

The 13th WORLD SCHOOL MILK DAY September 26th 2012

The 1st World School Milk Day (WSMD) was celebrated in September, 2000 and has since become an annual event held 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 summaries based on information provided by those who organized celebrations ...



Dairy **Australia** encouraged teachers, canteens and students to raise a glass of milk to celebrate World School Milk Day. Celebrations incorporated innovative lesson ideas and classroom activities. For example, asking students to research the various essential nutrients contained in milk and explore how they help with healthy growth and development or getting students to create a poem or song about how milk gets from the farm to plate. Dairy Australia offered free education modules on *Discover Dairy* to help plan lessons and a downloadable PDF with other ideas (<http://www.dairy.edu.au/discoverdairy/Teachers.aspx>)

In **Barbados**, "Milky the Mascot" served milk products to children in a number of schools. The event focussed on promoting healthy food choices, as opposed to consuming unhealthy snacks and beverages, given the rise in chronic non-communicable diseases.



Bosnia and Herzegovina: the milk industry in Zenica held a celebration in a school, hosted by a well-known TV personality. The programme consisted of songs, games, dances and sketches on the theme of milk. A range of prizes was provided ... in addition to milk being available for everyone.



Canada

Dairy Farmers of Ontario, **Canada**, visited local schools and students were involved in many fun activities, such as milking a cow!

In **Chile**, the milk promotion organisation (Promolac) organized a folklore presentation and provided a wide range of milk and dairy products for children to sample. The focus of the Day was on choosing a variety of healthy foods and the importance of a balanced diet.



Chile



Croatia

In **Croatia**, the Croatian Dairy Union organized a celebration in cooperation with City of Zagreb and three dairies, which donated milk and dairy products. Children from 30 schools participated in the programme which included poems, games and dances on the theme of milk. The Dairy Union had a special feature in its magazine "Mlijeko i Ja" - a popular journal on milk and its benefits for health. Specials guests of the event were children dressed in traditional costumes accompanied by calves that delighted all present. Further information on: www.hmu.hr

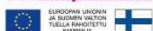
In the **Dominican Republic**, the Dairy Association invited school children to a meeting to discuss the production and consumption of milk – video: <http://www.youtube.com/watch?v=nZJ0rowEXgE>
The Day was also celebrated with the motto "si a la leche" by students, teachers and parents at a school in Azua Province. The event was sponsored by Coopesur and teachers and students were invited to visit their local milk processing plant. Representatives of Coopesur expressed their desire to promote a school breakfast programme and announced the provision of a number of school bursaries for students.



Dominican Republic



www.maitopitaakasassa.fi



Finland celebrated World School Milk Day with a campaign "Milk keeps you together" for children aged 8 – 13 years old. Letters about the campaign and the material for the WSMD were distributed to all primary schools in Finland. Schools were encouraged to have some nice milk-based desserts after lunch and were able to order posters, leaflets and stickers to remind pupils to drink milk. The campaign also had a Web-site: <http://www.maitopitaakasassa.fi> which also featured a competition. The overall exercise was partly funded by the EU.

In **Germany**, Tetra Pak sponsored prizes for winners a re-utilization of packaging competition. In addition, it launched a Facebook-based online competition. Pupils were invited to create art based on the slogan: “Ku(h)nterbunt – Kunst aus Milchkartons!” / “Co(w)lorful – milk carton art”. Forty-four impressive designs from 38 schools all over Germany were submitted. First prize was awarded for a dinosaur sculpture (photo), second prize for a ship and third prize for a replica of the Brandenburg Gate, Berlin (photo).



Germany



Germany

Dr. Heike Schiffler, Director of Communications and Environment at Tetra Pak, explained the importance of a design competition and the participation of hundreds of school children: “The consumption of milk in German schools is declining. We want to make school children aware of the fact that milk is a very healthy drink that contains numerous vital minerals and vitamins.”

In **Guatemala**, the occasion of WSMD was used to hold a meeting with government officials to plan strategies to promote the consumption of milk in schools based on the theme “La leche favorece el aprendizaje escolar”/“Milk aids learning”.



Guatemala



Indonesia

In **Indonesia** a day of games and fun events was organized in Jakarta to celebrate World School Milk Day.

In **Malaysia**, World School Milk Day was celebrated in Nay Pyi Taw, Yangon, and Mandalay on 26 September, simultaneously.



Malaysia



Myanmar

Myanmar celebrated the day for the first time in 2012: a primary level essay and poster contest was held for the eleven primary schools included in the school milk project of Yangon Region.



