

The 11th WORLD SCHOOL MILK DAY September 29th 2010

The 1st World School Milk Day was celebrated in September, 2000 and has since become an annual event celebrated in many countries throughout the world and promoted actively by the Food and Agriculture Organization (FAO) of the United Nations.

Also this year, a number of countries joined in the celebrations of World School Milk Day on the last Wednesday in September...



WSMD 2010: South Korea – World Map made of milk cartons

Australia: World School Milk Day

It's delicious, it's nutritious and it's being celebrated around the world.. it's Milk!

Celebrate World School Milk Day in your school by involving teachers, canteen staff and students in some of the activities below.

Teachers

Lesson ideas – celebrate World School Milk Day by incorporating some fun lesson ideas and activities into your classroom curriculum.

- Create a weekly diet plan that includes creative ways to drink milk every day.
- Research the various essential nutrients contained in milk and how they contribute to good health.
- Students to create their own milk brand and design the packaging for their milk carton.
- Create a wall mural using a picture of the world as a centre-point. Have students surround the earth with a collage of healthy foods including milk products and pictures of people to represent the importance of nutrition.

Visit Discover Dairy for more information about the importance of children consuming dairy products as part of a healthy diet. The website contains background information, curriculum appropriate lesson ideas and student and activity sheets.

Canteens

- Create a special World School Milk Day smoothie and make it available from the canteen to celebrate the day.
- Offer a special World School Milk Day lunch deal that includes a small carton of milk.
- For delicious dairy recipes go to visit Discover Dairy

Students

- Write a song or poem that has a milk theme and perform it to the class.
- Research a product that is made from milk and present to the class the health benefits of milk products.
- Research how other countries celebrate World School Milk Day and present your findings to the class.

Bhutan held a World school milk day celebration at Zhemgang Lower Secondary School. The day ended with hues of satisfaction and success, observed to bring into lime light, the value of milk in the diets of children, as milk itself is considered the complete diet. It was a joint hand of RNR sector of Zhemgang, which included, Regional Livestock Development center, Rural Livelihood Project, Dzongkhag Livestock



Sector, Zhemgang Lower Secondary School and the Milk group of Trong geog, Zhemgang to organize this event. Apart from that, we displayed the banners and charts regarding some of the important zoonotic diseases which included the pictures of Bird flu, Rabies and anthrax which was viewed with enthusiasm by all the individuals present there. The function was collaboratively observed by over 700 people, which included 625 students, 27 teachers, 45 farmers, and other from Livestock Sectors. In total, 193 litres of milk was contributed by farmers of Trong Geog, on half payment. After inaugural speech by DLO, Zhemgang, and the Principal,

Lower Secondary school, the Dasho Dzongdag, shared more views on it. Later on it was followed by three kinds of small competitions related to milk which was joined by students of classes PP and One, then amongst farmers and teachers. The programme ended with serving of Milk and Dresi to children by Dasho Dzongdag, in ample that children rushed for third cups as well. With this the day ended and we hope to bring better activities in the coming years so that value of milk reaches to the mind of every concerned.

Canada: The goal for Ontario's World School Milk Day (WSMD) this year was to tie-in with the introduction of the Ontario Ministry of Education's new Early Learning Program (ELP) providing publicly funded all-day everyday kindergarten for the first time. The program is being rolled out over 5 years to all schools, reaching 15% of students in the first year in 600 designated schools across the province. Over 75,000 students at 600 Ontario elementary schools were given free milk by the Ontario dairy industry: Ontario Dairy Council, Licensed Independent Dairy Distributors of Ontario and Dairy Farmers of Ontario with support from Dairy Farmers of Canada in recognition of WSMD. The dairy industry also runs the Ontario Elementary School Milk Program (ESMP) that distributes milk to participating students everyday, at cost. The ESMP has been adopted by 2,800 of Ontario's 4,000 elementary-schools.



