

REPORT

SCHOOL MILK DAY 2010



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OBJECTIVE

Promotion of the image of milk producers with the public/consumer in general and government, in particular, and creating awareness within government of the advantages attached to the inclusion of milk in a school feeding programme.

BACKGROUND

MPO School Milk Day this year once again was a resounding success and took place throughout the country in the week 11 to 15 October 2010. In Gauteng schools were also visited on 26 October 2010 and 2 November 2010. The national department of Agriculture, Forestry and Fisheries again sponsored the printing of 30 000 colouring and activity books in five languages as well as 5 000 school milk posters. This year the goat milk producers participated in the event for the first time. A report of the MPO's School Milk Day activities in 2010 follows below.

MPO Western Cape

In the Western Cape school milk day was celebrated as part of the region's school milk programme and milk was handed out to 1 546 children at Kuyler Boerdery outside George and Paulus Joubert Primary School in Paarl.

Kuyler Boerdery, George, 12 October 2010

Mr George Kuyler of Kuyler Boerdery outside George received seven school groups with 486 pupils, took them on tours on his farm and addressed them. The children received colouring books sponsored by the Western Cape

department of agriculture and chocolate bars sponsored by Nestlé. Some of the children had the opportunity to go for a ride on a tractor and on the farm's 50 point turn table. Enquiries have already been made about next year's school milk programme.

Paulus Joubert Primary School, Paarl, 13 October 2010

At the Primary school Paulus Joubert in the Paarl a former MPO Western Cape deputy chairman, Mr Bertus Theron and Mr Martin Voigt, addressed some 1 060 pupils. Nicky Serdyn, also a MPO Western Cape management team member, brought a show cow and calves onto the stage to much delight of the pupils. Dairybelle sponsored yoghurt.

From March to September this year the MPO Western Cape also informed 5 500 school children about the origin of dairy products, how the dairy value chain functions and the importance of dairy products in a young person's diet at their School milk/Farm yard areas at the Swellendam show, Bien Donne Cheese Festival, From the Earth Expo and Agri Mega Week. Dairy products were also distributed to the children during these events.

MPO Free State and Northern Cape

On Tuesday, 12 October 2010 three schools in Jacobsdal, Northern Cape were visited. Kammaland Pre primary School, Jacobsdal Primary School and Holpan Primary School were visited.

Mr Riaan Jacobs, milk producer and Jersey farmer visited each school with his cows to explain to the children that a cow is a factory that does not only give us milk but all the nutritional value necessary for children to grow and learn. The children also had the opportunity to milk a cow by hand. Excitement reigned when

the children were each handed a bottle of milk. A representative from Dairybelle who sponsored the milk attended the day and explained the role of a milk buyer to the children. Approximately 400 children were involved in the school milk day activities in Jacobsdal.

In Bloemfontein flavoured milk was distributed to 400 children at Bloemfontein Wieg and a nursery school in Heidedal. Both schools are part of the National School Nutrition Programme and the teachers here all agree that a glass of milk per day will make a significant contribution to these children's basic nutritional needs. Mr Nellis Pretorius, milk producer from the area, sponsored the milk given to 400 children through his buyer Dairy Corporation. Marike Lochner, a final year dietetics student explained the importance of milk in a healthy diet. Mr Koos Pienaar told the children that drinking milk will make them as big and strong as him.

MPO North

Gauteng

Monday 11 October 2010

Two nursery schools in Waverley were visited. Alta van Zyl in a cow outfit informed the children about the benefits of drinking milk and 250 ml of milk sponsored by Dairy World was handed to 54 pupils. The colouring books and crayons were sent to the schools later during the week.

Tuesday 26 October 2010

Three schools were visited:

Booyens Primary School

600

Primary School Genl Beyers,	
Danville	1 080
Westerlig Primary School	575
Total	<u>2 255</u>

Nkunzi Milkyway supplied the milk and helped with the distribution thereof. Maretha Vermaak, dietician of Milk SA accompanied MPO personell to make a presentation.

