

Enjoy Dairy Rally and WORLD MILK DAY 20th Anniversary



May 29 - June 1, 2020

World Milk Day was established by the Food and Agriculture Organization of the United Nations in 2001 to recognize the importance of milk as a global food.

Key metrics¹:

842 million impressions² for the global campaign (including #EnjoyDairy plus 40 translations and local hashtags), an increase from 664 million last year

308 million impressions for the global campaign prior to June 1, a nearly 20% increase from 2019

62,000 posts featured #WorldMilkDay, up from 50,000 posts last year

61.5% positive, 36% neutral, 2.5% negative sentiment for top 3 hashtags, all improvements from 2019

The global dairy sector was proudly celebrated during the 20th Anniversary of World Milk Day this year, starting with the Enjoy Dairy Rally from May 29-31, culminating in World Milk Day on June 1. The Enjoy Dairy Rally, focusing on the themes of Nutrition, Community and Enjoyment, was held for the second consecutive year and helped create a four-day promotional campaign for the sector.

In light of the COVID-19 global pandemic, Global Dairy Platform (GDP), which coordinates World Milk Day activities, encouraged the use of social media campaigns and online events.

GDP is pleased to report that 104 countries around the world participated in World Milk Day activity, from Albania to Zimbabwe. Total impressions increased more than 25% over last year to 842 million, and positive/neutral sentiment grew to 97.5% (up from 96% last year), while negative posts decreased to 2.5% (down from 4% in 2019).

¹ May 1 to June 2.

² Impressions = number of people who potentially could have seen a social media post + number of times that post appeared in a timeline.

104 Countries
Featured
World Milk
Day Activities!



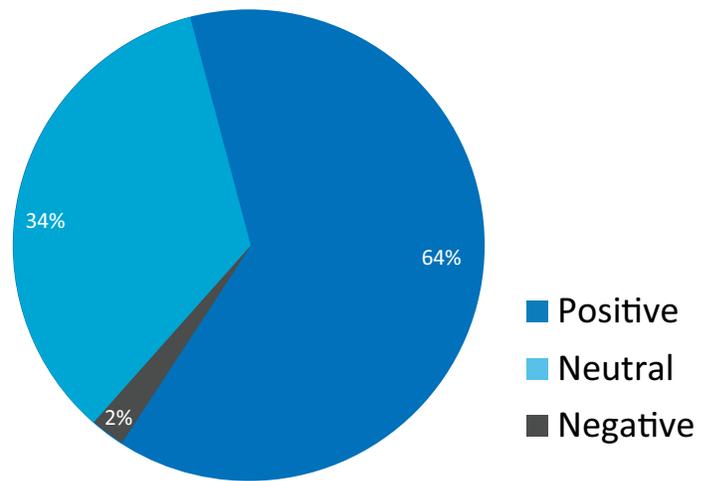
SOCIAL MEDIA

The **top 10 countries** for social activity were¹:

- | | |
|------------------|-----------------|
| 1 India | 6 Kenya |
| 2 Nigeria | 7 Ireland |
| 3 United States | 8 Belgium |
| 4 Canada | 9 Mexico |
| 5 United Kingdom | 10 South Africa |

SENTIMENT OVERWHELMINGLY POSITIVE

Positive sentiment increased from last year (**64% vs. 60%** in 2019), and negative posts decreased (**2% vs. 4%** in 2019). The global dairy sector did a terrific job at keeping the conversation upbeat.



¹Based on total posts using our tracked hashtags, keywords, URL and/or @mention

SOCIAL MEDIA HIGHLIGHTS

There were more than **62,000 posts** featuring **#WorldMilkDay** from May 1 – June 2. Here are just a few of the highlights.