Media Relations Theme: School Lunchbox Makeover: To celebrate WSMD and help the parents of four and five-year-old kindergarten children to send their children off to all-day everyday kindergarten with nutritious lunch and snacks (including milk) to get them through the new long day. Many parents have no reference for what is required. Dietitian Shannon Crocker analyzed the school lunchbox brought from home by students in ELP kindergarten classrooms, to see what kids would be having for lunch. The results were quite shocking and helped create a substantive media story that provided the platform to introduce WSMD, the importance of Milk in school children's diets, and participation in the ESMP. Two school events were organized in Toronto and Hamilton to celebrate WSMD on September 29th providing an opportunity for the local media to attend. The events included complimentary milk, milking Moonica the Cow (a life-size replica cow), a MoOOo-ing contest and a black & white costume contest. Other events, organized by local county milk committees were also held at schools, and covered by local media.

This year, like years before, on initiative of **Croatian Dairy Union** we celebrated The World School Milk Day by creating original elementary school students posters that show their appreciation for milk. Children from Zagreb and Varaždin were together in the main square Josip ban Jelačić and presented their work with pictures and songs about dairy cows and dairy foods. Croatian dairies: Belje, Dukat, Meggle and Vindija promoted WSMD by giving milk and dairy products like fermented milk, chocolate milk, fermented milk and chesses.



THE MOST INTERESTING - COW AND GOAT WERE PRESENTED ON THE MAIN SQUARE. Children were very excited because some of them for the first time in their life saw a cow and goat. They asked farmers about milk production, how to feed a cow and goat, what farmers usually doing with milk etc...Also, it was organized a humanitarian aid and Croatian dairies donated milk and dairy products to primary school involved in educational work and rehabilitation for children with special needs. Also, Croatian milk experts were honoured because they succeeded in making a milk and other healthy milk products more interesting and closer to the general public, school

children. Croatian Dairy Union promoted milk and dairy products with magazine "Milk and Me" and brochures about healthy dairy foods. In Croatia, a dairy meal has finally found its place in elementary schools in Croatia.

In **Denmark**, WSMD was celebrated on September 29th with the launch of a twinning programme. The Danish School Milk Scheme wants to promote children's well-being and health at school by promoting dialogue between school children the world over and thereby increase tolerance and mutual understanding between cultures. This is done by putting Danish school children in touch with school children in other countries to give the children the opportunity to exchange their life experiences with children in other countries and foreign cultures in a very immediate way. The role of the Danish School Milk Scheme is to put the classes in touch with each other and facilitate the link by making our website available with information, materials and good ideas.

Educational opportunities provided by twinning include essay subjects in Danish or English (e.g. describe a typical day in your life), pupils will practise reading, writing and speaking English, pupils will practise communicating Danish history and culture to others and thereby learn themselves; courses on the eating and drinking habits found in other cultures (What do you eat during the day? Do you eat at school? Do you drink school milk? How often? When? What is your favourite food? The promotion includes also campaign material, folders and posters for schools and a dedicated webpage www.skolemaelk.com/venskabsklasse as well as a press release.

This **Finland** celebrated the Day with two different campaigns. The weeks before the venue we sent out information about the WSMD and posted campaign posters to all primary schools and secondary schools in Finland. We also posted stickers to the milk containers to remind pupils to drink milk. Kindly see website www.maitoa.fi with the cute penguin taking photos. During fall the www-page offered a competition where children (age 13-18 years) could save photos about their breakfasts and vote the best photos. Everybody could take part to lottery (arranged every week) with the possibility to win a milk-white digital camera. On the web there were a lot of information about milk, different kind of tasks and entertaining competitions for the pupils. Then there is a campaign going on called something like “Milk keeps you together” for children aged 8 – 13 years old. You can see on the web <http://www.maitopitaakasassa.fi/> how its looks like. The campaign is partly EU funded. On the web there is for example a test where the children can test if they have bone healthy eating habits and if they do enough exercising. The teachers and people working in school canteens can order more campaign materials (leaflets and different kind of posters, pens) and visit the websites with the pupils. All the material is free. In the web there is a lot of information about milk, different kind of tasks and entertaining competitions for the pupils. Other activities concerning WSMD were a seminar concerning school milk and healthy eating for people working in school canteens and for nutritionis as well as press releases about the WSMD, our campaign and about the seminar.

