer, as well as ensuring that young consumers of fresh fruit and vegetables continue to appreciate these products and consume more of them as part of their diet.

Pursuant to Article 103ga(2) of *Council Regulation (EC) No 1234/2007 of 22 October 2007 establishing a common organisation of agricultural markets and on specific provisions for certain agricultural products (Single CMO Regulation)* (hereafter referred to as Regulation No 1234/2007), Member States wishing to start supplying educational establishments with fruit and vegetables in a particular academic year are required to draft a strategy for implementing these measures, which should include information on the financing, the time of introduction, the target group, the products which may be supplied, the responsibility of third persons involved in the measure and measures to educate pupils.

Pursuant to Article 4(1) of *Commission Regulation (EC) No 288/2009 of 7 April 2009 laying down detailed rules for applying Council Regulation (EC) No 1234/2007 as regards Community aid for supplying fruit and vegetables, processed fruit and vegetables and banana products to children in educational establishments, in the framework of a School Fruit Scheme* (hereafter referred to as Regulation No 288/2009), Member States are to inform the Commission of their intention to start supplying fruit and vegetables to educational establishments in a given academic year by notifying their strategy to the Commission by 31 January of the year in which that period starts, and apply for cofinancing of eligible expenditure by the EU.

### 1. Description of current situation

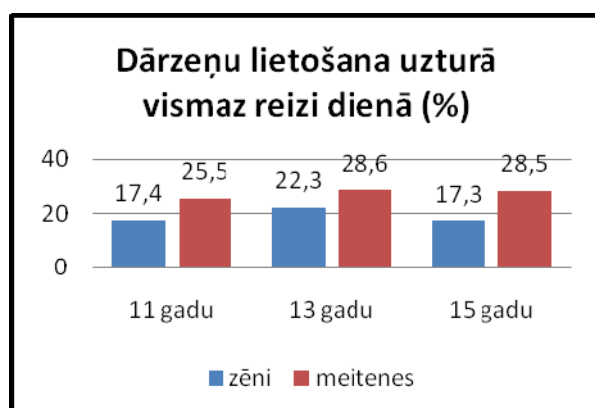
The importance of fruit and vegetables as an element in diet has increased substantially, particularly in recent decades, as the physical effort which people make over a 24-hour period has declined greatly, as therefore has the amount of energy which they use, and in future this could cause various health problems. For

this reason, more and more attention is being devoted to physical activities and healthy diet all over the world.

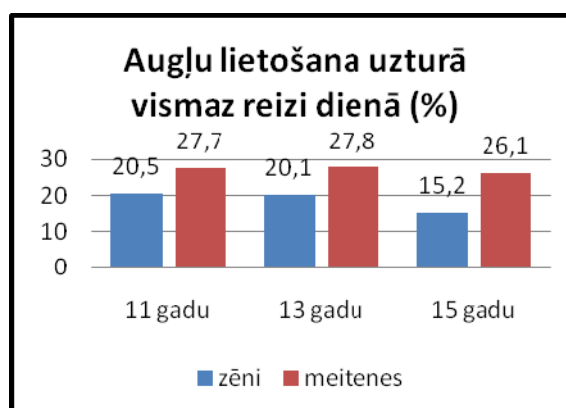
Fruit and vegetables are products which comprise one of four healthy diet categories. Fruit and vegetables enrich the diet with vitamins, minerals, antioxidants, fibre, biologically active substances of vegetable origin, which, without being nutrients, nonetheless safeguard the organism against chronic illnesses. In addition, they play a major role in bolstering immunity, as they contain nutrients which play an important part in increasing immunity: vitamins C and E, beta carotene and iron, which are needed to build antibodies and enable the cells of the immune system to function. In addition, consuming fruit and vegetables helps to prevent obesity and liver, cardiovascular and other conditions.

Surveys show that healthy eating habits are already formed during childhood. Accordingly, people who as children ate enough fruit and vegetables continue to eat them in later life. Meanwhile those who did not eat much fruit and vegetables during their childhood do not change their habits later, which unnecessarily exposes them to the risk of diseases associated with excessive weight and cardiovascular diseases.

Data from a survey of pupils' health in Latvia performed in 2005/2006<sup>1</sup> indicate that overall only 23.2 % of pupils ate fruit daily and 23.4 % ate vegetables daily. Consumption of fruit and vegetables by boys and girls of particular age groups is shown in Graphs 1 and 2 (see below for key).



