

WMD Activation Guide Messaging

DAIRY AND NUTRITION

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Every year, malnutrition drains \$3 trillion from the global economy. According to UNICEF, over 400 million children lack essential nutrients with nearly 150 million suffering from stunting and 45 million from wasting – the most severe forms of chronic and acute malnutrition.

In fact, up to 109 million cases of childhood stunting could be prevented by 2050 by improving dairy productivity and supply in just five countries - Ethiopia, India, Kenya, Nigeria, and Tanzania, according to projections by the International Food Policy Research Institute.

This #WorldMilkDay, we champion dairy as a simple, powerful tool to help build healthier bodies and brighter futures.

How are you celebrating dairy today?

Learn more: <https://worldmilkday.org>

#EnjoyDairy

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No country is immune to hunger. Hidden hunger, which occurs when diets lack essential nutrients, is prevalent worldwide, including in high-income countries, affecting an estimated 2 billion people worldwide.

Dairy can play a major role in bridging this nutrient gap.

Learn more: <https://worldmilkday.org>

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Dairy is part of the solution to global malnutrition. 🌍 🥛

The @FAO recommends milk as a key part of diverse, healthy diets to boost nutrition and health.

Learn more: <https://bit.ly/42x4Qdd>

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#WorldMilkDay is here!

The dairy sector plays a critical role in sustainable food systems. There is a link between increased dairy production, better access to nutrient-rich food and improved local economies.

Let's celebrate the power of dairy.

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As we celebrate #WorldMilkDay, we recognize that investing in sustainable dairy production is essential in ensuring nutritious, accessible, and affordable food for all.

Dairy accounts for a significant portion of nutrient requirements at a lower cost. For example, dairy provides more than half of daily calcium requirements, and when compared to other food categories, is the least expensive dietary source of these nutrients

Read more on dairy's impact in nutrition here: bit.ly/4iS3uRl

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Did you know?

Dairy is considered a superior protein source in quality and digestibility compared to plant-based foods, based on its amino acid composition and bioavailability. Access to higher-quality and more digestible protein sources maximizes nutrition in every bite, which is critical for food insecure populations.

That's the power of dairy!

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This year's #WorldMilkDay celebrates the power of dairy.

The dairy sector enhances food security by ensuring sustained access to nutritious foods; provides a regular source of income and employment for farmers; and contributes to the biocircular economy and agricultural value.

Learn more here: <https://bit.ly/4jxZm8Z>

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Celebrating the power of dairy this #WorldMilkDay! 🥛 🌍

Dairy provides essential nutrients that support healthy growth, development, and overall well-being.

Calcium and protein, vital for health, are more bioavailable, meaning better utilized by the human body, from dairy than from plants, making dairy foods important complements to plant-rich diets.

Join the campaign: <https://worldmilkday.org>

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DAIRY AND ENVIRONMENT

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For World Milk Day, we salute Pathways to Dairy Net Zero (P2DNZ). Launched September 2021, this growing movement is dedicated to reducing dairy's greenhouse gas (GHG) emissions over the next 30 years. It underscores the dairy sector's commitment to climate action, bringing together more than 200 dairy companies and organizations throughout the dairy supply chain to address challenges across both developed and emerging markets. <https://worldmilkday.org>

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On this #WorldMilkDay, we're spotlighting the power of dairy to turn the inedible into the essential.

The global dairy herd converts 2.5 billion tons of dry matter feed that are inedible to humans - such as feed grass, straw, and crop byproducts - into high quality protein and other essential nutrients.

Today, we celebrate the power of dairy, the innovation, resilience, and sustainability behind every glass.

Learn more: <https://worldmilkday.org>

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This #WorldMilkDay, it's worth noting that milk production delivers essential nutrients to billions and supports livelihoods of nearly 1 billion people. Between 2000 and 2022, global farm-gate emissions intensity for dairy decreased by approximately 24%, demonstrating the industry's ongoing commitment to sustainability. Join the celebration: <https://worldmilkday.org>

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As we mark #WorldMilkDay, we recognize that sustainable dairy is essential for a greener future. 🐄

When managed sustainably, livestock contribute to critical ecosystem functions such as nutrient cycling, soil carbon sequestration, and biodiversity support.

Learn more: <https://worldmilkday.org>

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DAIRY AND SOCIO-ECONOMIC GOOD

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The Dairy and Socio-Economic Development report shows that dairy sector development contributes to key Sustainable Development Goals (SDGs), including:

- ✓ Poverty reduction (SDG1)
- ✓ Food security (SDG2)
- ✓ Health & wellbeing (SDG3)
- ✓ Education access (SDG4)
- ✓ Job creation & economic growth (SDG8)

Read the full report here: bit.ly/3FQ5Npj

Media: [DairySocioEconomic_SocialMedia_SDGs_1080x1920.jpg](#)

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Happy #WorldMilkDay! 🥛

The dairy sector does more than fill our glasses — it fuels economies, nourishes families, and sustains livelihoods around the world.

Globally, over **1 billion people** depend on dairy:

👤 **240 million** are directly or indirectly employed

🚜 **600 million** live on dairy farms

👤 **400 million** have full-time jobs linked to dairy farming

Today, we celebrate milk — and the millions of people who make its journey from farm to table possible. 🐄

#EnjoyDairy

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Did You Know? Women make up a significant portion of the global dairy workforce.

There are 133 million dairy farms around the world. Approximately 37 million farms are led by women with an estimated 80 million women employed in the dairy sector, the majority of which are in low- and middle-income countries.

Learn more: <https://worldmilkday.org>

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On this #WorldMilkDay, we celebrate the power of dairy in the fight against hunger! 🥛 🌍

Hunger knows no borders, and hidden hunger affects even high-income countries.

Animal source foods like dairy are vital for combatting childhood malnutrition by providing essential nutrients, especially to vulnerable, undernourished populations.

Let's #EnjoyDairy and nourish a healthier future for all!

<https://worldmilkday.org>

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The Dairy and Socio-economic Development Report analyzed 97 variables across 187 countries and found that dairy development plays a powerful role in:

- Supporting farmers and rural livelihoods
- Creating employment opportunities
- Enhancing food security and nutrition
- Strengthening links between consumers and governments

As we celebrate #WorldMilkDay, let's recognize dairy as a key driver of sustainable development.

Learn more: <https://worldmilkday.org>

#EnjoyDairy

Media: [DairySocioEconomic_SocialMedia_Methodology_1080x1080.jpg](#)