



World Milk Day

The global dairy sector came together to celebrate World Milk Day 2022 by conducting social media campaigns and in-person events throughout 113 countries around the world. For the second consecutive year, social media impressions topped 1 billion.

CANADA – Dairy Farmers of Canada shared several recipes, videos and graphics throughout the celebrations. DFC partnered with a number of TikTok influencers to create delicious recipes and share nutritional facts about dairy.

INDIA – The Pondicherry Milk Producer Co-operative Union distributed milk products and ice cream to orphanages in Puducherry, India.

JAPAN – J-Milk launched a series of activities, including a “Thank You Circle Connected by Milk” digital campaign to express gratitude to the dairy industry. “Let’s Drink Milk! Let’s Eat Milk!” was a campaign that encouraged the consumption of milk outside classrooms. J-Milk also designed a series of visuals that could be used throughout the day to help consumers express their love for milk.

MEXICO – The Universidad Nacional Autónoma de México hosted a World Milk Day webinar. Alpura’s cow mascot visited various locations for photos and meet and greets.

NIGERIA – The Commercial Dairy Ranchers Association of Nigeria hosted a World Milk Day conference in partnership with Sahel Consulting. The discussion focused on “Catalysing a Milk Revolution in Nigeria through Strategic Investments in Dairy Development.”

SOUTH AFRICA – The City Council and the Casa Grande de Xaneceda launched an initiative to commemorate World Milk Day by decorating the wall of Lugo with a cow.

PAKISTAN – The National Alliance for Safe Food in Pakistan, in collaboration with the Pakistan Dairy Association, organized a national seminar on World Milk Day at Lahore, Pakistan.

UNITED KINGDOM – Dairy UK shared a video outlining ways that dairy farming has benefited the United Kingdom’s landscape.

UNITED STATES – Dairy Farmers of America sponsored a special “Hot Ones” episode featuring an interview with the YouTube show’s host Sean Evans. DFA also posted messages on social media about why they are proud to work in the dairy industry.

COLUMBIA – In partnership with Los Bancos de Alimentos de Colombia (Abaco) and the Food Bank Network, Alqueria donated 1.5 million glasses of milk to children.

DOMINICAN REPUBLIC – A World Milk Day challenge encouraged consumers to share videos of themselves raising a glass of milk. The winners received a year’s worth of Milex milk.

UNITED STATES – Land O’Lakes donated \$25,000 to 4-H to support leadership, growth and opportunity for youth in the industry. Land O’Lakes also shared a campaign outlining what

sustainable dairy means to them.

EGYPT – Giza Systems hosted an ice cream festival on World Milk Day.

MALAYSIA – Farm Fresh Milk hosted a photo contest.

NEW ZEALAND – Fonterra launched the “Scan the Cow” campaign in New Zealand inviting consumers to scan a cow-shaped QR code that was placed throughout the country.

PORTUGAL – APROLEP hosted a workshop for children at the Labruga preschool on how to make fresh cheese.

Links to all social posts:
<https://worldmilkday.exposure.co/world-milk-day-2022>

The Top 10

Countries with the Most World Milk Day Social Activity

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



2022 highlights

113 Countries
Featured
World
Milk Day
Activities!

1.02 BILLION IMPRESSIONS

Social media impressions for the global campaign

5.31 MILLION IN REACH

Reach refers to the number of people who saw our content

346,154 POSTS highlighting the dairy sector

SENTIMENT 97% positive or neutral, 3% negative for #WorldMilkDay and #EnjoyDairy.

97%
POSITIVE

3%
NEGATIVE



Celebrate
World Milk Day

June 1, 2023

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 2023, World Milk Day will focus on showcasing how dairy is reducing its environmental footprint, while also providing nutritious foods and livelihoods. Together, we will drive an active narrative that integrates the environmental, nutritional and societal impacts of the sector.

Stay up to date on the activities on our social media channels and use our hashtags #WorldMilkDay and #EnjoyDairy.

We continue to encourage short videos from farmers that showcase sustainability practices in place on your farm or at your company. You can help by developing these short videos and sharing them on social media as we re-introduce dairy farmers to the world. Videos should be 30-60 seconds long, filmed using a camera or mobile device, and in landscape mode or shot using 1:1 dimensions for easy sharing across all social channels. Videos can be sent directly to milkday@emergingag.com or via WeTransfer.

A variety of campaign assets, including the activation guide, is available at www.WorldMilkDay.org.

Follow us on Twitter (@WorldMilkDay) or Facebook and Instagram (@GlobalDairyPlatform) and use the campaign hashtags #WorldMilkDay and #EnjoyDairy.

Global Dairy Platform coordinates World Milk Day celebrations through a global social media campaign which unites the dairy sector and dairy lovers worldwide. 🐮