*Graph 1 (Consumption of vegetables at least once a day (%), Zēni = Boys Meitenes = Girls, 11 gadu = age 11)*



*Graph 2 (Consumption of fruit at least once a day (%), Zēni = Boys Meitenes = Girls, 11 gadu = age 11)*

On the other hand, 39.8 % of pupils ate sweets, which are rich in calories and unhealthy, at least once a day (45.4 % of girls and 33.8 % of boys).

A survey conducted by the State Agency for Public Health in 2008<sup>2</sup> found that 21.5 % of pupils in Year 1 (24.5 % of boys and 18.4 % of girls) in Latvia had excess body mass and obesity. In Riga 33 % of boys and 20 % of girls in Year 1 had excess body mass, in some cases to the extent of being obese.

<sup>1</sup> Dietary habits and body mass of school-age children in Latvia. State Agency for Public Health, 2007, Riga

<sup>2</sup> Survey of children's anthropometric habits and the school environment in Latvia, 2008. State Agency for Public Health, 2008, Riga

The survey concluded that snacks on offer in educational establishments mainly comprised calorie-rich products – sweets and hot and cold beverages containing sugar, which significantly influenced pupils' eating habits. In order to limit the accessibility of unhealthy and excessively calorie-rich foods in educational establishments, Cabinet Regulation No 693 on amendments to Cabinet Regulation No 610 of 27 December 2002 – Hygiene requirements at general primary education, general secondary education and vocational education establishments – was adopted on 22 August 2006. It forbids the provision in these establishments, as well as in kindergartens, of beverages, pastries and chewing gum containing specific food additives (colours, sweeteners, preservatives and other substances), as well as food products containing high levels of salt.

The State Agency for Public Health has prepared and published various information materials for children and teenagers concerning healthy diet: the booklet ‘What shall we eat?’ – materials for children on forming healthy dietary habits, the booklet ‘Let’s choose the healthy option’ for teenagers, and a folding healthy diet pyramid, where one of the key components indicated is fruit and vegetables.

In autumn 2009, in response to an initiative by the Ministry of Health, a communal fruit and vegetable harvesting project, ‘Supporting the countryside – promoting pupils' health’ was organised in cooperation with farmers and producers in Latvia. Part of the fruit and vegetables harvested (for example apples, blackcurrants, cranberries) was donated to educational establishments free of charge so that pupils could receive fresh fruit and vegetables.

In 2009, with EU and State support, the Latvian Fruit Growers' Association launched a promotional programme, ‘Fruit for Health’, to increase consumption of fresh fruit and berries, lower the average consumer age, and educate consumers about the health benefits of fresh fruit and berries. In conjunction with the ‘Fruit for Health’ scheme, information campaigns are being organised on TV and on the Internet, and in 2009 the first apple festival was held, where particular attention was devoted to events for children, for example the organisation of creative activities and the provision of a wide range of information on the favourable impact of fresh fruit and berries on health.

## **2. Purposes and objectives of the plan**

**Purpose of the plan:** to increase the consumption of fresh fruit and vegetables as part of the diet of pupils at general educational establishments (hereafter referred to as ‘schools’).

### **Objectives of the plan:**

1. to provide fresh fruit and vegetables for pupils free of charge;
2. to increase pupils' knowledge of healthy diet and the significance of fresh fruit and vegetables in such a diet;
3. to involve the Ministry of Health, the Health Economics Centre, the Ministry of Education and Science, the Ministry of Agriculture, the Institute of Food Safety,

Animal Health and the Environment (hereafter referred to as ‘the Institute’) and representatives of the fruit and vegetable production sector in solving the issue of healthy diets for pupils;

4. to assess the impact of the introduction of the plan on the target group in order to improve it.

### **3. Measures to attain the purposes and objectives of the plan**

#### **3.1. Target group:**

The target group of the plan is pupils in Years 1–6. All schools in Latvia will have the opportunity to participate in this measure, making it possible for pupils to receive fresh fruit and vegetables and investing in the development of healthy eating habits among their pupils.

At the beginning of the 2009/2010 academic year, 108 853 pupils were registered in Years 1 to 6. Bearing in mind the experience of the ‘School Milk’ scheme, it is intended that half of the pupils registered in Years 1 to 6 in the 2009/2010 academic year (54 427) should be able to participate in the measure during the 2010/2011 academic year, the first year of the plan. It is forecast that the number of pupils involved will increase by 5 % per annum over the next few years.

