



MoosLetter

Coordinator's Comments

The magic of the holidays is upon us and Dairy Farmers of Manitoba would like to wish each and every one of you a joyful and festive holiday season!

I would like to sincerely thank you for all the hard work you've done this fall to ensure this year's School Milk Program is a success. We recognize that many of you have taken on the role of School Milk Coordinator in addition to many other responsibilities. Your efforts are to be commended as you have made a truly significant contribution to the health and wellness of your school's students. To show our appreciation, we have enclosed copies of the 2010 Milk Calendar.

In the hustle and bustle of the holiday season, I'd like to take this opportunity to remind you that this year's deadline for World School Milk Day submissions is December 18, 2009. Good luck!

Once again, best wishes for a Happy Holiday season and the Moo Year, too!

Sarah Cahill, RD
School Milk Program Coordinator

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- Coordinator's Comments
- Coming soon: Milk Spirit Week
- School Milk Program Champions: École St. Avila

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Coming soon...Milk Spirit Week 2010!

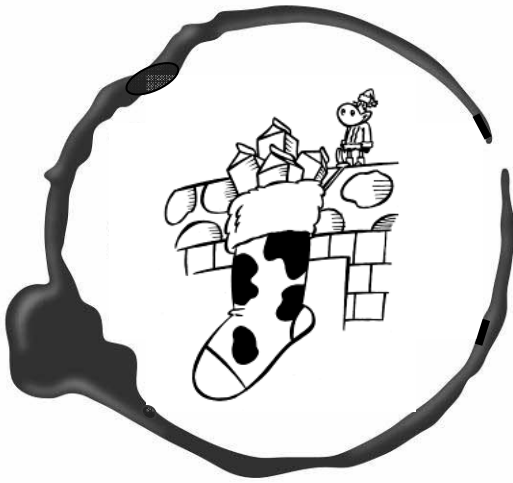
With Milk Spirit Week just around the corner, we'd like to highlight the fun and rewarding differences between the regular School Milk Program and Milk Spirit Week. Each year Milk Spirit Week gives Dairy Farmers of Manitoba an opportunity to reward schools (both elementary and Jr/Sr High) for participating in the Milk Program. All schools are given access to our complimentary resource filled with exciting activities and ideas to plan Milk Spirit Week. Moo-st importantly, there is no need to save regular School Milk Program rewards for Spirit Week, rather the first 200 schools to register with three milk related Spirit Week events will receive a kit of additional special spirit week rewards. What's new this year? The Moo-lympics and on-line registration! Continue reading to find out why Milk Spirit Week is a Moo-velous idea for your school...

School Milk Program	Milk Spirit Week
<ul style="list-style-type: none">✓ All schools on the program must register each year and are encouraged to do so in the spring or early fall.✓ Schools on the program must meet program eligibility criteria.✓ Elementary School Milk Program takes place over entire school year and Jr/Sr High School program takes place over 45 days.✓ Program kit with rewards is delivered to registered schools in the fall.✓ Only students who drink milk at school can receive program rewards.	<ul style="list-style-type: none">✓ Milk Coordinators can expect to find Milk Spirit Week information in their school mail when they return from holidays. On-line registration starts January 4, 2010.✓ Only the first 200 schools that register and satisfy the requirement of three milk related events are eligible.✓ Milk Spirit Week is a 5 day celebration held at each schools convenience sometime between February and June.✓ Spirit week kit is delivered to school 1-2 weeks prior to Milk Spirit Week.✓ All students can participate in Milk Spirit Week!

New!

Please visit our website at www.milk.mb.ca/school for:

- **2010 Activities and Ideas Booklet** - to plan Milk Spirit Week
- **Register on-line** - starting January 4th, 2010



Milk Carton Ice Luminary

Supplies:

1. 2 L milk carton, empty, rinsed
2. 500-600 mL water bottle, empty
3. 6 cups Water
4. Freezer, outside works if it's cold enough!
5. Food colouring, sparkles, various greens, berries, etc.

Directions:

Cut off top of milk carton leaving a completely square empty pillar. Cut off top of water bottle, so top of bottle is approximately the same diameter as bottom of bottle – fill with sand, rocks, or anything heavy. If desired, mix food colouring into 6 cups of cold water. Fill empty carton half way with water then insert weighted water bottle into centre (tip: to keep the bottle from moving around, attach 2 pieces of masking tape diagonally from each of the top corners of the carton to make an “X”. Finish filling the carton with remaining water being sure to leave ½” of the top of the water bottle exposed. Ensure water bottle remains in the centre of the carton. Freeze for at least 8 hours. If adding greens and berries, place in water after an hour or 2 of freezing.

When frozen solid remove the water bottle centre by emptying the “weights” from water bottle and filling with warm water. Remove water bottle from carton. To remove ice from the carton, allow the ice to sit at room temperature until it can be removed or turn carton upside down and run under warm water in the sink. Ice should slide out of the carton easily.

Luminaries can be used to decorate sidewalk paths or front door steps and can even be used as table centre pieces (place a cookie sheet or cake pan under luminary to collect melting ice and decorate the pan with evergreen branches and pine cones). Place a tea candle inside the luminary and let it glow all night, until the candle burns out!



School Milk Program Champions! École St. Avila

This fall, as Milk Program Coordinator, I had the pleasure of visiting École St. Avila Elementary and seeing what truly makes their school Milk Program Champions! Over the past three years, École St. Avila's milk program has been successfully run by parent volunteer Sheila Mitchell-Dueck. What makes this school's story so great is the manner in which the program appears to effortlessly run itself. As milk coordinator, Sheila is responsible for collecting payment, arranging delivery, and organizing distribution of the milk, which happens twice a year. The rest of the year the program is run by a reliable milk delivery person and well organized student body, thanks to Sheila and the school's teachers.

École St. Avila uses a pre-payment system. Parents are notified about the School Milk Program at the beginning of the school year in September and then again after the holidays in January. Parents can pay (half a year at a time) in one payment or in 4 installments. Although Sheila prefers to have all her registrations returned during the months of September or January to make her accounting process simpler, she gladly accepts latecomers to the program. Parents get busy, things happen, and preferences change. Being open to flexibility within the program has been key to École St. Avila's success and Sheila would recommend any coordinators using a pre-payment system to try to remain as flexible as possible.

A new practice the school has recently adopted is notifying parents when students aren't drinking their milk, which is one of the challenges of a pre-pay program. Adult lunch monitors in the classrooms are very good about encouraging the students to drink their milk, says Sheila, but sometimes that's not enough. Lunch monitors have started notifying parents whose children are not drinking their milk by sending home a note. These notes are not disciplinary, rather they are to keep parents informed. It is then up to parents to discuss the note with their child. Reasons for not drinking milk often include a preference for chocolate over white milk or even a preference for variety of white and chocolate milk from day to day – both options are available at the school. Milk notices give the school, parents, and students an opportunity for communication, which many parents have appreciated.

In addition to a successful School Milk Program, last year École St. Avila, for the first time, ran a fabulous Milk Spirit Week. Students loved participating in a variety of Spirit Week activities! Sheila's tip for success was to involve as many parent volunteers as possible. Parents enjoyed being able to contribute to the school with minimal time commitment and students were delighted that their parents were involved in their special week. École St. Avila plans to participate again in Milk Spirit Week 2010.

A big thank-moo to Sheila Mitchell-Dueck and École St. Avila for sharing their School Milk Program and a big congratulations on your moo-velous success!

Would you like to share your school's success story? Please contact Sarah at schoolmilk@milk.mb.ca or 488-6455.