

Thank you for taking part in WORLD MILK DAY 2018

celebrations this year!



World Milk Day was an incredible success taking place over 42 hours around the world with **586 events in 72 countries** with **#WorldMilkDay** reaching **868 million impressions** (for May 1 to June 2). The sun rose on June 1, 2018 in New Zealand and set in Hawaii, crossing time zones and involving all regions of the world. Farmers, staff, families, politicians, chefs, nutritionists, doctors, academics and athletes raised their glasses of milk and shared information about the benefits of milk and dairy products in their lives.



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

586 events in 72 countries!

GLOBAL TRENDS

June 1, 2018

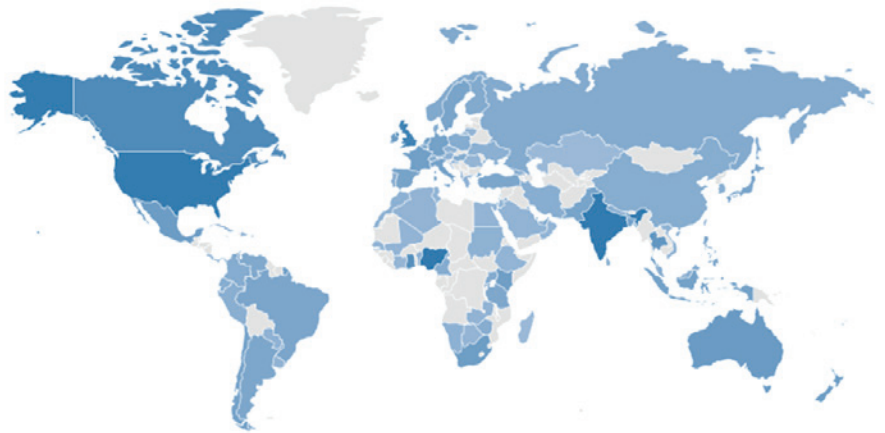
#WorldMilkDay was trending in several countries:



The top countries that people tweeted from were:



Level of engagement of #WorldMilkDay in each country



100% 0% Source: Keyhole.co



On June 1, Nigeria was the top performing country for #WorldMilkDay. Arla's Dano Milk, Friesland Campina WAMCO's Peak Milk and Three Crown Milk ran social media campaigns using the hashtags #NourishNaija and #MilkofNaija/#NaijaMilk to spark a national conversation around the health benefits of milk. The campaign reached **63 million impressions** (May 31 to June 2).



SOCIAL MEDIA CAMPAIGN

#WorldMilkDay achieved **868 million impressions** with over 80,000 posts from May 1 to June 2. The global campaign (including **#WorldMilkDay**, **#RaiseAGlass** and 19 translations and local hashtags) received over **1.1 billion impressions** and 291 million in reach on social media!

This collage features several social media posts:

- YouTube:** A video titled "charles_okocha" showing a man speaking at a podium. Caption: "charles_okocha Caption: Fear milk has been nourishing Nigerians since 1954. Even Charles Okocha knows it deserves all the accolades #worldmilkday #milkchuga".
- Facebook:**
 - A post by "Oreo Cookie" with a poll: "As Milk's Favorite Cookie, we're always excited for #WorldMilkDay! How long do you dunk your OREO Cookie?" with options: 24% 30 secs, 37% Less than 1 second, 27% 2-4 seconds, 11% 4+ seconds.
 - A post by "Rishi Mohan Singh" in Hindi: "विश्व दुग्ध दिवस के अवसर पर पूसा, नई दिल्ली में आयोजित कार्यक्रम को संबोधित करते हुए। #WorldMilkDay #SaafNiyatSahiVikas".
 - A post by "Congress" celebrating Operation Flood: "On #WorldMilkDay we recall the huge strides India made under #OperationFlood, launched in 1970 by the Congress Govt. which transformed India from a milk deficient country to the world's largest milk producer."
 - A post by "Eva Argüelles" with a recipe: "Receta para preparar el tradicional arroz con leche con un toque suave y cremoso".
- Instagram:**
 - A post by "amazing" with text: "amazing for you don't worry. #WorldMilkDay #MilkFun #Celebrating #MilkChick #MilkWorld #WorldMilkDay #MilkChick #MilkWorld #MilkChick #MilkWorld #MilkChick #MilkWorld #MilkChick #MilkWorld #MilkChick".
 - A post by "Ambergaard" with text: "Ambergaard 57% of the American loves dairy products. My fav is ice cream & milk from capesouth. What's your? #WorldMilkDay #MilkChick #MilkWorld #MilkChick #MilkWorld #MilkChick #MilkWorld #MilkChick".
 - A post by "Raj" with text: "Raj is celebrating World Milk Day with @AmerDairyFUTP601 #FuelGreatness #UndeniablyDairy".
 - A post by "WWE" with text: "It's #WorldMilkDay, so drink up, @WWEUniverse! @RealKurtAngle".