As schools' participation in the implementation of the plan is voluntary and it is necessary to decide the period and frequency of distribution of the products, a date must be set by which the schools are to inform the Rural Support Service of their intention to provide pupils with free fresh fruit and vegetables during the following academic year. This date will be set by a Cabinet Regulation on the arrangements for awarding, administering and supervising European Union support for the supply of fruit and vegetables to general educational establishments (‘School Fruit Scheme’).

#### **3.2. Time of implementation of the plan:**

The plan has been drafted for the 2010/2011, 2011/2012 and 2012/2013 academic years and its launch is scheduled for 2010, with the Institute gathering initial data, and with pupils to start receiving fresh fruit and vegetables at the beginning of 2011. Fresh fruit and vegetables will be supplied to pupils by the aid applicants listed in Section 3.5 of this plan. As, according to Table 4, the financing for the implementation of the plan will be provided only for the 2010/2011 academic year, the Ministry of Agriculture will submit a draft Cabinet legal act concerning the implementation of the plan in the following academic year by 10 December each year during the implementation period.

As consumption of fruit and vegetables declines in the winter and spring, fresh fruit and vegetables will be supplied at schools during a 7-week period of term-time, starting at the beginning of the second semester of the academic year, on each school day. In the 2011/2012 and 2012/2013 academic years pupils will receive the products three times a week, but over a longer period.

The beginning and end of the product distribution period and the number of portions **may be adjusted** in light of the number of pupils in the schools which have applied to the Rural Support Service for participation in the measure and the amount of funding available. For example (calculations based on the number of pupils registered at the beginning of the 2009/2010 academic year and the funding indicated in the first row of Table 2 of this plan):

- if in the academic year concerned the school participation rate is low and 50 % of pupils participate in the measure (54 427 pupils), then pupils could receive fresh fruit and vegetables on each school day for 12 weeks (66 portions per pupil) and altogether 3.5 million portions would be distributed;
- if 90 % apply (97 968 pupils), then pupils could receive fresh fruit and vegetables only three days per week for 12 weeks (36 portions per pupil) and altogether 3.5 million portions would be distributed;
- if 100 % apply (108 853 pupils), then pupils could receive fresh fruit and vegetables only three days a week for 11 weeks (33 portions per pupil) and altogether 3.5 million portions would be distributed.

### **3.3. List of products:**

Pupils must be supplied with healthy fresh fruit and vegetables grown using integrated methods. In 2013 all the agricultural products will be produced using integrated cultivation methods, i.e. using optimised doses of fertiliser and plant protection products. It is therefore necessary even now to encourage the production of such products on farms.

The following fresh fruit and vegetables produced using integrated methods are covered by the plan:

#### 1) fruit:

- apples;
- pears;
- large cranberries (no more than 20 grammes per portion);

#### 2) vegetables:

- cabbage;
- kohlrabi;
- carrots;
- swedes.

In accordance with Article 3(2) of Regulation No 288/2009, the list of products included in the plan has been agreed with the Ministry of Health, which is the competent health protection institution in Latvia, and is endorsed by the Government.

As the purpose of the plan is to promote consumption of fresh fruit and vegetables as part of pupils' diet, the plan does not include processed fruit and vegetables or juices.

As the issues of the conservation of the natural environment and the reduction of CO<sub>2</sub> emissions are now becoming more and more important, it is vital

to limit the distances over which the products are transported from the place of production to the final consumer (pupil). The distance from the place of production to the final consumer (pupil) must not exceed 300 km.

### **3.4. Product distribution:**

In accordance with Point 3.2 of the plan, during implementation of the measures pupils will receive fresh fruit and vegetables, and the weight of one portion must not be less than 100 g at a time. The individual school and the product supplier agree on the list of products, but in order to ensure as broad a range of products as possible, each pupil must receive both fruit and vegetables during a given school-year.

As the purpose of the plan is to directly promote consumption of fresh fruit and vegetables and familiarity with these products among pupils, they must not be provided together with lunch.

The supply and distribution of the products to pupils at schools is organised in accordance with the requirements of legislation governing the food industry.

Product suppliers must ensure that the products are clean, pest-free and unspoiled by pests, without excessive external moisture, free of any foreign odour or taste and ready to be eaten immediately so that they can be distributed to pupils without further preparation, i.e.:

- fresh apples or pears may be distributed whole (uncut), unpackaged, ensuring that the weight of a single portion is not less than 100 g.
- other products, with the exception of cranberries, are to be supplied cut. They, including cranberries, must be prepared in accordance with the requirements laid down by food hygiene legislation and packaged in accordance with the requirements laid down by legislation on materials and goods intended to come into contact with food products.

