

THURSDAY
JUNE 1ST 2017

JOIN THE CELEBRATION
17TH ANNUAL WORLD MILK DAY



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 Kamdhenu 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.



"In India countless gallons of milk is poured on Shiva Linga in the Hindu temples as per the holy rituals"
Credit: @chatorinikki

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 Dairy Enterprise project.

UNITED KINGDOM

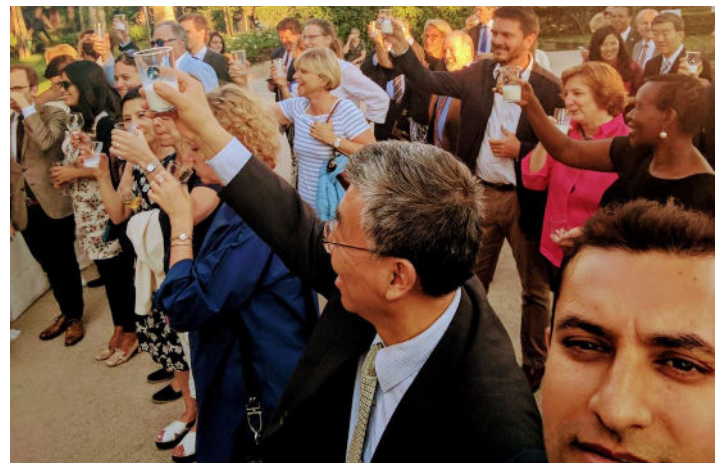
The Dairy Council of Great Britain issued the "milk manifesto" to national press signed by national experts from nutrition, dieticians, and medicine summarizing the evidence supporting the nutritional benefits of dairy products. Many other events took place including raise a glass, donations, contests,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

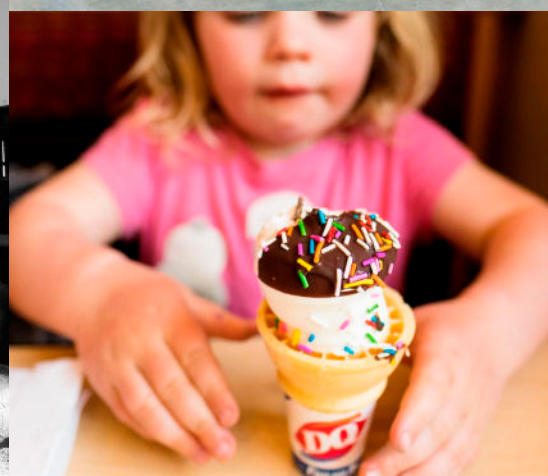
Dairy Vietnam, the country's first International Milk and Dairy Products Exhibition, was held in Hanoi. Vinamilk brought school children to the event for many entertaining activities.



"Dining with Dairy" event, Rome, Italy.

Photos and videos were shared through social media using #WorldMilkDay!





GLOBAL TRENDS

June 1, 2017

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:

India

United States

United Kingdom

Nigeria

Canada

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.

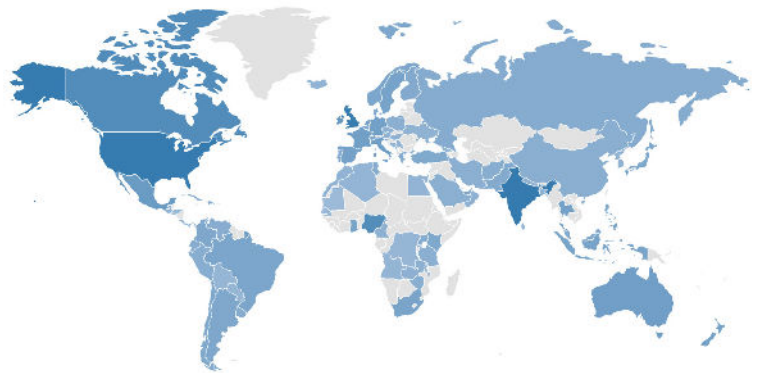
588 events around the world in **80 countries**

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.

%100  %0



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!



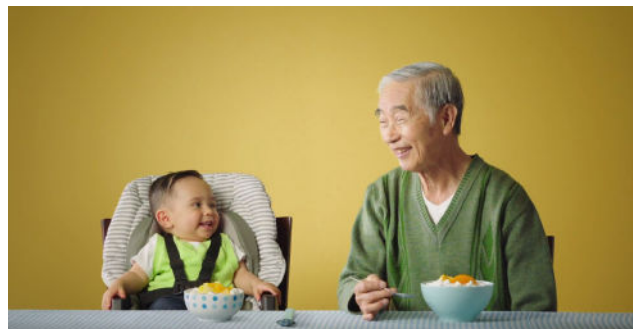
@cooper.thegoldenboy shared a photo of himself with his favorite toy! This post was in appreciation of his “pawrents” who work in the dairy industry.



@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”



