

## The 12th WORLD SCHOOL MILK DAY September 28th 2011

*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: here are some reports ...*



On 29th September 2011 in Lower **Austria** the "School Milk Day" was organized together with the students, under participation of the AMA-Marketing GmbH which created information packages and give-aways for schools. More at: [www.rund-um-schulmilch.at](http://www.rund-um-schulmilch.at). The 2011 mascot was the "Gerda-Cow". Every year on WSMD the best deliverer and the most engaged person in the distribution of school milk in schools receives the *School-Milk-Award*. In Austria, students can visit the school milk farmers who prepare their school milk products (plain milk/flavoured milk) which are served in glasses and cups. The empty cups and glasses are returned to the farmers (No waste in school!) In Austria, school milk is delivered by 105 school milk farmers (90 %) and three dairies to over 3500 schools and kindergartens. Every year the chamber of agriculture organizes meetings, where hygiene, marketing and other themes are discussed.

On the other side of the globe, in **Australia**, *Dairy Australia* encouraged teachers and canteens to join in the celebrations by incorporating some fun lesson ideas and activities into their classroom curriculum.

... ideas for teachers:

- 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
- Create their own milk brand and design the packaging for their milk carton
- Create a poem about how the milk gets from the farm to the plate
- Research a product that is made from milk and present its health benefits to the class
- Research how other countries celebrate World School Milk Day and ask the students to present their findings to the class

... and for canteens

- Ask students to submit a milkshake recipe as part of a competition – the winner could have their recipe made on the day by the canteen staff
- Ask the students to help decorate the canteen for World School Milk Day by creating posters
- Create a special World School Milk Day smoothie and make it available in the canteen to celebrate the day
- Offer a special World School Milk Day lunch deal that includes a small carton of milk or flavoured milk
- Create a selection of menu items for the day which all contain a product made from milk



"ZIM" d.d. Zenica, the Zenica milk industry, in cooperation with 9 elementary schools from Zenica celebrated this year's World School Milk Day in **Bosnia and Herzegovina**. Children prepared a dedicated, interesting, educational and entertaining program with songs, games, dances and sketches around the theme of milk. The most successful participants were rewarded for their efforts with money prizes and books, and all participants symbolically received a glass of milk. Activities were aimed at sensitizing the local authorities and the wider community on the present problem of inadequate nutrition of school

children: "A joint effort is necessary to encourage children from an early age to acquire the habit of consuming at least one glass of milk a day".

In **Canada**, the Dairy Farmers of Manitoba proposed a number of activities to mark WSMD 2011 on their website <http://www.milk.mb.ca/schoolmilk/> as for example having students create World School Milk Day posters and post them in their school's lunchroom or hallway, have them choose a popular song or rap and recreate its lyrics to go with a milk theme and perform it or let them dress in black and white to celebrate the Holstein cow or do cow spotted face painting. Another idea was to let students create a wall mural using a picture of the world as a center-point and surround the earth with a collage of healthy foods, including milk products and pictures of people to represent the importance of nutrition globally. In **China**, the government promulgated the "National Long-term Education Reform and Development Program (2010-2020)" in July 2010. That document points at "promoting a reasonable diet and improving student nutrition, especially for those in poverty and rural areas". At present, the local governments are taking efforts to implement this important document. To commemorate the World School Milk Day 2011, the *China Education Newspaper*, in charge of the Ministry of Education, issued a World School Milk Day Special on September 28 to implement the program and expand school milk. Thanks to a major celebration and promotion of school milk, more and more students from urban and rural areas have access to milk at school. Deputy Director Liao Wenke, Ministry of Education Sports Health and Art Education Department, wrote and asked to pay attention to teenager's physical health and enhance nutrition interventions, and to promote the implementation of the national school milk program. Director Jiang Jianping, Expert Committee of National School Milk Program analyzed the effects and tendency of school milk in China while the project manager, Jiang Pingping from the *Mengniu Dairy Group*, the biggest supplier of school milk, introduced the over thousand model schools and the measures of school milk safety. Also persons from grassroot organizations, officials in charge of education, principals, teachers and students introduced the experiences and lessons learned as well as shared some photos of school milk activities.



China

The **Croatian** Dairy Union organized a celebration on the 12th World School Milk Day in cooperation with the City of Zagreb – the City Office for Education, Culture and Sport and the City Office for Agriculture and Forestry together with four Croatian dairies - Belje, Dukat, Euromilk and Vindija, who promoted WSMD by donating milk and dairy products such as fermented milk, chocolate milk and cheese. School kids from 27 schools from Zagreb and Varaždin presented



their posters and poems about dairy cows and dairy food, which showed their "appetite for milk". Also the Croatian Dairy Union promoted milk and dairy products with the magazine "Mlijeko i Ja / Milk and Me" – a popular journal about milk and its benefits for human health. Promoters of healthy dairy servings were members of the Ice Hockey Club Medveščak - Igor Lazić, Dino Gombar and Joel Prpic, and Olympic gold IT Ivica Kičić from Vth Zagreb Gymnasium, Gustav Matula and Matija Milišić from the XVth Zagreb Gymnasium. This year, the Croatian Dairy Union also