Facebook

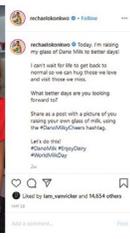




Twitter



Instagram



Youtube



Chefs



Chef Majed Alsabagh (UAE)



Chef Margarita Ribot (Spain)



Chef Ruhee Bhimani (India): 400 Indian chefs jointly prepared Caramel Custard with Chef Ruhee Bhimani Owner, Cocoa Cottage, Mumbai, on #Amul Facebook page, Live at 5 PM on Monday, 1st June 2020 #WorldMilkDay



Chef Argiro Barbarigou (Greece)



Chef Akis Petretzikis (Greece)



Chef David Johansson (Sweden)

DIGNITARIES AROUND THE WORLD SUPPORTED WORLD MILK DAY

Government Officials	Country
President	Colombia
President and Minister of Agriculture	Brazil
Vice President	India
Vice President	Colombia
Congress	India
Ministry of Agriculture	Colombia
Ministry of Agriculture	Brazil
Ministry of Livestock and Fisheries	Mali
Minister of Agriculture	Ireland
Minister of Agriculture and Forestry	Turkey
Ministry of Health	Turkey
Minister of Agriculture of Canada	Canada
Minister of Agriculture	New Zealand
Minister of Agriculture	France
Ministry of Agriculture and Cooperatives	Bangkok, Thailand
Minister of Agriculture	Kosovo
Ministry of Health and Medical Education	Iran
Ministry of Agriculture and Livestock	Ecuador
UN Agencies	
FAO @FAO	
FAO Animal Health @FAOAnimalHealth	
World Food Programme @WFP	
WFP Lebanon @WFPLebanon	Lebanon
WFP South Sudan @WFP_SouthSudan	South Sudan
WFP DRC@WFPDRC	DRC
WFP Europe@WFP_Europe	Europe
International Fund for Agricultural Development @IFAD	India
Codex Alimentarius @FAOWHOCodex	

Vice President of India @VPSecretariat · May 31
Greetings on World Milk Day.

The day recognizes the importance of milk as a global food, and celebrates the dairy sector.

India being the largest milk producer in the world, dairying holds a special place in our rural economy. #WorldMilkDay



14 113 685

Show this thread

Iván Duque @IvanDuque

Nos sumamos a la conmemoración del #DíaMundialDeLaLeche proclamado por @FAO. Una fecha muy importante, porque se trata de un alimento esencial, sobre todo para la primera infancia. Por eso, en nuestro país y hacia afuera nosotros protegemos este sector clave de la economía.



11:44 AM · Jun 1, 2020 · Twitter Media Studio

264 Retweets 833 Likes

Min. de Agricultura @MinAgricultura

En el #DíaMundialDeLaLeche queremos destacar que Colombia produce 7 mil millones de litros de leche al año los cuales conjuntamente con la industria, gremios de la producción y procesadores hacen que el país se abastezca de este súper alimento.



0:57 909 views

5:59 AM · Jun 2, 2020 · Twitter for iPhone

20 Retweets 49 Likes

Ministério da Agricultura @Mapa - Brasil · Jun 1

No dia Mundial do Leite, comemoramos com os pequenos produtores a existência deste alimento tão importante para os brasileiros. (Fig. 1 de 4)



Tereza Cristina

17 103 386

Show this thread

Marie-Claude Bibeau @mclaudbibeau · Jun 1

Je fête fièrement mon 🇨🇦 en support à tous nos producteurs laitiers 🇨🇦🇫🇪 #JournéeMondialeDuLait #ParisLesLaitiers



3 18 46

Michael Creed TD @mcreed

Raising a glass on #WorldMilkDay to celebrate our local food heroes working all around Ireland producing the highest quality sustainable produce 365 days a year #worldmilkday2020 #EnjoyDairy



NationalDairyCouncil and 2 others

4:30 AM · Jun 1, 2020 · Twitter Web App

23 Retweets 166 Likes

FAO @FAO

A cattle farmer in Ecuador is helping his community & avoiding food waste by giving away his surplus milk during #COVID19 pandemic.



3 18 46

MINISTRY OF AGRICULTURE AND FORESTRY @MAFTurkey

The Minister Mr. Pakdemirli celebrates the #WorldMilkDay of all representatives from National Dairy Council and dairy sector, as well as dairy farmers. He also recommends all citizens to drink milk for health.



8:15 AM · Jun 1, 2020 · Twitter for Android

6 Retweets 20 Likes

FAO @FAO

His small act of kindness is helping families in need affected by the lockdown and the broken supply chain.

bit.ly/ZZWib6L #WorldMilkDay



Global Environment Facility (GEF) and 5 others

9:54 AM · Jun 1, 2020 · Twitter Web App

112 Retweets 361 Likes

World Food Programme @WFP

In many countries, milk is largely produced by #smallholders.

