The 1st World Milk Day was celebrated in June 2001 and has since become an annual event 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. For more information, see: World Milk Day

In 2015, World Milk Day was celebrated by over 40 countries. Activities included holding marathons and family runs, milking demonstrations and farm visits, school-based activities, concerts, conferences and seminars, competitions and a range of events focussing on promoting the value of milk and illustrating the important role played the dairy industry in the national economy.

Here is a selection of activities from a range of countries which submitted reports.

<table>
<thead>
<tr>
<th>Country</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>University conference and promotion of the day on the web</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>Seminars, programmes for school children and a rally</td>
</tr>
<tr>
<td>Belgium</td>
<td>Publicising the important of dairying in developing countries and distribution of milk.</td>
</tr>
<tr>
<td>Bolivia</td>
<td>Tasting of dairy products</td>
</tr>
</tbody>
</table>
Bosnia and Herzegovina: A range of events, including the distribution of milk, organized

Brazil: Marathon and lectures

Canada: Promotion of the value of drinking milk

Dominican Republic: Celebrations held in park
Chile: **Activities in schools and drawing competitions**

Chile: [more info](#)

Colombia: **Launching of a campaign to donate milk to good causes**

Colombia: [more info](#)

Costa Rica: **Information day and a marathon**

Croatia: **Promotion of the nutritional value of milk**
<table>
<thead>
<tr>
<th>Country</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominican Republic</td>
<td>Launching of a campaign for the promotion of milk consumption</td>
</tr>
<tr>
<td>Ecuador</td>
<td>A number of events were held</td>
</tr>
<tr>
<td>Finland</td>
<td>Press release and Milk Maid visit at children’s summer camps</td>
</tr>
<tr>
<td>France</td>
<td>Factory visits and web promotion of milk</td>
</tr>
</tbody>
</table>

France: [more info](#)
Guam and Saipan Distribution of Milk

Guatemala Activities for children

Guatemala: Youtube video

Honduras Internet promotions focusing on drinking milk

Honduras: more info
India

Distribution of milk

India: more info

Italy

Celebrations and tasting of dairy products at the Milano Expo 2015

Italy: more info

Japan

Video statement by the Director of the FAO Liaison Office

Japan: Youtube video

Korea Rep. of

Milk distribution
Luxembourg

Information day on the nutritional value of milk

Malawi

Music and entertainment

Mexico

Promotion of consumption of milk and milk products

Pakistan

Celebrations in University
Panama: Distribution of milk and milk products

Paraguay: Information day

Peru: Conference and press release

Philippines: Family run
Reunion

Distribution of milk

Reunion: more info

Russian Federation

Activities for children, including painting a bus

Russian Fed.: more info

Senegal

Conference

South Africa

Activities for children
Spain: Activities for school children

Sri Lanka: Press release

Tanzania: Range of celebrations and activities

Thailand: Exhibitions, educational activities and concert
<table>
<thead>
<tr>
<th>Country</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tunisia</td>
<td>Milk promotion and distribution</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Activities for school children</td>
</tr>
<tr>
<td>Uruguay</td>
<td>Information on milk consumption</td>
</tr>
<tr>
<td>Venezuela</td>
<td>Information day</td>
</tr>
</tbody>
</table>
Source: Information derived mainly from the Dairy-Outlook e-mail discussion forum, plus internet.

The FAO Dairy Outlook List is an information exchange network on developments in the world’s dairy industry. To subscribe send an email with “Subscribe” in the subject line to fao-dairy-outlook@fao.org

World Milk Day

Since the first World Milk Day was held in 2001, many countries spread throughout the world have participated in the celebrations and the number is growing each year.

Why hold a World Milk Day? 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.

Where did it begin? FAO (the Food and Agriculture Organisation of the United Nations) was asked to propose a specific day on which all aspects of milk could be celebrated.

Why 1st June? This date was chosen because a number of countries were already celebrating a national milk day on or around this time. Late May was originally proposed, but some countries, for example China, felt they already had too many celebrations in that month. While most countries hold their celebrations on 1st June, some choose to hold them a week or so before or after this date.

Let us know how you intend to celebrate the 16th WORLD MILK DAY, June 1, 2016
Send messages to: fao-dairy-outlook@fao.org