Joining the celebrations of the “World School Milk Day 2010”, the **Pan-American Dairy Federation** published the seventh edition of the E-magazine MORE MILK= MORE HEALTH. The spreading of this E-magazine represents a new activity under FEPALÉ’s Campaign “Yes to Milk, for the health of our children!” Through same, you gain access to the second handover of scientific articles, contributed by different internationally recognized health professionals, which have provided technical information on the various benefits that the adequate consumption of dairy products represents to human health, either in the prevention or treatment of various diseases, and even more. Furthermore, an article on “The Importance of Milk in Schools”, written by Dr. Michael Griffin, is presented. Graphic materials developed for this activity, are included in Portuguese language, as well as a Multimedia Animation for children.

Website: *Sí a la Leche!* To access the E-magazine please visit: www.fepale.org/lechosalud/SialaLeche09/RevistaElectronica7MLMS.pdf



Germany: Milk is an acknowledged energy source. This is one of the core findings of a representative survey implemented by the forsa market research institute at the request of the world's leading food processing and packaging solutions company in conjunction with the 11th World School Milk Day. The 500 surveyed parents are genuine milk fans – 93 percent of respondents believe that milk is a healthy drink and 66 percent of them actually believe that it improves academic performance. However, only around half of the respondents' children (58 percent) have access to milk at their primary schools during break times. Another interesting finding is that even when schools offer milk to pupils, only one in three children regularly drink it at school. The survey also revealed a distinct difference between the milk consumption habits at schools in East and West Germany. Around two-thirds of East German respondents stated that their children's schools have a milk program, while only 57 percent of schools in West Germany have one. It is particularly remarkable that almost half of East German schoolchildren regularly drink school milk according to their parents, compared with 27 percent of children attending West German schools. Tetra Pak encourages people to drink milk. All these things make milk a great source of energy. "And that's why we are committed to educating children, parents and teachers about the importance of a balanced diet with plenty of milk and dairy products," explained Schlicher. Tetra Pak also has other activities at schools, in addition to the World School Milk Day campaign, such as the school milk program featuring the brainy milk cat, Joe Clever. The Joe Clever program has been encouraging children to drink milk and eat dairy products for 15 years now at the place where they learn for life: in schools.

Drink milk together for charity -- that was what 5000 students in **Singapore** did to raise a total of \$32,000 for the less fortunate.!



To mark World School Milk Day, celebrated on 29 September in more than 40 countries, **Tetra Pak** announces the expansion of its support for school milk programmes in Pakistan, Senegal, Ukraine, Bosnia and Herzegovina, Gaza and the West Bank. Through its Food for Development Office (FfDO) Tetra Pak works in close partnership with governments, development agencies, NGOs, local dairies and farmers to deliver more than six billion packages of milk and other nutritious drinks to almost 50 million children in schools in over 50 countries around the world. School milk programmes continue to grow, especially in developing countries, where the number of packages supplied to schools increased by 23% to almost 3.4 billion packages from 2008 to 2009. "We are delighted to see school milk programmes growing across the world. The programmes are extremely important for improving the health, development and education of children, while helping to develop the agricultural sector and local economy in the region," said Ulla Holm, Global Director, Tetra Pak Food for Development Office.

India: The University of Veterinary & Animal Sciences, Lahore, in collaboration with Livestock and Dairy Development Board, observed the 11th International 'World School Milk Day' with the participation of different schools on Wednesday, September 29.

