

19th World Milk Day
1 June 2019

The 1st World Milk Day was celebrated in June 2001, and since then, it has become an annual event in many countries throughout the world. The Day provides an opportunity for stakeholders in the dairy sector to focus attention on milk and dairy products and their role in many facets of life. The fact that many countries celebrate the day shows that milk is a global food. For more information, see: [World Milk Day](#)

In 2019, World Milk Day was celebrated by over 40 countries. Activities included: milking demonstrations and farm visits; games, competitions and concerts; distribution of milk products; and conferences, seminars and information sharing. They all aimed at sharing information on the value of milk and illustrating the important role the dairy sector plays in communities, national economies and cultural aspects of societies. The events provided yet another opportunity for everyone involved in the sector to participate, including children, dairy farmers, manufacturers, traders, consumers, scientists and government officials.

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

Country	Description
Argentina	<p><i>Celebrating the WMD for the fourth time, the Nutrition Sector of the National Institute of Industrial technology, organized a scientific Conference on the role of milk in healthy eating with focus on strategies for decreasing or replacing sugar in dairy products.</i></p>
Finland	<p><i>Organized a traditional "Milk morning", a morning seminar for stakeholders on 28th May, and issuing press releases and engaging stakeholders through social media.</i></p>



India

Dairy producer organizations used the occasion to highlight importance of milk through media including newspapers, while Sanjay Gandhi Institute of Dairy technology, Bihar Animal Sciences University, Patna, organized a lecture.



Italy

Running for several years now, the Free Cremona Association of Farmers organized a “Milk festival, which included a conference on “Correct nutrition in the paediatric and adolescent ages”.



Mexico

The State Congress of Jalisco and The State Ministry for Agriculture and Rural Development held an event under the theme “Brindis conmemorativo: Sí a la leche (Raise a glass: Yes to milk)”. It aimed at promoting the consumption of milk and milk products.



New Zealand Organized a number of activities, including sharing milk samples, and highlighting the nutritional benefits of milk in daily diets. Activities involved children and different stakeholders.



Russian Federation Five hundred children painted trolley buses in Omsk. They drew everything related to milk and summer: cows, butterflies, flowers, cats, different berries, and the trolley busses with the drawings will ride the city all year around. Dairy products were also shared among children.



Slovakia Dairy Farmers Association and Slovak Dairy Association organized school visits termed "dairy patrol" and shared knowledge on health benefits of milk among school children.

Uganda *The Dairy Development Authority, with the local district government in Lyantonde district, organized an event under the theme “Enhancing quality milk production for improved milk safety and profitability”. It included an exhibition by private sector stakeholders; and events to showcase the benefits of school milk programme, promoting parent-led school milk feeding programmes and engaging primary school children.*

Viet Nam *A dairy manufacturer held an event under the theme “For standing tall”, which included visit to a farm and experiencing milking cows, taking part in a series of games that required physical and mental skills, and musical events.*

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 20th WORLD MILK DAY, June 1, 2020

Send messages to: fao-dairy-outlook@fao.org