

THE 8TH WORLD MILK DAY

1 June 2008

The 1st World Milk Day was celebrated in June 2001 and has since become an annual event celebrated in many countries throughout the world. The Day provides an opportunity to focus attention on milk and to publicise activities connected with milk and the milk industry. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and shows that milk is a global food.

In commemoration of this year's World Milk Day in [Argentina](#), the national Farmers Union (UGT – Unión General de Tamberos) organized activities and press campaigns to explain the advantages of milk consumption. Under the motto “*The country where milk and honey is running*” [Austria](#) organized a number of events in various provinces. Milk farmers and beekeepers opened their farms to interested visitors and also the school milk farmers invited school children on farm and gave away footballs to participating schools. In Salzburg, the “*Night of Milk*” was hosting a press conference with the Ministry of Agriculture. TetraPak Arabia organized a series of events in [Bahrain](#), [Kuwait](#), [Saudi Arabia \(Jeddah\)](#), [United Arab Emirates](#) and [Yemen](#). All events featured a range of entertaining activities such as drinking milk contests, ceramic colouring, milk moustache games, cow quizzes and a variety of interactive games - all centred on the topic of healthy and nutritious milk. Free samples of flavoured and plain long-life milk were distributed to visitors. An exiting new character, the “*Cosmic Cow*”



visited ten primary schools in the United Arab Emirates educating the children on the importance of drinking healthy and nutritious milk through interactive games such as *cowculations*, cow skittles, cosmic rings, competitions, story narrations and plays. Each pupil learnt how the Cosmic Cow was born, had a picture taken with the cow and received a goodie bag containing healthy and nutritious milk samples. Check out more on the interactive website: www.worldmilkdaydubai.com.

For the first time, also [Barbados](#) commemorated World Milk Day with a press release by the Dairy and Beef Producers Association informing about the benefits of milk in the prevention of various diseases. On the occasion of WMD in [Brazil](#), the local dairy company of the city of Viçosa launched a campaign promoting the daily consumption of milk. On the national scale, *Láctea Brasil* informed about the Day on its website www.lacteabrasil.org.br.

In [Burkina Faso](#) a small event was organized to discuss “*Rising world prices of milk and milk products: Threat or opportunity for the production and processing of local milk*”. Solidarity played an important role this year in

[Chile](#)'s celebrations. On the one hand *Promolac* (a partnership between the major dairy industries and *Fedeleche*, the organization of milk producers) made an important donation of milk to people of a small village in the south of Chile (*Chaitén*) which were entirely evacuated after the eruption of a volcano. On the other hand, the Association of Milk Producers of the important producing area “*Region of the Rivers*” (*APROVAL-Valdivia*) together with the local milk producers also organized a donation of milk to a charity institution of *Valdivia*. Also in [China](#) this year's World Milk Day had particular importance for the earthquake suffering Si Chuan Province. Chinese dairy enterprises donated cash and milk products for over hundred million Yuan. On June 1st, three special events took place: first, the National School Milk Office together with the China Dairy Association informed with a press release about the importance of school milk for Chinese children; second, the China Dairy Industry Association distributed free milk to people in the countryside together with an informative Milk Nutrition Manual and third, a TV program with the title “*Drink Milk the Whole Life*” was broadcasted on the occasion of WMD. The National Chamber of



Milk Producers of **Costa Rica** and its associates sent their best wishes to all with a publication in the newspaper *La Nación* saying “*Al igual que un padre apoya a su hijo para crecer, la Cámara Nacional de Productores de Leche apoya y fomenta al sector lácteo costarricense. Unidos, hoy más que nunca, productores e industrias trabajamos para asegurar la alimentación de Costa Rica.*” In **Croatia**, WMD was celebrated in few towns, in schools and kindergartens! A new popular journal about milk and its benefits was distributed in 150000 copies. Also the **Dominican Republic** informed people with a press release about the nutritional qualities of milk and emphasized the importance of the local dairy industry for the national economy.

In **Finland**, milk was in the media a lot during the end of May. A press release by the national Dairy Nutrition Council informed people about the ways the Day is celebrated around the world. Taina Luova, nutritionist: “*The World Milk Day has been seen in our actions ever since this organization was established. This year the main focus is on our jubilee. The Dairy Nutrition Council was established 50 years ago in May. We had a jubilee seminar for invited guests yesterday, on the 27th May. Minister of Health and Social Services gave a speech, and we also had three experts speaking about calcium and the role of milk products in weight control. The history of Dairy Nutrition Council was also narrated to the audience. To end with, we had a jubilee reception. We also sent a press release about our 50 years. In Finland, every day is a milk day. We try to keep our milk consumption high e.g. by serving the media with positive "dairy and health" news and by campaigns for school children and women*”.

