



## The Southeast U.S. Celebrates World School Milk Day 2014

Wednesday, October 8, 2014

School children and teachers throughout the southeast region got a better understanding of the nutritional benefits of milk and where their milk comes from during the 15<sup>th</sup> annual World School Milk Day (WSMD) on September 24. As in years past, the Southeast United Dairy Industry Association, Inc. (SUDIA) aggressively promoted the observance throughout its nine-state region (Alabama, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia).

SUDIA staff in all nine states participated in WSMD celebrations at numerous schools, 30 of which included the participation of local dairy farmers. School children at these events were able to interact one-on-one with real dairy farmers, witness live milking demonstrations, and even pet young calves. For many students and teachers, it was their first time interacting with a live cow. By establishing a deeper emotional connection with dairy farmers, school children and staff gained a greater appreciation of milk, cows and dairy production.

A key component of WSMD is classroom learning. This year, SUDIA staff distributed 1,364 WSMD activity kits to teachers across the southeast region. These kits contained various items including WSMD lessons plans, morning announcement templates, activity sheets, coloring pages, pencils, inflatable cows, games, and posters. In an effort to extend outreach efforts among Latino populations, posters translated in Spanish were made available for the first time.

Many schools across the region took the initiative and hosted their own WSMD celebrations. SUDIA has received dozens of photos and story submissions from school administrators excited to share their WSMD activities with us. Many school officials dressed up to play the part and decorated their cafeterias and classrooms to make WSMD fun and educational for their students.



Students at Heritage Elementary School in Shelby County, Ky. hold up their winning milk cartons during a WSMD contest.



Cafeteria staff at Baldenboro Primary in Baldenboro, N.C. made WSMD extra special for their students this year.



Students at Lake Forest Elementary in Sandy Springs, Ga. meet a four-week-old Holstein calf from the Truelove Family Dairy Farm in Clermont, Ga.