

REPORT
SCHOOL MILK DAY 2011



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 17 to 21 October 2011. In Gauteng schools were also visited on 3 and 8 November 2011. A report of the MPO's School Milk Day activities in 2011 follows below.

MPO North

A total of 17 schools in North West were visited during school milk week from 19 to 21 October and 5 786 learners received milk during these three days. The milk was sponsored by Clover, Transem, Laitco Dairy and Wesmelk and handed out to the children by representatives of these sponsors. Prizes in the form of hampers sponsored by Transem were handed out to winners of colouring competitions in Leeudoringstad, Makwassie and Wolmaransstad. Other gift hampers were given to winners in Lichtenburg and the surrounding area. Local producers personally attended the visits and helped with the distribution of milk, gift hampers and colouring books. Mr Kobus and Mrs Hantie Marais (Leeudoringstad and Makwassie), Mr Roelf van der Merwe (Wolmaransstad), Mr Francois Viljoen (Delareyville area), Mr Johan Strydom (Lichtenburg area) and Ms Alta van Zyl (regional coordinator, MPO North), donned cow costumes and conveyed the message of the importance of milk and dairy products as part of the daily diet to the children in an entertaining way.

The MPO North arranged visits to one nursery and two primary schools in Ottosdal on Thursday, 13 October as part of its School Milk Day activities. The 330 learners rose to the challenge and made posters, projects and exhibitions with a dairy theme. Mr Nico de Bruyn, chairman of the MPO branch in Ottosdal, and Mr Calla Botha, vice chairman, and their spouses were responsible for the arrangements and worked hard to ensure the success of the events. Mr de Bruyn, dressed as a cow, entertained the children whilst telling them about the benefits of including milk and dairy products in a healthy, balanced diet. Each learner received an MPO colouring book, as well as milk and products sponsored by Transem.

MPO North visited Broederstroom and Vissershoeek primary schools in Schoemansville, North West on Thursday, 3 November 2011 and distributed milk to 533 learners. Mr Raymond Erasmus of Jasmyn sponsored the milk, as well as six litres of yoghurt for prizes. On Tuesday,

8 November it was the turn of Siembamba Nursery School and Saryna Kiddi Care in Centurion, where each learner received a bottle of milk sponsored by Douglasdale Dairy. A number of learners who correctly answered dairy-related questions also received prizes from Mina Moo.

MPO Kwa-Zulu Natal

On Tuesday, 18 October, MPO Kwa-Zulu Natal (KZN) held a School Milk Day at Goxhill Primary School in Himeville. As a build up to this event the learners of the school worked through MPO colouring- and activity books which explain where milk comes from and the benefits of including milk and dairy products in their diets. A colouring-in competition was also held and the winners of this competition were announced on this day. MPO KZN appreciates the fact that representatives from the Departments of Agriculture, Health and Education and local producers supported this event by attending. Ms Debbie Thomson, MPO KZN regional coordinator gave a presentation on the importance of drinking milk for growing children to help them grow, build strong bones and teeth, to develop muscle and stay healthy. The day ended on a positive note with each learner receiving milk products and prizes sponsored by Clover and the MPO KZN.

Learners from The Grove School in the Mooi River area were also visited as part of MPO KZN's School Milk Day activities. The event was coordinated by Mr Edsel Hohls, MPO KZN vice president and chairman of the Mooi River branch. Orange Grove Dairies donated and bottled the milk that was distributed to every learner.



MPO Western Cape

A very successful school milk programme was arranged by the MPO Western Cape in cooperation with Parmalat and the Nelson Mandela Metropolitan University (NMMU) during Mega Week 2011 which was held in Bredasdorp from 14 to 16 September. Ms Maryna Lehmann-Maritz from NMMU made age-appropriate presentations to learners in the Parmalat

school tent informing them about the dairy value chain, the health benefits of dairy products and career opportunities offered by the industry. About 1 200 learners each received a colouring book and flavoured milk sponsored by Parmalat.



MPO Western Cape's national school milk day this year took place on Wednesday, 19 October at Cloeteville, Pieter Langeveld and Rietenbosch primary schools in the Stellenbosch region. Approximately 2 133 previously disadvantaged learners were told where milk comes from by Mr Bertus Theron, milk producer from Eendekuil and former MPO board member. He also highlighted the benefits of including milk and dairy products in a healthy diet. Each learner received flavoured milk sponsored by Parmalat and the MPO colouring book, *School of Milk*. The Western Cape Department of Agriculture printed the colouring books.

MPO Free State

Learners in the Free State were also informed about the benefits of consuming dairy products and received milk. School Milk Days were arranged at Oppermans- gronde and Holpan primary schools in Jacobsdal where milk was donated by messrs. Riaan Jacobs and Albie Muller, chairman MPO Northern Cape. In Bloemfontein Haasbekkie Kleuter- skool and Little Angels Nursery School were visited and milk shakes donated by Homsek Dairies were distributed.