Germany celebrated in eleven Federal states under the motto: *Faster, stronger, smarter. Milk makes it!* The CMA (the central marketing association of the German Agribusiness) together with the GML (the union of federal dairy associations) informed visitors of the WMD festivities about the properties of milk, the food made out of it and its importance in the context of a balanced diet. Big and small participants could demonstrate in various activities how fit they are. One of the highlights in many German cities was *Emma* – the cow made of wire which sensitively reacts. With a metal stick, visitors could test their skills keeping a steady hand and trying not to touch the wire cow... if touched, Emma reacted with a light siren and a loud “moohhh”. Games as for example the “*Milk Quartet*” informed in a playful manner about the importance of milk and milk products, which were offered to all visitors of the event. As a highlight at the end of an informative Day around milk, children received a certificate, appointing them



officially “milk experts”. World Milk Day was celebrated in **Indonesia** on June 1, 2008 in a ceremony in Jakarta attended by Minister of Agriculture Dr. Ir. Anton Apriyantono, State Minister of Youth and Sports Adhyaksa Dault, and Dr. Rahmi Untoro, Expert Staff of the Ministry of Health representing Minister of Health Dr. Siti Fadilah Supari. All three ministers used the theme of World Milk Day to encourage Indonesians to drink more milk as part of a nutritious and balanced diet, to remain healthy and active through sports and to help promote growth of the local dairy industry. Indonesia has among the lowest per capita consumption of milk in the region. This year’s WMD ceremony coincided with the start of the National Youth Badminton Tournament *Tetra Pak Open 2008*, a week-long badminton competition for 6-14 year olds that is an official part of the Indonesian Badminton Association’s youth program. Over 1,200 young badminton athletes from 24 provinces in Indonesia competed to win the *Milk Cup Trophy*, awarded



on the last day of competition on June 7th. Tetra Pak Indonesia has sponsored this National Youth Badminton Tournament since 2005. In total, over 2,500 participants celebrated World Milk Day in Indonesia this year, including representatives from Indonesia’s local dairy cooperatives and milk associations, leading dairy customers, schools, young athletes, community groups and local media. In **Israel** the Day was celebrated as a part of a holiday - *Shavuot*, in which it is traditional to eat dairy products, especially any kind of cheese cake you may think of... there are milk festivals all over the country and all the dairies promote milk products in any way possible. The Israel dairy Board joined the party: since the holiday is celebrated also in kindergartens 8000 kits of stories, games and other activities were distributed to every child to play with and thus to learn about the nutritional importance of milk as a part of a balanced diet. The Israeli cattle breeders celebrated in holding the yearly conference in Jerusalem. This conference was mainly scientific and its importance is growing each year - over 1400 cattle breeders have participated this year. **Japan** joined for the first time in the celebrations of World Milk Day this

year while **Kazakhstan** participated already for the third time in a row. This year the event involved about 2500 participants from 70 schools and kindergartens. Tetra Pak Central Asia, together with milk producers of Kazakhstan and the Almaty city municipal government sponsored the event. The children enjoyed *relay races*, the great performance of the role play composed by the famous Kazakhstan theatre and milk in portion packs distributed throughout the celebration. At the end of the festivities, all participants received special prizes. It was emphasized that World Milk Day facilitates business and government collaboration. The event was widely covered in the media bringing public attention to important issues as children's health and a healthy lifestyle.



In **Korea**, several events were prepared to show the positive images of milk to consumers at the celebration of World Milk Day 2008. On June 1st, broadcasters and the press were encouraged to report on the event where government officials, consumers, and people from the dairy industry were invited. Further, this year as well, the "*ilovemilk English Speech Contest*" was organized where elementary school students presented their various opinions on milk in English. The contest will last until October 29th and there will be a final contest awarding the winner with a scholarship. "ilovemilk" has also a website that provides various information on milk; it hosted an event during the month of June named "Find White Milk" to promote the consumption of white (plain) milk. A number of prizes were given away to the participants. Another initiative was to open farms to consumers in order to promote a positive image of the dairy industry. In this way participants had the chance to experience a day on a farm and to produce their own ice-cream and other dairy products.

