

World Milk Day Celebrations--Thailand

FAO Regional Office for Asia and the Pacific joined hands with the Department of Livestock Development (DLD), Ministry of Agriculture and Cooperatives, and the Dairy Farming Promotion Organization of Thailand (DPO) in co-organizing the 2014 World Milk Day Celebration in Thailand with the main theme: "Milk: A Nutritious Food for ASEAN Economic Community" The event of the 2014 World Milk Day Celebration comprised a public function at Parc Paragon near Siam Paragon mall in downtown Bangkok.

Dr. Tritsadee Chaosuanchoen, Director-General, Department of Livestock Development, Royal Thai Government, Mr. Vili A. Fuavao, FAO Deputy Regional Representative for Asia and the Pacific, Ms. Wimolporn Thitisak, Deputy Director General of Department of Livestock Development, and Mr. Noppadon Tunvichien, Acting Director Thai Dairy Farming Promotion Organization addressed the event.

Public events included games and promotional activities by participating organizations and companies, a performance by Muay Thai Classical Dancers and many other entertainment activities led by Thai celebrities.

According to FAO, milk consumption and production is very important for improving the nutrition status of children and for promoting opportunities for milk producers in rural areas. Milk is a highly nutritious food and an excellent source of dietary energy, high-quality protein, vitamins and minerals with the enzymes necessary to completely digest and assimilate these nutrients. It is rich in minerals like calcium, magnesium, zinc, and many others. The amino acids present in milk are important building blocks for cells, bones, and muscles.

Milk has become one of the most celebrated success stories in Asia. In 2012 Asia's milk production crossed exceeded 275 million tonnes—a fivefold increase since the early 1970s. Despite this spectacular growth however consumption has exceeded production in many countries, leading to surging import costs. Recent OECD/FAO projections foresee that the strongest gains in dairy production and consumption over the coming decade will take place in Asia. At an aggregate level, by 2020 the world will consume 60 billion litres more milk than in 2012 and more than half of this increase will be in Asia.

This growth in demand is happening at a time when concerns about resource scarcity, growing pressure on feed resources, climate change and the need for more equitable development are becoming more and more important. Farmers worldwide face the challenge of producing more food with less resources while also addressing climate change and impacts on ecosystems. The agriculture sector in general is under pressure to increase the efficiency of natural resource use to meet society's growing food and environmental needs. For the dairy sub-sector, this means deployment of appropriate production technologies and control along the dairy value chain in a manner that facilitates integration of environmental health, economic profitability and social and economic equity goals. Investing in sustainable dairy is no longer a question of choice. It is the only option.

FAO has promoted World Milk Day in recognition of multiple benefits of milk consumption and production. The first World Milk Day was celebrated in June 2001 and has since become an annual event in many countries as a way to help people make healthy beverage choices



World Milk Day

June 1

Some pictures from World Milk Day Celebrations in Thailand on June 1, 2014



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