



Promoting milk consumption by school going pupils: Enhancing milk consumption amongst children through Milk zones (kiosks) in schools

Case study presentation by Single Project Implementation of Unit IFAD Funded Projects (SPIU-IFAD) Through Rwanda Dairy Development Project (RDDP).

Introduction

Background:

A milk zone is a place where safe and quality milk is dispensed for human consumption. Milk sold at the zone is a processed product ready for consumption right away. Milk zones for public Institutions are perceived as sustainable alternative solutions that create local market for milk producers while promoting milk consumption among school-going pupils. The idea of milk zones makes milk more accessible to potential local consumers in different places across the project intervention Districts especially where there are considerable densities of people like in **Schools**, Hospitals, Prisons, etc. This practice responds to RDDP's design call to test and improve the already existing packaged milk distribution approach to school-going pupils. It also complements the new school feeding policy that requires to improve the quality of food stuffs provided to pupils by increasing the protein content. Thus, this addresses the dairy farmers' issue of surplus milk that used to be wasted due to lack of ready and reliable milk market base.

Objective:

The main objective of the program is to promote milk consumption among the school-going pupils to enhance a sustainable local market through milk zones.

Implementation Arrangement

Who runs the milk zone/kiosk?

Any Public Institution (**School/Case Study**, Hospital/Health center, Prison, ...) operates a milk zone as long as there are enough mobilized clients to consume or buy milk for direct consumption.

What are the requirements to operate a milk zone?

- A convenient premise suitable for milk dispensing and accommodating equipment and utensils used for milk dispensing;
- A well aerated room with enough light;
- The school must have electricity and clean water connection;
- There must be a room for pupils to sit while consuming milk;
- The milk dispensers at the zone must put on a clean white apron/overall and a white head cap/hat.

Implementation Arrangement (cn't)

What products are sold in the milk zone?

Any of the following dairy products could be sold at the milk zone/kiosk:

Pasteurized whole milk stored in a milk cooler, Ice cream, Milk shakes, Yoghurt, Flavored milk, Fermented milk;...

How is the milk supply chain done?

- The school is linked to a nearby dairy processing unit that supplies pasteurized milk and other dairy products;
- Parents/teachers' meetings agree on the amount of school dues dedicated to milk depending on the milk price and frequency of supply or given to their children as pocket money;
- Milk is supplied to schools on convened days generally two days a week;



School pupils at Groupe Scolaire Ntarama taking milk from the milk zone.

08/06/2021



School Pupils at Groupe Scolaire Saint Aloys-Rwamagana taking milk in the milk Zone/Kiosk.

Advantages of milk zones and the way forward

Advantages:

- The milk supplied to schools is of quality and cheap compared to the packaged milk that used to be distributed through the One Cup of Milk per Child program;
- The supply chain is short; from local farmer, local processor to local consumer;
- The local market of locally produced milk has increased;
- The school drop out is reduced (mainly in primary schools);
- Increased protein intake (especially boarding school students who spent almost all their time away from their families);
- The milk consumption culture is cultivated for generations and malnutrition cycle is eradicated.