Tuesday 2 November 2010

Goat milk producers under the leadership of Rina Belcher, chair of MPO North's mid-region branch, joined Alta van Zyl from MPO North on the School Milk Day project this week by visiting the Bekeyao Intermediate School in Bapsfontein and donating dairy products to children. Rina's team consisted of Norman Belcher from Belnori, who sponsored strawberry yoghurt, Alastair Catto from Goat Peter who sponsored milk and Riaan and Stephan Steyn from Regal Fruit who sponsored the milk bottles. Lorette Els, Karen Serfontein and Mandy MacGregor, also involved with milk goats, were at the event. The school principal, Mr Gideon Thobela, joined in the fun and enthusiastically participated in the project.

The children received the MPO activity and colouring-in books, sponsored by the department of Agriculture. The goat's milk producers expressed the desire to have this event added to the national calendar.

North West

A big project was once again launched in North west under the leadership of messrs Johan Strydom, Louis Lemmer, Gert Pieterse, Johan van Niekerk, Johan

Scribante and Jan Singleton. The following schools in the Lichtenburg area were visited:

Wednesday 13 October 2010

Soetvlei Melk sponsored the milk distributed at Lichtenburg Primary School and flavoured milk sponsored by Clover were handed to learners at the other schools.

Laerskool Lichtenburg	730
Burgersdorp Laerskool	760
Blydeville Laerskool	800
CVO Skool Lichtenburg	280
Lichtenburg Primary School	430
Total	<u>3 000</u>

Thursday 14 October 2010

Soetvlei Melk sponsored the milk distributed at Yusuf Dada Primary School and Melpro Lichtenburg sponsored the milk distributed at Coligny schools.

Yusuf Dada Primary School	500
Coligny Primary School	250
Coligny High School	200
Total	<u>950</u>

Laitco Dairies sponsored the milk and Wesmelk packaged the products.

Manamolela Primary School	880
Boresetse School	380
George Madoda Primary School	1 200

Total **2 460**

Friday 15 October 2010

Sponsor: Laitco Dairies

Packaging: Dagbreek Melkery

Migdol Primary School	620
Sharon Primary School,	
Schweizer Reneke	380
Rochenville Primary School/	160
Nursery School	100
Schweizer Primary School	180
Colinda Primary, Vryburg	620
Total	<u>2 060</u>

Mpumalanga

In Mpumalanga the MPO worked in conjunction with the department of agriculture, to bring the initiative to Mzamo Primary School in the farming community of Platrand. This involved getting milk producers and suppliers to sponsor milk products which were then handed out to 280 school children and staff to help promote awareness of the benefits of dairy products. Granadilla and banana flavoured drinking yoghurts which were donated by Dewfresh Dairy based in Leandra were distributed at the school. David Crookes, MPO Mpumalanga chairperson, received the yoghurts and handed them out on the day to eager pupils and teachers alike.

Milk, drinking yoghurt and cheese were distributed under the direction of mr Douglas Dickson to about 300 pupils at a farm school in the Middelburg area.

Kwa Zulu Natal

In KwaZulu-Natal milk producers distributed 350 ml milk, 2 litre maas and chocolates to each pupil at three schools in Karkloof in the Midlands area: Hawkstone, 76 learners, Triandra, 86 learners and Gartmore, 34 learners. Yoghurt and flavoured milk were also given to prize-winners in the colouring-in competition. Fairfield Dairy donated the milk products and also helped to distribute it to the children. Ms Debbie Thomson, regional representative for the MPO, did a short presentation on the nutritional value of milk and encouraged all present to drink milk. At the end of the previous school term, Ms Thomson also delivered the colouring-in and activity books to the three participating schools.

This event was supported by representatives of the KZN MEC of agriculture, the department of agriculture, the education department and local farmers.