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World School Milk Day – Connecting Kids across the Continents

White, chocolate, or strawberry? That's the choice kids across the globe will have on September 30th as they celebrate World School Milk Day. This international event focuses on providing student with a fun way to learn about the role milk plays in healthy diets.

World School Milk Day is a relatively new program that began back in 2000. Supported and promoted by the Food and Agriculture Organization (FAO) of the United Nations, this year is poised to be the biggest and best yet as it marks the program's 10th anniversary. In the past, more than 40 countries from 7 continents have enjoyed the taste and nutrition that milk provides.

Why have a World School Milk Day? Simply stated: milk is nutritious. Milk is a universal drink that provides our bodies with 9 essential nutrients. Since our bodies cannot produce essential nutrients, which are necessary for proper bodily function, we must get them from the foods and drinks we consume. Unfortunately, research continues to show that many children are deficient in some essential nutrients; namely calcium, magnesium, and potassium. But wouldn't you know it; milk is an excellent source of all three! It is widely accepted that when students are well-nourished, they are more attentive and tend to perform better in school.

A lot of creative ideas on how to celebrate milk's big day have emerged over the years. In Australia, for example, students entered writing, drawing and photography contests where the winning entries were put on display. Croatian children in the town of Zagreb participated in milk tastings and sang songs while gathered together in the town's main square. And in Germany, students even participated in a milk mustache contest.

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