

# Enjoy Dairy Rally and WORLD MILK DAY

May 29 - June 1, 2019



World Milk Day was established by the Food and Agriculture Organization of the United Nations in 2001 to recognize the importance of milk as a global food.

## Key metrics<sup>1</sup>:

**664 million impressions<sup>2</sup>** for global campaign (including #EnjoyDairy plus 17 translations and local hashtags)

**258 million impressions** for global campaign prior to June 1

**50,000+ posts** using #WorldMilkDay

**145 million impressions** for #EnjoyDairy

**60% positive, 36% neutral, 4% negative sentiment** for top 3 hashtags

**525 media articles** with **341 million readership** (75% positive sentiment)

**426 events** in **68 countries**

<sup>1</sup> May 1 to June 2.

<sup>2</sup> Impressions = number of people who potentially could have seen social media post + number of times post appeared in timeline.

**107 Countries  
Featured  
World Milk  
Day Activity**

To help create a positive stream of conversation in advance of the celebration, this year Global Dairy Platform coordinated the Enjoy Dairy Rally from May 29-31, culminating in World Milk Day on June 1. Through social and traditional media as well as hundreds of events, the benefits of milk and dairy products were actively promoted, including how dairy supports the livelihoods of one billion people around the world.

Overall, impressions were down from 1.1 billion last year, which was expected due to World Milk Day being on a Saturday this year. However, by introducing the Enjoy Dairy Rally and extending the length of activity, that shortfall was reduced. What's more, the Enjoy Dairy Rally made the effort look and feel more like a campaign, which may be something to consider for the future.

Importantly, positive sentiment was up significantly from last year (**60% vs. 43% in 2018**), and negative posts decreased to **4% from 6% in 2018**. The global dairy sector did a terrific job at keeping the conversation upbeat.



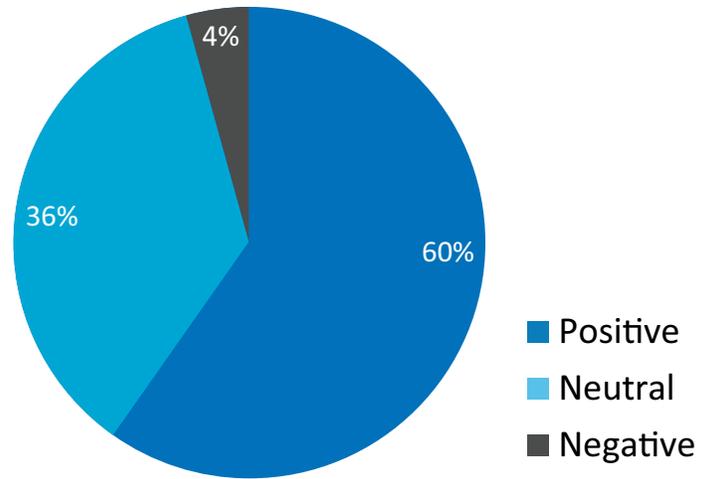
# SOCIAL MEDIA CAMPAIGN

The **top 10 countries** for social activity were:

- |                        |                         |
|------------------------|-------------------------|
| <b>1</b> United States | <b>2</b> India          |
| <b>3</b> Nigeria       | <b>4</b> United Kingdom |
| <b>5</b> Canada        | <b>6</b> Mexico         |
| <b>7</b> Belgium       | <b>8</b> France         |
| <b>9</b> Ireland       | <b>10</b> South Africa  |

## SENTIMENT OVERWHELMINGLY POSITIVE

For the top 3 hashtags - **#WorldMilkDay**, **#EnjoyDairy** and **#9jaMilkFest**, positive sentiment was up significantly from last year (**60% vs. 43%** in 2018), and negative posts decreased to **4% from 6%** in 2018.



# SOCIAL MEDIA HIGHLIGHTS

There were more than **50,000 posts** using **#WorldMilkDay** from May 1 – June 2. Here are just a few of the highlights.