On today's #WorldMilkDay we raise a 🥛 glass to the hard-working #DairyFarmers who help WFP deliver nutritious milk to school children around the world! 🌍



9:24 AM · Jun 1, 2020 · Twitter Web App

69 Retweets 176 Likes

HUNDREDS OF CELEBRATIONS



World Milk Day was celebrated in **104 countries** around the world. Here is just a sampling of the wide variety of activities.



AUSTRALIA

Dairy Australia shared their 'Milk Matters to Me' video highlighting the reasons Aussies love their milk. They also hosted the "Milk Bottle Challenge," asking Australians to pull on their footy boots and complete a trick shot between two milk bottles.



BRAZIL

Abralente organized the #Bebamaisleite campaign with a series of virtual activities: nutritional webinars, farm tours, and a live concert with singing star Paula Fernandes.



CANADA

Dairy Farmers of Canada hosted a #canadianmilk toast. Many politicians raised their glass of milk and posted their pictures.



CHILE

Aproval Leche conducted a milk donation and Consorcio Lechero hosted an online campaign.



BANGLADESH

The US Agency for International Development's "Feed the Future Bangladesh Livestock Production for Improved Nutrition" program hosted a digital campaign to celebrate #DailyDairy moments.



BELGIUM

Vlaams Centrum voor Landbouw (Vlam) created an Instagram filter, "Which Milk Song are you?" The International Dairy Federation raised a virtual glass of milk with its members. SOS Faim Belgique hosted a quiz and FrieslandCampina conducted a giveaway.



CHINA

Mengniu Dairy Group and FrieslandCampina organized milk donations in Beijing and Hong Kong. French CNIEL hosted a consumer workshop at the "La Crèmerie" cheese shop in Shanghai.



COLOMBIA

Asoleche coordinated a large national campaign including video messages from government officials and milk donations.



ECUADOR

Mas Leche Ecuador hosted a webinar on the nutritional benefits of dairy during the pandemic.





ETHIOPIA

The Ministry of Agriculture hosted a dairy celebration in Addis Ababa in partnership with the Global Alliance for Improved Nutrition.



FINLAND

Maitoyrittäjät conducted a marketing campaign from May 18 to June 1 and hosted a raise-a-glass moment via Facebook Live from Heikkilä Dairy Farm in Rantasalmi.



FRANCE

CNIEL launched a new print and digital campaign about dairy products and rallying together during the lockdown. Danone and start-ups Connecting Food and C'est qui le patron conducted online campaigns.



GHANA

Arla's Dano Ghana organized a number of milk donations for those in need, including health workers at hospitals.



HONDURAS

CAHLE hosted an online campaign; Food magazine Buen Provecho organized a recipe share; and Leche Ceteco distributed 3,000 glasses of milk with association CEPUDO.



ICELAND

Landssamband kúabænda conducted a digital photo challenge. Farmer Pálína Axelsdóttir Njarðvík hosted a virtual farm tour and Q&A via Instagram Live.



INDIA

Amul conducted a major campaign, including social media, national and regional newspapers/publications, billboards and TV. In addition, eight Facebook Live sessions were organized with chefs from India, Bangladesh, UAE and USA who shared milk-based recipes.



INDONESIA

Several universities hosted webinars on dairy's role in boosting the immune system.



IRAN

The Ministry of Health coordinated online campaigns for dairy.



IRELAND

The National Dairy Council developed a commercial that aired on national TV. Aurivo and Vitalus hosted an online competition, a campaign and give-away.



ISRAEL

Shavuot is traditionally a milk holiday at the end of May. The Israel Dairy Board conducted an online campaign, "For me, only Israeli milk," a webinar for dieticians, and a farm tour for members of parliament.





JAPAN

J-Milk hosted a virtual milk baton relay to connect people through dairy and to thank dairy consumers. A “Milk Mochi” recipe was posted for families to cook at home.



KENYA

Kenya Dairy Board partnered with Deyvani Food Products to make a milk donation in appreciation of the work and efforts of Covid-19 frontline workers. Consumer Unity and Trust Society held a campaign promoting milk safety and local milk consumption. Palmhouse Dairies gave milk donations to children.



MEXICO

Farmer Gina Gutierrez partnered with the Global Farmer Network to hold a virtual farm tour.



