



School Milk Day 2012

The idea of having an annual School Milk day was initiated by the MPO Free State. Since 2004 MPO National in cooperation with MPO regional management organised a School Milk Day at schools throughout the country. The MPO appealed to milk producers to donate milk to be distributed to school children at schools located in close proximity to them. Learners at the schools involved each received a serving of milk donated by a farmer or farmers in the vicinity and processed and packaged by the farmers' milk buyers. MPO School Milk activities took place throughout the year in different MPO regions as follows:

Western Cape

The MPO Western Cape informed visitors to the SA Cheese Festival, which was held from 27 to 30 April at Sandringham between Paarl and Cape Town, about the origin of dairy products and the benefits of including these products in a balanced diet. Visitors had the opportunity to milk one of two imitation cows while drinking flavoured milk sponsored by Parmalat. The MPO's popular colouring and activity book, *School of Milk*, was distributed to all children visiting the stand.

This year MPO Western Cape's National School Milk Day took place on Monday, 19 November, at Jan Kriel School, Bet-El School and Alta du Toit School in Kuilsriver as well as Paarl School in Brackenfell. Pupils were told where milk comes from by Mr Bertus Theron, a farmer from Lemoenkloof in the Piketberg region and a former MPO board member. He also highlighted the benefits of including milk and dairy products in a healthy diet. Each pupil received flavoured milk sponsored by Parmalat and the MPO's colouring book, *School of Milk*.

Free State

The MPO Free State once again hosted the annual *Dairy Promotion* at the Bloem Show on Wednesday 2 May. Mr Neville Hobbs, MPO Free State regional management member, informed visitors to the MPO stand about the important role that dairy products play in a healthy diet while milk labelled with *Drink Milk* stickers was distributed to all. The milk was sponsored by Dairy Corporation and the bottles by Nampak.

Northern Cape

Children from Laerskool Holpan in the Jacobsdal region enjoyed School Milk Day on the farm of Mr Riaan Jacobs. Milk was distributed to the pupils and they were taken on a tour of the farm, and informed about the importance of hygiene in the milking parlour and the benefits of including dairy products in a balanced, healthy diet.

North

More than 6 000 pupils in Lichtenburg and Delareyville were involved in MPO North West School Milk Days, which took place in Lichtenburg on 9 and 10 October and Delareyville on 11 October. MPO representatives under the leadership of Messrs Johan Strydom, chairman, and Louis Lemmer, vice-chairman, visited seven schools in Lichtenburg where 5 121 pupils were informed about the nutritional benefits of milk and dairy products. Each pupil also received milk sponsored by Clover and Melpro. Mr Johan van Niekerk, chairman of the MPO branch in Delareyville, arranged for five schools with a total of 1 511 pupils to be visited on 11 October. The MPO's popular colouring-in book, *School of Milk*, was distributed to pupils, who also received a portion of milk sponsored by the Lichtenburg Dairy Organisation and packaged by Wesmelk. Ms Maretha Vermaak and Christine Leighton of Milk SA's Consumer Education Project informed pupils why they need to include dairy products in a healthy, balanced diet.

MPO North West celebrated its first School Milk Day in Koster on 24 October under the leadership of the vice branch chairman, Mr Diederick Roux. Four schools were visited and milk sponsored by Transem was distributed to 2 146 pupils, who also received MPO *School of Milk* colouring books. The MPO wishes to express a special word of thanks to Transem, who sponsored the milk in a region outside its area of trade.

A total of 2 315 pupils in Leeudoringstad, Schweizer-Reneke and Ventersdorp were involved in MPO North West School Milk Days, which took place on 16, 17 and 18 October respectively. MPO representatives under the leadership of Messrs Kobus Marais, Johan Scribante and Bertus Swanepoel, branch chairmen, visited 15 schools in the towns mentioned. Pupils were informed about the nutritional benefits of milk and dairy products. Each pupil in Leeudoringstad and Ventersdorp also received milk sponsored by Transem and the winners of colouring-in competitions received dairy product hampers from Transem. In Schweizer-Reneke Laitco sponsored the milk distributed to pupils and Dagbreek Melkery the packaging. The MPO's popular colouring-in book, *School of Milk*, was distributed to all pupils involved.

A total of 815 pupils in Hartbeespoort, Centurion and Pretoria were involved in MPO North School Milk Days, which took place on 15 and 16 November. MPO representatives under the leadership of the MPO North regional co-ordinator, Ms Benita Oelofsen, visited three schools in these areas. Pupils were informed about the nutritional benefits of milk and dairy products. Pupils in Hartbeespoort received milk sponsored by Jasmyn. In Centurion, Douglasdale sponsored the milk distributed to pupils and in Pretoria the milk was sponsored by Nkunzi Milkyway. The MPO's popular colouring-in book, *School of Milk*, was distributed to all Grade R to Grade 3 pupils attending the events.

Kwa-Zulu Natal

MPO KwaZulu-Natal (KZN) celebrated School Milk Day at Creighton Primary School and Thola Ulwazi Pre-School in Creighton on Tuesday, 30 October. As a build-up to this event, the pupils of the schools worked through the MPO's *School of Milk* educational book, which explains where milk comes from and the benefits that the drinking of milk and use of dairy products have for them. A colouring-in competition was also held and the winners of this competition were announced on the day. The programme included fun and games with milk bottles and Mrs Debbie Thomson, MPO KZN regional coordinator, encouraged the children to drink milk because of all the health benefits it has for growing children. MPO KZN is very grateful that representatives from the KZN Departments of Agriculture, Health and Education and local producers supported this event by attending. The day ended on a positive note with each pupil receiving milk products and prizes kindly sponsored by Fairfield Dairy, Farm Gate Dairy and MPO KZN.