

# Thank you for taking part in WORLD MILK DAY 2018

celebrations this year!



World Milk Day was an incredible success taking place over 42 hours around the world with **586 events in 72 countries** with **#WorldMilkDay** reaching **868 million impressions** (for May 1 to June 2). The sun rose on June 1, 2018 in New Zealand and set in Hawaii, crossing time zones and involving all regions of the world. Farmers, staff, families, politicians, chefs, nutritionists, doctors, academics and athletes raised their glasses of milk and shared information about the benefits of milk and dairy products in their lives.



Each pin  
represents a  
location where a  
World Milk Day  
event took place.

586 events in 72 countries!

# GLOBAL TRENDS

June 1, 2018

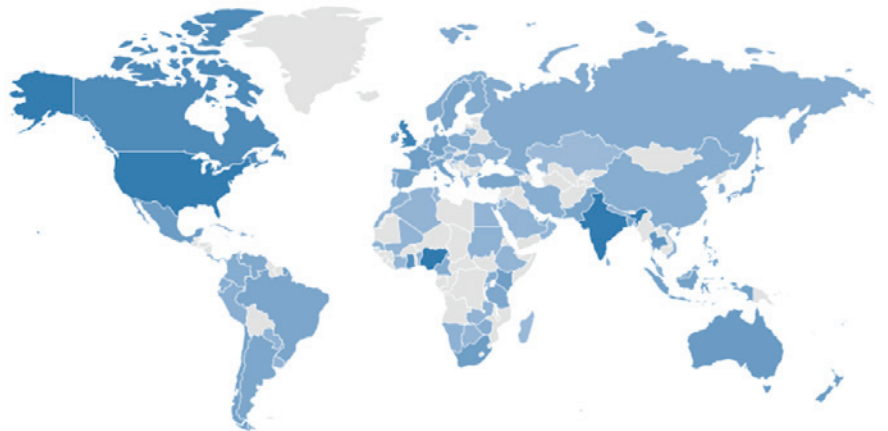
**#WorldMilkDay** was trending in several countries:



The top countries that people tweeted from were:



Level of engagement of **#WorldMilkDay** in each country



100% 0% Source: Keyhole.co



On June 1, Nigeria was the top performing country for **#WorldMilkDay**. Arla's Dano Milk, Friesland Campina WAMCO's Peak Milk and Three Crown Milk ran social media campaigns using the hashtags **#NourishNaija** and **#MilkofNaija/#NaijaMilk** to spark a national conversation around the health benefits of milk. The campaign reached **63 million impressions** (May 31 to June 2).





0,000 posts



 @milk\_official - follow

milkofficial 6月1日、近頃着飾る日本人が  
減っている（東京電子音楽）をやっとみた。  
「大切な人へプレゼントしよう」キャンペー  
ンとして、世帯の社会福祉法人J上賀宮  
寺（美奈子聖母会）において、「あま  
り可愛くない」の贈り物に開催されました。  
今年もこのイベントは、今年で3年目。  
今年も、「川上花音」ともめた3年間で順  
勢が伸びています。今や一年一、毎年2  
回、牛乳と愛をともに贈られます。  
贈り物は、上賀宮寺のウランのほ  
ろろが子バスタブ登場！ JNCA京都府分



33 likes

**Oreo Cookie** @Oreo

As Milk's Favorite Cookie, we're always excited for [#WorldMilkDay](#)! How long do you think you can dunk your OREO Cookie?

34% 30 seconds

3% Less than 1 second

17% 2-4 seconds

21% 4+ seconds

4,121 votes • 7 days results

10:18 AM - 1 Jan 2016

27 Retweets 82 Likes

**Rashmi Mehan Singh** @Rashmimcse2017

विश्व दुग्ध दिवस के अवसर पर पूसा, नई दिल्ली में आयोजित कार्यक्रम को संबोधित करते हुए।  
#WorldMilkDay #SaafNiyatSahiVikas



2:18 AM · 1 Jun 2018

14 Retweets · 240 Likes

2 Comments · 1 Reply · 1 Retweet · 1 Like

On [#WorldMilkDay](#) we recall the huge strides India made under [#OperationFlood](#), launched in 1970 by the Congress Govt. which transformed India from a milk deficient country to the world's largest milk producer.

