



## 18<sup>th</sup> World Milk Day 1 June 2018

The 1st World Milk Day was celebrated in June 2001 and has since become an annual event in many countries throughout the world. The Day provides an opportunity to focus attention on milk and to publicise activities connected with milk and the milk industry. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and shows that milk is a global food. For more information, see: [World Milk Day](#)

In 2018, World Milk Day was celebrated by over 40 countries. Activities included: milking demonstrations and farm visits; games, competitions and concerts; distribution of milk products; and conferences, seminars and information sharing. They all aimed at sharing information on the value of milk and illustrating the important role the dairy sector plays in communities, national economies and cultural aspects of societies. The events provided yet another opportunity for everyone involved in the sector to participate, including children, dairy farmers, manufacturers, traders, consumers, scientists and government officials.

Here is a selection of activities from a range of countries which submitted reports.

Country	Description
Argentina	<p><i>Celebrating the WMD for the third time, the International Centre for Dairy Products organized a scientific conference on the role of milk in oral health and other medical benefits of milk with the participation of the scientists, the dairy industry and students of the National University of San Martin (UNAM).</i></p> 
China	<p><i>With the objective for supporting the realization of nutrition among children, a private sector company launched special activities including the distribution of milk supplies and learning materials among children in Inner Mongolia.</i></p> 

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China (Hong Kong – SAR)

*The Hong Kong Women Development Association together with the private sector celebrated WMD for the third year by organizing a Family Fun Day at the Hong Kong Science and Technology Park. Events included: “Drink and Move”, learning on “Grass to Glass” and the appointment of “Drink and Move Ambassadors”*



Finland

*Combined the WMD activities also to celebrate the 60 years of the Dairy Nutrition Council in Finland by organizing a seminar and launched a program to promote milk in summer camps and in schools.*

India

*Following continuing efforts to eradicate malnutrition, the National Dairy development Board of India celebrated WMD by organizing awareness campaign on the benefits of milk consumption for the children in Medchal District of Telangana State. In West Assam, the milk producer cooperative union also organized an awareness programme on the benefits of milk across the city.*



Italy

*A farmer association in Cremona, in partnership with other stakeholders, organized a conference on 'milk, health and society', followed by signing the Rotterdam Declaration, which recognizes the role of milk in the UN 2030 Sustainable Development Agenda.*



Israel

*Israel celebrated WMD by celebrating its achievements in dairy technology. Events ranged from a visit by the President of Israel to a dairy farm, cheese workshop, conference on breeding to TV and radio programmes.*



France

*WMP celebrations in France involved many – families, students and children, milk producers, employees, professionals and journalists. Events involved: press conferences, farm visits and milk distribution*



Mexico

*Organized a range of sport events in Mexico City, including cycling, roller skating and walking, and sharing information on nutrition*



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*New Zealand*

*Celebrated WMD by inviting everyone to “Raise a Glass” and share the pictures through social media to create awareness of milk*



**Brockville Primary**

*Malawi*

*Celebrated the WMD by organizing an information day and dancing performance with nearly 50 dance troupes from milk collection centres and 43km of red dancing cloth printed for the day*



*Peru*

*Continuing 15 years of celebrations of the WMD, Peru organized many events, including: distributing milk in Lima; a “Good Nutrition Mobile Centre” to educate the role of milk in a balanced diet; “5K Race” to promote physical activity; and an international symposium of advances in nutrition involving some 800 professionals.*



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*Russian Federation*

*In the Russian Federation, WMD was time for children in Omsk to paint “trolley busses” and take some photos.*



*West Africa*

*Stakeholders in the milk sector including farmer organizations, consumers, researchers and activists in West Africa (Burkina Faso, Mali, Mauritania, Niger, Senegal and Chad) celebrated WMD by launching a campaign to promote local milk.*



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Source: Information derived mainly from the Dairy-Outlook e-mail discussion forum, plus internet.

*The [FAO Dairy Outlook List](#) is an information exchange network on developments in the world's dairy industry. To subscribe send an email with "Subscribe" in the subject line to [fao-dairy-outlook@fao.org](mailto:fao-dairy-outlook@fao.org)*

### **World Milk Day**

Since the first **World Milk Day** was held in 2001, many countries across the world have participated in the celebrations and the number is growing each year.

**Why hold a World Milk Day?** The Day provides an opportunity to focus attention on milk and to publicise activities connected with milk and the milk industry. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and shows that milk is a global food.

**Where did it begin?** FAO (the Food and Agriculture Organisation of the United Nations) was asked to propose a specific day on which all aspects of milk could be celebrated.

**Why 1st June?** This date was chosen because a number of countries were already celebrating a national milk day on or around this time. Late May was originally proposed, but some countries, for example China, felt they already had too many celebrations in that month. While most countries hold their celebrations on 1st June, some choose to hold them a week or so before or after this date.

**Let us know how you intend to celebrate the 19th WORLD MILK DAY, June 1, 2019**

Send messages to: [fao-dairy-outlook@fao.org](mailto:fao-dairy-outlook@fao.org)