To celebrate the 11th Annual World School Milk Day pupils in the **Republic of Ireland** who are registered for School Milk received free School Milk on that day with the compliments of their local National Dairy Council member dairy. On the NDC website pupils and parents found a number of suggestions on how to celebrate the Day:

- Ask pupils to create World School Milk Day Poster that can be displayed in the school or classroom.
- Ask pupils to create their favourite dairy recipe (eg. smoothies) and draw a picture of the final creation!
- Organise a lunch-time picnic for the whole class to enjoy their School Milk.
- Have fun in the classroom with the NDC's educational web dairy games www.thefreshmilkclub.ie/pupils
- Make Plant Containers
 - Cut off the top of the carton and wash the carton with soap and clean water (plastic bottles work just as well).
 - Poke four small holes in the bottom for drainage.
 - Fill two thirds of the carton with potting compost.
 - Plant with seeds (such as beans, tomatoes or cress) and place on a sunny windowsill.
- Make Decorative plant guards for the school garden
 - Cut off the top and bottom of the carton and wash with soap and clean water.
 - Pupils can decorate these with beads and buttons and string.
 - Place the cartons around young plants in the garden to keep away snails and other pesky bugs.
- Invite a local dairy farmer to talk to the class about life on the farm and milking cows.

Participants had a chance to win 2 tickets to see the Republic of Ireland v Russia in the European Championship Qualifier in October.

In **Pakistan**, the students of Jack & Jill Montessori and High School celebrated the World School Milk Day with enthusiasm here on Tuesday. The school administration provided an opportunity to the students of actually observing a buffalo, which was tied on the school premises. The students were excited to see a real buffalo in their school, which they had seen previously only in their textbooks or villages. The event included a multimedia presentation by a milk company, which emphasised on the benefits of drinking milk. Then the students of different classes shared with the guests and their mother's information regarding the advantages of milk. Later, Principal Tahmeena Malik said that one could not deny the importance of milk in our daily lives, and shared the slogan with the mothers that 'Breastfed Babies are Best Fed Babies'. "Milk as well as other dairy foods like cheese and yoghurt makes one of the five major food groups in a balanced diet, while every drop of milk contains more than 10 essential nutrients. A new research shows that dairy foods such as milk contribute over half of the children's dietary calcium, iodine and vitamin intakes," she said. She further said that researchers claim that children aged 2-12 years grow more than double in terms of height and weight, and lay the foundation for a body that would last a lifetime. She urged the mothers to encourage their children to drink milk at least once a day if not more. Mrs Gul-e-Rana Khan, representative of the milk company, urged the mothers themselves to take a glass of milk daily, so that their bones and teeth get stronger. Milk is not only for the young but also helps the older in reducing the risk of osteoporosis - a condition of bone deterioration at a later stage in life, she said. Free packs of milk were distributed among all children on the occasion by the milk company. The teachers had prepared scrumptious milk-based refreshments like 'lassi', custard, shakes and other sweet dishes that were later offered to the guests and mothers.

The picture shows two of many students of the NorthLight School who were selling milk at The



Centrepoint mall in Orchard Road to mark WSMD in **Singapore**. The funds raised (est \$8000-\$10000) through the selling of around 6000 milk packets donated by F&N Magnolia will be for the school's financial assistance scheme, which pays for the meals, transport fees and uniforms of needy students. The event was part of a worldwide day set aside every year to promote drinking milk as part of a child's diet. The drink provides nutrients that growing children need. Meanwhile, Greenfields Milk broke the Singapore record for getting the most number of people to drink milk at the same time

yesterday. About 5,000 primary school pupils and their teachers were involved in the event at the Institute of Technical Education College West in Choa Chu Kang. The milk brand also donated \$32,000 to The Straits Times School Pocket Money Fund at the event.