## Facebook



# SOCIAL MEDIA HIGHLIGHTS



Twitter

**ミルクマイスター #milkmaster**

★プレゼントキャンペーン★  
もうすぐ【世界牛乳の日6/1】記念！  
【牛乳パック型卓上カレンダー】を抽選で5名様にプレゼント！

★参加方法 フォロー&リツイート  
★応募締め切り 6/1 (土) いっぱい

★ぜひご応募お待ちしております！

★プレゼント企画 #世界牛乳の日 #worldmilkday #牛乳 #ミルク

**Asaram Sapaji Ashram**

देखी गाय का दूध स्मरणशक्तिवर्धक, स्मृतिवर्धक, विटामिन्स और रोगप्रतिकारक शक्ति से भरपूर है। देखी गाय के दूध में सुवर्ण क्षार पाये गये है, देखी गाय का दूध पृथ्वी पर का अमृत है।

देखी गाय का दूध, दही, घी, गोबर व गौमूत्र मानव-जाति के लिए वरदानरूप हैं। - पूज्य बापूजी

#WorldMilkDay

**AAC Canada**

C'est aujourd'hui la #JournéeMondialeDuLait! #SVQ les vaches #AgCan produisent chacune en moyenne 8 500 litres de lait par année? Célébrez aujourd'hui avec un bon verre de

ow.ly/Ur950utMhi

**Dairy News**

Pay close attention!

#WorldMilkDay is coming.

**THE WILDLIFE FOUNDATION**

This #WorldMilkDay, The Wildlife Foundation celebrates our pastoral communities who generously share their pastures with wildlife thus contributing to our biodiversity conservation goals! @GlobalDairyP @WorldMilkDay

**DFA**

Every summer, more than 18 million kids across the country are left without the nutrition of milk. This #WorldMilkDay, DFA wants to make sure everyone can celebrate by giving back. Every time you post the hashtag #GiveMilkMoney, we will donate a gallon of milk to those in need.

**Arla Dano Milk**

It's always a thrill to raise a glass every year! #OnTheFarmWithDano #9jaMilkFest #EnjoyDairy #WorldMilkDay

**Vasundhara Raje**

स्वस्थ शरीर के लिए दूध की उपयोगिता को समझता हुए राजस्थान सरकार ने #Rajasthan के सभी सरकारी विद्यालयों के करीब 63 लाख बच्चों के लिए प्रतिदिन दूध पोषाहार की व्यवस्था की थी। मुझे हर्ष है कि हमारे साक्षा प्रयासों से स्वस्थ भारत का हमारा सपना साकार हो रहा है।

#WorldMilkDay #PeopleFirst

राजस्थान के हरियाण में दूध की वर

भारत सरकार ने राजस्थान के 63 लाख विद्यार्थियों को प्रतिदिन दूध पोषाहार कवाचा उपलब्ध।

**World Food Programme**

Today is #WorldMilkDay!

Milk can be a much-needed source of vitamins, minerals and protein for vulnerable populations. Milk can have an important positive impact on nutrition, especially for children above 2 years old. #ZeroHunger

**Mamata Banerjee**

Today is #WorldMilkDay. Milk is essential for growth and strength of children. In #Bangla, the annual milk production has increased by 20% from 44.72 Lakh MT in 2010-11 to 53.83 Lakh MT in 2017-18. My best wishes to all

**Sec. Sonny Perdue**

Let's raise a glass today to celebrate the tremendous work ethic, ingenuity, and determination of America's dairy farmers. #EnjoyDairy #WorldMilkDay #NationalDairyMonth

Instagram

**1 มิถุนายน วันดื่มนมโลก**

**Milk**

**Milk**

**Milk**

**Milk**

# TRADITIONAL MEDIA COVERAGE

The campaign received **525 mentions** in media outlets that were shared **7,675 times** on social media, reaching an aggregate readership of **341 million people** with positive sentiment at **73%**.

