

# Enjoy Dairy Rally and WORLD MILK DAY 20th Anniversary



May 29 - June 1, 2020

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>:

**842 million impressions<sup>2</sup>** for the global campaign (including #EnjoyDairy plus 40 translations and local hashtags), an increase from 664 million last year

**308 million impressions** for the global campaign prior to June 1, a nearly 20% increase from 2019

**62,000 posts** featured #WorldMilkDay, up from 50,000 posts last year

**61.5% positive, 36% neutral, 2.5% negative sentiment** for top 3 hashtags, all improvements from 2019

The global dairy sector was proudly celebrated during the 20th Anniversary of World Milk Day this year, starting with the Enjoy Dairy Rally from May 29-31, culminating in World Milk Day on June 1. The Enjoy Dairy Rally, focusing on the themes of Nutrition, Community and Enjoyment, was held for the second consecutive year and helped create a four-day promotional campaign for the sector.

In light of the COVID-19 global pandemic, Global Dairy Platform (GDP), which coordinates World Milk Day activities, encouraged the use of social media campaigns and online events.

GDP is pleased to report that 104 countries around the world participated in World Milk Day activity, from Albania to Zimbabwe. Total impressions increased more than 25% over last year to 842 million, and positive/neutral sentiment grew to 97.5% (up from 96% last year), while negative posts decreased to 2.5% (down from 4% in 2019).

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

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

104 Countries  
Featured  
World Milk  
Day Activities!



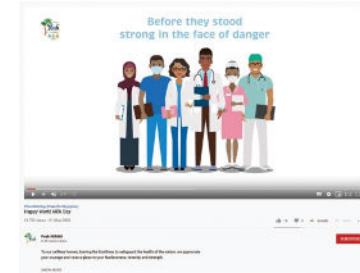




Instagram



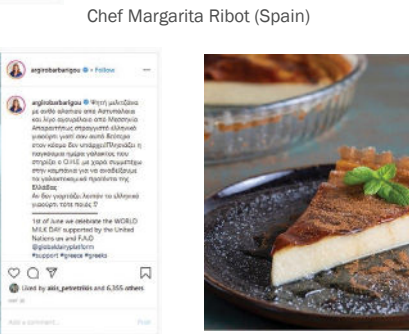
Youtube



Chefs



Chef Ruhee Bhimani (India): 400 Indian chefs jointly prepared Caramel Custard with Chef Ruhee Bhimani Owner, Cocoa Cottage, Mumbai, on #Amul Facebook page, Live at 5 PM on Monday, 1st June 2020 #WorldMilkDay



Chef David Johansson (Sweden)

# DIGNITARIES AROUND THE WORLD SUPPORTED WORLD MILK DAY

| Government Officials                                  | Country           |
|---|-------------------|
| President   | Colombia          |
| President and Minister of Agriculture                 | Brazil            |
| Vice President  | India             |
| Vice President  | Colombia          |
| Congress  | India             |
| Ministry of Agriculture                               | Colombia          |
| Ministry of Agriculture                               | Brazil            |
| Ministry of Livestock and Fisheries                   | Mali              |
| Minister of Agriculture                               | Ireland           |
| Minister of Agriculture and Forestry                  | Turkey            |
| Ministry of Health                                    | Turkey            |
| Minister of Agriculture of Canada                     | Canada            |
| Minister of Agriculture                               | New Zealand       |
| Minister of Agriculture                               | France            |
| Ministry of Agriculture and Cooperatives              | Bangkok, Thailand |
| Minister of Agriculture                               | Kosovo            |
| Ministry of Health and Medical Education              | Iran              |
| Ministry of Agriculture and Livestock                 | Ecuador           |
| <b>UN Agencies</b>                                    |                   |
| FAO @FAO  |                   |
| FAO Animal Health @FAOAnimalHealth                    |                   |
| World Food Programme @WFP                             |                   |
| WFP Lebanon @WFPLebanon                               | Lebanon           |
| WFP South Sudan @WFP_SouthSudan                       | South Sudan       |
| WFP DRC@WFPDRC  | DRC               |
| WFP Europe@WFP_Europe                                 | Europe            |
| International Fund for Agricultural Development @IFAD | India             |
| Codex Alimentarius @FAOWHOCodex                       |                   |



# HUNDREDS OF CELEBRATIONS



World Milk Day was celebrated in **104 countries** around the world. Here is just a sampling of the wide variety of activities.