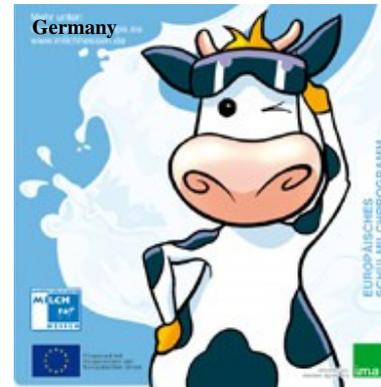
organized a humanitarian action named "Croatian dairies donate milk and dairy products to primary school".

En el marco de las conmemoraciones del DÍA MUNDIAL DE LA LECHE ESCOLAR 2011, celebrado por FAO, la **Federación Panamericana de Lechería (FEPALE)**, a través de su Programa Más Leche=Más Salud y dentro de las acciones de su *Campaña Panamericana de Consumo de lácteos SÍ A LA LECHE!*, realiza el lanzamiento oficial del nuevo Sitio Web [www.sialaleche.org](http://www.sialaleche.org). Este es un aporte más de FEPALE, que trabaja desde hace años en el fomento de un mayor y mejor consumo de productos lácteos como beneficio a la salud de nuestras poblaciones. En este espacio virtual podrán acceder a materiales científicos de profesionales destacados a nivel mundial, que nos brindan su opinión acerca de las bondades de los lácteos, así como información variada sobre lácteos y salud, eventos y noticias. Podrán además, descargar en formato pdf los materiales técnicos elaborados para esta actividad.

**Finland** celebrated the 12th World School Milk Day with the campaign *Milk keeps you "together"*, targeted to 8–13-year-olds. As part of the campaign, a new poster for school canteens and a dedicated questionnaire with a milk theme was produced. Teachers can use the questionnaire in their classes and draw campaign folders as prizes. On their website [www.maitopitaakasassa.fi](http://www.maitopitaakasassa.fi) people can have a look at the campaign and the wonderful skeleton figure M.Aito (M.ILK). A press release was also given to make the Day known in the media.

**Tetra Pak Germany** invited schoolchildren to take part in competitions for World School Milk Day on 28 September 2011. Participants in the two contests organized by *Tetra Pak* and *Initiative Milch* had time until the beginning of November to demonstrate their artistic talent and skill. "We hope this campaign will raise awareness of the significance of a balanced diet among children and teenagers in a playful way. Milk plays an important role in this as a source of vitamins and calcium," explained Dr. Heike Schiffler, Cluster Leader Communications and Environment at *Tetra Pak*. Under the slogan "Drawing time! Students design beverage cartons," primary school students were encouraged to pick up their paintbrushes, coloured pencils or markers and express their creativity to design a school milk carton. The 50 best young designers received a T-shirt with their carton art printed on it. Secondary school students could play along online. The [www.milch-macht-schule.de](http://www.milch-macht-schule.de) website features valuable information about milk, songs to download for free - and the *Tetra Pak* milk puzzle where a beverage carton has to put together as quick as possible with a mouse-click. The winner prize was a MacBook Pro with design software. Elsewhere in **Germany**, different activities were organized on the 11th World School Milk Day. For example, the largest German school milk supplier had a very good idea: he sent postcards, based on the national German school milkposter to competent people who deal with school milk

saying “Without YOU, we would not have this Day! We say THANK YOU, your School Milk Team” “In all schools world-wide there are sitting a lot of little potential craftsmen, scientist, artists and so on ... with a good breakfast and their portion of milk every day, they can use their achievement potential - but without - they are hungry, can’t follow the lessons and are only waiting for the school day to end. We know that in Germany about 30 to 40 percent of the children come to school without breakfast! We try to change this and it is a big challenge.” For more activities on Germany’s WSMD activities: <http://www.weltschulmilchtag.de/> or <http://www.weltschulmilchtag.de/aktionen-zum-tag/index.php>



In the **Republic of Ireland**, to celebrate the 12th Annual World School Milk Day (WSMD) on Wednesday, September 28th 2011, pupils registered for School Milk received free products on that day with the compliments of their local NDC member dairy. The *National Dairy Council* gave a number of suggestions on how to celebrate the Day in schools: 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](http://www.thefreshmilkclub.ie/pupils); make plant containers or decorative plant guards for the school garden out of empty milk cartons; invite a local dairy farmer to talk to the class about life on the farm and milking cows; etc. Participating students/schools had the chance to win 2 tickets to see an UEFA European Championship Qualifier game in October.

