



Media Statement: *for immediate release*

**MPO MEDIA DAY
20 MAY 2020**

WORLD MILK DAY



World Milk Day is a global event, usually celebrated on 1 June. The MPO has celebrated World Milk Day for a number of years, and this year, together with 80 other countries around the world, the MPO will take part in the World Milk Day celebrations to toast to milk and milk products. This year's event is extra special because it is the 20th anniversary of World Milk Day.

Why are we celebrating World Milk Day?

World Milk Day focuses attention on milk and milk products and pays tribute to a product that is so much more than just the sum of its nutrients. It is a highlight on the MPO's calendar and celebrated by numerous events around 1 June. The MPO would like to take this opportunity to acknowledge South Africa's dairy farmers who produce a multipurpose, healthy, and nutritious product, often under difficult circumstances, and who make an important contribution to the country's food security and economy.

How is the MPO planning to celebrate World Milk Day this year?

The MPO will celebrate the important role that milk plays in feeding young and old by launching a media campaign to raise awareness of how milk and milk products help people reach their nutritional needs, reduce the risk of certain diseases, improve recovery from sports injuries, build muscle, and also help with healthy aging. This year, we are doing things a little differently because of the COVID-19 pandemic and the lockdown measures that apply. Working closely with Milk SA's Consumer Education Project, the MPO will be hosting, among other things, several virtual activities – some of which have already been launched under the *#SAlovesmilk* social media hashtag.

i. World Milk Day 2020 photo challenge

The first leg of this campaign takes the form of a photo challenge. We invite everyone to participate in the *#SAlovesmilkpicturechallenge*, by sending us a photo showing just how much you and your family enjoy milk! Join us and send your *#SAlovesmilk* photos, either by email to tdmeditor@agriconnect.co.za or by Whatsapp to 079 162 6465, for a chance to be featured on our platform during the week of

2de Vloer, Katoen SA Gebou / 2nd Floor, Cotton SA Building, Watermeyerstraat 86 / 86 Watermeyer Street, Val de Grace, Pretoria 0184;
Posbus 1284 / PO Box 1284, Pretoria 0001, RSA Tel: +27 (0) 12 843 5600 Faks / Fax: +27 (0) 12 804 4811 ;
E-pos / E-mail: barbara@mpo.co.za/info@mpo.co.za

Direkteure / Directors

C Wellbeloved (Nasionale Voorsitter/National Chairman), Z Gebeda Onder-voorsitter/Vice Chairman), H Cilliers, D Dickson, S Ferreira,
S Garland, B Green, H Nel, HJ Pretorius, Dr CJ van Dijk, B van Greunen,

#WorldMilkDay2020. Now, more than ever, we know that healthy dairy products are not only affordable, but essential for a nutritious diet. Let's prove, *#SAlovesmilk*! Dairy prizes will be raffled to lucky entries on the day.

ii. World Milk Day 2020 recipe challenge

#SAlovesmilkrecipechallenge invites everyone to send in their old-time favourite dairy recipes, to be featured on our platform during the week of *#WorldMilkDay2020*. Dairy prizes will be raffled to lucky entries on the day.

iii. World Milk Day 2020 workout challenge

There are two phases to the *#SAlovesmilkworkoutchallenge*. Part one challenges active people to show us how they enjoy, hydrate, fuel up, or repair sore muscles after working out and to send us a photograph or video. Part two consists of a workout challenge in association with a number of CrossFit facilities. The MPO, in collaboration with Milk SA's Consumer Education Project, has invited CrossFit training facilities to actively celebrate World Milk Day 2020 by launching an exercise challenge of the day among its members. The challenge is not limited to 1 June, but can take place on any day from 29 May to 1 June. The workout will be compiled by the instructors and then done by individual participants or groups through a recorded Zoom class. The results of the challenge will be sent to Barbara Bieldt (Barbara@mpo.co.za) and Jeandré Johnston (Jeandre@dairycep.co.za), and prizes will be awarded for the best scores. One of the instructors has also offered to demonstrate the workout in one of the MPO's familiar cow suits – he is certainly going to be a favourite. *#SAlovesmilkworkoutchallenge #WMDchallenge*.

iv. World Milk Day 2020 community support

Even before the nationwide lockdown, before the COVID-19 pandemic, the MPO farming communities in different regions of the country participated in *#Payfoodforward* initiatives, creating a platform to provide food to the needy in their area. Dairy farmers and processors also donated a certain percentage of their milk for the benefit of the MPO's Project One. The MPO encourages dairy farmers and processors who are part of these projects to participate in World Milk Day 2020 by making the donated products available to institutions such as orphanages, care facilities for the elderly, and other welfare institutions in their area to help fight hunger. *#dairyisgoodfor you #strongertogether #togetheragainstcorona #feedingthoseinneed #dairyfarmersgiveback #farmingcommunity #immunityforthecommunity*

v. Global Dairy Platform

The MPO is also supporting the Global Dairy Platform social media campaign.

Barbara Bieldt, manager regulatory services and stewardship