

SUDIA staff to promote dairy, involve producers during World School Milk Day



On the last Wednesday in September of each year over 40 countries around the world celebrate World School Milk Day (WSMD). This year, on September 30th SUDIA staff and school districts will celebrate

for the first time, promoting dairy foods and dairy farmers.

SUDIA staff are sending flyers to all school district nutrition directors to encourage involvement in the global celebration. Each state will reach out to the top five dairy-producing counties and encourage school districts to involve dairy farmers in their celebrations.

In Putnam County, Ga. a traveling agricultural exhibit will highlight the dairy industry during

the month of September. This exhibit provides an excellent opportunity to honor local dairy farmers and their families while promoting the nutritional benefits of milk to students.

“We are excited about this exhibit and the opportunity to celebrate World School Milk Day with dairy farmers,” said Linda Silverman, SUDIA’s school marketing account manager for Georgia. “This provides an excellent opportunity for students to learn more about agriculture and dairy foods.”

The first WSMD was celebrated in 2000 and has since become an annual event with a growing number of countries joining in for the celebration.

For more information on World School Milk Day or to get involved in your area, please contact Molly Szymanski at mszymanski@sedairy.org or 1-800-343-4693.

It’s kick-off time: National Football League helps promote dairy

Schools are starting back and training camp has begun. SUDIA’s partnership with schools and the National Football League (NFL) to promote dairy consumption with children is underway.

Various activities and events are planned with the Carolina Panthers, New Orleans Saints, Atlanta Falcons and Tennessee Titans.

SUDIA participated in *Fan Fest* with the Panthers for the fourth year in a row on Saturday, August 8. Staff passed out chocolate milk to runners after a 5K race. This fall staff will work with the Panthers in all 35 Charlotte Mecklenburg middle schools and Panther wide-receiver, Muhsin Muhammad, will continue to promote dairy in schools. SUDIA is also a sponsor of the Panther’s Fit Squad and Panther’s Kid Combine, where dairy foods will be sampled before football games.

In Louisiana, Saints’ wide-receiver Marques Colston will work with staff to increase milk consumption in schools. Together they’ll promote breakfast contests in the greater New Orleans area schools. Brown’s Dairy has become a sponsor of the Saints which provides an opportunity to partner with SUDIA in schools.

Staff have worked to create lesson plans for the Falcons’ *First Down for Fitness* program, which encourages students to exercise and eat healthy. SUDIA will be utilizing photographs, videos and audio recordings provided by tight-end, Ben Hartsock, to encourage milk consumption in schools. Hartsock comes from a farming background and is excited to promote the dairy industry. Staff are also working in schools with the Falcons Community Relations and Youth Foundation in the metro-Atlanta area.

In Tennessee staff continue to work with the Titans on Tuesday pep rallies. Returning spokesperson, defensive-end Kyle Vanden Bosch, will promote dairy in schools again this year. Purity has committed to being a partner in a milk consumption contest again this year.

“We’re excited about the continued success with the NFL,” said Dottie Ryan, school program director east. “We’re looking forward to a fall full of football and increased dairy sales!”

SUDIA continues to utilize the NFL partnership to focus on milk consumption contests; breakfast participation contests; New Look of School Milk and recycling with shared partners like Wendy’s, Domino’s and McDonald’s.