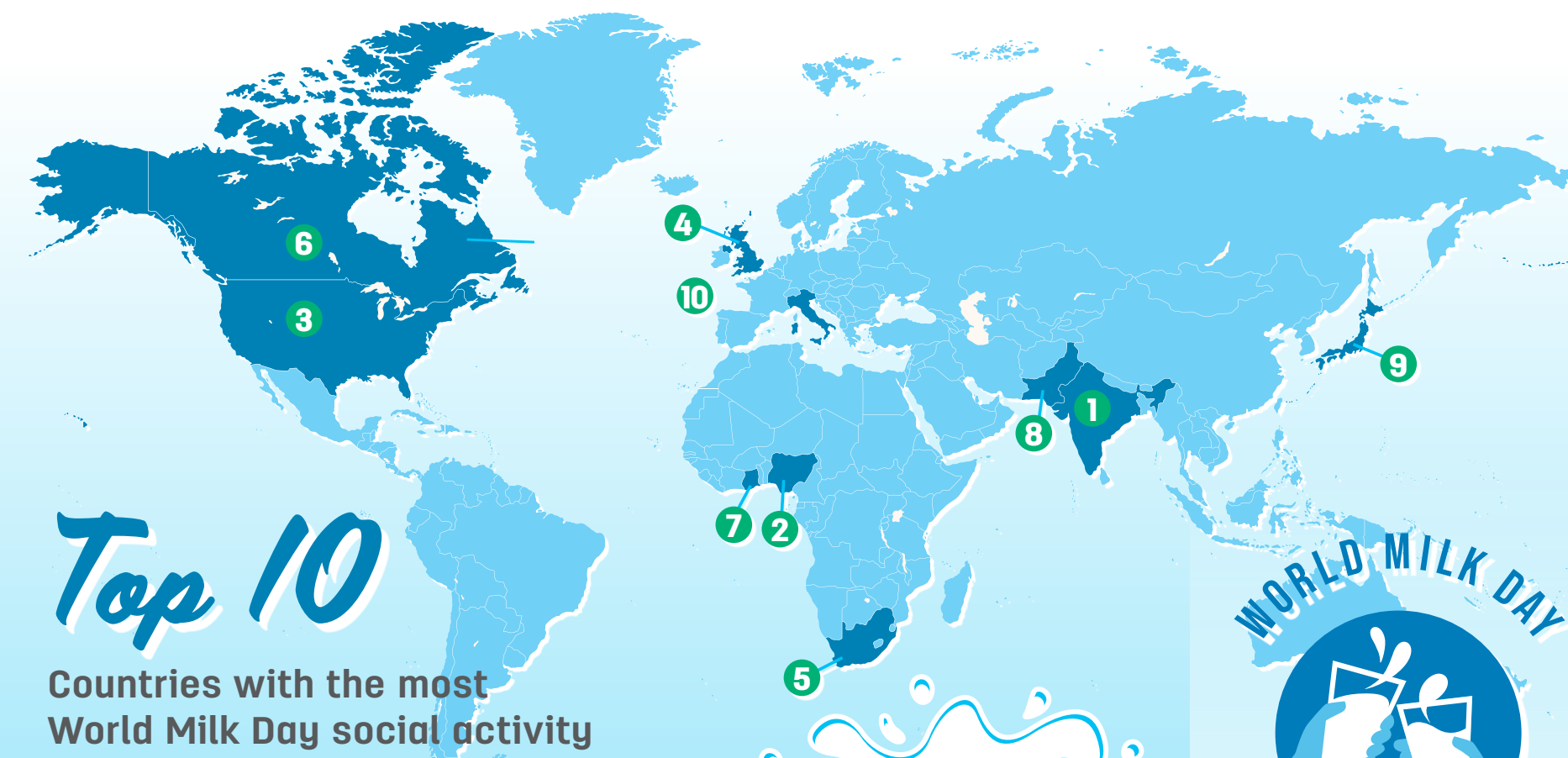




World Milk Day

#enjoy #Dairy



Top 10

Countries with the most World Milk Day social activity

- | | |
|------------------|------------|
| 1 India | 6 Canada |
| 2 Nigeria | 7 Ghana |
| 3 United States | 8 Pakistan |
| 4 United Kingdom | 9 Japan |
| 5 South Africa | 10 Italy |

100 Countries
Featured World
Milk Day
Activities!



Celebrate
WORLD MILK DAY
June 1, 2022

The Global Dairy Platform is pleased to report 100 countries around the world participated in World Milk Day activity, from Argentina to Zimbabwe.

