World Milk Day was an incredible success taking place over 42 hours around the world with 588 events in 80 countries reaching 402 million impressions on #WorldMilkDay and a total of 625 million impressions for the month of May on social media. The Day started on June 1, 2017, with dairy farmers raising their glass of milk at sunrise in New Zealand and ended with the sunset in Hawaiï. Milk and all dairy products were celebrated by farmers, staff, families, chefs, nutritionists, doctors, academics, and politicians raising their glasses to the benefits of milk in their lives.

Besides individuals raising a glass, World Milk Day events included open houses at dairy farms, milk donations to schools, contributions to food banks, photo contests, sports competitions, fairs, dance shows, parties, nutrition conferences, tastings, exhibitions, food carts, and milk bars. These wonderful activities were organized by thousands of people, dairy farmers, cooperatives, national dairy associations, schools, and nutrition groups.

The #WorldMilkDay social media feed took over www.worldmilkday2017.com homepage with instant and live updates about all the news as they were being shared on social media with #WorldMilkDay and @worldmilkday.

National campaigns took place in Nigeria with #MilkMatter, in France with #Levonsnotreverredelait, in the US, with #UndeniablyDairy and #JuneDairyMonth, in the EU with #MilkMoments.

Dairy companies ran employee programs, such as “Pass the Glass” by Friesland Campina or the “Grass to Glass” campaign by Fonterra.

On June 1, 2017, the world celebrated the important contributions of the dairy sector to sustainability, economic development, livelihoods and nutrition.
588 events took place in 80 countries reaching 402 million impressions. Here are some of the great events which took place around the world:

**AFGHANISTAN**
The Ministry of Agriculture, Irrigation and Livestock, FAO, IFAD, and the Ministry of Education celebrated the day by hosting a series of activities, including a marathon, family runs, milking demonstrations, farm visits, concerts, conferences, contests, and seminars.

**ARGENTINA**
A free music recital was held in Cordoba organized by Proyecto Vaso de Leche, which aims at fighting children malnutrition. The public was invited to donate milk powder to support the organization.

**AUSTRALIA**
Dairy Connect and milk processor, Lion, launched “Milk Loves You Back” campaign featuring Hawthorn’s AFL star and Brownlow Medal winner Shane Crawford swearing by the nutritional benefits of fresh milk.

**CANADA**
Dairy Farmers of Canada held a bilingual Twitter party. 23 events were held, including a picture contest from The Rajasthan Association of North America, who invited people to share a picture with friends or family consuming milk or dairy products.

**CHILE**
Consorcio Lechero organized several events including a puppet show for 150 children, dairy product donations to charities, and a nutrition seminar for 120 medical professionals.

**COLOMBIA**
Alqueria Colombia launched the Nutrition Factory (La Fabrica de la Nutricion) to contribute to children nutrition. 24,000 vulnerable children benefited from milk donations.

**DENMARK**
Arla headquarters featured a milk bar headed by the nutrition team showcasing dairy products for their staff. They raised a glass and recorded a video.

**FRANCE**
The French national association, CNIEL, released a commercial that played on June 1 on national TV. Open houses took place in many dairy farms across the country.

**GERMANY**
5 races, called “Fit with Milk”, took place in Bavaria with milk ambassadors (influencers and sports enthusiasts). In other regions, open houses and information events took place on dairy farms.

**INDIA**
25 events took place in India alone. The Minister of Agriculture and Farmers’ welfare, Radha Mohan Singh, addressed a gathering at the National Kamdhernu and Gopal Ratna Awards in New Delhi and shared 3 posts on his Twitter account with 132,000 followers.

**INDONESIA**
The Cattle Buffalo and Animal Husbandry Club of Padjadjaran University organized an awareness activity for the general public encouraging the daily consumption of milk.

**IRELAND**
The National Dairy Council of Ireland launched a new sports nutrition booklet that explains how the nutrients in milk can assist in recovery after exercise.

**ISRAEL**
Children celebrated Chavout, the Feast of Weeks, with dairy product baskets at schools.

**ITALY**
The city of Bologna organized a milk drive in all the local schools, and the Embassies of India and Switzerland to the UN in Rome cohosted a Dining with Dairy Event. A technical workshop was hosted at the FAO in Rome.

**JAPAN**
J-Milk Association raised a glass with their staff. A photo essay also took place to promote the role of dairy farms.

**MALAWI**
The University of Science and Technology held a ceremony with students and faculty.

**MAURITANIA**
As part of Ramadan celebrations, a family held a reunion in Nouakchott serving date milk-shake for Iftar.

**MEXICO**
The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food carried out a social media campaign on @SAGARPA_mx with videos, interviews and infographics. A public festival, cycling race, and donations of dairy products also took place.

**MYANMAR**
FrieslandCampina partnered with the Myanmar Football federation and healthcare professionals to raise awareness of milk.

**NEW ZEALAND**
Fonterra organised a Photo competition. Winners were provided a year’s worth of milk supply. Staff, schools and public submitted photos of themselves ‘raising a glass’. Other events included a surprise dairy gift box giveaway to government officials, dairy farmers “Raising a Glass” to the sunrise, and more.
THE NETHERLANDS
To celebrate World Milk Day on 1 June, FrieslandCampina created a fun video of employees, member farmers, and consumers ‘Passing the Glass’ around the world!

