



South African's World School Milk Day 2019

World School Milk Day is celebrated annually in South Africa under the theme “Dairy gives you go!” with the supportive message “Building better bodies with dairy”. These messages highlight the importance of dairy in a balanced lifestyle. The Consumer Education Project of Milk South Africa (CEP of Milk SA), Milk Producers Organisation (MPO) and various milk processors work together to educate, supply and celebrate the wholesomeness of dairy among school going children.

The CEP of Milk SA has developed educational tools to assist the teachers and engage learning. The educational material of the CEP is developed in line with the school curriculum as set out by SA's Department of Basic Education (DBE). Various topics relating to dairy farming, processing and nutrition of dairy products in a healthy diet are elaborated on. The CEP, working together with the National School Nutrition Programme (NSNP) of the DBE, have sponsored and distributed these educational tools to more than 10 500 learners across SA in celebration of WSMD.

The year, working together with various partners in the milk industry of South Africa, the CEP celebrated the 20th WSMD with the governmental institutions (DBE's NSNP) during the week of 18 September. The DBE identified 15 rural schools in underprivileged areas across South Africa. The learners were engaged with the educational material and the school competitions themed around milk, as developed by the CEP. The winners of the school competitions, as judge by the various schools' officials and the DBE, were awarded prizes on the day.

The celebration included fun activities throughout the day, starting with a walkathon through their local community. The day's proceeding was followed by cultural singing, dancing and various plays and activities. The CEP took the opportunity to discuss the educational material with the teachers of the various schools. In some instances, the CEP made use of an interpreter to better communicate the importance of dairy with the school learners in their mother tongue. Each child, at the various schools, also received a dairy product such as a long-life flavoured milk, plain milk or a small dairy hamper comprising of various dairy products to enjoy with their school lunch.

The CEP is a proud contributor to this annual event, and hopes to inspire others to join in the WSMD's cause.



