

THE 11TH WORLD MILK DAY

1 June 2011

The 1st World Milk Day was celebrated in June 2001 and has since become an annual event celebrated 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.

In commemoration of this year's World Milk Day in Argentina, the president of the milk producers' organisation gave a television interview (<http://infocampo.com.ar/videos/index/1514/balance-en-el-dia-mundial-de-la-leche>) and used the occasion to provide a summary of the status of dairying at the start of the new season. The importance of healthy bones was highlighted during WMD events in Australia where a number of initiatives, such as free milk giveaways to school children helped promote the importance of milk and its nutrients for our body. For Austrian dairy farmers, producing the best quality is a given. Every day – without Sundays or public holidays off – they look after their cows, because only well looked-after cows produce the best milk. Unfortunately it is not a given that this work is rewarded with a fair price. Consumers can help support the dairy farmers' work by buying Austrian milk and dairy products. They can pick up "A faire Milch" packs safe in the knowledge that the producers are paid more for their milk than they receive from the dairies. On World Milk Day there were campaigns of action throughout Austria. Visitors treated themselves to delicious milkshakes, children amused themselves with a special programme for children with the *Faironikas* or simply enjoyed a refreshing glass of milk. On the 1st of June, also Vétérinaires Sans Frontières Belgium celebrated

World Milk Day. The Brussels statue of Manneken Pis, dressed as African livestock keeper, was peeing milk the entire day. In this way the Belgian NGO wanted to call attention to Africa, where milk is one of the main sources of nutrition. By improving the herds' health, the cows produce more and better milk which improves living conditions for the livestock keepers. Also, the Belgium Dairy Federation held a seminar for health professionals on the theme of: "Dairy Products - a healthy choice for every stage of life." For more information go to www.milkandhealth.be. In Chile, hundreds of children braved cold weather to participate in Osorno's first World Milk Day. The programme focussed on the benefits of drinking milk and was followed dancing. The mayor gave merit awards to a number of milk producers. Elsewhere, in



Valdivia, almost ten million litres of milk were donated to six charity institutions. The federal and regional milk producer's organisations as well as several dairy companies (Colun, Nestlé, Soprole) joined the WMD celebrations. China's Henan Province celebrated their "National Dairy Nutrition Week" at the beginning of June with the kick-off ceremony on June 1st at the Central International Hotel. The Henan Province together with the Dairy Industry Association and other sponsors invited trade association representatives, consumers and the media to share personally the experience of dairy farming and the dairy production process. The local media was broadcasting live about the event. Asoleche Colombia kicked-off the WMD celebrations on June first with activities that included visits to schools and community homes in different regions of the country. The country's Dairy farmers Association also signed an agreement with the Colombian Family Welfare Institute (ICBF), a leading government social programme for the family and children, to support different projects and



events of the ICBs and to include messages on the packaging of dairy products that promote respect and care for children in Colombia. In Croatia, WMD proved to be the best opportunity to launch the MUUUologija education project (www.MUUUologija.com) at the Centar Kaptol shopping mall in Zagreb. The project aims at drawing attention to milk as natural food with highly beneficial nutritional characteristics. The message is spread to consumers through the project's website, facebook and twitter profiles, supported by the nominated "MUUUologija ambassadors" Ida Prester, Larisa Navojeć, Belma Hodžić and Mario

Valentić. During the kick-off event, ambassadors and a famous cocktail-mixing master Saša Lovrenščak made MUUU cocktails, healthy and refreshing milk cocktails. Numerous visitors who enjoyed MUUU cocktails and vast varieties of domestic Dukat milk as well as delicious and healthy yoghurt at the milk bar had the opportunity to see for themselves just how delicious and inspiring milk can be.

Also the milk producers association of the **Dominican Republic** used the Day to alert people to the benefits of milk and dairy products, while in **Ecuador** World Milk Day was used to promote the school milk programme. Elsewhere, the **Finnish** Dairy Nutrition Council organized a half-day seminar for their associates and media. Three excellent presentations highlighted the importance of milk at different stages in life and one presentation discussed Finnish food culture. The theme of the seminar was "Milk and the joy of food - at every age". A newsletter for the media summarized the key messages of the presentations. **Germany** launched two dedicated websites to mark this

