



16th World Milk Day

1 June 2016

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 2016, 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 by the dairy industry in the national economy.

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

Country	Description	
Afghanistan	<i>Milk promotion and distribution</i>	
Argentina	<i>Information day</i>	
Bangladesh	<i>Seminars, processions, rally</i>	Bangladesh: more info

Bolivia

*Information day on the nutritional
value of milk and consumption*

Bolivia: [more info](#)

Bosnia and
Herzegovina

*A range of events, including
distribution of milk*



Bosnia and Herzegovina: [more info](#)

Brazil

Conference



Canada

Promotion of national milk



Chile

*Promotion of value of drinking
milk*

Chile: [more info](#)

China (Hong
Kong - SAR)

Activities for children



Colombia

Information day



Costa Rica

Celebrations



Finland

Activities in schools and election of the Milk Maid



Great Britain

Press release and picture contest

Honduras

Activities in schools and distribution of milk



India

*Milk promotion and visit to Dairy
Co-operative Societies*



Italy

A number of events were held



Italy: [more info](#)

Jamaica

*Promotion and distribution of
milk products*

Jamaica: [more info](#)

Korea Rep. of

*Conference and activities for
children*



Luxembourg

Promotion of milk

Mexico

*Conference on the promotion of
milk consumption*



Mongolia

*Celebrations and tasting of dairy
products*



Myanmar

*Activities for children and football
event*



Nepal

*Distribution of milk and poetry
competition*



Nicaragua

*Information day and
entertainment*



Nigeria

Milk distribution

Nigeria: [more info](#)

Pakistan

*University conference and
promotion of the day*



Paraguay

*Seminars, National Congress and
Race*

Paraguay: [more info](#)

Peru

Activities for children



Poland

Celebrations in the Parliament



Russian Federation

Painting competition



South Africa

Activities in schools

Spain

Promotion of nutritional value of milk



Spain: [more info](#)

Tanzania

Procession of school children



Thailand

Games, promotional activities and concerts



United States

Tasting of dairy products



Venezuela

Information day



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 17th WORLD MILK DAY, June 1, 2017

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