World Milk Day



418 Retweets 5,175 Likes

**Eva Argüelles** @evarguelles

Receta para preparar el tradicional arroz con leche con un toque suave y cremoso ► [hgr.mtv.arroz-leche-cr...](https://hgr.mtv.arroz-leche-cr...) #DiaMundialDeLaLeche



2020 · Wed · 1 Jun 00:12

54 Retweets · 45 Likes

[illegible]

**demisnorgard** • Follow  
 @demisnorgard, Belgium

demisnorgard 97% of the population loves dairy products. My fat is as cream & rich high as butter but the one in the picture. What's your f? @demisnorgard  
 #demisnorgard #demisnorgard #demisnorgard #demisnorgard

andrewjohnson  
 demisnorgard What's your f? @demisnorgard  
 #demisnorgard #demisnorgard

tonguesofheaven Nice nice @demisnorgard  
 #demisnorgard #demisnorgard

jessicawilliams  
 a demisnorgard, you're a real demisnorgard  
 sally\_coxhead, Welcome home home a great month @demisnorgard

RobynRoberts You're a demisnorgard  
 chris\_McIntosh  
 daniel\_1988

**Select Sins Jerseys**  
June 1, 2018 · 4:30 PM

From Ohio to California, Canada and Brazil, Select Sins is having a really good time celebrating #WorldsBestDay! Thank you to our customers around the world for making this day possible! #WBSD #SelectSins #RandomlySexy

10 Likes · 2 Comments · 17 Views



Instagram post from @inspiredbykathleen: "Repost from @inspiredbykathleen: 'I hope you're doing great! I hope you're happy! I hope you're healthy! I hope you're successful! I hope you're loved! I hope you're everything!'"

**New York Giants**  [Follow](#)

Celebrating #WorldMilkDay with @AmeriDairyFUTP60! #FuelGreatness #UndeniablyDairy



9:11 AM · 1 Jun 2018

12 Comments · 76 Retweets

# WORLD MILK DAY EVENTS



586 events in 72 countries took place on June 1 and included a new Guinness World Record, milk tastings, milk donations, dairy farms open houses and school visits, photo contests, dance shows, seminars, social media campaigns, prize draws, sports events (football games, races), song mixes, exhibitions, food trucks, milk bars, livestock expos and announcements. These events were organized by dairy farms and cooperatives, ministries of agriculture or health, national dairy associations, dairy companies, schools, medical groups, NGOs and thousands of families and individuals.

## Here are some of the great events that took place around the world



### ALBANIA

World Milk Day coincides with Children's Day. Dairy manufacturer AGS Company organized a series of events to inform children about the nutritional value of milk.



### CHINA

Friesland Campina organized a full-day outdoor in Hong Kong, which featured a 5K run, an attempt to set a World Milk Day dance record, game booths, and interactive workshops. Proceeds will go towards short-term food aid.



### AUSTRALIA

Will Miller, a Rugby player from New South Wales, became a full cream ambassador for Dairy Connect. In Tourquay, Ryan's Supa IGA, a family-owned supermarket offered free milk samples. Raise a glass celebrations were also arranged in many primary schools.



### FINLAND

The Finnish Dairy Nutrition Council celebrated turning 60 with a seminar involving stakeholders and national media. Sini Kokkola, a nutritionist, was declared the 2018 'Milk Maid', a national milk ambassador.



### BELGIUM

One of Brussels' landmark, the fountain Manneken Pis, was made to urinate milk in honor of dairy farmers in developing countries.



### FRANCE

A 'milk or cereal first' debate was held on social media and it was unanimously decided that cereal comes first! An exhibit extolling the nutritional benefits of milk and featuring a herd of live dairy cows was set up in Place de la République, right in the Centre of Paris, hosted by the CNIEL. Many dairy farms and processing plants, such as Candia, held open door events for the general public and school children.



### CANADA

Canadian dairy company Saputo and 4H Non-profit announced the signing of a new program to promote youth in agriculture. Minister of Agriculture, Lawrence MacAulay, posted a tweet promoting the day that was re-tweeted by Prime Minister Justin Trudeau. The Mayor of Ottawa hosted a celebrity cow-milking competition as part of the annual rural expo and fundraising BBQ for the Ottawa Food Bank.



### CHILE

Dairy group, Consorcio Lechero, hosted several events including milk tastings, media interviews and a nutritional seminar at the University of San Sebastian "Dairy, foods for a healthy life: what does the scientific evidence tell us?"



### GERMANY

The German Minister of Food and Agriculture, Julia Klöckner, visited a dairy farm and spoke to the farmers in a live televised broadcast.







## GHANA

Cowbell Ghana donated a sachet of milk powder to malnourished children for every use of their hashtag – #CowbellOurMilk – and for every retweet of their twitter posts. These donations were distributed on June 1. Nestlé Ghana hosted a nutrition seminar “Good Food, Health and Nutrition-Realising the Goodness of Milk at all Stages of Life.”