The World School Milk Day – **Poland** 2011 was celebrated in the primary school no. 5 in Otwock near Warsaw, where around 500 children attended the event in October 2011. After a short presentation given by the president of Foundation, professor Andrzej Lenart and the discussion led by the Chairman of the Foundation Council, professor Stanislaw Berger, children were very active in answering several questions, as what milk is, where is produced etc. “We were very surprised that the knowledge is so high - particularly among children from higher classes”. In addition, the partner of the School Milk Program announced the competition in furling the packages of milk to the minimum size, which was a small lesson of ecology. The best ideas received as nice gifts mugs with the ‘Perfect Milk’ logo.

The *Milk Producers’ Organization* (MPO) of **South Africa** identified a further opportunity to promote industry growth and decided to follow the example of numerous countries around the world by initiating a National School Milk Day. The MPO Free State paved the way by handing out milk at three schools in Bloemfontein in 2004 and on 21 September 2005 the first National School Milk Day was celebrated country wide. The MPO used its formal structures which are in



South Africa

place throughout the country to mobilize milk producers to participate in the event by donating milk and arranging for the processing and packaging thereof to be distributed to students at schools in the vicinity. With the help of the MPO teachers and students were also informed about the nutritional benefits of drinking milk. The Day was very successful and enjoyed extensive media coverage. National School Milk Day has evolved into an informative and fun-filled event through which about 30 000 students are reached by the MPO annually. In view of the success of the event the MPO in 2009

developed a colouring in and activity book for children from Grade 0 to 3 in five different

languages namely English, Afrikaans, Xhosa, Zulu and Sesotho. Accompanying these books colouring sheets and posters encouraging the use of dairy products as well as posters notifying children about School Milk Day were developed. More on MPO-Schoolmilk: <http://www.mpo.co.za/schoolmilk.html>.

In **Sweden** a seminar named “*Do we make our healthy children sick?*” was organized on World School Milk Day 2011. Parents are so anxious about many things, especially food and beverages (and milk...)? Children have never been healthier than today. The lecturers were psychiatrists, dietitians and debaters. During the seminar, scholarships were granted to individuals and groups who have done something particular within the area of health, food, physical activities, children and the teenagers. World School Milk Day in **Tanzania** was celebrated at national level in Arusha town, the northern part of the country. The Ministry of Livestock and Fisheries Development, the Tanzania Dairy Board (TDB), the Tanzania Milk Processors Association (TAMPA) and the Northern milk shed’s school milk feeding program committee were the main organizers of this year’s event. Also the *Land O’lakes – Tanzania Development Program* (TDDP) participated in the preparatory meetings through to the climax of the celebrations which involved 17 primary schools. The Day was marked by a parade where students carried placards with messages which call for parents and school leadership to provide milk to students highlighting also the benefits accrued from drinking a glass of milk. At the event, each participating school had the opportunity to perform traditional dances, poems, songs and drama. Each student present at the event received a free sachet of milk. This event pulled together a total of 6728 students and 170 adults including teachers, parents, government’s officials and general public. The Tanzania WSMD theme of the year was ‘*Milk is good for your health*’. Guest of honour to the ceremony was Acting Arusha Regional Commissioner Mr. Raymond Mushi who urged in his speech the Government of Tanzania, non-governmental organizations, parents and school board members to work on strategies to ensure more students are covered by the school milk feeding program all over Tanzania.



Zambia

**Tetra Pak** celebrated World School Milk Day 2011 with news about new school milk programmes in [Zambia](#), [Senegal](#), [Sudan](#), [Honduras](#) and [Argentina](#) and the expansion of Dairy Hub projects in Pakistan and Bangladesh with the increasing supply of locally produced quality milk.



UK

The National Union of Farmers in the **United Kingdom** celebrated WSMD by allowing children at the St Mildred’s School in Kent to “milk” a life-like cow. Also in the UK, MPs (Members of Parliament) showed their support for school milk by visiting local primary schools between 12<sup>th</sup> September and 7<sup>th</sup> October. At the schools they handed out school milk to thousands of children, acting as “honorary milk monitors” for a day.

The Milk Processor Education Program (MilkPEP) in the **United States** involved schools all over the country in the celebrations of WMD 2011. A number of ideas for the celebrations were spread as for example holding a Milk Moustache Photo Contest with the local schools (materials could be ordered) and new tools and resources were made available on the [milkpep.org](http://milkpep.org) website for use in schools. Students were encouraged to celebrate WSMD with their Twitter and Facebook



followers and make sure to retweet or "like" all their favorite MilkPEP programs. [Milkdelivers.org](http://Milkdelivers.org) could also be visited for free tools and research material for schools. Elsewhere in the US, in out nine-state region of the Southeastern United States, the Day was celebrated in over 125 schools. The event was organized by the *Southeast United Dairy Industry Association, Inc.* who offered free stickers, an inflatable plastic cow for the school cafeteria, and posters of local dairy farm families. Teachers loved the

opportunity to tie in the Day with instructional teaching on geography and multi-cultural studies. In many of the schools local dairy farmers spoke to students about the importance of milk's nutrition in the daily diet, and how farmers are dedicated to taking care of their cows and the land for future generations.

*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](mailto:FAO-School-Milk@fao.org)*