**World Milk Day 2016**

Woodlands Dairy celebrated World Milk Day by visiting 10 schools in the Kouga Region. This visit formed part of a week-long World Milk Day celebration campaign. For five days from 30 May to 3 June, two schools per day were visited and approximately 1500 learners from Grade R to Grade 3 were reached.

The journey that milk travels from the farm to the fridge was explained as well as the importance of consuming dairy products. The children were mostly fascinated by the fact that a cow has four stomachs and that it needs a minimum of 150 litres per day in order to stay healthy.

In order to make sure that the learners listened to the messages conveyed, a short question and answer session was held and we rewarded learners who answered correctly with t-shirts and tattoos. We donated soccer balls to each school and every learner received flavoured milk after the talk.

**Schools Reached**

|  |  |  |
| --- | --- | --- |
| **SCHOOL** | **DATE** | **TIME** |
| **HUMANSDORP** |  |  |
| Quagga Primary (Patensie) | 30-May | 09:30 |
| Patensie Primary | 30-May | 11:00 |
| Kareedouw Primer | 31-May | 09:30 |
| Paul Sawyer Primer (Kareedouw) | 31-May | 11:00 |
| Laerskool Gamtoos Vallei | 01-Jun | 09:30 |
| Stulting Primary | 01-Jun | 12:00 |
| Graslaagte Primary | 02-Jun | 09:00 |
| Kruisfontein Primary | 02-Jun | 11:00 |
| **JEFFREY'S BAY** |  |  |
| Kings College | 03-Jun | 09:30 |
| Makukhanye Primary | 03-Jun | 08:30 |

**Media**

Celebrations were published on all our social media sites. Local publications, Jbaynews, St Francis Chronicle, Our Times and Kouga Express showed an interest in covering World Milk Day and Regional Newspapers Die Burger and The Herald covered the event on 1 and 2 June.

**Positives**

We were well received at the school and the Principal, teachers and learners were appreciative of the time and effort Woodlands Dairy afforded them by visiting and imparting knowledge relating to our business and the benefits of milk and the production process of milk and its by-products.

