17th World Milk Day
1 June 2017

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 2017, World Milk Day was celebrated by over 40 countries. Activities included school-based activities, milking demonstrations and farm visits, concerts, conferences and seminars, competitions and a range of events focusing on promoting the value of milk and illustrating the important role the dairy industry played 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>
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<tbody>
<tr>
<td>Argentina</td>
<td>Information day on the nutritional value of milk and consumption</td>
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<tr>
<td>Bosnia and Herzegovina</td>
<td>A range of events, including distribution of milk</td>
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</tbody>
</table>
Chile  Puppets show and seminar

Colombia  Promotion of value of drinking milk

Costa Rica  Promotion of national milk
China: Free event including fun educational game

Finland: Activities in schools and election of the Milk Maid

India: Press release
Italy  
*Information day, interviews and distribution of dairy products and promotion of milk recipes*

Malawi  
*Dancing celebration*

Madagascar  
*Conference, seminars and milk distribution*
Mexico  
Press conference, symposia and a soccer tournament

Nepal  
Information day and entertainment

Slovak Republic  
Tasting of milk and milk products in various cities
Spain

Conferences to promote the benefits of milk and dairy products

St. Lucia

Visit to farm and promotional activities

Peru

Conferences and distribution of milk
United Kingdom

Poster competition for children

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 across 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 18th WORLD MILK DAY, June 1, 2018
Send messages to: fao-dairy-outlook@fao.org