Kosovo joined the WMD festivities for the first time. The celebration took place at the Gërmia National Park located near Pristina, the capital of Kosovo. USAID's KCBS project, together with the Ministry of Agriculture, KAMP (Kosovo Association of Milk Producers), and KDPA (Kosovo Dairy Processing Association) organized a symbolic activity for the Kosovo dairy industry to mark the event. Children from Prishtina and Mitrovica primary schools were present at the park and national TV covered the celebration. USAID's KCBS project delivered 300 T-shirts to excited children who were happy to answer a dairy question to win a T-shirt. Four dairy processors gave away free yogurt and cheese, while KDPA and MAFRD delivered brochures about the dairy industry to the people who were present. It is



expected that this will become a traditional event in future, providing an opportunity to focus the attention on local dairy products and to publicize activities connected with milk and the milk industry.

In **Malawi**, 1st June has become firmly established as the national day of celebration for dairy farmers in Malawi. As usual there is much excitement in the build up of the Day with preparations starting weeks before: 6 km of specially designed cloth was distributed for dancing dresses to be made. The dances performed by women from the milk bulking groups were one of the day's highlights, with ever more spectacular displays being invented to woo the crowds. A few of us who are less creative went for the odd jog in anticipation of doing the milk run. The day also provides a good opportunity to recognize the region's top farmers with awards for their achievements, and to mark other significant events like the opening of a new milk bulking group at Mombezi, the site of this year's event.

In conjunction with Dutch Lady's 50th anniversary celebrations in **Malaysia** this year, and in response to research findings that revealed many Malaysians were unaware that milk is a vital daily nutrition, Dutch Lady decided to take the lead to educate everyone about the importance of milk and how it benefits one in meeting life's daily challenges. The result is a campaign called "*Spread the Goodness of Milk*", and since mid-April has been carried out extensively in mainstream and traditional media as well as on-ground road shows at shopping malls across the country. "*Spread the Goodness of Milk*"



is also in line with the Government's efforts to create a healthy and active Malaysia. One of the key highlights of the campaign is Dutch Lady's nationwide celebration of WMD on June 1st. 50,000 packets of milk were

distributed for free to Malaysians throughout the entire country to spread the message about the goodness of milk. For 10 consecutive hours, four Dutch Lady milk convoys traversed highways and byways to visit 26 towns across the four regions of Peninsula Malaysia. Dutch Lady was also airing the entire Day's celebrations on 4 radio stations nationwide to ensure that geographical boundaries would not stand in the way of anyone missing out on this first-ever event. *Milk loves you!* That's what Tetra Pak is aiming to communicate to all Malaysians and encourage them to drink liquid milk. Since year 2005, together with their brand partners, Tetra Pak has been organising World Milk Day celebrations. The campaign "*Milk loves you. Rediscover the wonder*" (MLU.RDW) is about how milk showers you with so much attention and goodness, not unlike an ardent generous lover. The campaign aims to reframe milk in the minds of consumers by complementing the well-publicised messages of strong bones with other great but more obscure benefits of milk. Another objective is to promote milk as an everyday drink, serving a vital role not just in babies or the ill but in everyone's health. The campaign kicked off nationwide on June 16, 2008 and will run till the last quarter of the year. Besides the print campaign, a dedicated website www.milklovesyou.com helps consumers understand milk's many benefits and encourage them to try out delicious milk recipes. The site is currently running a Milk Moments contest and also a *Feed-a-Child* charity campaign to further encourage consumers to support milk drinking.

In **Norway**, the country's dairy council ran an internet campaign where they encouraged people to send in their good "milk stories" (different ways of using milk, old woman's remedies, etc.). The best milk story won a milk bucket full of money. In connection with World Milk Day, the best milk stories that have been sent in will be published.



In addition, the press kit includes facts about milk, consumer figures and international happenings. The motto for this year's Milk Day celebrations in **Palestine-Gaza** was "*Enjoy the songs and the milk*". On June first, the *Milk for Preschoolers Program* conducted an opening day at one of Gaza's preschools. WMD gives the opportunity to celebrate all aspects of milk and the importance of drinking it. The kids enjoyed drinking and singing for milk, too. In the ceremony, the kids were holding colourful banners and placards written on it the wide range of why they should drink milk and how important it is for their bodies and their growth. This is the first time for the MFP to conduct such a ceremony and it was appreciated by the kids, teachers and the parents. The ceremony took place just a few days ahead of a long summer break.

