



European Commission
Directorate-General for Agriculture and Rural Development
Unit C.2 - Olive oil, Horticultural products
Rue de la Loi 130, B-1049 Brussels, Belgium

E-mail: agri-hort-schoolfruit@ec.europa.eu

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Agriculture and Horticulture Development Board response to the EU on its Assessment of the EU School Fruit and Vegetables and School Milk Schemes - Invitation to comment

Thank you for inviting the Agriculture and Horticulture Development Board (AHDB) to comment on this consultation. Our response is specifically commenting on the School Milk Scheme.

AHDB is a UK statutory levy board, funded by farmers, growers and others in the supply chain. Our purpose is to make our agriculture and horticulture industries more competitive and sustainable through factual, evidence-based advice, information and activity.

For more on AHDB and its activities please see our website www.ahdb.org.uk

In response to the following:

1. whether EU action in this area can demonstrate clear EU added value in line with the Treaty requirements on subsidiarity;
2. whether the content and the form of EU action are proportionate and do not exceed what is necessary to achieve the objectives pursued, and
3. whether EU action is efficient, effective, relevant and coherent, pursuing its objectives with the least burdens and costs to citizens, businesses and administrations in line with the Commission's Better Regulation policy.

AHDB would like to submit the following observations:

- In answer to questions 2 and 3 - Long term we welcome the opportunity for the scheme to be reviewed in line with the school fruit/veg scheme as there can be clear benefits to schools/local authorities and recipients and the Commission from a programme that is more simply administered.
- The provision of the School Milk Scheme subsidy can attract schools and pupils to consume milk and dairy products. We would not wish to see the subsidy for school milk removed completely as we believe this would reduce consumption and have a detrimental impact on

health and nutrition, specifically in deprived areas with low income families where milk is used as a food substitute to feed undernourished children.

- In addition to this, a key objective of the scheme is to stabilise the market and given the current crisis the GB dairy industry is facing, we believe by removing the subsidy a large majority of school milk schemes could diminish which in turn will impact negatively on the dairy industry and fail to meet the EU objective as stated previously.

Any queries on this submission should, in the first instance, be addressed to:

Guy Attenborough
Director of Communications & Legal Services
Agriculture and Horticulture Development Board
Email: guy.attenborough@ahdb.org.uk