WORLD MILK DAY EVENTS



586 events in 72 countries took place on June 1 and included a new Guinness World Record, milk tastings, milk donations, dairy farms open houses and school visits, photo contests, dance shows, seminars, social media campaigns, prize draws, sports events (football games, races), song mixes, exhibitions, food trucks, milk bars, livestock expos and announcements. These events were organized by dairy farms and cooperatives, ministries of agriculture or health, national dairy associations, dairy companies, schools, medical groups, NGOs and thousands of families and individuals.

Here are some of the great events that took place around the world



ALBANIA

World Milk Day coincides with Children's Day. Dairy manufacturer AGS Company organized a series of events to inform children about the nutritional value of milk.



CHINA

Friesland Campina organized a full-day outdoor in Hong Kong, which featured a 5K run, an attempt to set a World Milk Day dance record, game booths, and interactive workshops. Proceeds will go towards short-term food aid.



AUSTRALIA

Will Miller, a Rugby player from New South Wales, became a full cream ambassador for Dairy Connect. In Tourquay, Ryan's Supa IGA, a family-owned supermarket offered free milk samples. Raise a glass celebrations were also arranged in many primary schools.



FINLAND

The Finnish Dairy Nutrition Council celebrated turning 60 with a seminar involving stakeholders and national media. Sini Kokkola, a nutritionist, was declared the 2018 'Milk Maid', a national milk ambassador.



BELGIUM

One of Brussels' landmark, the fountain Manneken Pis, was made to urinate milk in honor of dairy farmers in developing countries.



FRANCE

A 'milk or cereal first' debate was held on social media and it was unanimously decided that cereal comes first! An exhibit extolling the nutritional benefits of milk and featuring a herd of live dairy cows was set up in Place de la République, right in the Centre of Paris, hosted by the CNIEL. Many dairy farms and processing plants, such as Candia, held open door events for the general public and school children.



CANADA

Canadian dairy company Saputo and 4H Non-profit announced the signing of a new program to promote youth in agriculture. Minister of Agriculture, Lawrence MacAulay, posted a tweet promoting the day that was re-tweeted by Prime Minister Justin Trudeau. The Mayor of Ottawa hosted a celebrity cow-milking competition as part of the annual rural expo and fundraising BBQ for the Ottawa Food Bank.



CHILE

Dairy group, Consorcio Lechero, hosted several events including milk tastings, media interviews and a nutritional seminar at the University of San Sebastian "Dairy, foods for a healthy life: what does the scientific evidence tell us?"



GERMANY

The German Minister of Food and Agriculture, Julia Klöckner, visited a dairy farm and spoke to the farmers in a live televised broadcast.





GHANA

Cowbell Ghana donated a sachet of milk powder to malnourished children for every use of their hashtag – #CowbellOurMilk – and for every retweet of their twitter posts. These donations were distributed on June 1. Nestlé Ghana hosted a nutrition seminar “Good Food, Health and Nutrition-Realising the Goodness of Milk at all Stages of Life.”



INDIA

Minister of Agriculture, Radha Mohan Singh, addressed dairy stakeholders at an event in Delhi celebrating India’s growing milk production. He shared information on this event with his 277,000 twitter followers. More than 20 other events were held throughout India.



INDONESIA

Fonterra’s Anchor launched their new Full Cream Milk Powder with a run and an Instagram photo contest. They also hosted an Iftar event for over 1000 people in Jakarta, featuring a dairy-centric menu.



IRAN

A festival for children was held in Isfahan. It involved dental health checks, art classes and a series of games teaching children about cow care and the nutritional benefits of drinking milk.



