

## THE 12<sup>TH</sup> WORLD MILK DAY 1 June 2012

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.

As every year, a lot of celebrations took place in Lower **Austria**. The region's dairy farmers produce best quality



milk and the newly elected "milk queen Katrin I." sent greetings to everyone on World Milk Day. Also in **Bangladesh**, World Milk Day was observed as elsewhere in the world to provide special attention on milk as a global nutritious food for improving the nutritional status of people, particularly for children. To mark the day, Milk Vita distributed milk among the 400 students of Surovi School at Dhanmondi in the city. Representative of Food and Agriculture Organization (FAO) of the United Nations to Bangladesh Dominique Burgeon, General Manager of Milk Vita Engr Mohammad Altaf Hossain and National Operations Officer of the FAO Representation in Bangladesh, Begum Nurun Naher, among others, were present on the occasion. Observed for the first time in 2001, the day provides an opportunity to focus attention on milk and to highlight the importance of milk as highly nutritious food and excellent source energy, protein, vitamins and minerals. Numerous speakers said people should be made aware of importance of milk as nutritious food for fighting malnutrition in the country. Milk production almost doubled in last 10 years in Bangladesh and yearly per capita consumption of milk has also increased from 13 kg in 2001 to about 20 Kg in 2011. Noting that milk consumption tends to diminish the older we get, producers in **Belgium** distributed milk to commuters at the capital's main

railways stations on WMD 2012. In **Belize**, San Pedro students at both the San Pedro Roman Catholic School and Holy Cross Anglican School got their special dose of milk and a great daily intake of calcium thanks to Santiago Castillo Limited of Belize City as they observed WMD 2012. At precisely 10:30 a.m., students from across the country gulped down on some delicious *Dutch Lady* Milk as the staff of Santiago Castillo coordinated the event with schools throughout Belize. The company is promoting a healthy diet and lifestyle with its newest product that is replacing the common Rainbow Milk which will no longer be available in Belize. Santiago Castillo took the great opportunity of World Milk Day to promote Dutch Lady Milk while having children enjoy a serving of milk and showing off their milk moustaches. In **Brazil**, the web portal *MilkPoint* celebrated the Day with an article and showing readers with milk moustaches:



<http://www.milkpoint.com.br/sobre-o-site/novas-do-site/milkpoint-comemora-o-mes-do-leite-com-bigodedeite-mande-sua-foto-79341n.aspx>. See also face book at:

<http://www.facebook.com/milkpoint>. **Burkina Faso** celebrated its 5th World Milk Day with a conference on the development of a sustainable dairy sector and the distribution of milk products to a school which has now become an integral part of each year's activities. See the press release (in French) at:

[http://www.lepays.bf/IMG/article\\_PDF/article\\_a2473.pdf](http://www.lepays.bf/IMG/article_PDF/article_a2473.pdf).

**Chile** joined the commemoration of WMD distributing flyers, promotional gifts, banners etc. all aimed at highlighting the benefits of consuming dairy products. The event was organized in Santiago by *Promolac* which brings together producers and major companies of the dairy industry and Carlos Arancibia, Promolac manager, highlighted this as a concrete example of the efforts being made to increase the consumption of



dairy among the Chilean population. Also the new campaign entitled “Yo Tomo, Yo Como” was launched to reinforce the message that milk and dairy products are essential for human health. Further commemorations took place in Valdivia where various activities (theater play, student’s presentation on milk, milk snack for all participants) contributed to another successful WMD celebration with the participation of all stakeholders. Elsewhere in Chile, in Osorno, this year’s celebrations sought to raise the awareness among pre-school children about the importance of

of consuming milk and dairy products. Representatives of the Association of Milk Producers of Osorno visited a kindergarten where they explained to the children how dairy products are produced and spoke about their properties and nutritional benefits for growth and development. Milk snacks as well as educational material, were distributed on the occasion. In **Colombia**, for the



third consecutive year, *Asoleche* joined in the celebrations of World Milk Day around the globe. Stakeholders from the Industry helped through various activities to spread the message of the benefits of consuming milk and dairy products at all stages of life.

