

Celebrate World School Milk Day  
September 29, 2010!

On the last Wednesday in September of each year over 40 countries around the world celebrate **World School Milk Day**. The first World School Milk Day (WSMD) was celebrated in 2000 and has since become an annual event with a growing number of countries joining in on the celebration. The Food and Agriculture Organization's goal is to provide a particular day when attention is focused on school milk and to have all countries celebrating on the same day. For more information about FAO visit:

<http://www.fao.org/economic/est/commodity-markets-monitoring-and-outlook/dairy/school-milk/en/>



### 1 Making Milk Fun - Cafeteria Promotions

- Students dress in black and white to celebrate the Holstein cow.
- Provide milk in child and environmentally friendly plastic bottles for the week of Sept. 27<sup>th</sup>
- Host a milk mustache contest. Take snapshots of students and display the photos in the cafeteria. Milk Mustache Recipe: Mix 2 cups milk + 2 cups vanilla ice cream + 2 to 3 Tbsp. vanilla instant pudding in blender.
- Dress up an inflatable cow in different international attire during the week of World School Milk Day. Contact SUDIA if you need an inflatable cow for your serving lines.
- Provide dairy facts during the morning announcements.
  - <http://www.nutritionexplorations.org/educators/world-school-milk-day.asp>
  - <http://www.nutritionexplorations.org/educators/lessons/littled/littled-act-milkford.asp>
  - Click on the link to get a state-specific sheet about dairy facts in your state. <http://www.southeastdairy.org/file/jdm/statefactsheets.html>
- Invite a Cow Mascot to Lunch – Find a cow costume or contact milk processor to see if they have a mascot available. Have cow mascot surprise students at lunch. Play exciting music. One school had teachers dance with the mascot near the end of lunch period – the kids laughed so hard! (Some Chick-Fil-A Restaurants will send a cow out at no charge)
- Build Your Own Shake Up – Encourage students to taste test nutrient rich low-fat or fat-free dairy and fruit smoothies.
- Invite a Farmer to Lunch - If available in your area, invite a Dairy Farmer to Lunch and have farmer answer questions and talk about life on the farm.

- What's Your Flavor Promotion – contact processor to determine all available flavors and have taste test set up where students vote for their favorite flavor

## 2 World School Milk Day Breakfast Promotions

- Sponsor “A Hero’s Breakfast” –promoting healthy breakfast choices stressing milk-invite community heroes or celebrities such as firefighters, policemen, good Samaritans, sports figures –consider heroes of varied cultures
- Breakfast Picnic--Set up an inviting breakfast picnic area that students can visit before school or between periods. Choose a convenient location and offer nutritious and tasty choices, maybe a new flavored milk or other recipes made with milk
- Taste Test Breakfast—invite students to taste test different flavored milks and other different healthy breakfast food options.
- Breakfast in the Classroom- provide nutritious, easy to eat foods to be offered to the students during class. Help your school get a good start to their day with a nutritious breakfast
- Grab-n-Go Breakfast – organize a breakfast station at a high-traffic location in school where students can get breakfast before school—or an event such as a “Last Chance Breakfast” break after first period do to make breakfast a fun, fast option for everyone!

## 3 Classroom Art Contests and Projects

- Students choose a popular song and recreate its lyrics to go with milk theme.
- Research the word milk in different languages. Create a poster advertising milk in another language
- Create a wall mural using a picture of the world as a center point. Surround the earth with a collage of healthy foods including milk and dairy foods.
- Have students design new graphics for milk bottles/cartons
- Hold a cow milking contest using rubber gloves. Fill the rubber gloves with water and poke tiny pinholes in the tips of the fingers.
- Research a product that is made from milk and present to the class the health benefits of milk products.
- Divide students into groups and research World School Milk day in other countries around the world at [http://www.fao.org/es/ESC/en/15/162/181/events\\_534.html](http://www.fao.org/es/ESC/en/15/162/181/events_534.html)
- Encourage students to find a wide range of recipes made with milk. Provide ethnic cookbooks to search for recipes with milk

- Watch Milk on the Mooove From Farm to You DVD. Contact SUDIA for a free copy of this DVD.
- Sponsor a “Dairy Door” decorating contest among the grades or classes
- Hold a contest for best posters or ‘dairy inspired’ art to decorate the cafeteria or any area around the school.
- Milk carton craft contest - allow students to unleash their creativity and make something out of their milk carton (pencil holder, bird feeder, vase, puppet, play town, puppets from different countries, or towns from other countries)

#### 4 Recipe Contest

- Early in September announce a Recipe Contest with low fat milk or dairy in it and feature the winning recipe in the cafeteria on World School Milk Day.