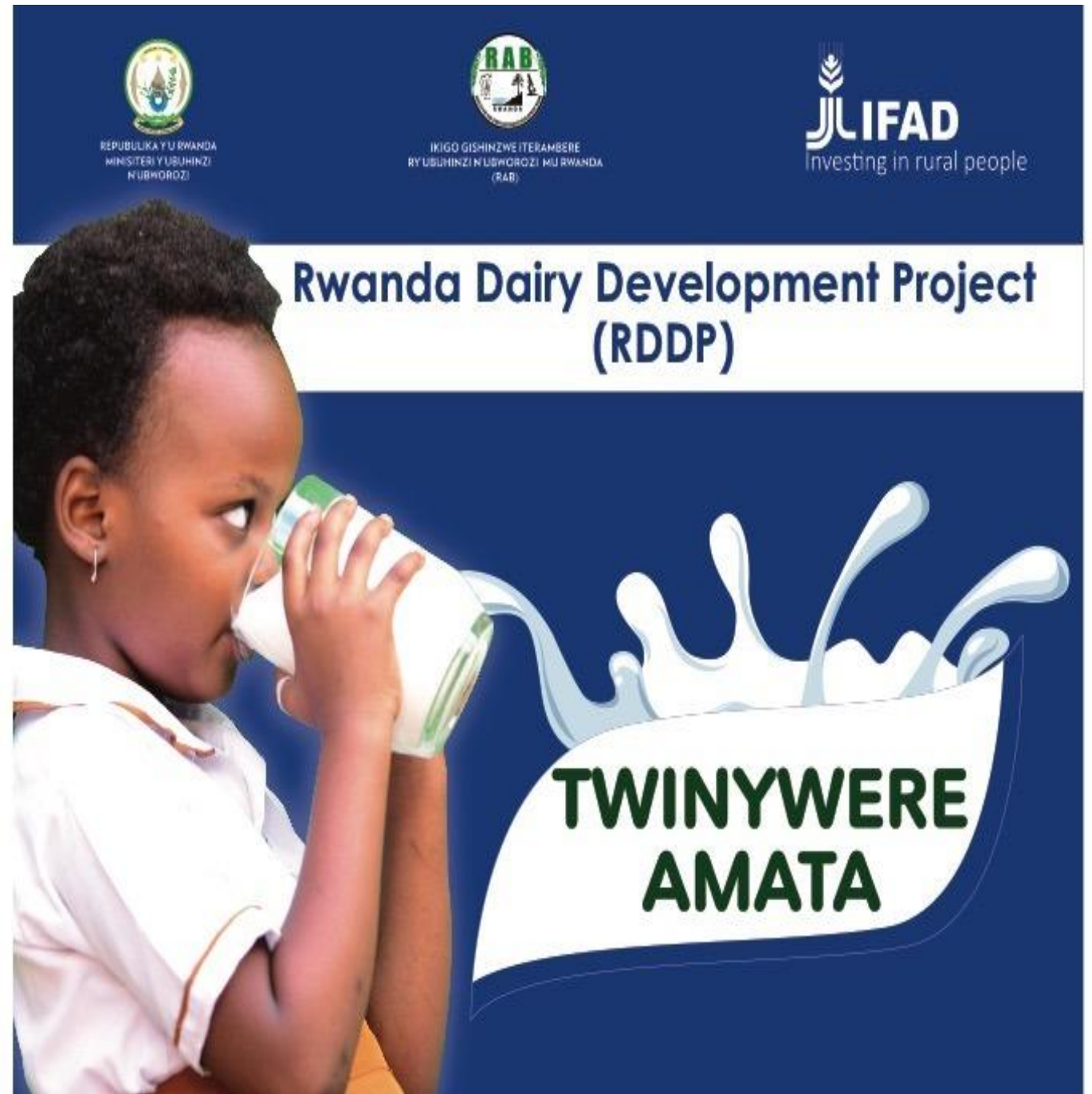
The results:

In 20 pilot Schools, approximately **32,000** liters of milk are consumed monthly by around **8,000** pupils (each pupil consumes 500 ml twice a week). The program has demonstrated a remarkable improvement in pupils' school attendance/retention, nutrition and strengthening the local dairy value chain. The milk consumption increased from **64** to **72** per capita in 2015 and 2021 respectively (Data: MINAGRI FY 2020/21).

The plan:

We wish to scale-up the program by establishing new milk zones in schools from **20** to **38** with the project support. We plan to sell the approach to other Institutions to adopt and use it given its advantages. Milk Collection Centers (MCCs) are being upgraded and equipped with milk pasteurizers to ensure reliable quality milk supply and schools will be equipped with milk coolers to receive the milk. The negotiations with schools to include milk fee in general schools dues is ongoing. This will grant an increasing and sustainable market of dairy products and consequently eradication of malnutrition.

**THANK
YOU!**



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**TWINYWERE
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The advertisement features a young girl in a white school uniform drinking from a green and white milk can. A large splash of milk is depicted to the right of the girl, with the text 'TWINYWERE AMATA' written in green on a white banner within the splash. The background is dark blue with logos for the Rwandan government, RAB, and LIFAD at the top.