Poland marked this year's WSMD during the 5th session of the very important scientific event: 'All – Poland Conference New Trends: Gastroenterology at Your Hand', held 8-9 October 2010 in Ciechocinek (a health resort) near Toruń. The venue was devoted and dedicated for Foundation *Milk for Schools. Milk for Health* to celebrate their 10th Anniversary. It was five lectures (e.g. 'Milk – facts and myths') and presentations and two workshop related to milk subjects in health and disease. Around 500 medical Polish top specialists were attending this session. Five members of the Foundation Council, incl. professor Wojciech Cichy from Poznań Medical University who also initiated the Conference and was president of Scientific Committee, were actively participating (as moderators or chairpersons). Additionally, in special Foundation's stand, various milk products distributed in Polish schools were offered for free of charge to many visitors. During consumption they asked for information related to the school milk program.

On 29th September, WSMD was celebrated for the 2nd time in **Romania**. At the initiative of Tetra Pak and with FAO support, 450 children from the Swedish Foundation "Save the Children" were invited at Theatre. They enjoyed the Food war/ Razboiul bucatelor (1h 50 min): a funny theatre play about love, ingredients and tastes, based on a popular story from the Romanian folklore. After the play, children received milk products and Yo-Yo toys made by recycled beverage cartons. We had also TV news about it (FAO representative interviewed), broadcasted in prime time (at 7pm); you can watch the video from the link: http://dl.transfer.ro/TETRA_PAK_CU_SUNET-transfer_RO-30sep-4a20d7.avi. In Romania more than 2 million children (from kindergarten and grades I-VIII) enjoy milk on daily basis (200ml) through The School Milk Program running since 2002!!

In **South Korea**, 2010 World School Milk Day was celebrated for the first time ever organized by the Korea Dairy Committee. The WSMD event was held at Goyang Baekseok elementary school selected the best school in school milk program of 2010. More than 1500 dairy stakeholders, parents, students, principals, local province education officials and civil servants participated in the event. It was introduced to the public by 3 reporters from broadcast media and 10 from Korea press agencies, which contributed a significant role to highlight the importance of school milk to the public. The event was opened with the welcoming addresses by delegations from the government and dairy associations. A minister of agriculture awarded plaques to those who contributed significantly to promote school milk. The school milk contest winners were celebrated in the event. The signboard hanging ceremony for the best school was conducted and kid celebrities for the school milk campaign were announced. Due to the 2010 WSMD event, there were no regular classes at the school. Instead, the students enjoyed the day with a variety of dairy program provided by Korea Dairy Committee. The students had hands on experience of science magic tricks by using milk as well as making ice-cream and pizza in an outdoor classroom. Inside the classrooms, there were various events including milk carton design and poster competition. During the event, participants were attracted to the world map made by milk carton. Ahead of the WSMD event, the Korea Dairy Committee selected the 14 model schools in school milk program among all schools nationwide from July to August in 2009 and hosted contests for teachers and students in each of elementary, middle and high school.



The best school in school milk program was finalized among the model schools from each of the 14 local provinces. The selected school won a trophy, signboard and educational materials. The students were offered dairy farm tours for free of charge. The school milk contests had four different categories, 'Milk Poster Contest' for elementary school students, 'Milk Carton Art Contest' for middle school, 'Milk UCC Contest' for high school, and 'School Milk Photo Contest' for teachers. The selected winners in each category received cash prizes and grand prizes at agriculture minister's award.

South Africa celebrated School milk day on 13 October and the Department of Agriculture, Forestry and Fisheries arranged a special mini event at the Directorate of Animal Production in conjunction with Milk SA and its affiliates, the Milk Producers Organisation (MPO) and the SA Milk Processors organization.

A wall with a suitable background was prepared at our offices and official's children were invited to paint pictures with a milk theme. This was preceded by an information session on the importance of milk with teaching material and refreshments provided by the industry (Milk SA)

In **Sweden**, the Swedish Dairy Association distributed a press release with information about the World School Milk Day and facts from a survey about the milk drinking habits of youths. They also wrote about the activities in other countries to mark the Day.