year's World Milk Day – have a look at www.tag-der-milch.de

and www.weltschulmilchtag.de. In **Guatemala**, farmers and processors join forces to hold a number of promotions aimed at publicising the benefits of milk for child nutrition, while in **Honduras**, World Milk Day was the starting point for a newspaper article on the benefits of milk consumption: <http://archivo.elheraldo.hn/Editiones/2011/06/01/Noticias/Dia-Mundial-de-la-Leche>. In **India**, various celebrations were held in a number of cities and villages. Free milk was distributed in a tribal people's village 200 km from Mumbai, Maharashtra, where children are not getting even basic necessities. *Parag Milk Foods* also participated in the World Milk Day celebrations by conducting programmes at their dairy plants and releasing advertisements in local print media in Maharashtra promoting the event. *Nestlé* organized "Taste Bhi Health Bhi" activities and contests for the people of Amritsar at AlphaOne. Through this unique initiative, information about the goodness of milk was shared and the community was engaged with prized recipes, fun games and goodie bags for each participant. In the city of Kalpetta, the Department of Dairy Development organised various programmes in association with the Kerala Cooperative Milk Marketing Federation (Milma) and primary milk

societies in the district to mark World Milk Day. The observance of the Day is aimed at attaining self-sufficiency in milk production, improving public health by increasing milk consumption, increasing job opportunities in the sector, and ensuring economic stability of dairy farmers. Elsewhere, in Mangalore, the managing director of *Dakshina Kannada Cooperative Milk Producers Union Ltd* (DKMUL) held a speech on the occasion of World Milk Day. Interacting with students about the use and importance of drinking milk, Sathyanarayana said middlemen may add water and several harmful chemicals to milk to make undue profits. He reminded students that purity and quality cannot be assured in loose milk or unbranded milk sold by local middle men. Students answered queries on milk with enthusiasm. Sathyanarayana explained about the various stages of processing milk and urged them to use packed pasteurized milk. DKMUL later gave Nandini milk products to students which they drank with relish. Under the motto "A glass of milk a day is a recipe for good life", the *Karnataka Milk Federation* (KMF) celebrated WMD in Bangalore by distributing one-litre packets of its Goodlife brand to blind children and cancer patients. Through this gesture, KMF sought to spread the message that milk is nutritious, providing the necessary protein, minerals, vitamins and lactose, all of which go into bone formation and the body's energy requirements. World Milk Day was celebrated by all 13 district cooperative milk unions of the KMF (see also: <http://www.hindu.com/2011/06/02/stories/2011060259160200.htm>)



Frision Flag **Indonesia**, the country's most prominent milk producer and dairy based nutrition specialist invites all families to celebrate Frision Flag Milk Day. The activities include bicycling, healthy walking, and drinking milk. Fun activities fit for all members of the family were provided along with gifts and of course, free milk for all. Similar activities were conducted on 5 June 2011 in Taman Bungkur Surabaya, and in Jalan Dago Bandung. Check out the video showing a hundred cow mime dancers at: <http://www.youtube.com/watch?v=eIa1U8I0GyU>



Elsewhere, in Ungaran, Central Java, the Agriculture Minister Suswono (left) and Central Java Governor Bibit Waluyo (right) drank milk along with elementary school students during the celebration of National Milk Day 2011. The celebration, themed "A glass of milk a day" is hoped to build momentum to develop milk agribusinesses.

Tetra Pak **Iran** and its partner National Nutrition Food Technology Research Institute jointly organised a three day milk festival in five major parks of Tehran and in a popular sports club in connection to World Milk Day. In **Italy**, a "milking day" was held in the historic centre of Rome. Children were invited to milk - cows, goats and sheep. This was linked to promotion of school visits to farms to allow children to see first-hand how milk is produced. There was also a panel discussion on the theme: Education in the country-side: the farm as a classroom. To commemorate WMD in **Malaysia**, Dutch Lady Malaysia offered an integrated marketing programme "drink more, do more-Dutch Lady milk choice". The campaign was aimed at promoting milk consumption among Malaysians and contained four new variants of the limited-edition supported by celebrity mascots. TV spots were aired on Astro and selected terrestrial channels, while press ads were published in several important local newspapers. Also Marigold Dairy held a promotion to celebrate World Milk Day, see leaflet at: <http://www.marigold.com.sg/download/worldMilkDayContest.pdf>. **Malawi** celebrated with a day of dancing (16 km of dancing cloth), promotion and prizes, while **Mali** commemorated their 6th WMD under the motto: "Adding value to local milk production". Initiatives included an exhibition featuring dairy products and supplies - including veterinary and farm inputs. Three conferences on the dairy sector were also held as part of the celebrations.