The **Croatian** Dairy Union organized celebrations in schools, delivering milk and dairy products for all school children. Also, a round table discussion on proper diet in kindergartens, primary and high schools took place. A special magazine issue on *Mlijeko i Ja* (Milk and Me) was issued to raise public awareness about the importance of proper nutrition and to promote milk and school milk. Also *Croatia Airlines* has joined the celebration of World Milk

Day this year by drawing passenger’s attention to the importance of a proper and balanced diet and a healthy lifestyle. Croatia's national carrier, in cooperation with the Zagreb dairy company *Dukat* supported the initiative: on the 1<sup>st</sup> of June, passengers on morning flights could enjoy *Dukat* milk products and the luckiest ones won packs of health and tasty dairy products. Celebrations in the **Dominican Republic** aimed at the promotion of the consumption of milk and dairy products encouraging the farmers, the dairy industry and all stakeholders to continue working for the country’s food self sufficiency. In **Finland**, the 12th World Milk Day was celebrated this year on May 29th with a seminar called “Around the World along with Milk and Music” and introduced the audience (associates and the media) to the ways milk is used in different countries. Starting from Finland, they went to Italy, Kenya, Argentina and Australia before “flying” back to Finland. Representatives from the various countries described the typical “milky habits” of their country and a famous opera singer *Jyrki Anttila* performs songs from that particular part of the world. After the tour around the world, Finland’s new Milk Maid was announced. The Milk Maid is a traditional figure of the Finnish Dairy Nutrition Council, spreading the word of good nutrition and milk being part of it. Through nutrition education, the Milk Maid (being an authorized nutritionist) is an excellent messenger for Dairy Nutrition Council. In autumn she visited, for example, many primary schools, working places and fitness centers informing about the importance of milk in the diet. In **Germany**, famous children’s songwriter Volker Rosin attracted numerous guests, especially children to the WMD flagship event on a dairy farm in Niedersachsen. After the concert, a lot of fun activities under the motto “milk moves”, such as milk jug bowling and a pedal tractor rally, took place during the day. Also a theater play around the milk theme was presented and naturally all children had the possibility to visit the stables and milking parlors and watch how cows and calves live. Elsewhere in Germany, in Nordrhein-Westfalen, a cooking show was organized in a shopping centre. Star cook Björn presented numerous recipes around milk and dairy during the day. Organizers distributed an information box on healthy eating and the event’s milk mascot *Lotte* attracted the curiosity of visitors to the shopping centre all day.



In **India**, to celebrate World Milk Day on June 1, the Ministry of Good and Drug Administration (FDA) embarked on a month-long campaign to make consumers aware of various ways to identify milk adulteration. FDA has vowed to enforce tougher measures for milk distributors and vendors found contaminating milk. As part of its varied measures, FDA has made it mandatory for distributors to issue identity cards to all their vendors. Also, a radio jingle and pamphlets have been prepared to educate consumers to buy milk from only registered vendors and distributors where chances of adulteration are minimal due to the stringent quality checks that the department will be undertaking. Further, the department has also decided to equip its employees' mobile phones with a caller tune that will instruct consumers on the Food Safety and Standards Authority of India. Also on a regional basis, a number of celebrations were organized throughout the country. In *Ranchi*, for example, a two-day seminar themed "Status, opportunities and sustainability of dairy in Jharkhand" was arranged to promote dairy development in the State. In *Mangalore*, World Milk Day was observed by Dakshina Kannada District Co-operative Milk Producers' Societies' Union Limited at its premises in Kulshekar. The Union has created 7,700 job opportunities for the people in the district and over 40 thousand rural families were contributing milk to the dairy. After an invocation, Sathyanarayana welcomed the gathering and the traditional lamp was lit by the dignitaries. Various interventions highlighted the importance of milk as a "complete food" and flavoured milk was distributed to needy people. WMD 2012 was also observed in *Manipal* at the Junior College where the President of the Dakshina Kannada Cooperative Milk Producers' Union spoke to students about the nutritional importance of milk containing so many vitamins such as calcium, carbohydrate, potassium, zinc and others making it a complete drink which makes it vital for the development of the brain, heart and teeth. But he expressed also deep concern over milk adulteration and the marketing of synthetic milk to the consumers. Milk and informative literature were distributed to the students of the college with a view to enlightening them on the benefits of milk.