The **top 10 countries** for traditional media were:

- 1 India
- 2 United States
- 3 Italy
- 4 Australia
- 5 Thailand
- 6 Indonesia
- 7 Vietnam
- 8 Nigeria
- 9 Canada
- 10 United Kingdom

## Top media outlets:

Khao Sod  
THAILAND



Sanook.com  
THAILAND



The Indian  
Express  
INDIA



NDTV  
INDIA



Brussels  
times.com  
BELGIUM



# HUNDREDS OF EVENTS CELEBRATED DAIRY



World Milk Day was again a very popular day for events around the world. In fact, there were **426 events in 68 countries**, compared to 586 events in 72 countries last year. Activities included community breakfasts, milk rallies, tastings, giveaways, dairy farm open houses, school visits, photo and drawing contests, seminars, sports events, dance parties, livestock expos and more. The events were organized by dairy farms and cooperatives, ministries of agriculture or health, national dairy associations, dairy companies, schools, medical groups, NGOs and others.

## Here is a taste of the great events that took place around the world



### AUSTRALIA

Dairy Australia held a social media campaign dubbed 'What do you cheers to?', giving Australians the chance to win a years' supply of milk for their household by sharing their best milk moment on social media. The campaign engaged Australian food influencers.



### CHINA

The Dairy Association of Beijing held a week-long Milk Cultural Festival. Yili, a dairy company, celebrated with milk donations to children. Chinese Actor and Mandopop artist Zhong Hanliang launched a new yoghurt in Shenzhen.



### CANADA

World Milk Day was featured at the Montreal Impact soccer team during their Major League Soccer match against Orlando City SC, in partnership with Nutrilait. This included providing a free commemorative glass with every milk carton purchase.



### CHILE

A number of seminars were held at the Chilean National Congress of Nutritionists, in tandem with an awareness-raising social media campaign.



## Chinese Social Media



### Weibo 4721 Shares

Sina Weibo is a Chinese microblogging website.



### WeChat 46540 Shares

WeChat is a Chinese multi-purpose messaging, social media and mobile payment app.



## COSTA RICA

The National Chamber of Dairy Producers and the Municipality of San Jose organized a 'Long Live Milk' festival, including tastings, dance performances, and Zumba classes.



## COLOMBIA

Dairy company Sanfernando distributed free dairy products in several neighborhoods throughout Cali.



## ETHIOPIA

The Ministry of Agriculture hosted a dairy celebration featuring educational workshops, conference panels, motivational speeches, and cultural entertainment in Addis Ababa.



## EUROPE

The European Union funded and launched a 3-year campaign called 'Everything Starts with Milk,' featuring Irish rugby star Rob Kearney. A marketing campaign, including TV advertising, will air later this year.



## FRANCE

Several dairy processors hosted open days, while farms hosted tours throughout the week prior to World Milk Day. The International Dairy Federation also organized an expert forum to discuss how to promote the benefits of dairy to the public.



## GUATEMALA

The Ministry of the Economy, the Chamber of Industry, and the Union of Dairy Producers hosted a celebration in Guatemala City showcasing local yogurts and cheeses.



## HAITI

NGO Elevages Sans Frontieres hosted events featuring singing and dancing with local dairy farmers in the Belladere, Savane Grande and Poete regions.



## INDIA

The Dakshina Kannada Co-operative Milk Producers Union distributed milk to 300 schoolchildren in Mangaluru. Concurrent events were held in Kerala, Punjab, Tamil Nadu, Odisha, Gujarat, Uttar Pradesh, Bihar, Jammu and Kashmir, and other locations in Karnataka. Amul Coop held celebrations across Gujarat.



## IRELAND

The National Dairy Council in Ireland, in partnership with Rugby Star Rob Kearney, offered aspiring young rugby stars the chance to win a training session with Kearney for their school or club team.



## JAPAN

J-Milk, the Japanese Dairy Association, held several events across the country, including a 'milk congress' in Tokyo that brought together dairy experts to present the latest findings on the health, socio-cultural and nutritional value of milk.



## KENYA

The Wildlife Foundation hosted a forum entitled 'My Cow! My Life! Narratives of Pastoral Women' where Maasai pastoral women shared their experiences as dairy producers.