NIGERIA
Arla Dano Nigeria ran activities including a social media campaign with online influencers, bloggers, and artists, to encourage people to give milk to children for good nutrition. A series of celebrations took place at a stadium involving school children, and Arla staff in Lagos raised their glasses to milk.

PARAGUAY
5 and 10k running races called “Si a la leche” took place to raise funds for malnourished infants.

RUSSIA
Omsk children painted trolley buses before they went on a city tour. Games, contests, and animations rewarded children with delicious and healthy milk prizes.

SRI LANKA
Watawala Dairy Limited celebrated with a donation of milk and meals to the community, a musical show, a cricket tournament, and a marathon race. These activities were joined by a screening of videos of other World Milk Day events taking place around the world.

SPAIN
A charity in Valencia, Kanguros_LV, launched a solidarity campaign to collect milk for malnourished children called “1000x1000”.

TANZANIA
Heifer International launched a school milk feeding program to boost the nutritional status of 10,000 children ages 9 and younger, who will be provided with fresh milk every day of the 210-day school year.

UGANDA
SNV World organized a national nutrition and school feeding day with 34,000 children as part of their Inclusive Diary Enterprise project.

UNITED KINGDOM
The Dairy Council of Great Britain issued the “milk manifesto” to national press signed by national experts from nutrition, dieticians, and medicine summarizing the evidence supporting the nutritional benefits of dairy products. Many other events took place including raise a glass, donations, contests, and fairs.

UNITED STATES
280 events took place. Dairy Farmers of America celebrated by traveling across Kansas City with a group of dairy mixologists serving milk and cookies in the Mobile Milk Bar. DFA’s celebrations earned 20 PR mentions, including featured segments on all 4 network news programs! Kemps ran a surprise cow car in Minnesota distributing free half pints of milk. Many farm tours took place.

VIETNAM
Dairy Vietnam, the country’s first International Milk and Dairy Products Exhibition, was held in Hanoi. Vinamilk brought school children to the event for many entertaining activities.

Photos and videos were shared through social media using #WorldMilkDay!
Follow @WorldMilkDay for more photos
GLOBAL TRENDS
June 1, 2017

#WorldMilkDay was trending number 47 world-wide, number 1 in the UK, New Zealand and India, and number 4 in Italy.

Top performing posts came from these countries:

1. India
2. United States
3. United Kingdom
4. Nigeria
5. Canada

QUIRKY & CUTE

We were excited to see a wide range of people raising a glass to milk. Several videos, photos & GIFs were released on World Milk Day, as well as a wide age-range of participants!

@cooper.thegoldenboy shared a photo of himself with his favorite toy! This post was in appreciation of his “pawrents” who work in the dairy industry.

@raisingafarmer An explanation from a 3rd grader about food for the cows

@globaldairyplatform Two ladies celebrated World Milk Day with their favorite hats in Alberta, Canada!

@DairyGood Launched a series of quirky videos about dairy, including the above “Dairy Giggles”

SOCIAL MEDIA

The #WorldMilkDay social media campaign was shared worldwide. We saw photos and videos of people celebrating World Milk Day be shared on Facebook, Instagram, and Twitter. The excitement generated:

402 million impressions on #WorldMilkDay alone.

588 events around the world in 80 countries

Including May, the global campaign has so far received over 625 million impressions on social media.

GLOBAL ENGAGEMENT

Level of engagement of #WorldMilkDay in each country.
World Milk Day | Jamie Oliver

Milk is incredibly good for us guys and here’s why! Raise a glass this #WorldMilkDay jamieol.com/WorldMilkDay

118,029 Views

Like Comment Share Top Comments

2.3K

334 shares

Hi guys - thanks so much for all your comments and thoughts on that. Just to provide a little bit more info - we recommend

Write a comment...

Press Enter to post.

Celebrating #WorldMilkDay, so @RouseGlass with me and @ShaneDalines & Sen. Ag Cmte Chair @SenPatRoberts

Add a comment.

The Art of Living

Sri Sri Gauhati, an integral part of @BangloreShraman, houses over 600 indigenous dom crows. Watch youtube.com/watch?v=GVvZih... #WorldMilkDay

Add a comment.

Tharvarth_News

1.8% of the country is "milk producers" #WorldMilkDay #WorldMilkDay. #WorldMilkDay. #WorldMilkDay. #WorldMilkDay.

Add a comment.

yusahanet

I'll drink a glass of milk for every HT I get.

Add a comment.

yanaheth

I'm a milk lover. I love milk, love cows, love life. #WorldMilkDay

Add a comment.

eflora

Ona... me... day support #movement "Raise a Glass! Nourish a Child!" #WorldMilkDay

Add a comment.

Add a comment.

Add a comment.

Add a comment.

Add a comment.

Add a comment.

Add a comment.
Thank You for Celebrating

WORLD MILK DAY

Thursday
JUNE 1ST
2017

Each pin represents a location where a World Milk Day event took place.

2017 WORLD MILK DAY CAMPAIGN “RAISE A GLASS” ON SOCIAL MEDIA

Follow us on Twitter, Instagram, Pinterest, Facebook and LinkedIn.

@WorldMilkDay | @Globaldairyplatform | #WorldMilkDay | worldmilkday2017.com