In **Indonesia**, a World Milk Day festival was organized by the KELOMPOK MINAT PROFESI VETERINER

(see poster). Elsewhere in the country, *Frisian Flag*, organized a "Smart Parents Conference", where experts in the fields of nutrition, growth and development were engaged to alert Indonesian parents on how to unlock their children's potential and avoid future health problems. The event was officially opened by Vice Minister of Education and Culture, Prof. Dr. Ir. Musliar Kasim MS, and also attended by a leading paediatrician, a community nutrition expert as well as representatives from *Frisian Flag Indonesia* (FFI) working partners and media.

**WORLD MILK DAY**  
2012

**LOMBA POSTER ILMIAH**  
"World Milk Day Festival 2012"  
1-3 Juni 2012  
Presented by:  
Kelompok Minat Profesi Veteriner Ternak Besar  
Fakultas Kedokteran Hewan Universitas Airlangga

**Ketentuan:**  
1. Poster yang akan dilombakan merupakan poster ilmiah yaitu poster yang dibuat berdasarkan atas tinjauan pustaka dari karya tulis ilmiah.  
2. Peserta adalah mahasiswa FKH se-Indonesia dan Mahasiswa umum.  
3. Peserta kelompok maksimal 2 orang.  
4. Peserta belum pernah mempublikasikan karya poster yang sama dalam bentuk apapun.

**Pengumpulan:**  
Paling lambat 26 Mei 2012  
Dikirim via pos ke:  
Student Center Fakultas Kedokteran Hewan UNAIR  
Jl. Mulyorejo Surabaya (kampus C UNAIR)  
Berupa: Soft dan Hard copy

**Fee:**  
IDR 50.000

**Cara Pembayaran:**  
Dikirim melalui rekening Bank Mandiri No. 141-08-10585040 an. Murti Wibowo No. HP: 085648842112

**Prize:**  
a. Juara I: Piala + Piagam + Rp. 600.000.  
b. Juara II: Piala + Piagam + Rp. 400.000.  
c. Juara III: Piala + Piagam + Rp. 200.000.

**Topik**  
Kriteria Poster  
Ukuran & Format

**Coming Soon:**  
Serangkaian World Milk Festival  
- Seminar Nasional "World Milk Day"  
- Bagi-bagi susu gratis @Taman bungkul

*Be TB. Be success veterinarian!*



**Ireland**'s National Dairy Council celebrated World Milk Day on-line, including ways to win on its 'Obey Your Body' Facebook page, focussing on ways to drink milk as part of a balanced diet or sharing milk facts using a new World Milk Day app. The NDC's World Milk Day app. also features creative work from a team of secondary school students who won its *Milk It Advertising Awards 2012* . The winning team is "'3 Diamond" - 3rd year students from the Dominican College in Blackrock, Co. Dublin, who created a Facebook and poster campaign. A corresponding NDC World Milk Day Twitter campaign was used to share milk facts and information using the hashtag #worldmilkday. In **Italy**, *Interpuls* celebrated this year's World Milk Day at the Company Annual Meeting, inviting all personnel. Elsewhere, in **Malawi**, this year's event was celebrated at *Mpemba* in the southern highlands. It was Malawi's 12th participation and required 24km of dancing cloth to be printed for the occasion. "We seem to add 2,000m each year which contributes to the color of the highlands over the next few months and reminds everyone about who is in the cow club"commented one of the organizers. **Malaysia**, *Dutch Lady* has invested 19 percent more of its marketing budget this year, compared to 2011, to celebrate World Milk Day attempting to break the Guinness World Record for the 'most cheers in a compound' category. During a three-week campaign, Malaysians could submit their 'Go Malaysia Go' cheer online through an app on the Dutch Lady Facebook fan page. Dutch Lady also collaborated with the Olympic Council of Malaysia to support four Malaysian athletes at the London 2012 Olympic Games, to show its support on nutrition. Local celebrity Faizal Tahir also lent his support by performing his new song Go Malaysia Go to the Malaysian Olympic contingent at the WMD launch event. To generate buzz around the campaign, the company runs promotions on blogs, twitter, Google search, YouTube, radio and on-ground promotions at high-traffic areas such as colleges, offices and schools. **Mali** marked its seventh year of celebrations by holding a joint conference between the Ministry of Agriculture and the dairy sector on ways to improve the industry. Highlights at:



<http://www.youtube.com/watch?v=p-7OEqzHO0U> . Despite relatively low levels of milk consumption, Mali still imports as substantial proportion of its milk. The day was also marked by the distribution of milk and milk products to displaced groups from the north of the country, living in the capital Bamako. In **Mauritania**, the APLVB cooperative in the Brakna region organized its first year of celebrations by hosting a conference on the benefits of drinking locally produced milk. The **Niger** Minister of Agriculture highlighted the importance of dairying in the countries of the Sahel where 80 percent or more of the population gain their living from livestock.



At the same time, climatic conditions and low productivity present a number of challenges. Elsewhere, in **Nigeria**, an event was organized at the *Nutricima* Factory at Lagos as part of the company's activities to mark the 2012 World Milk Day. A week-long roll out of relevant activities (debate with students, boat cruise, visit



of the state house) was presented, engaging in informing Nigerians, especially parents and children, on the benefits of milk consumption. Elsewhere, *Promasidor* Nigeria celebrated the 2012 World Milk Day in a memorable way with students of various schools. In **Panama**, the Day was celebrated with *The Active 20-30 Club of Panama* (El Club Activo 20 – 30 de Panama) who conducted the main national effort to collect milk on Saturday 2 and Sunday June 3. The *Lechetón 20-30*, is performed in order to help thousands of children and older adults living in different national institutions, to supplement their diet with the nutrients that milk provides. The celebration activities are supported by Tetra Pak. Read more about the celebration in Panama (in Spanish): <http://quepasapanama.com/2012/05/lecheton-2012/>



Like other countries, **Russia** has been celebrating the World Milk Day for some years. Dairy industry enterprises provide annual support of “Milk” competitions, concerts and stage shows in Russian regions. These holidays are popular among children and their parents who have a chance to find out more about the useful properties of milk and its role for the healthy nutrition. In **Senegal**, a national dairy workshop to discuss sector difficulties was organized this year to mark World Milk Day. The organization and institutionalization of milk during the winter campaigns in the areas of production and marketing of the product were mainly

at the center of debates. Farmers face the virtual absence of facilities for the collection, storage, processing and distribution of milk in the production areas. They also challenged the new authorities to resolve the persistent problems of access to drinking water and the quantity of animal feed, as well as the creation of firewalls against bush fires, recorded each year, which cause enormous damage to livestock. In **Spain**, the Milk Producers Organization (*OPL – Organización de Productores de Leche*) created a dedicated Facebook page ([www.facebook.com/diamundialdelaleche](http://www.facebook.com/diamundialdelaleche)) in occasion of this year’s World Milk Day. On the page, a series of three posters in “vintage style” were produced for the campaign and were available for downloading and sharing. The campaign aimed to demystify some urban legends around milk. **Thailand** launched a campaign entitled



“*Thais Drink Milk*” on the occasion of WMD 2012. Its aim was to encourage Thai people to drink milk and, at the same time, share it with the less fortunate. The campaign invited everyone to upload a photo of themselves drinking milk to [www.thaidrinkmilk.com](http://www.thaidrinkmilk.com). For every photo uploaded to the site, one package of *Foremost* UHT milk was donated to the Thai Red Cross Society to help improve the health of less fortunate people nationwide. Certified by Guinness World Records, the “Thais Drink Milk” photo mosaic which was on display at Central World Square in Bangkok collected 154,560 individual photos of people drinking milk and covered 1,610 square meters.

See also: <http://www.richardbarrow.com/2012/06/thailand-breaks-guinness-world-record-for-largest-photo-mosaic/> . Around 80 percent of milk in Asia is produced by smallholders. In addition, there are millions of traders and dairy entrepreneurs – small and large – involved in the dairy sector. “The smallholder dairy sector

produces multiple benefits for its numerous stakeholders including income generation for small producers; off-

farm job creation especially for women, low energy use compared with industrialized dairy production; and improved household food security and nutrition” said FAO’s regional chief Hiroyuki Konuma at a press conference on WMD at the Thai Ministry of Agriculture and Cooperatives in Bangkok. World Milk Day in **Tanzania** was held as part of National Milk Promotion Week in *Moshi* (on the slopes of Mt Kilimanjaro) from 29th May to 1st June 2012. The program included a National Dairy Development Conference, Dairy Stakeholders organisations annual meetings and a Summit of the Milk promotion week/WMD. The chief guest at the summit and WMD was Tanzania’s Minister for Livestock and Fisheries Development, Hon. Dr David Mathayo David (MP).