### **3.5. Applicants for support:**

- Product suppliers – producers of fruit and vegetables registered with the Food and Veterinary Service who use integrated methods, or their cooperatives, as referred to in Point 3.3 of this plan;
- Local governments, educational establishments and economic operators that provide catering services for pupils;
- An institution which assesses the impact of the introduction of the plan on the target group or produces a poster.

### **3.6. Public information:**

Schools involved in the plan during a particular academic year must inform the public about it by displaying by the entrance to the school the poster provided in accordance with Annex III to Regulation No 288/2009. The Rural Support Service monitors compliance with this requirement as part of its supervision of the introduction of the plan.

### **3.7. Measures to educate pupils:**

Pursuant to Article 3(4) of Regulation No 288/2009, the Member State must also organise educational measures to improve pupils' knowledge of the beneficial impact of fruit and vegetables on health.

When implementing the plan, compulsory measures must be carried out, as must at least one of the optional measures listed in Table 1 of this plan. The school decides on the organisation of these measures, if necessary in cooperation with the Latvian Fruit Growers' Association and the 'Latvijas dārznieks' market gardening association.

*Table 1*

#### **Measures to educate pupils**

<i>Serial No</i>	<i>Educational measure</i>	<i>Description of measures</i>	<i>Institutions responsible</i>
<b>Compulsory measures</b>			
1.	Lessons or lectures on the inclusion of fruit and vegetables in the diet		School, IZM, VM
<b>Optional measures</b>			
2.	Educational trips, communal work	Educational trips and communal work in market gardens to familiarise pupils with the production and harvesting of fruit and vegetables, as well as how products make their way from garden to kitchen.	School, IZM, LAA, LD, VM
3.	Competitions, sports and skills contests	Organisation of educational quizzes, drawing competitions or sports competitions to popularise a healthy lifestyle.	School, IZM, VM
4.	Projects	During a project week, pupils may choose topics relating to healthy lifestyle and healthy diet, devoting attention to fruit and vegetables.	School, IZM

#### **4. Financing required to implement the planned measures**

Pursuant to Article 103(ga)(4) of Regulation No 1234/2007, EUR 90 m per annum is earmarked for the implementation of the measures in the EU budget. This amount of EU cofinancing was calculated so as to take account of the number of

children living in the EU Member States aged 6 to 10 and assuming hypothetically that each pupil would receive 30 portions per academic year. The EU financing allocated to Latvia in this way pursuant to Annex II to Regulation No 288/2009 is LVL 316 332 (EUR 450 100). However, pursuant to Article 4(4) of Regulation No 288/2009, the Commission may, taking account of those Member States which in a particular year are not implementing the plan or are implementing it without using the full amount of financing allocated to them pursuant to Annex II to Regulation No 288/2009, increase the EU cofinancing for the other Member States at their request.

In light of the EU financing available to Latvia pursuant to Annex II to Regulation No 288/2009, the number of pupils which will take part in the programme in the 2010/2011 academic year (i.e. 89 000 pupils, an increase of 63 % on the initially planned figure) and the possibility of increasing the share of EU cofinancing pursuant to Article 4(4) of Regulation No 288/2009, it is necessary to request that the EC increase the guaranteed envelope of cofinancing for Latvian from LVL 316 332 (EUR 450 100) to LVL 632 664 (EUR 900 200), as well as to cover the VAT obligations of aid applicants from the State budget.

A detailed breakdown of predicted expenditure on the measures pursuant to Article 5(2) of Regulation No 288/2009 is provided in Table 2.

As a result, pupils would be given the opportunity to receive fresh fruit and vegetable for a longer period. This means that in the 2010/2011 academic year under the financing currently available to Latvia pupils will receive 100 gramme portions of fresh fruit and vegetables on approx. 35 school days (i.e. for 1.5 months), but if financing is increased then pupils would receive these products on approx. 70 school days (i.e. for approx. three months).

The covering of VAT from the State budget will increase the activity levels of schools, encouraging them to become involved (as applicants) in the implementation of the project.

The volume of financing for public information measures is defined in accordance with the aid ceilings set out in Articles 5(1) and 5(2) of Regulation No 288/2009. The planned volume of financing for public information measures and for assessment of the impact of the introduction of the plan on the target group may change in the light of the actual expenditure on these items. If actual expenditure on these items falls short of the amounts planned as indicated in Table 2, the unused funds will be allocated to cover costs of obtaining and providing products.