## MEXICO

The State Congress of Jalisco and the State Ministry for Agriculture and Rural Development hosted an event called 'Brindis conmemorativo: Sí a la leche' to promote milk consumption.



## MYANMAR

The Myanmar Livestock Federation hosted a series of training sessions and workshops focused on dairy production and processing.



## NEW ZEALAND

On World Milk Day, the Skycity Hamilton Waikato Women's team used milk cartons instead of a rugby ball at their trainings.



## NIGERIA

Arla Dano hosted #9jaMilkFest, which involved a week of visiting impoverished communities to provide a dairy-based breakfast along with education on the importance of dairy. This was followed by "Dano on the Farm," a party with several celebrity guests.

Friesland Campina WAMCO brands Peak Milk and Three Crowns Milk, in partnership with the Nutrition Society of Nigeria, provided dairy-based breakfasts to 10 million Nigerians in Lagos, Edo, Enugu, Anambra, Abuja, Oyo, and Ogun states in the week leading up to World Milk Day. This was paired with a social media campaign raising awareness of the health benefits of milk.



## PAKISTAN

The Dairy Science Club of the Aradian Veterinary Scholar Forum hosted a celebration with more than 350 students in Rawalpindi. The governor of the Province of Sindh celebrated by welcoming children to his house and committing to overcoming stunting in the country.



## THE PHILIPPINES

The National Dairy Authority of the Philippines organized a series of events across the country featuring Zumba classes, dairy-based meals, and cheese-making demonstrations.



## PORTUGAL

The Portuguese Association of Milk Producers celebrated with the launch of a three-year project called 'Milk is Life' that focuses on educating students and their teachers.



## RUSSIA

A trolley painting competition was held in Omsk by the Luzhajkino Company, paired with a dairy giveaway.





## SRI LANKA

Watawala Dairy held a rally featuring dairy-based art, dancing and essay competitions.



## TANZANIA

The Agricultural Council of Tanzania and the Tanzania Dairy Board held its second annual Milk Week, which featured a livestock expo and was attended by Luhaga Joelson Mpina, the Minister for Livestock and Fisheries.



## THAILAND

The Ministry of Agriculture and Cooperatives officiated an event as part of the Livestock Expo 2019. The Thai Health Promotion Foundation launched an awareness campaign encouraging Thais to drink milk daily. The Prime Minister drank a glass of milk with schoolchildren during a cabinet meeting to promote milk consumption.



## USA

Dairy Farmers of America launched their #GiveMilkMoney campaign pledging to donate a gallon of milk to food banks for every social media post that uses that hashtag throughout the month of June.



## VIETNAM

Vinamilk, the Vietnam Dairy Association, and the Vietnam Advertisement and Fair Exhibition JSC jointly hosted a festival in the context of the Vietnam International Milk and Dairy Products Exhibition in Ho Chi Minh City. The representative of the UN Food and Agricultural Organization for Vietnam made a statement extolling the virtues of dairy.



## WEST AFRICA

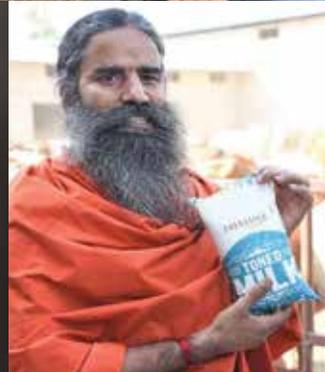
The “Mon lait est local” campaign featured events in Burkina Faso, Mali, Niger, Mauritania, Chad, and Senegal, with participation from ministers, local dairy producers and the executive director of Oxfam. A novelty song was written and recorded to celebrate the occasion.



## ZAMBIA

The Dairy Association of Zambia, in partnership with the Scaling Up Nutrition Alliance, organized a full day of activities, including a fun run, aerobics classes, milk tastings and giveaways.







GLOBAL DAIRY PLATFORM

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 #WorldMilkDay #EnjoyDairy | www.WorldMilkDay.org