Among World Milk Day activities in **Turkey**, the Bor Vocational School organized an event in cooperation with the Bor Municipality. A large number of citizens attended the event held in Bor Campus of Nigde University and there were enjoyable activities. Many students and citizens attended the event which was supported by dairy products companies. Milk and dairy products were offered for free and milk drinking, and sack races, tug of war



were held. All companies participating and supporting the event received a certificate of participation. After a folk and modern dance show of the sports students, the event ended with a collective drink of milk and the *Neval Solak* concert. More at: <http://www.nigde.edu.tr/page.php?ln=en&news=701>

In [Qatar](#), school children learnt about the benefits of milk in *Anchor's* month-long nationwide campaign in the lead up to World Milk Day on 1 June. The

initiative included a range of activities that showcased dairy's nutritional benefits and helped children understand where milk comes from, answering some age old questions, such as "How does a cow turn grass into milk?" and "Why is milk white?" As part of the School Milk Project, *Anchor* has produced a fun learning pack with facts, puzzles, questions and stickers to teach the children everything they need to know about milk. There was also a team of specially-trained staff to deliver informative presentations on milk to school teachers as a means of further strengthening the campaign. Further, from 20 May to 20 June, all children aged between six and ten across [Qatar](#), [Bahrain](#) and the [United Arab Emirates](#), could explore their imagination by entering the "Draw Your Dream New Zealand Farm" Competition. The participating children were able to draw, paint or crayon their dream New Zealand farm for a chance to win an



all-expenses-paid family holiday to New Zealand, the home of *Anchor*. Also in the [UAE](#), *FrieslandCampina* Middle East lent its support to the initiatives of the UAE Ministry of Health to boost the consumption of milk: a symposium on "Goodness of Dairy" was held in *Sharjah*, while the *Mirdif* City Centre hosted a 3-day fun event in occasion of WMD. The fun activities for children included face painting, performances by jugglers and magicians, besides competitions and music shows. As part of the programme, officials from *FrieslandCampina* spoke about the advantages and health benefits of milk consumption and the company's efforts to further the cause. In the southeastern part of the [United States](#), the dairy



promotion organization put together a *Pinterest* board dedicated to World Milk Day. See also: <http://pinterest.com/sedairy/world-milk-day/> . They highlighted nine countries from around the world, by including images with facts and also posted information about the initiative on Facebook and Twitter to cross-promote. Since June is Dairy Month for the United States, World Milk Day kicked off the celebration for the entire month. A variety of activities for the month of June occurred, including a new microsite <http://www.southeastdairy.org/june-dairy-month/> which contains materials, stories and activities for dairy promotion. Dairy farmers were asked to tape radio spots that played throughout the region, highlighting their dedication to producing wholesome milk, and also to their cows and land. *SUDIA* (Southeast United Dairy Industry Association, Inc) was involved in over 60 local events in June celebrating milk, as well as alerting the media to access information on our June Dairy Month website. In [Venezuela](#), the School of Veterinary Medicine at the *Universidad Nacional Experimental Francisco de Miranda* organized an event in occasion of World Milk Day for pupils of kindergarten and elementary schools with their parents, representatives and teachers. The event was sponsored by food and beverage companies.

[FEPALE](#), the Pan-American Dairy Federation has supported World Milk Day since its beginnings and also this year a congress in Paraguay gathered the leaders of the dairy sector in the continent to analyze with emphasis the role that the Americas must and will comply as global suppliers of milk. *Fepale*, as part of its programmes "More Milk=More Health" and its "Yes to Milk" campaign contributed with technical material written by professionals from different countries highlighting the benefits of milk products for human health. You can access and download the materials entering the campaign page on <http://www.sialaleche.org/>.

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*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](mailto:FAO-Dairy-Outlook@fao.org)*