Table 2

**Breakdown of budget funds required for the introduction of the plan,  
LVL**

No	Expenditure item	2010/2011 academic year			2011/12 and 2012/2013 academic years		
		EU (75 %)	LV (25 %)	Total (LV + EU)	EU (75 %)	LV (25 % + VAT)	Total (LV + EU)
1.	Acquisition and distribution of products	288 653	96 218	384 871	628 710	209 570	839 280
2.	Public information measures	3 954*	1 318	5 272	3 954*	1 318	5 272
3.	Assessment of impact of introduction of programme on target group**	23 725*	7 908	31 633	0	0	0
<b>Total excluding VAT</b>		<b>316 332</b>	<b>105 444</b>	<b>421 776</b>	<b>632 664</b>	<b>210 888</b>	<b>843 552</b>
4.	VAT		Not applicable	Not applicable		185 581	185 581
<b>Total including VAT</b>				<b>421 776</b>			<b>1 029 133</b>
6.	Educational measures***	Not applicable	42 178	42 178	Not applicable	42 178	42 178

1. \* In accordance with the maximum rates of support for eligible expenditure laid down in Article 5(2) of Regulation No 288/2009.

2. \*\* Assessment carried out only in the 2010/2011 academic year. The next assessment will be in 5 years' time.

3. \*\*\* Implemented as part of school curricula in accordance with existing budget funds.

Pursuant to Article 5(1) of Regulation No 288/2009, the EU will finance the following measures (i.e. eligible expenditure):

1) acquisition and supply of products (including transport costs). If a school is supplied with products free of charge, the amount of compensation for transport costs cannot exceed 7 % of the market value of the products supplied;

2) public information (information poster);

3) assessment of impact of introduction of programme on target group. Pursuant to Article 12(2) of Regulation 288/2009, the impact of the introduction of the programme on the target group is to be assessed for the period from 1 August 2010 to 31 July 2011, and so no resources need to be allocated to this measure for the 2011/2012 and 2012/2013 academic years.

Latvia complies with the convergence objectives, and the EU therefore contributes 75 % of eligible expenditure, i.e. LVL 632 664 (Rows 1, and 2 in Table 2), while 25 % of eligible expenditure must be paid for by the Member State

from State budget funds. VAT is not eligible, and so the VAT costs indicated in rows 1 and 2 of Table 2 are planned to be covered from the State budget.

Accordingly, the share of public financing is LVL 1 029 133, of which LVL 632 644 is to be covered by EU funding and LVL 396 469 (including VAT of LVL 185 581 on costs indicated in rows 1 and 2 of Table 2) from the State budget. It is therefore necessary to provide for both the EU share of support and State support in the part of the State budget reserved for support payments financed and cofinanced from the European Agricultural Guarantee Fund (80.00.00 'Unallocated financing for the implementation of projects and measures cofinanced by EU policy instruments and by other financial aid from foreign countries') for the introduction of the plan in the 2011/2012 and 2012/2013 academic years.

No EU cofinancing is provided for the educational measures mentioned in Point 3.7 of this plan – they are financed 100 % by the Member State. Compulsory educational measures for pupils (Table 1, Row 1) will be included in curricula, and no additional financing is needed for these measures. Meanwhile optional measures (Table 1, Rows 2–4) will be organised either in conjunction with curricula, in which case no additional financing will be needed, or by producers of fruit and vegetable products, using their own funds.

There is no provision for parents to contribute towards the cost of implementing the measures.

## 5. Institutions responsible for implementing the measures

The plan is continuously coordinated by the Ministry of Agriculture. Table 3 indicates the responsibility of institutions for the implementation of the measures.

*Table 3*

**Measures planned for the 2010/2011 academic year**

<b>Link to policy objectives stated in the guidelines, to lines of action or to tasks (if plan has been drawn up to introduce the guidelines)</b>				
<b>Purpose stated in the plan</b>	To increase pupils' consumption of fruit and vegetables.			
<b>Line of action to attain the purpose</b>	To supply pupils with fresh fruit and vegetables free of charge.			
<b>Measures to attain the set purpose</b>	<b>Implement ation period</b>	<b>Institution responsibl e and institution s involved</b>	<b>Direct results of activity</b>	<b>Financing provided, and its sources</b>
1. Supply and distribution of fruit and vegetable products	From January 2011 to March 2011	LAD, ZM, IZM	3 592 182 portions distributed (66 portions per pupil)	LVL 384 871 (EU 288 653, LV 96 218)