ITALY – Zoetis launched its “Driven to Care” campaign to showcase its commitments to Communities, Animals and the Planet, including support of 10 of the 17 United Nations Sustainable Development Goals (SDGs).

CANADA – Dairy Farmers of Canada did a series of videos promoting the day.

NIGERIA – Peak Milk hosted a breakfast contest. #CelebratingPeakBreakfast

SOUTH AFRICA – The South Africa Dairy Association hosted #DairyDoneEasy, a campaign featuring Tik Tok influencers that encouraged teens to be creative in the kitchen.

UNITED KINGDOM – DairyUK supported the World Milk Day campaign through a series of sustainability-focused messages and videos.

UNITED STATES – Dairy Management Inc. developed a dairy farmer video, “I Am a Dairy Farmer” and in partnership with Vox Media hosted a virtual panel and hands-on workshop.

JAPAN – J-Milk launched a Milk Baton Relay to celebrate World Milk Day and June Dairy Month. This relay encourages dairy industry members and “milk fans” to share photos and videos on social media. Thirty winners, chosen by a lottery, were given a milk glass, cow and milk products at the end of June.

INDIA – The Government hosted an official campaign, “A Glass of Goodness,” which shared information on the benefits of dairy products.

GHANA – The UTV Ghana Online hosted an educative talk on Milk - Facts and Myths About Milk Intake.

UNITED STATES – Dairy Farmers of America launched the “Nerd Herd” campaign to showcase how #DFAMilk is working to reach net-zero carbon emissions by 2050.

AUSTRALIA – Food Bank Australia partnered with dairy companies (Saputo Dairy Australia, Bega, Fonterra and Lactalis) to provide a constant supply of fresh milk to their network of 2,600 charities.

COLOMBIA – Brand Alqueria donates 1.5 million glasses of milk to fight chronic malnutrition in children.

FRANCE – The #MilkPongChallenge took place on TikTok by consumer-oriented group Les Produits Laitiers (by CNIEL), challenging consumers to successfully launch their ping pong ball into milk containers!

MEXICO – Charity Fundacion Lala organized a tour of the dairy farm “El Compás” to learn how milk is produced.

PORTUGAL – APROLEP hosted a drawing challenge involving children, teachers and parents. The 50 drawings from 34 schools were published on the Facebook page “Leite é Vida.”

THAILAND – The Thai Department of Health conducted the campaign, “share kindness to milk the younger” together with network partners to donate more than 7,600 boxes of fresh milk to 1,270 vulnerable children aged 3-14 years.

Links to all social posts:
<https://worldmilkday.exposure.co/world-milk-day-2021>

2021 HIGHLIGHTS

1.38 BILLION Social Media Impressions for the #WorldMilkDay Campaign in 2021.

1.38 BILLION IMPRESSIONS Social Media Impressions for the global campaign, a 60% increase from 842 million last year.

369 MILLION IMPRESSIONS for the global campaign prior to June 1, a nearly 20% increase from 2020.

199,295 POSTS featured #WorldMilkDay, more than tripling the number of posts from last year.

SENTIMENT 98% Positive or Neutral, 2% Negative for #WorldMilkDay and #EnjoyDairy.



98% POSITIVE
2% NEGATIVE

World Milk Day was established in 2001 by the Food and Agriculture Organization of the United Nations (FAO) to recognize the importance of milk as a global food and to celebrate the dairy sector. Each year since, the benefits of dairy products have been actively promoted around the world, including how dairy contributes to nutrition, livelihoods and the environment.

In 2022, the celebration starts with the Enjoy Dairy Rally May 29 – May 31, culminating with World Milk Day on Wednesday, June 1. This year’s theme will focus on sustainability to showcase dairy’s commitment to reducing the sector’s environmental footprint. In doing so, dairy will raise awareness of the ground-breaking Pathways to Dairy Net Zero climate initiative.

Dairy farmers are encouraged to share short videos on social media showcasing sustainability and innovation practices on their farms. Follow us on Twitter (@WorldMilkDay) or Facebook and Instagram (@GlobalDairyPlatform) and use campaign hashtags #WorldMilkDay and #EnjoyDairy.

A variety of campaign assets, including the Activation Guide, is available at www.WorldMilkDay.org. Global Dairy Platform coordinates World Milk Day celebrations through a global social media campaign which unites the dairy sector and dairy lovers worldwide.