In **New Zealand**, KickStart Breakfast the school breakfast programme, run by *Fonterra* and *Sanitarium*, celebrated serving its two millionth breakfast for Kiwi children on World Milk Day, 1 June 2011. To mark the occasion rookie chef and leading New Zealand rugby player, Richard Kahui, and popular children's TV host, Erin

Simpson, joined the kids of Auckland's Panama Road School for a special celebration breakfast. The school was one of the founding KickStart Breakfast Clubs in the programme which has since expanded to over 430 participating decile 1-4 schools across New Zealand. Since establishing the programme in 2008, *Fonterra* and *Sanitarium* have also worked closely with the New Zealand Red Cross, who until recently offered their own Breakfast in Schools programme exclusively for decile 1 schools. 61 schools affected by the closure of the Red Cross programme have now been invited to join KickStart Breakfast. Serving over 30,000 nutritious breakfasts to more than 16,000 children in 433 schools every week, *Fonterra* and *Sanitarium* provide Anchor Mega Milk and Weet-Bix to participating decile 1-4 schools



throughout the country. KickStart Breakfast operates throughout New Zealand. For more information visit www.kickstartbreakfast.co.nz. In **Nicaragua**, a press conference was held highlighting the benefits of dairy products, while in **Niger** it was the third year that celebrations were held to commemorate WMD. The theme for this year was: Milk production and hygiene. The event was organised by the Ministry of Livestock and included a display of dairy products and a discussion session. Niger only supplies 10% of the domestic demand for milk and there is good potential to expand output. In **Nigeria**, *Nutricima* led celebrations with a range of activities to mark the Day. It was an opportunity to draw attention to the importance of milk in nutrition particularly in countries like Nigeria striving to attain the Millennium Development Goals. Food and nutrition are key components of any effort to halve poverty, and experts agree that milk is one of the products that provide sustainable nutrition at low cost. *Nutricima* is committed to increasing awareness of the importance of milk in the food basket and its contribution to maintaining balanced diets and healthy living. As part of the celebration of World Milk Day, the company

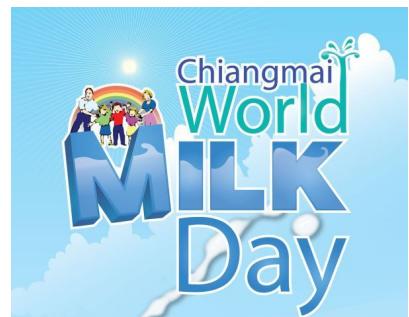
presented a range of dairy products to two schools in Ilupeju and Ikorodu in Lagos as well as “in-store” awareness and promotion activities in 24 outlets in Lagos to encourage milk consumption. Also *FrieslandCampina WAMCO Nigeria* celebrated 2011 World Milk Day – the event was covered by Network new, broadcasted prime time – see: <http://www.youtube.com/watch?v=2BXvW1cL61cU>.

The Oman Agriculture Development Company’s (OADC) flagship brand *Sohar Milk* organised a road show in Sohar to mark World Milk Day on Tuesday June 1. The road show included folk dancers and musicians from the local community who enthralled the audience with their performances. In Paraguay, a newspaper report on WMD was released to commemorate the Day. Tetra Pak was invited by Dairy Farmers Association to give a presentation on our school milk experiences from around the world during the World Milk Day event celebrated in Asunción. In Pakistan, Tetra Pak and the University of Veterinary & Animal Sciences (UVAS) celebrated WMD at the Ravi Campus of UVAS, Pattoki. The event was attended by over 200 students. The Dairy Technology Department students and many others participated in funny skits and milk drinking competitions. The participants were informed about the importance of celebrating World Milk Day and the role of technology in dairy production. Towards the end of the programme, Vice Chancellor, University of Veterinary & Animal Sciences, Dr. Muhammad Nawaz addressed the audience and later distributed certificates amongst the participants. In Peru, various celebrations were held throughout the country. On the occasion, a local dairy company “La Gloria” promoted the important role of dairy production for the Peruvian rural economy (25 million families producing milk) and the benefits of milk consumption. The company also organised celebrations at a local children’s ward in a hospital and donated 2400 tins of evaporated milk. Elsewhere, the municipality of *Alto de la Alianza* organised a day of celebrations for children. This included entertainment and a presentation of the benefits of milk consumption. The Russian website DairyNews.ru placed a banner dedicated to World Milk Day 2011 while the Serbian Milk Producers Association initiated for the first time that Serbia took part in celebrating the World Milk Day. Ahead of event, they distributed free milk to special schools across Serbia, focusing on children’s right to milk consumption and the unique nutrient content of milk. In commemoration of World Milk Day in South Africa, *Woodlands Dairy* took milk to the children of Humansdorp and Jeffreys Bay by handing out their new First Choice Flavored milk to excited Primary School learners in the area. *Woodlands Dairy* also gave out branded t-shirts and cooler bags, as well as fridge magnets and flyers which explain the health benefits of milk. Elsewhere, roller skaters perform a special World Milk Day dance and hand out milk samples for *Rainbow milk*:



check it out at <http://www.youtube.com/watch?v=H6Ia2k15uyE>. In Spain, the *Asociacion Frisona de Castilla La Mancha* organised an event in the province of Toledo, focussing on children and the benefits of drinking milk. Elsewhere, milk producers organised a competition based on people putting their “milk moustache” photos on a wall - the best entries received prizes. In Switzerland, a milk producer in St Gallen launched “happy milk” produced by happy cows. Free milk was distributed outside an organic produce shop. In Tanzania, the theme for this year’s National Milk Week event was “*Kunywa maziwa kwa afya yako. Jenga uchumi wa nchi yako*” (Drink milk for good health. Build Tanzania’s economy.) Observed in Tanzania since 1998, the National Milk Week aims to encourage the drinking of milk and to increase usage of milk products. Boasting the third largest cattle herd in the continent, Tanzanians still drink very little milk. Most people only drink milk with tea or coffee, but exhibitors showed different uses of milk including how to use milk at home to cook sauces and other foods. The exhibition also encouraged Tanzanians to purchase and consume local products as a way of supporting the local milk industry. Other planned activities included an awareness march by milk sector stakeholders accompanied by giving

milk donations to identified social welfare organization as well as a milk and milk products quality competition and a dairy livestock exhibition. Thailand celebrated this year’s event in the presence of the Prime Minister Abisit Vejjajiva and the FAO Representative in Thailand Hiroyuki Konuma accompanied by youth representatives. Thailand had been promoting drinking milk through a campaign since 1992 with the budget of around one thousand million baht. The objective of the campaign was to encourage Thai children to drink milk and support milk products and the industry. The campaign had been monitored and it was found that Thai children were healthier and grew up more than they did in the past. At the moment school milk and supplementary food had been distributed to more than 8 million school children until grade 6th. Also the Chiang Mai Provincial Administration Organization in cooperation with the Central Plaza Chiang Mai Airport



organized an event to celebrate World Milk Day. Free giveaways and milk drinks were distributed. In Turkey, the Atasehir Municipality realized a project named “*For a healthy life, drink 2 glasses of milk per day!*” to commemorate this year’s World Milk Day. On 1st June, at the same time, they delivered milk to 13.000 primary school students in 13 schools of the city. The aim was to instil in children the habit of drinking milk and also to encourage consumption of healthy food and support local milk producers by emphasizing the necessity of drinking milk at any age. Their new goal in 2012 will be to reach the number of 85.000 students in 54 schools in Atasehir! The Dairy Council for Northern Ireland (UK) celebrated this year’s World Milk Day by reminding consumers of the hard work of their local dairy farmers to be able to offer local families fresh, high quality milk that’s great value for money. <http://www.dairycouncil.co.uk/page/world-milk-day-2011>. In the United Arab Emirates, TetraPak Arabia organised a day-long event at the Children’s City in Dubai Creek Park. The event involved schools, pupils and their families who participated in a range of activities including art competitions, slogan creating competitions (aimed at older children), short plays around the theme of milk, kindergarten colouring competitions and a variety of games all centred around the topic of healthy and nutritious milk. Tetra Pak Arabia’s local and regional dairy partners like Lancor, KDD, Tiffany, Saudia, Nada and Safa amongst others, provided free samples of long life milk to people participating and attending the event. Schools were also given an opportunity to set up in stands themed around milk, where students were able to sell art/craft items. The proceeds of these sales went to a local charity or the school library fund, as per the discretion of the school. World Milk Day in Uruguay was commemorated this year in occasion of the 2nd Milk Forum on Uruguay’s dairy chain - “challenges in a new international context”. The event was organised by INALE (Instituto Nacional de la Leche en Uruguay) and the FAO and counted over 200 participants. Following the opening ceremony, the president of INALE gave a commemorative plaque to the FAO Representative in Uruguay in recognition of FAO for the commemoration of the International World Milk Day at its tenth anniversary. In 2006, Uruguay chose World Milk Day (1st June) to also be Dairy Workers’ Day: therefore it is a day for general holidays and celebrations for the dairy industry. In Vietnam, teachers and students of Ho Chi Minh City’s primary schools have collected more than 450,000 milk cans to make artworks in responding to the Environmental Festival – World Milk Day 2011. On May 26, the Ho Chi Minh City Department of Education and Training and Tetra Pak Vietnam organised the World Milk Day and the closing ceremony of the education programme on nutrition and environment for primary students. The annual festival attracted more than 2,500 primary pupils and teachers from 200 schools in Ho Chi Minh City. The festivals provide activities including educational games about benefits of drinking milk, fun environment protection activities, and exhibitions of artwork handmade from used cartons, Environment activities, sing, dance and play performances on stage. To celebrate World Milk Day, all participants joined in a milk drinking moment at the festivals.



FAO operates a free e-mail discussion group on dairy issues. To join, or if your country, region, area or school is interested in celebrating World Milk Day please contact: FAO-Dairy-Outlook@fao.org