2. Public information measures		Product suppliers and schools	1000 posters prepared	LVL 5 272 (EU 3 954, LV 1 318)
<b>Line of action to attain the purpose</b>	To increase pupils' knowledge of healthy diet and the significance of fresh fruit and vegetables in such a diet			
<b>Measures to attain the set purpose</b>	<b>Implementation period</b>	<b>Institution responsible and institutions involved</b>	<b>Direct results of activity</b>	<b>Financing provided, and its sources</b>
Measures to educate pupils (in accordance with Table 1 in this plan)	2010/2011 academic year	IZM, schools, LD, LAA	54 427 pupils learned about healthy diet	LVL 42 178 (LV financing in accordance with budget funds available to the Ministry of Education and Science)
<b>Line of action to attain the purpose</b>	To assess and administer the impact of the introduction of the plan on the target group			

<b>Measures to attain the set purpose</b>	<b>Implementation period</b>	<b>Institution responsible and institutions involved</b>	<b>Direct results of activity</b>	<b>Financing provided, and its sources</b>
Assessing the impact of the introduction of the plan on the target group	15 October 2011	Institute, VEC, VM LAD, ZM	Assessment report sent to the European Commission by 29 February 2012	LVL 31 633 (EU 23 725, LV 7 908)
Administration of plan and provision of information to the European Commission	From January 2011 to March 2011	LAD		In accordance with budget funds available to the Rural Support Service

Contact details of the institutions involved in implementing the plan may be found in Annex 1 to this plan.

Table 4

**Trends in measures provided for in the plan, planned financing from State budget and results of work, 2010-2013**

Measure	2010			2011			2012			2013		
	Financing, LVL		Results	Financing, LVL		Results	Financing, LVL		Results	Financing, LVL		Results
	EU	LV		EU	LV		EU	LV		EU	LV	
Additional funding from State budget required to implement the plan												
1. Supply and distribution of fruit and vegetable products	-	-	-	288 653	96 218	3 592 182 portions distributed	628 710	209 570	7 183 000 portions distributed	628 710	209 570	7 183 000 portions distributed
2. Public information measures	-	-	-	3 954	1 318	1000 posters prepared	3 954	1 318	1000 posters prepared	3 954	1 318	1000 posters prepared
3. Assessing the impact of the introduction of the plan on the target group	-	-	Initial data collection in progress	23 725	7 908	Assessment report sent to the European Commission by 29.02.2012						
Expenditure to implement the plan which will be covered by existing budget funds												
4. Measures to educate pupils (in accordance with Table 1 in this plan)	-	-	-	-	42 178	54 427 pupils learned about healthy diet	-	42 178	89 070 pupils learned about healthy diet	-	42 178	89 070 pupils learned about healthy diet

The planned volume of financing for public information measures and for assessment of the impact of the introduction of the plan on the target group may change in a specific year in light of the actual expenditure on these items. If actual expenditure on these items falls short of the amounts planned as indicated in Table 4, the unused funds will be allocated to cover costs of obtaining and supplying products.

## **6. Arrangements for making and assessing reports**

### **6.1. Monitoring of the plan:**

Pursuant to Article 12(1) of Regulation No 288/2009, a Member State must monitor the implementation of the annual plan. This means that by 1 September each year, after the implementation of the measures for the academic year concerned, the Rural Support Service gathers data from product suppliers and schools, in accordance with Annex 2 to the plan, concerning:

- the total number of schools and pupils involved in the plan (*number, percentage of total quantity*);
- the target group of the plan (*pupils' age, classes*);
- the budget for the plan (*use of funds, cofinancing*);
- acquisition and distribution of the products;
- average consumption of the products per pupil.

By 30 November each year, the Rural Support Service is to forward this information on the introduction of the measures during the academic year concerned to the European Commission, having first coordinated it with the Ministry of Agriculture.

By 1 October 2013, the Ministry of Agriculture is to submit an information report to the government on the implementation of the plan.

### **6.2. Assessment of the impact of the plan on the target group:**

Pursuant to Article 12(2) of Regulation No 288/2008, the Member State is to assess the impact of the plan's introduction on the target group during the period from 1 August 2010 to 31 July 2011. In Latvia this assessment is performed by the Institute. Before the introduction of the measures at schools, the Institute will gather base data concerning pupils' consumption of fruit and vegetables.