## AUSTRALIA

Dairy Australia shared their 'Milk Matters to Me' video highlighting the reasons Aussies love their milk. They also hosted the "Milk Bottle Challenge," asking Australians to pull on their footy boots and complete a trick shot between two milk bottles.



## BRAZIL

Abraleite organized the #Bebamaisleite campaign with a series of virtual activities: nutritional webinars, farm tours, and a live concert with singing star Paula Fernandes.



## CANADA

Dairy Farmers of Canada hosted a #canadianmilk toast. Many politicians raised their glass of milk and posted their pictures.



## CHILE

Aproval Leche conducted a milk donation and Consorcio Lechero hosted an online campaign.



## BANGLADESH

The US Agency for International Development's "Feed the Future Bangladesh Livestock Production for Improved Nutrition" program hosted a digital campaign to celebrate #DailyDairy moments.



## BELGIUM

Vlaams Centrum voor Landbouw (Vlam) created an Instagram filter, "Which Milk Song are you?" The International Dairy Federation raised a virtual glass of milk with its members. SOS Faim Belgique hosted a quiz and FrieslandCampina conducted a giveaway.



## CHINA

Mengniu Dairy Group and FrieslandCampina organized milk donations in Beijing and Hong Kong. French CNIEL hosted a consumer workshop at the "La Crèmerie" cheese shop in Shanghai.



## COLOMBIA

Asoleche coordinated a large national campaign including video messages from government officials and milk donations.



## ECUADOR

Mas Leche Ecuador hosted a webinar on the nutritional benefits of dairy during the pandemic.





## ETHIOPIA

The Ministry of Agriculture hosted a dairy celebration in Addis Ababa in partnership with the Global Alliance for Improved Nutrition.



## FINLAND

Maitoyrittäjät conducted a marketing campaign from May 18 to June 1 and hosted a raise-a-glass moment via Facebook Live from Heikkilä Dairy Farm in Rantasalmi.



## FRANCE

CNIEL launched a new print and digital campaign about dairy products and rallying together during the lockdown. Danone and start-ups Connecting Food and C'est qui le patron conducted online campaigns.



## GHANA

Arla's Dano Ghana organized a number of milk donations for those in need, including health workers at hospitals.



## HONDURAS

CAHLE hosted an online campaign; Food magazine Buen Provecho organized a recipe share; and Leche Ceteco distributed 3,000 glasses of milk with association CEPUDO.



## ICELAND

Landssamband kúabænda conducted a digital photo challenge. Farmer Pálína Axelsdóttir Njarðvík hosted a virtual farm tour and Q&A via Instagram Live.



## INDIA

Amul conducted a major campaign, including social media, national and regional newspapers/publications, billboards and TV. In addition, eight Facebook Live sessions were organized with chefs from India, Bangladesh, UAE and USA who shared milk-based recipes.



## INDONESIA

Several universities hosted webinars on dairy's role in boosting the immune system.



## IRAN

The Ministry of Health coordinated online campaigns for dairy.



## IRELAND

The National Dairy Council developed a commercial that aired on national TV. Aurivo and Vitalus hosted an online competition, a campaign and give-away.



## ISRAEL

Shavuot is traditionally a milk holiday at the end of May. The Israel Dairy Board conducted an online campaign, "For me, only Israeli milk," a webinar for dieticians, and a farm tour for members of parliament.





## JAPAN

J-Milk hosted a virtual milk baton relay to connect people through dairy and to thank dairy consumers. A “Milk Mochi” recipe was posted for families to cook at home.



## KENYA

Kenya Dairy Board partnered with Deyvani Food Products to make a milk donation in appreciation of the work and efforts of Covid-19 frontline workers. Consumer Unity and Trust Society held a campaign promoting milk safety and local milk consumption. Palmhouse Dairies gave milk donations to children.



## MEXICO

Farmer Gina Gutierrez partnered with the Global Farmer Network to hold a virtual farm tour.



## MYANMAR

PEP Myanmar developed a “drink milk everyday” video and social media campaign, as well as a PR gift sent to celebrities, KOLs and influencers to increase public awareness of the benefits of milk. The Milk Bar gave away dairy products to children and social media followers.