IRELAND

The Irish National Dairy Council brought its “complete natural recovery” promotional campaign to the Dublin 7s festival, a world class tag rugby tournament in Dublin. This involved entering a national dairy council team, complete with custom uniforms, into the tournament, and distributing free milk smoothies to all participants.



ITALY

Cremona played host to a conference entitled “milk, health, and society”, as well as numerous sporting events, concerts, art exhibitions, and a milk-based cocktail competition.



JAPAN

J-milk celebrated with a series of over 30 events across the country; including a milk hero/heroine drawing contest for schoolchildren in Tokyo, cooking lessons in Tokiwa and Kitami, and a tasting with the prefectural governor of Tottori.



KENYA

The governor of Nyandarua County organized free milk distributions in many of the county’s schools.



MALAYSIA

Dutch Lady Malaysia gave out 10,000 packs of milk to primary school children.



MALTA

Malta Dairy Products Ltd celebrated at an event hosted by the President of Malta, Marie-Louise Coleiro Preca, in her Kitchen Garden. The event involved the president awarding prizes herself for a children’s art competition on the theme of “I drink fresh Maltese milk because...”.



NETHERLANDS

Friesland Campina organized a megamix of milk cheers with DJ M1LK using footage submitted by the public over social media.



NEW ZEALAND

Many dairy companies, including Fonterra and the Yashili Dairy co., along with dairy farmers, encouraged the public to celebrate dairy products by hosting milk giveaway competitions.



NIGERIA

Nigeria entered the Guinness Book of World Records with Arla Dano Milk's organised longest drinks-pouring relay featuring more than 700 participants and a show at the Milky Park with famous singers and comedians. Cowbell donated milk to orphanages and FrieslandCampina WAMCO's Peak Milk hosted government officials and health and nutrition specialists at 'Raise a Glass' event to advocate the goodness and versatility of milk.



PHILIPPINES

Alaska Milk, in partnership with the government of the City of San Pedro, hosted an official celebration with a 500-meter fun run, a milk toast, sampling of dairy products, and Zumba sessions.



RUSSIA

Russian dairy company MilkOm hosted a "Paint a trolley" event in Omsk. Children were invited to decorate tram cars with dairy-related motifs and these tram cars will circulate through the city for the rest of the year.



SOUTH AFRICA

Staff at the National Milk Producers Organization in Pretoria were treated to a visit to a dairy farm, where they learnt about the different types of cheeses produced, and were given the opportunity to make their own paneer or ricotta.



SRI LANKA

Sri Lanka celebrated at Lonach Estate with school children and the entire community participating in art competitions, essay writing and talks on milk and its nutritional properties.



TANZANIA

Celebrations were held at Tanzania's first annual National Livestock Expo. Members of the East Africa Dairy Regulators Association Council (EADRAC), the Dairy Development Framework (DDF), the Kenya Dairy Board and local dairy companies raised a glass to milk at the International Livestock Research Institute (ILRI) exhibition booth.



THAILAND

The Thai Ministry of Agriculture and Cooperatives announced a government initiative to increase national milk consumption by 39%. Blue Cup Coffee offered all customers a Buy 1 Get 1 Free offer.



UNITED KINGDOM

The Dairy Council partnered with five of Britain's top sports stars to launch 'Make Milk Your Goal', which celebrates the nutritional merits of milk and its important role in athletes' diets. The Herefordshire Regional Talent Center organized a football tournament and gave free nutritional milk drink products to all participants.



USA

#WorldMilkDay kicked off year 2 of #UndeniablyDairy and #JuneDairyMonth. Dairy Farmers of America (DFA) and Dairy Management Inc (DMI) coordinated over 100 events across the country. 135+ companies, organizations and partners highlighted dairy on social media and held internal employee engagement events and staff posts. Fuel up to Play (FUP60) partnered with several NFL franchises to host events with young fans, including the New York Giants, Philadelphia Eagles, Baltimore Ravens, and Pittsburgh Steelers. Dairy farmers hosted farm tours and fairs and were active on social media.





It's World Milk Day!



GLOBAL DAIRY PLATFORM

WORLD MILK DAY 2018 CAMPAIGN "RAISE A GLASS"

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