Taking as a basis the information referred to in Point 6.1 of this plan and Annex 3 to it, as well as the methods used to assess dieticians' plans and healthy diet programmes, and after consulting the scientific literature, the Institute is to assess the impact of the introduction of the plan on the target group and to draw conclusions based on reliable and objective data concerning the following points:

- the schools which participated in implementing the plan, and the reasons for their participation;
- how the plan has increased consumption of fruit and vegetables, and the main factors in implementing the planned measures;
- how the planned measures affect pupils' eating habits;
- how educational measures for pupils affect their parents' fruit and vegetable consumption;
- how the planned measures affect pupils' and their parents' fruit and vegetable consumption following the implementing of the plan;
- how the planned measures encourage a healthy lifestyle (including physical activity) among pupils;
- parents' opinions on the possibility of their partially covering the costs of the products;
- suggestions by school management, teachers, pupils and parents for improving the plan.

During the assessment, data are to be assessed regarding the schools participating in the implementation of the plan (the schools' location, the numbers of pupils in the classes, the persons responsible for the measure, the supplier of the fruit and vegetables, the frequency of supply, the time of distribution, the quantity and quality of the fruit and vegetables, the staff's knowledge of the measures in the plan and of other measures relating to the consumption of fruit and vegetables), families are to be surveyed concerning pupils' dietary habits, consumption of fruit and vegetables, knowledge of healthy diet, purchasing habits and consumption, and pupils are to be surveyed concerning consumption and choice of fruit and vegetables, knowledge of healthy diet and a healthy lifestyle.

The assessment of the plan's impact on the target group is to be performed in accordance with the arrangements indicated in Table 5 of this plan, and within the time limits shown there.

*Table 5*

**Schedule for assessment of the impact of the introduction of the plan on the target group**

<b>Serial No</b>	<b>Time limit</b>	<b>Activity</b>
1.	From 15 October 2010 until the beginning of the	Institute to collect initial data.

	period of product supply	
2.	31 May 2011	Institute to collect and assess second batch of data.
3.	By 15 October 2011	Institute to assess plan's impact on target group and submit the conclusions for assessment by a committee set up by ZM comprising representatives of VM, IZM, ZM and LAD.
4.	By 1 November 2011	Committee set up by ZM to approve Institute's assessment of impact of plan on target group.
5.	By 1 February 2012	ZM, in cooperation with VM and IZM, to submit information report to government on plan's impact on target group.
6.	By 29 February 2012	LAD to forward assessment of plan's impact on target group to European Commission.

**Contact information concerning departments of institutions involved in implementing the plan**

<i>Serial No</i>	<i>Institution</i>	<i>Contact information</i>	
1.	Zemkopības ministrija (Ministry of Agriculture)	<i>Address:</i>	Republikas laukums 2, Rīga, LV-1981, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67027010 / + 371 67027512, zm@zm.gov.lv
2.	Lauku atbalsta dienests (Rural Support Service)	<i>Address:</i>	Republikas laukums 2, Rīga, LV-1981, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67027542 / + 371 67027120, lad@lad.gov.lv
3.	Izglītības un zinātnes ministrija (Ministry of Education and Science)	<i>Address:</i>	Valņu iela 2, Rīga, LV-1050, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67226209 / + 371 67223905, info@izm.gov.lv
4.	Veselības ministrija (Ministry of Health)	<i>Address:</i>	Brīvības St. 72, Rīga, LV -1001, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67876000 / + 371 67876002, vm@vm.gov.lv
5.	Veselības ekonomikas centrs (Health Economics Centre)	<i>Address:</i>	Duntes iela 12/22, Rīga, LV-1005, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67501590 / + 371 67501591, info@vec.gov.lv
6.	Latvijas Augļkopju asociācija (Latvian Fruit Growers' Association)	<i>Address:</i>	Bezdelīgu iela 12, Rīga, LV-1048, Latvia
		<i>Telephone/fax, e-mail:</i>	+ 371 67428035 / +371 67428037, laas@laas.lv
7.	Latvijas dārznieks	<i>Address:</i>	Viestura iela 6, Bulduri, Jūrmala, LV-2010, Latvia

		<i>Telephone/fax, e-mail:</i>	<b>67753111</b> , <a href="mailto:ldarzneiks@apollo.lv">ldarzneiks@apollo.lv</a>
8.	Institute of Food Safety, Animal Health and the Environment	<i>Address:</i>	Lejupes iela 3, Riga, LV – 1076, Latvia
		<i>Telephone/fax, e-mail:</i>	<b>+371 67620513 /</b> <b>+ 371 67620434</b> , <a href="mailto:nc@ndc.gov.lv">nc@ndc.gov.lv</a>