MYANMAR

PEP Myanmar developed a “drink milk everyday” video and social media campaign, as well as a PR gift sent to celebrities, KOLs and influencers to increase public awareness of the benefits of milk. The Milk Bar gave away dairy products to children and social media followers.



NEPAL

The Nepal Dairy Association made dairy donations and Lekhanath Dairy International Nepal Pvt.ltd conducted a digital campaign.



THE NETHERLANDS

The Dutch Dairy Association ran a campaign asking Dutch dairy fans to share a picture or video of themselves enjoying dairy on Facebook. The organization then developed a video compilation from the submissions.



NEW ZEALAND

Dairy NZ conducted a digital campaign. Fonterra Co-operative Group conducted a “Balanced Goodness Challenge” on social media asking Kiwis how they balance the goodness of milk into their day. Dairy Women’s Network developed a recipe campaign and video to showcase the nutrition of milk.



NIGERIA

Arla Dano hosted the #DanoMilkyCheers campaign, which asked people (including influencers) to post pictures of themselves enjoying Dano products. The brand also made milk donations to health workers.

The Friesland Campina WAMCO brand Peak Milk ran a photo contest and conducted give aways. Three Crowns Milk asked people to record a sweet message for their mothers as “voices from the heart.” Cow Bell and Kerrygold also conducted online campaigns.



THE PHILIPPINES

The National Dairy Authority of the Philippines conducted an online campaign and made milk donations.



PORTUGAL

APROLEP hosted a photo contest on milk production, processing or consumption to win a surprise pack with cheeses from DosQueijos.



SOUTH AFRICA

The Consumer Education Project of Milk South Africa conducted a dance-off for their @dairygivesyougo campaign. The Milk Producers’ Organization ran a photo challenge.



SPAIN

Quien es el jefe fair trade brand developed a week of online festivities with quizzes, webinars, farm tours and cooking workshops.



TANZANIA

The LisheYangu Initiative hosted a nutrition expert on social media and held nutrition education consultations for children, teens and women via mobile phones. The Agricultural Non State Actors Forum ran an online campaign.



THAILAND

The Minister of Agriculture, Deputy Ministers, the Director General of the Department of Livestock Development, the Dairy Farming Promotion Organisation of Thailand and high-level officers partnered with farmers and the dairy sector on a national campaign. The effort included digital activities with celebrities, milk donations to schools and education programs. Thai-Denmark milk held a consumer challenge to drink a box of milk in one minute.



TURKEY

The Ministers of Health and Agriculture held large events and appeared on a TV show promoting World Milk Day.



UNITED KINGDOM

AHDB, Dairy UK, Defra, and the Scottish, Welsh and Northern Ireland Governments launched "Milk Your Moments," a dairy industry marketing campaign designed to drive consumption of milk and other dairy products.



USA

Dairy Farmers of America launched a campaign during June Dairy Month: for every post featuring #GallonsOfGood, DFA is donating \$1 to the Farmers Feeding Families Fund. The US Dairy Export Council staff raised their glasses of milk in celebration through video messages from Chile, Lebanon, China, The Philippines, Thailand, Hong Kong, Mexico, Belgium, South Korea, Taiwan, Brazil, Japan and Vietnam.



VIETNAM

Vinamilk, the Vietnam Dairy Association, and the Vietnam Advertisement and Fair Exhibition JSC jointly hosted a festival as part of the Vietnam International Milk and Dairy Products Exhibition in Ho Chi Minh City. The representative of the UN Food and Agricultural Organization for Vietnam made a statement extolling the virtues of dairy.



ZAMBIA

The Dairy Association of Zambia (DAZ), in collaboration with its processor members and the National Nutrition Commission of Zambia, spearheaded the celebrations through radio, TV, and the DAZ Facebook page. The Association also donated milk and milk products to the University Teaching Hospital.



ZIMBABWE

The Zimbabwe Association of Dairy Farmers and Dairibord Zimbabwe hosted online campaigns. The Feed the Future Zimbabwe Livestock Development program and Fintrac celebrated their impact on food security, nutrition, and poverty reduction.





DÜNYA SÜT GÜNÜ
KUTLU OLSUN!





CELEBRATE WISCONSIN DAIRY FARMERS



GLOBAL DAIRY PLATFORM

WORLD MILK DAY 2020 CAMPAIGN

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 #WorldMilkDay #EnjoyDairy
www.worldmilkday.org