## NEPAL

The Nepal Dairy Association made dairy donations and Lekhanath Dairy International Nepal Pvt.ltd conducted a digital campaign.



## THE NETHERLANDS

The Dutch Dairy Association ran a campaign asking Dutch dairy fans to share a picture or video of themselves enjoying dairy on Facebook. The organization then developed a video compilation from the submissions.



## NEW ZEALAND

Dairy NZ conducted a digital campaign. Fonterra Co-operative Group conducted a “Balanced Goodness Challenge” on social media asking Kiwis how they balance the goodness of milk into their day. Dairy Women’s Network developed a recipe campaign and video to showcase the nutrition of milk.



## NIGERIA

Arla Dano hosted the #DanoMilkyCheers campaign, which asked people (including influencers) to post pictures of themselves enjoying Dano products. The brand also made milk donations to health workers.

The Friesland Campina WAMCO brand Peak Milk ran a photo contest and conducted give aways. Three Crowns Milk asked people to record a sweet message for their mothers as “voices from the heart.” Cow Bell and Kerrygold also conducted online campaigns.



## THE PHILIPPINES

The National Dairy Authority of the Philippines conducted an online campaign and made milk donations.



## PORTUGAL

APROLEP hosted a photo contest on milk production, processing or consumption to win a surprise pack with cheeses from DosQueijos.



## SOUTH AFRICA

The Consumer Education Project of Milk South Africa conducted a dance-off for their @dairygivesyougo campaign. The Milk Producers’ Organization ran a photo challenge.



## SPAIN

Quien es el jefe fair trade brand developed a week of online festivities with quizzes, webinars, farm tours and cooking workshops.



## TANZANIA

The LisheYangu Initiative hosted a nutrition expert on social media and held nutrition education consultations for children, teens and women via mobile phones. The Agricultural Non State Actors Forum ran an online campaign.



## THAILAND

The Minister of Agriculture, Deputy Ministers, the Director General of the Department of Livestock Development, the Dairy Farming Promotion Organisation of Thailand and high-level officers partnered with farmers and the dairy sector on a national campaign. The effort included digital activities with celebrities, milk donations to schools and education programs. Thai-Denmark milk held a consumer challenge to drink a box of milk in one minute.



## TURKEY

The Ministers of Health and Agriculture held large events and appeared on a TV show promoting World Milk Day.



## UNITED KINGDOM

AHDB, Dairy UK, Defra, and the Scottish, Welsh and Northern Ireland Governments launched "Milk Your Moments," a dairy industry marketing campaign designed to drive consumption of milk and other dairy products.



## USA

Dairy Farmers of America launched a campaign during June Dairy Month: for every post featuring #GallonsOfGood, DFA is donating \$1 to the Farmers Feeding Families Fund. The US Dairy Export Council staff raised their glasses of milk in celebration through video messages from Chile, Lebanon, China, The Philippines, Thailand, Hong Kong, Mexico, Belgium, South Korea, Taiwan, Brazil, Japan and Vietnam.



## VIETNAM

Vinamilk, the Vietnam Dairy Association, and the Vietnam Advertisement and Fair Exhibition JSC jointly hosted a festival as part 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.



## ZAMBIA

The Dairy Association of Zambia (DAZ), in collaboration with its processor members and the National Nutrition Commission of Zambia, spearheaded the celebrations through radio, TV, and the DAZ Facebook page. The Association also donated milk and milk products to the University Teaching Hospital.



## ZIMBABWE

The Zimbabwe Association of Dairy Farmers and Dairibord Zimbabwe hosted online campaigns. The Feed the Future Zimbabwe Livestock Development program and Fintrac celebrated their impact on food security, nutrition, and poverty reduction.







DÜNYA SÜT GÜNÜ  
KUTLU OLSUN!





GLOBAL DAIRY PLATFORM

WORLD MILK DAY 2020 CAMPAIGN

Follow us on Twitter @WorldMilkDay, Facebook @GlobalDairyPlatform, Instagram @GlobalDairyPlatform, and LinkedIn @GlobalDairyPlatform  
 #WorldMilkDay #EnjoyDairy  
[www.worldmilkday.org](http://www.worldmilkday.org)