

**ANNEX IV: SUMMARY REPORT 'STRATEGY' 2014-2015**

**SUMMARY REPORT**

|                               |   |   |                      |
|-------------------------------|---|---|----------------------|
| <b>1 Member State</b>         | <input type="text" value="SPAIN"/>      | <b>Region (if applicable)</b>   | <input type="text"/> |
| <b>2 Submission date</b>      | <input type="text" value="30-04-2014"/> | <b>Commission Reception date</b>  | <input type="text"/> |
| <b>3 National scheme</b>      | <input type="text" value="YES"/>        |   |                      |
| <b>4 Regional scheme</b>      | <input type="text"/>                    | <b>Convergence region<br/>(relevant NUTS level)</b>   |                      |
| <b>5 Single contact point</b> | Name                                    | <input type="text" value="MARIA JOSEFA LUESO SORDO"/>   |                      |
|                               | Institution                             | <input type="text" value="MINISTERIO DE AGRICULTURA, ALIMENTACION Y MEDIO AMBIENTE Subdirección&lt;br/&gt;General de Promoción Alimentaria"/> |                      |
|                               | Mailing Address                         | <input type="text" value="Pº INFANTA ISABEL 1 28071 MADRID ESPAÑA"/>  |                      |
|                               | Tel                                     | <input type="text" value="0034913475120"/>  |                      |
|                               | Fax                                     | <input type="text" value="0034913475120"/>  |                      |
|                               | E-mail                                  | <input type="text" value="planfrutaescuelas@magrama.es y sgpromocion@magrama.es"/>  |                      |

**6 Budget (in €) (indicative)**

|   | Year 2010/2011 | Year 2011/2012 | Year 2012/2013 | Year 2013/2014 | Year 2014/2015    |
|---|----------------|----------------|----------------|----------------|-------------------|
| <b>Total BUDGET (EU + MS)</b>             |                |                |                |                | <b>14.218.825</b> |
| <b>EU funding</b>                         |                |                |                |                | <b>10.724.670</b> |
| Regional schemes (if applicable)          |                |                |                |                |                   |
| <b>(1) = (3) Member State funding</b>     |                |                |                |                | <b>3.494.155</b>  |
| <i>(2) of which accompanying measures</i> |                |                |                |                | <b>239.487</b>    |
| <i>(3) of which co-funding a)+b)+c)</i>   |                |                |                |                | <b>3.494.155</b>  |
| <i>a) Public contribution (non EU)</i>    |                |                |                |                | <b>3.211.905</b>  |
| <i>b) Private contribution</i>            |                |                |                |                | <b>282.250</b>    |
| <i>c) Parental contribution</i>           |                |                |                |                |                   |

**8 Duration**

1 year

**9 Involvement of relevant stakeholders**

|                    |     |   |
|--------------------|-----|---|
| Educational sector | YES | MINISTERIO DE EDUCACIÓN y entidades correspondientes en las Comunidades Autónomas                     |
| Public Health      | YES | AGENCIA DE SEGURIDAD ALIMENTARIA Y NUTRICIÓN y departamentos responsables de la salud en algunas CCAA |
| Agriculture        | YES | MINISTERIO DE AGRICULTURA, ALIMENTACION Y MEDIO AMBIENTE y Consejerías correspondientes en las CCAA   |
| Civil society      | NO  |   |
| Private sector     | YES |   |

**10 Quantitative indicators**

**Examples**

|  |              |       |
|--|--------------|-------|
| Participating schools                              | 5.152        | 56,3% |
| Participating children                             | 1.161.346    | 57,3% |
| Target group                                       | 3 to 12      |       |
| Specific target group (when relevant and possible) | Not relevant |       |

|                               |   |               |
|-------------------------------|---|---------------|
| Frequency of distributions    | Once or twice a week                          |               |
| Duration of distributions     | 5 to 24 weeks                                 |               |
| Average consumption per child | Quantity: 2,8Kg                               | Portions: 19  |
| Delivery time                 | Morning                                       | Morning break |
| Delivery system               | Trough recognised and authorised distributors |               |

## 11 Product

List of products \*

Quantities purchased/distributed (indicative)

Per category (fresh, processed) (indicative %)

Additional criteria (examples)

Child safety (allergic reactions etc.)

Juice restrictions

Additional checks on product safety

High quality (Integr Pest Managed product, Organic, other (specify)

|                                  |
|----------------------------------|
| <b>Annex</b>                     |
| 3.066.740,06 Kg                  |
| Fresh: 2.592.791,6Kg<br>(84,54%) |
| Processed: 473.949<br>(15,46%)   |

|   |
|---|
| Yes                                     |
| According to the law                    |
| Yes                                     |
| DOP Peras de Rincón de Soto, Ecological |

Availability

Local  
Seasonal  
Community origin  
Organic  
Other

|                             |
|-----------------------------|
| Yes                         |
| Yes                         |
| Yes                         |
| Yes                         |
| DOP Peras de Rincón de Soto |

**12 Information**

|        |  |
|--------|--|
| Poster | Yes  |
| Other  | Institutional webs, Press, Radio, Leaflets |

**13 Accompanying measures**

|                         |                              |
|-------------------------|------------------------------|
| Funds allocated (total) | 999.685 €                    |
| MS funds allocated      | 10,21 % of total budget      |
| Private funds           |                              |
| Beneficiaries total     | 609.614                      |
| Recipients total        | 38,77% of total target group |

Measures

| Title   | Promoting organisation | local regional national |
|---|------------------------|-------------------------|
| Leaflets, workshops, posters  | Public Administration  | Regional                |
| Recipe books  | Public Administration  | Regional                |
| School excursions to the greengrocers                                 | Public Administration  | Regional                |
| Organic orchards  | Public Administration  | Regional                |
| Drawing and photo contests  | Public Administration  | Regional                |
| School excursions to an agricultural holding                          | Public Administration  | Regional                |
| Educational games   | Public Administration  | Regional                |
| Website: <a href="http://www.alimentacion.es">www.alimentacion.es</a> | Public Administration  | National                |

|

**\* Annex- List of products distributed:**

Watermelon, tangerine, apple, pear, orange, strawberry, grape, melon, orange juice, apricot, nectarine, plum, kiwi, banana, baby carrots, cherry, cherry tomatoes, mushrooms, peas, beans, cauliflower, lettuce, clementine, grape