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 Teatured World Milk Day Activities!

SOCIAL MEDIA

The top 10 countries for social activity were¹:



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



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United Dairylarmers of Victoria - UDV - Fold May 31 at 203 PM - @ World Milk Day 2020 Today is versionable than @



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Twitter



Visit militife.com/give to learn how you can make a difference. @MilitMeandMore

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Gunhild A. Stordalen 🤣 @G_stordalen - Jun 1

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Yes milk and dairy produce can play a role in a healthy and sustainable diet. Read more: bit.ly/3eD3Zgx #worldmilkday

V 161

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Youtube









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

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Schefs -



Chef Majed Alsabagh (UAE)



Chef Argiro Barbarigou (Greece)



Chef Margarita Ribot (Spain)



D Lies Q Comment & Stars







Chef Akis Petretzikis (Greece)



DIGNITARIES AROUND THE WORLD SUPPORTED WORLD MILK DAY

| Government Officials | Country |
|---|----------------------|
| President | Country 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 | |

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





Min. de Apricultura 0

En el #DíaMundialDeLaLeche queremos destacar que Colombia produce 7 mil millones de litros de leche al

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 abastesca de este súper alimento.



9 AM - Jun 2, 2020 - Twitter for iPho Retweets **49** Likes



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Marie-Claude Bibeau @ Omclaudebibeau - Jun 1 Cett in #JourniekkondialeDut.ait



FAD O

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

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

ly/2ZWiB6L #WorldMilkDay



Giobal Environment Facility (GEF) and S 954 AM - Jun 1, 2020 - Twitter Web App

112 Retweets 361 Likes

Iván Duque --- O GivenDuque

Nos sumamos a la conmemoración del

VolaMundialDeLaLeche 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.



11:04 AM - Jun 1, 2020 - Twitter Media Studio

264 Retwoets 833 Likes





Michael Creed TD O

Raising a glass on #WorldMilkDay to celebrate our local food herces working all around Ireland producing the highest quality sustainable produce 365 days a year #worldmilkdav2020 #EnjoyDairv



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

23 Retworts 166 Likes

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.



IS AM - Jun 1, 2020 - Twitter for Android

6 Rativeets 20 Likes

World Food Programme @

In many countries, milk is largely produced by

On today's #WorldMikDay 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

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.





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.



BRAZIL

Abraleite 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.





CHINA

Mengniu Dairy Group and FrieslandCampaina 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.

X

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-aglass 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 startups Connecting Food and C'est gui 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. The Milk Bar gave away frozen yogurt to children.



NEPAL

The Nepal Dairy Association made dairy donations and Lekhanath Dairy International Nepal Pvt.Itd 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 made donations.





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 highlevel 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 Scaling Up Nutrition Alliance partnered with dairy company Clover Zambia to host a milk donation for orphaned and vulnerable children, which was also promoted on the radio.

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.











WORLD MILK DAY 2020 CAMPAIGN

Follow us on Twitter @WorldMilkDay, Facebook @GlobalDairyPlatform, Instagram @GlobalDairyPlatform, and LinkedIn @GlobalDairyPlatform #WorldMilkDay