

19th World School Milk Day
26 September 2018

The 1st [World School Milk Day](#) was celebrated in September 2000 and has since become an annual event held in many countries throughout the world. The proposal to hold the celebration was originally made in an e-mail discussion forum moderated by FAO ([Dairy Outlook](#)) and it has since been promoted each year by FAO.

In 2018, World School Milk Day was celebrated in many countries. Activities centred on school-based events and included the distribution of milk, seminars, essay and art competitions, media reports and promotional events. Here is a selection of events from a range of countries.

Country	Description
Argentina	<p><i>Shared information on the dairy industry and the nutritional value of milk and dairy products. A dairy company in the city of Chivilcoy invited public schools, students, and teachers to celebrate the World school Milk day with a Picnic in a park, also inviting paediatricians, nutritionists, dentists to talk to the children on the benefits of milk during childhood</i></p>
Austria	<p><i>Schools were provided with information on the World School Milk Day. Milk was distributed among children in nearly 2 500 schools.</i></p>



China

Launched a post by wechat



Croatia

Celebrated the event in a park in Zagreb. Information shared on healthy lifestyles and how milk could improve the quality of children's diet



Finland

Created two posters and distributed among primary school canteens. Shared press releases and gave lectures by the Milk Maid in schools



India

Distributed milk and shared information on the value of milk in human nutrition, milk fortification and the consumption of standardized milk among children in an event held at Gopal Bodo Government High School, Ganeshguri with the participation of children from other schools.



Russian Federation

Celebrated the World School Day with the participation of school children in Omsk.



South Africa

Organized events to create awareness on the importance of milk, under the theme "Dairy Gives You Go!" by the Department of Basic Education with the participation of milk producer organizations across all nine provinces. The picture shows an event held at Kruisfontein Primary School in Humansdorp, Eastern Cape Province.



United States

Celebrated across many schools using a wide ranging of events, including: making table decorations showing milk facts using recycled pizza card board, debates on which milk flavour is the best, survey on the best milk flavour



Source: Information derived mainly from the Dairy-Outlook e-mail discussion forum, plus internet.

WORLD SCHOOL MILK DAY – last Wednesday in September

How did it start? Following discussion on FAO's email discussion lists regarding selecting a particular day on which school milk could be celebrated internationally, consensus was reached amongst members that World School Milk Day would be celebrated on the last Wednesday in September. This date was chosen because schools were open all the countries surveyed during this month. The end of the month was selected to allow countries in the western hemisphere sufficient time to prepare for this day, as in most of these countries the school year starts in early September. Wednesday was chosen as it was a school day in all countries surveyed.

The 1st World School Milk Day was held in 2000 and it has since become an annual event. Every last Wednesday in September, over 30 countries - regardless of whether they are large or small, rich or poor - celebrate World School Milk Day, demonstrating that the interest in school milk is universal.

The goal of World School Milk Day is to provide a particular day when attention is focused on this issue and thereby promote such programmes. Importance is lent to the event by the fact that other countries are doing the same thing, on the same day, and that FAO is supporting the activity.

FAO's role is to co-ordinate celebrations by informing people through the Dairy-Outlook and School-Milk lists about the Day and collating information from list members regarding preparations for celebrating this Day and inspire others to join in. From our end here, we can only remind, encourage and promote, but the real ideas and organizing work happens at the national or local level in the various countries.

How is World Milk Day celebrated? World School Milk Day is an "open" day - people are free to celebrate how they wish. Celebrations can be at any level - from national or regional events to individual schools. Some countries have started in a small way and have organized bigger celebrations with each passing year. Big or small, all have a common goal: to draw attention to school milk and thereby promote its consumption.

In celebrating the Day, FAO's involvement can be freely mentioned; however, this does not extend to FAO endorsing a particular branded product. At the same time, a key facet of FAO's work on school milk has been the dual promotion of dairy industry development and good child nutrition. Therefore, branded products and promotions, which are a way of promoting the dairy industry, can be used during celebrations.

Celebrations of past years showed how creative people are in celebrating WSMD. In almost all countries celebrating the Day, free milk is distributed to children in schools. Other activities include sporting events, distribution of educational and promotional material and celebrity visits to schools; also drawing and art competitions are very popular. Often dairy companies act as sponsors of the Day and provide not only free milk but also promotional material such as t-shirts, caps, pens, posters, etc. for the children.

Let us know how you celebrate the 20th WORLD SCHOOL MILK DAY, 25 Sept, 2019

Send messages to: fao-dairy-outlook@fao.org and FAO-School-Milk@fao.org