## INDIA

Minister of Agriculture, Radha Mohan Singh, addressed dairy stakeholders at an event in Delhi celebrating India’s growing milk production. He shared information on this event with his 277,000 twitter followers. More than 20 other events were held throughout India.



## INDONESIA

Fonterra’s Anchor launched their new Full Cream Milk Powder with a run and an Instagram photo contest. They also hosted an Iftar event for over 1000 people in Jakarta, featuring a dairy-centric menu.



## IRAN

A festival for children was held in Isfahan. It involved dental health checks, art classes and a series of games teaching children about cow care and the nutritional benefits of drinking milk.



## IRELAND

The Irish National Dairy Council brought its “complete natural recovery” promotional campaign to the Dublin 7s festival, a world class tag rugby tournament in Dublin. This involved entering a national dairy council team, complete with custom uniforms, into the tournament, and distributing free milk smoothies to all participants.



## ITALY

Cremona played host to a conference entitled “milk, health, and society”, as well as numerous sporting events, concerts, art exhibitions, and a milk-based cocktail competition.



## JAPAN

J-milk celebrated with a series of over 30 events across the country; including a milk hero/heroine drawing contest for schoolchildren in Tokyo, cooking lessons in Tokiwa and Kitami, and a tasting with the prefectural governor of Tottori.



## KENYA

The governor of Nyandarua County organized free milk distributions in many of the county’s schools.



## MALAYSIA

Dutch Lady Malaysia gave out 10,000 packs of milk to primary school children.



## MALTA

Malta Dairy Products Ltd celebrated at an event hosted by the President of Malta, Marie-Louise Coleiro Preca, in her Kitchen Garden. The event involved the president awarding prizes herself for a children’s art competition on the theme of “I drink fresh Maltese milk because...”.



## NETHERLANDS

Friesland Campina organized a megamix of milk cheers with DJ M1LK using footage submitted by the public over social media.



## NEW ZEALAND

Many dairy companies, including Fonterra and the Yashili Dairy co., along with dairy farmers, encouraged the public to celebrate dairy products by hosting milk giveaway competitions.



## NIGERIA

Nigeria entered the Guinness Book of World Records with Arla Dano Milk's organised longest drinks-pouring relay featuring more than 700 participants and a show at the Milky Park with famous singers and comedians. Cowbell donated milk to orphanages and FrieslandCampina WAMCO's Peak Milk hosted government officials and health and nutrition specialists at 'Raise a Glass' event to advocate the goodness and versatility of milk.



## PHILIPPINES

Alaska Milk, in partnership with the government of the City of San Pedro, hosted an official celebration with a 500-meter fun run, a milk toast, sampling of dairy products, and Zumba sessions.



## RUSSIA

Russian dairy company MilkOm hosted a "Paint a trolley" event in Omsk. Children were invited to decorate tram cars with dairy-related motifs and these tram cars will circulate through the city for the rest of the year.



## SOUTH AFRICA

Staff at the National Milk Producers Organization in Pretoria were treated to a visit to a dairy farm, where they learnt about the different types of cheeses produced, and were given the opportunity to make their own paneer or ricotta.



## SRI LANKA

Sri Lanka celebrated at Lonach Estate with school children and the entire community participating in art competitions, essay writing and talks on milk and its nutritional properties.



## TANZANIA

Celebrations were held at Tanzania's first annual National Livestock Expo. Members of the East Africa Dairy Regulators Association Council (EADRAC), the Dairy Development Framework (DDF), the Kenya Dairy Board and local dairy companies raised a glass to milk at the International Livestock Research Institute (ILRI) exhibition booth.



## THAILAND

The Thai Ministry of Agriculture and Cooperatives announced a government initiative to increase national milk consumption by 39%. Blue Cup Coffee offered all customers a Buy 1 Get 1 Free offer.



## UNITED KINGDOM

The Dairy Council partnered with five of Britain's top sports stars to launch 'Make Milk Your Goal', which celebrates the nutritional merits of milk and its important role in athletes' diets. The Herefordshire Regional Talent Center organized a football tournament and gave free nutritional milk drink products to all participants.



## USA

#WorldMilkDay kicked off year 2 of #UndeniablyDairy and #JuneDairyMonth. Dairy Farmers of America (DFA) and Dairy Management Inc (DMI) coordinated over 100 events across the country. 135+ companies, organizations and partners highlighted dairy on social media and held internal employee engagement events and staff posts. Fuel up to Play (FUP60) partnered with several NFL franchises to host events with young fans, including the New York Giants, Philadelphia Eagles, Baltimore Ravens, and Pittsburgh Steelers. Dairy farmers hosted farm tours and fairs and were active on social media.