Norway

In **Norway**, a seminar for teachers was arranged with different topics including how important school meals and school milk are. In addition a press release was sent out. For those of you that are able to read Norwegian, see <http://www.melk.no/skole/gratis-seminar-for-pedagoger/>

On the occasion of the World School Milk Day the Federación Panamericana de Lechería - **FEPALÉ**, as part of its program activities “Programa Más Leche = Más Salud”, (More Milk = More Health) launched its new e-Journal on milk and human health. (<http://www.fepale.org/>)

The programme’s core activity is the promotion of “Campaña Panamericana de Consumo de Lácteos: SÍ A LA LECHE” – which seeks to increase milk consumption: <http://fepale.org/sialaleche/>



Sweden

In **Sweden** the Swedish Dairy Association organized a month long road tour around the country, featuring the ‘chef-of-the-year’ and visiting kindergartens in ten cities. At schools visited, the chef prepared lunch and discussed with children and teachers the importance of a nutritious mid-day meal, served with a glass of milk.

Tetra Pak celebrated World School Milk Day by highlighting the fact that more governments are using school milk programmes to foster dairy industry development. By promoting school milk programmes linked to local milk production and processing, governments support economic development as well as providing nutrition and educational benefits to school children.

News Release and photos from some of the programmes at the following link:

http://www.tetrapak.com/about_tetra_pak/press_room/news/Pages/governments_schoolmilk_programmes.aspx



Tanzania

World School Milk Day in **Tanzania** was celebrated at national level in Njombe, in the southern highlands. The Regional Government, the Tanzania Dairy Board, the Tanzania Milk Processors Association, the Comitato Europeo Formazione Agraria, the Njombe Livestock Farmers Association (NJOLIFA) and the Njombe region school milk feeding programme committee were the main organizers. Dairy development agencies such as Land O lakes, DANIDA and the Italian Ministry of Foreign Affairs provided resources in support of the celebrations. The

event involved 15 primary schools. It was estimated that the celebrations covered a total 2500 students and more than 1500 adults including teachers, parents, government's officials and the general public.

Thailand participated to the celebrations by holding a conference to promote milk drinking and school milk projects. According to the Dairy Farming Promotion Organization of Thailand, the government has allocated a 270 million baht budget for the school milk project over the past year. The organization further elaborated that more students than ever are now under the project (7.6 million students).



In the **U.K.**, children were encouraged to create a picture based on the theme of 'Why milk is great!'.

As part of the World School Milk Day celebrations, Members of Parliament visited schools up and down the UK and were asked to judge the competition and award certificates that were included in the

World School Milk Day pack. Three overall winners were chosen (shown below).



Also in the **UK**, in Northern Ireland, Olympic silver medallist Richard Chambers visited the Belfast Telegraph's offices to promote the importance of milk consumption for children aged 3-11.

"Growing up, drinking milk was a regular daily routine. It has continued to play an important role in my day-to-day health... and no doubt helped me on my road to success during the Olympic Games," he said.

Read more:

<http://www.belfasttelegraph.co.uk/news/local-national/northern-ireland/goodness-of-milk-is-promoted-by-the-cream-of-rowers-16216338.html#ixzz28ExqLCwZ>



In **Uruguay**, a day of celebrations was held in Rincón de Melilla to which students from the rural area of Montevideo and the west of the country were invited. The event was presented by the department of primary education (CEIP) and Conaprole and pupils were invited. The school milk programme in Uruguay distributes 32 million litres of milk to schools during the year.



Got Milk? They Do! In the **United States**, Northview Middle School surprised its students by celebrating World School Milk Day during lunch periods with lots of milk and moustaches. In the Southeast **U.S.**, the biggest WSMD celebration ever was held! Over 600 schools requested WSMD stickers, pencils, posters, milk moustache stickers and a decorative inflatable cow to celebrate the *Day*. Dairy farmers attended events, with several giving media interviews. In Virginia, Miss Virginia came out to celebrate with them! They generated about 120 tweets which gained over 159,000 impressions within 24 hours, with the hashtag #WSMD. Over 500 people viewed the WSMD photo gallery on Facebook.

<http://www.facebook.com/media/set/?set=a.10151261924769276.518186.106452334275&type=3>

Recap of media coverage of the day listed below:

Kentucky

<http://www.ajc.com/photo/ap/entertainment/around-world-/pjQ6Q/>

http://www.bgdailynews.com/news/local/world-school-milk-day/collection_2297cb46-08c0-11e2-9e68-001a4bcf887a.html

<http://video.lycos.com/video/view/world-school-milk-day-g5009708/>

Tennessee: <http://www.marshalltribune.com/story/1898785.html>

North Carolina:

<http://www.whky.com/news.asp?mode=detail&articleID=24037>

Mississippi:

http://www.dailyleader.com/news/article_df05c294-08d7-11e2-acf3-0019bb2963f4.html

http://www.dailyleader.com/topstories/article_72ad99fa-eb82-11e0-a187-001cc4c03286.html

Virginia: <http://www.whsv.com/home/headlines/Kids-Learn-about-the-Importance-of-Drinking-Milk-171422351.html> - http://www.dnronline.com/article/milking_it



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