### Annual report on monitoring of the plan

1. Member State:	Latvia
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2. Academic year of introduction:	
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#### 3. Budget for plan

Serial No	Sources of financing	Amount (EUR)	% of total budget
1.	EU cofinancing		
2.	Cofinancing by Member State:		
2.1.	to cover eligible expenditure		
2.2.	to cover expenditure on educational measures		
Total budget used for plan:			

#### 4. Target audience

Age group of target group:	
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Serial No		Participants in plan (number)	Total in country (number)	% of total number in country
1.	Schools			
2.	Pupils			

#### 5. Products

Products distributed:	
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#### 6. Information concerning acquisition and distribution of products

Serial No	Product	Quantity acquired, t	Quantity distributed to pupils, t	Average quantity of product per pupil per day, g



**PART A. Object of survey - SCHOOL**

<b>I. Information to be acquired prior to implementation of the measures under the plan</b>
<ul style="list-style-type: none"> <li>• the name and address of the school;</li> <li>• number and age of pupils;</li> <li>• level of awareness amongst school management and teachers about other measures to promote consumption of fruit and vegetables (<i>involvement, attitude</i>).</li> </ul>
<b>Information to be acquired following implementation of the measures under the plan</b>
<ul style="list-style-type: none"> <li>• person responsible (position) for the performance of measures under the plan in the school;</li> <li>• the timetable for delivery of the products;</li> <li>• time of distribution of products (morning, lunchtime or afternoon);</li> <li>• place of consumption of products (classroom, school canteen, other);</li> <li>• the origin of the products;</li> <li>• quantity of products consumed during implementation of measures under the plan, types of fruit and vegetables;</li> <li>• level of awareness amongst school management and teachers about other measures to promote consumption of fruit and vegetables (<i>involvement, attitude</i>);</li> <li>• measures in connection with increasing the consumption of fruit and vegetables.</li> </ul>

**PART B. Object of survey – PUPILS' PARENTS**

<b>I. Information to be acquired before the measures under the plan are implemented</b>
<ul style="list-style-type: none"> <li>• socioeconomic data (level of family income - low, average or high);</li> <li>• pupils' lunches (eaten in school canteen or at home, packed lunches);</li> <li>• frequency and mode of pupils' consumption of fruit and vegetables (fresh, boiled/roasted, juice);</li> <li>• parents' knowledge of how often it is desirable to eat fruit and vegetables;</li> <li>• family's provision with fruit and vegetables (bought, self-grown, other). If the family buys fruit and vegetables, indicate how often.</li> </ul>
<b>II. Information to be acquired following implementation of the measures under the plan</b>
<ul style="list-style-type: none"> <li>• socioeconomic data (level of family income - low, average or high);</li> <li>• pupils' lunches (eaten in school canteen or at home, packed lunches);</li> <li>• frequency and mode of pupils' consumption of fruit and vegetables (fresh, boiled/roasted, juice);</li> <li>• parents' knowledge of how often it is desirable to eat fruit and vegetables;</li> <li>• family's provision with fruit and vegetables (bought, self-grown, other). If the family buys fruit and vegetables, indicate how often.</li> </ul>

### **PART C. Object of survey - PUPIL**

<b>I. Information to be acquired before the measures under the plan are implemented</b>
<ul style="list-style-type: none"> <li>• socioeconomic data;</li> <li>• public health indicators;</li> <li>• fruit and vegetables favoured by the pupil (type, fresh, boiled/roasted, juice);</li> </ul>

- frequency of consumption of fruit and vegetables;
- reasons for eating fruit and vegetables (health, social factors, family habits);
- time and place when/where fruit and vegetables are eaten;
- pupil's opinion regarding healthy lifestyles.

**II. Information to be acquired following implementation of the measures under the plan**

- socioeconomic data (level of family income - low, average or high);
- public health indicators;
- fruit and vegetables favoured by the pupil (type, fresh, boiled/roasted, juice);
- frequency of consumption of fruit and vegetables;
- reasons for eating fruit and vegetables (health considerations, social factors, family habits);
- time and place when/where fruit and vegetables are eaten;
- pupil's opinion regarding healthy lifestyles.

2. The Ministry of Agriculture has two weeks to submit the updated plan to the State Chancellery.

Prime Minister *V. Dombrovskis*  
Minister for Agriculture *J. Dūklavs*