



15th World Milk Day

1 June 2015

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.

Country	Description	
Argentina	<i>University conference and promotion of the day on the web</i>	 Argentina: more info
Bangladesh	<i>Seminars, programmes for school children and a rally</i>	
Belgium	<i>Publicising the important of dairying in developing countries and distribution of milk.</i>	Belgium: more info
Bolivia	<i>Tasting of dairy products</i>	

Bosnia and
Herzegovina

*A range of events, including
distribution of milk, organized*



Bosnia and Herzegovina: [more info](#)

Brazil

Marathon and lectures



Canada

*Promotion of value of drinking
milk*



Canada: [more info](#)

Dominican
Republic

Celebrations held in park



Dominican Republic: [more info](#)

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



Dominican
Republic

*Launching of a campaign for the
promotion of milk consumption*



Ecuador

A number of events were held



Finland

*Press release and Milk Maid visit
at children's summer camps*



France

*Factory visits and web promotion
of milk*



France: [more info](#)

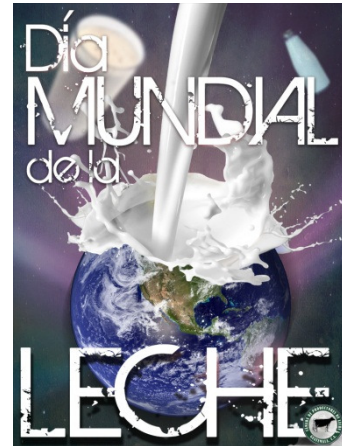
Guam and
Saipan

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*



Luxembourg: [more info](#)

Malawi

Music and entertainment



Mexico

*Promotion of consumption of milk
and milk products*



Pakistan

Celebrations in University



Pakistan: [more info](#)

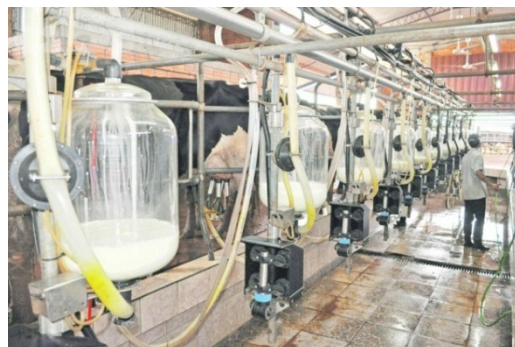
Panama

Distribution of milk and milk products



Paraguay

Information day



Peru

Conference and press release



Peru: [more info](#)

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



Spain: [more info](#)

Sri Lanka

Press release



Tanzania

Range of celebrations and activities



Tanzania: [more info](#)

Thailand

Exhibitions, educational activities and concert



Tunisia

Milk promotion and distribution



United
Kingdom

Activities for school children



U.K.: [more info](#)

Uruguay

Information on milk consumption



Venezuela

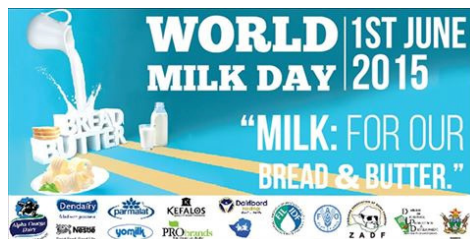
Information day



Venezuela: [more info](#)

Zimbabwe

Conference



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