The ceremony included activities and demonstrates how the kids, along with their teachers, made a superior re-use of the biscuits and milk cartoons by making caps and many other things to celebrate that Day. In light of the closure imposed on the Gaza strip and the lack of material, milk cartons were re-used to create flyers and banners. This event gave the children of Gaza the real opportunity to enjoy the same World Milk Day with many kids living in different parts of this world. In **Poland**, the Day was marked with two events. First, a seminar was held in Warsaw and Radomsko Dairy on the leading topic "*Sharing of Polish and three Baltic countries (Lithuania, Latvia, Estonia) experiences in realization of the program to develop school milk activity*". Presentations included the ones from the Foundation "Milk for Schools. Milk for Health" and Elopak Poland, the Ministry of Agriculture and Rural Development as well as the Agricultural Market Agency concluding with the presentation "*Milk: what's best today?*" by Prof. Cichy and Dr. Kobelska – Dubiel from the Poznan Medical University. In the second part of the seminar experiences in milk programs were shared from Estonia, Latvia and Lithuania. The representative from Finland commented that this seminar was a historical event. Second, during the *Warsaw University of Life Sciences Days* in mid-May, the dairy plant of Garwolin offered dairy products and free milk to hundreds of visitors attending this event. Their stand was of great interest to the public who appreciated very much the quality of the products. This year Tetra Pak **Russia** together with dairy producer All-group Company arranged the celebration of World Milk Day in the Rostov region. As Russians usually celebrate 1st of June as an International Children's Day, it was decided to focus the main activities on the kids. World Milk Day was celebrated in the Central Park of Rostov city with 500 children and their parents. Representatives of the local government held a welcoming speech. The event included free milk distribution, fascinating performances about milk with fairytale characters, different games and sport activities. A press-release was distributed to several mass media and local TV channels reported about the event. On the World Milk Day in **Sweden**, the Swedish Dairy Association arranged an event where Stefan Karlsson, one of Sweden's top chefs and winner of the national competition Chef of the year 1995, presented a tasty Sunday dinner, accompanied by milk as a suitable table drink. Participants received a press kit containing the recipes, a recent study on the Swedish people's milk habits and views on milk and the dairy farmers as well as facts about WMD and how it is recognized in other parts of the world. In **Tanzania** the Day was celebrated as usual as part of the Milk Week celebrations between May 29th and June 1st. This year's venue took place in Sumbawanga town in the South West of the country near the border with Zambia. The good thing about the venue is that it was proposed by Hon Jakaya Kikwete, President of the United Republic of Tanzania. Activities included a show of dairy animals,

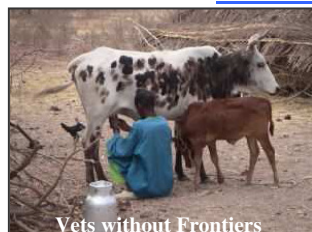
dairy products displays and competitions, a rally of stakeholders through the main street in the town as well as the 7th National Dairy Development Conference.

The World Milk Day celebration in **Thailand** was organized for the second consecutive time by Tetra Pak (Thai) Ltd. in collaboration with the Thai Osteoporosis Foundation (TOPF) and 14 milk and soy milk customers. This year, a popular TV show, “Trendy 30”, which airs every weekday morning, joined as campaign partner. The event was celebrated under the theme “Protects What’s Good: Let’s Drink Milk” with a series of activities: between 26-30 May, ‘Trendy 30’ TV show promoted World Milk Day celebrations for the whole week. Featuring a giant mock-up and milk packs at scene, milk drinking by TV hosts, SMS games, milk mascot visiting the show, interview with the TOPF doctor, booth at the TV station and TV hosts joined the main event as milk drinking against osteoporosis presenters. On 26-27 May, media visit by milk mascots and a pretty lady to hand over milk and inviting to join the main event. On 24-29 May, a Giant milk box to



