**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](http://www.fao.org/economic/est/est-commodities/dairy/school-milk/15th-world-milk-day/en/)

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.

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| Country | Description |  |
| Afghanistan | *Milk promotion and distribution* | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Afghanistan.JPG |
| Argentina | *Information day* | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Argentina.JPG |
| Bangladesh | Seminars, processions, rally | Bangladesh: [more info](http://www.daily-sun.com/post/141655/BAU-marks-World-Milk-Day) |
| Bolivia | *Information day on the nutritional value of milk and consumption* | Bolivia: [more info](http://abyayala.tv.bo/index.php/2016/06/01/bolivia-festeja-dia-mundial-la-leche-consumo-casi-60-litros-per-capita/) |
| Bosnia and Herzegovina | A range of events, including distribution of milk | *C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Bosnia.JPG* |
| Brazil | Conference | Bosnia and Herzegovina: [more info](https://www.facebook.com/zimzenica/)  C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Brazil.jpg |
| Canada | Promotion of national milk | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Canada.JPG |
| Chile | Promotion of value of drinking milk | Chile: [more info](http://www.noticiaslosrios.cl/celebraran-dia-internacional-la-leche-escolares-la-union/) |
| China ( Hong Kong - SAR) | Activities for children | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Hong Kong.JPG |
| Colombia | Information day | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Colombia.jpg |
| Costa Rica | Celebrations | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Costa Rica.JPG |
| Finland | Activities in schools and election of the Milk Maid | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Finland.JPG |
| Great Britain | Press release and picture contest |  |
| Honduras | Activities in schools and distribution of milk | *C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\honduras.JPG* |
| India | Milk promotion and visit to Dairy Co-operative Societies | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\India.JPG |
| Italy | A number of events were held | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Italy.JPG  Italy: [more info](http://www.ansa.it/canale_terraegusto/notizie/mondo_agricolo/2016/05/30/domani-giornata-italiana-latte-in-vista-world-milk-day_217e0568-81d6-48b2-92ef-a803210d5135.html) |
| Jamaica | Promotion and distribution of milk products | Jamaica: [more info](http://www.televisionjamaica.com/index.php/videos/video/1487-smile-jamaica-world-milk-day-june-1-2016) |
| Korea Rep. of | Conference and activities for children | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Korea.JPG |
| Luxembourg | Promotion of milk |  |
| Mexico | Conference on the promotion of milk consumption | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\mexico.JPG |
| Mongolia | Celebrations and tasting of dairy products | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Mongolia 1.JPG |
| Myanmar | Activities for children and football event | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\myanmar.JPG |
| Nepal | Distribution of milk and poetry competition | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Nepal 2.JPG |
| Nicaragua | Information day and entertainment | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Nicaragua.JPG |
| Nigeria | Milk distribution | Nigeria: [more info](http://www.leadership.ng/news/533078/world-milk-day-dano-supports-2000-children-edo-idps) |
| Pakistan | University conference and promotion of the day | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Pakistan.JPG |
| Paraguay | Seminars, National Congress and Race | Paraguay: [more info](https://www.facebook.com/people/Capainlac-Paraguay/100009671688169) |
| Peru | Activities for children | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Peru.JPG |
| Poland | Celebrations in the Parliament | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Poland.JPG |
| Russian Federation | Painting competition | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Russia.jpg |
| South Africa | Activities in schools |  |
| Spain | Promotion of nutritional value of milk | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Spain.JPG  Spain: [more info](http://www.telemadrid.es/programas/madrid-contigo/hoy-se-celebra-el-dia-mundial-de-la-leche) |
| Tanzania | Procession of school children | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Tanzania.JPG |
| Thailand | Games, promotional activities and concerts | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Thailand.JPG |
| United States | Tasting of dairy products | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\US.jpg |
| Venezuela | Information day | C:\Users\Marocco\Desktop\PIC WMD\pic x report 2016\Venezuela.JPG |
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Source: Information derived mainly from the Dairy-Outlook e-mail discussion forum, plus internet.

*The* [*FAO Dairy Outlook List*](http://www.fao.org/economic/est/est-commodities/dairy/dairy-outlook-list-free-subscription/en/) *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 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***](mailto:fao-dairy-outlook@fao.org)