The **UK** celebrated World School Milk Day 2010 this year by '*doing the Milk Shake*', a dance created especially for World School Milk Day with the help of British break-dance star Akai Osei. The Milk Shake was designed not only to celebrate school milk and the benefits it has to offer, but also to encourage children to get active and have fun. The video featured on www.worldschoolmilkday.co.uk which also contained resources and downloads. Schools, nurseries and families were invited to go to the website, see the moves, download the music and create their own Milk Shake dance. Over 3000 people visited the website, and entries were made by schools and nurseries all over the UK. By uploading their Milk Shake to the website, schools and nurseries were given the chance to win some amazing prizes including a Wii console, Wii Fit and Just Dance, or even the opportunity to transform their dance into a professional dance video! In addition to the online competition, St Joseph's school in



London took part in a special workshop at the famous Pineapple Dance Studios in London, where they met and performed the Milk Shake dance with Blue Peter presenter Andy Akinwolere. Not wanting to miss out on the fun, the Cool Milk team were also keen to get involved. The entire company had a go at doing the Milk Shake during a team event to show their support for World School Milk Day.

In the **United States**, many different groups are participating in World School Milk Day. The MilkPEP (Milk Processor Education Program) for example sent an email letter to processors to encourage them to get involved: hold a Milk Moustache Photo Contest with the local school – materials could be ordered from MilkPEP to make the contest a success; encourage your school accounts to visit milkdelivers.org for their free tools and research; celebrate World School Milk Day with your Twitter and Facebook followers and make sure to retweet or "like" all your favourite MilkPEP programs.

The Southeast United Dairy Industry Association posted some suggestions on how to celebrate WSMD on their website www.southeastdairy.org. In addition, they were having dairy farmers visit their local classrooms to talk to the children about their profession and how milk gets from the cow to the school.

The company's dairy promotion service territory covers nine states in the south-eastern part of the United States.

The National Dairy Council promoted WSMD actively on their website <http://www.nutritionexplorations.org/index.asp> giving also some ideas on how WSMD can be celebrated: teachers and school nutrition professionals can promote WSMD in the classroom and the cafeteria. Ideally, one should make it a school-wide day that involves school nutrition services, the school nurse, teachers, administrators, parents and the community.

Teachers can...

- Work with school nutrition services and hold a "School Milk Around the World" day. Have children create "School Milk Around the World" posters for the cafeteria.
- Have students taste flavored milk and graph their responses to determine children's favorites.

- Teach Sir Milkford and Lady Holly's Milk Group Little D's Nutrition Expedition® activity.
- Encourage children to drink milk at lunch and snack time.
- Have older children investigate and compare different countries' school milk and nutrition programs.
- Host a Milk Mustache photo shoot.
- Download the Dairy Dazzling Calcium Carnival (PDF) brochure and organize a school-wide event.

School nutrition professionals can...

- Use World School Milk Day to kick off new dairy programs, such as the New Look of School Milk or dairy vending.
- Work with teachers on a "*Milk Around the World Day*" Invite classrooms to decorate the cafeteria with travel posters, beach ball globes, maps, etc.
- Feature a special menu with children's popular, favorite international foods.
- Learn more about the Global Child Nutrition Foundation, the international arm of America's School Nutrition Association and its efforts to advance school feeding through problem-solving and communication with other nations' leaders.

Vung Tau's Department of Education & Training joined with Tetra Pak **Vietnam** to organize "School Milk Day 2010" at 1-6 Kindergarten in Xuyen Moc district, Ba Ria – Vung Tau Province. This is the playground for 600 kindergarten children to enjoy the fun games and explore how milk help us to be taller, stronger, faster & smarter. All the children have been amazed by the wonders from the magician show & circus show on the stage. The event is also the launch for Ba Ria – Vung Tau's School Milk Program for all 200 kindergartens in Ba Ria – Vung Tau province as part of the province's "School Milk Program 2006 – 2010" giving milk free for 44,000 children in the kindergartens & malnutrition children at healthcare centres in Ba Ria Vung Tau.



FAO operates a free e-mail discussion group on school milk issues. To join, or if your country, region, area or school is interested in celebrating World School Milk Day please contact: FAO-School-Milk@fao.org