promote the 30th May event with a program placed at the sky train entrance of the Siam Discovery Centre. The event then took place on the forecourt and inside Siam Discovery Centre, a downtown mall. Activities included free bone testing, rock-climbing game, a talk show with the TOPF doctor and celebrity, mini-concert, etc. TOPF Chairman and Tetra Pak Thailand MD jointly opened the event, together with the 4 hosts from Trendy 30 TV show. At the Siam Discovery Centre, the event started at 11 a.m. and ended at 8 p.m. with a mini concert from a very popular singer. A caravan of 14 milk mascots travelled around the downtown area to promote milk drinking. There was also free milk distribution and promotion at 14 high traffic locations around Bangkok from 7 a.m. to 3 p.m. In the **United Kingdom**, World Milk Day was promoted with a PR campaign by the Dairy Council to raise awareness for this annual event as well as for the health and nutritional benefits of milk. The campaign consisted of the following activities: Catherine Collins, head of dietetics at St Georges Hospital was engaged to talk about the nutritional benefits of milk and 3-A-Day in several radio interviews. In order to remind people of where milk comes from, a milking simulator was being taken onto the streets of London for the public to try their hand at milking it. The images were released along with a written piece on the benefits of milk to the press in the hopes of achieving coverage in the national and regional issues. Further, a small *yougov* survey was commissioned to find out the UK’s favourite way to enjoy a glass of milk i.e. the time of the day people enjoy milk most and what they like to have it with best and we’ve had a “magic milk moment” graphic developed to illustrate the results which will also be used to get some positive coverage. Finally, worldwide activities of World Milk Day were promoted to the media in order to put the event into a more global context and also a piece of literature from the Dairy Council’s archive was published showing the quirky way that milk and dairy products were promoted in the 1930’s. In the **United States**, on June 1st there were a number of *kick-off* events to the celebration of *The Dairy Month - June*. In the south-eastern part of the country there were many local events, themed merchandise and media coverage. As a new twist, the dairy farmer spokespersons gave an interview talking about the good animal health and environmental practices they manage on their farms. Every year there is a different theme, with this year’s theme capitalizing on the election year’s excitement: “Vote Dairy!” Check out the website www.southeastdairy.org which hosts a number of resource materials, including an activities booklet, news releases and fact sheets.

Uruguay decided to commemorate the Day this year with the inauguration of the *Instituto Nacional de la Leche* (I.N.A.L.E.) with the objective to improve the collaboration between the producers, the industry and the Government. Also **Vets without Frontiers** (VSF) organised activities this year to support local milk production



in Africa - a basic element in the fight against poverty and famine. All across the globe **DeLaval** companies and their employees prepared World Milk Day celebrations to honour this nutritious and well tasting beverage. The DeLaval headquarters in **Sweden** invited a guest speaker, Lars Gardhage, Dairy Manager of Arla Foods to share his expertise in the dairy industry with DeLaval employees. The staff enjoyed the Day with refreshing milk and Swedish cinnamon buns. DeLaval **Denmark** marked the event by inviting all employees to a healthy milk breakfast to start the day. In **Brazil**, DeLaval staff collected milk for donation to an institution of their choice. Employees were encouraged to bring as many litres of milk as they want. To enjoy the day, a milk break was organized with various products from the *Agrindus* farm. DeLaval Bosio in **Argentina** conducted educational talks to highlight the importance of milk to students in primary schools and athletes from clubs in the city. These groups are selected to stress the importance of milk as an

essential source of nutrients for an adolescent person, and its necessity in the diet of athletes. The Day included also a talk on milk production, a video showing the development of the dairy business, and a presentation by a nutritionist on the vital role of milk. Each employee received a litre of milk. DeLaval **Canada** gave away complimentary Kawartha Dairy milk to students of Peterborough Collegiate and Vocational School as part of their breakfast programme. Gerry Coughlin, winner of the 2007 Milk Quality Award for Peterborough County, participated with a Holstein cow and calf as a visual reminder of the source of the valued food. DeLaval **USA** celebrated the occasion in conjunction with DeLaval 125 years. A booth of 10'x 10' was set up at Farmers Markets, City Market in Kansas City. Business partners provided free milk, cheese and ice cream. Staff was wearing t-shirts specially ordered for the event. There were also promotions in Kansas City Star and on local television. In **Egypt**, DeLaval & Tetra Pak jointly produced posters and two booklets - one with recipes containing milk and the other on facts about milk. A competition on "Who will drink more milk?" was also arranged on that Day. **FEPALÉ**, the Pan-American Dairy Association marked the Day with a declaration of its Secretary General emphasizing the high nutritional value of milk and this year's Campaign to promote consumption of dairy products which is entitled "Si a la leche!". The objective is to sensitize, stimulate and commit the various stakeholders in the promotion of consumption of dairy products for the population's health. More information on this campaign can be obtained from the web at <http://www.infoleche.com/sialaleche.php>.



 FAO operates a free e-mail discussion group on dairy issues. To join, or if your country, region, area or school is interested in celebrating World Milk Day please contact: FAO-Dairy-Outlook@fao.org