

## 20<sup>th</sup> World Milk Day 1 June 2020

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 2020, 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
India	<p><i>Celebrated WMD organizing a social media campaign, a cooking competition and other contests.</i></p> 
Italy	<p><i>A farmer association in Cremona, in partnership with other stakeholders, organized an online workshop and a web cooking class to celebrate the importance of milk.</i></p> 

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*Israel*

*Organized a webinar on Milk Production and Clean Eating, and a dairy farm tour for Parliament members.*



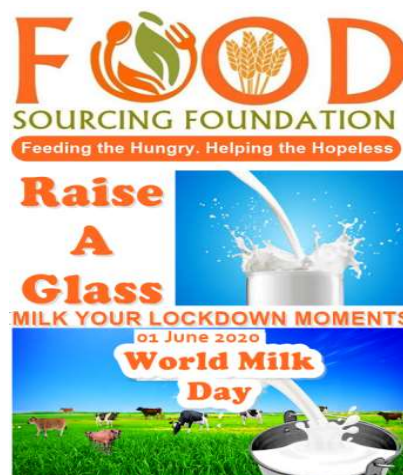
*Russian Federation*

*For five years in a row, children celebrated WMD in Omsk with a drawing contest.*



*South Africa*

*Celebrated WMD through sourcing and distributing surprise milk products to vulnerable communities, most impacted by the global COVID 19 pandemic through our events #MilkSurprise.*



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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](mailto: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 21st WORLD MILK DAY, June 1, 2021**

Send messages to: [fao-dairy-outlook@fao.org](mailto:fao-dairy-outlook@fao.org)