

World Milk Day 2026 Activation Guide



Examples of previous World Milk Day campaigns



6月1日は牛乳の日・6月は牛乳月間 ミルクでつながる ありがとうの輪

#ミルクのバトンリレー

牛さんや牛乳・乳製品への「ありがとう」を、
#ミルクのバトンリレーをつけて投稿しよう!



A 200ml glass of milk provides...

29%

Of an adult's daily recommended B2 intake.

Happy #WorldMilkDay



How to Start a World Milk Day Campaign

World Milk Day, a day noted by the Food and Agriculture Organization (FAO) of the United Nations to recognize the importance of milk as a global food, has been observed on June 1 each year since 2001. It is an opportunity for the global dairy sector to recognize, together, what makes our sector essential to a healthy, sustainable global food system. Focusing your campaign on one or more of the fundamental pillars of the sector – nutritional strength, sustainable progress and socio-economic impact – is an ideal way to remind everyone how vital dairy is to a healthy world.


This guide is designed to help you plan, and execute, World Milk Day campaigns. This year, we're making available the Dairy Facts on a Page and Solution-Focused Messaging handouts through worldmilkday.org. These documents will provide you with plenty of interesting facts to share as part of your articles, blog posts, social media posts and more. We also have videos for you to share and will develop other content in time for World Milk Day.


We look forward to seeing what you create as part of your World Milk Day campaign. And, please let us know how it goes so we can potentially feature your campaign on worldmilkday.org!


Our theme this year is “Celebrating Women Farmers,” to honor the UN’s International Year of the Woman Farmer.




Four Ways to Get Involved

 **Events**
Organize an event on or around World Milk Day that spotlights the integrated story of the dairy sector.

 **Paid Media**
Create a campaign that is featured on broadcast, print and/or digital media during the month of June.

 **Social Media**
From cow selfie campaigns to farmer videos, there are countless ways to build interest in World Milk Day.

 **Partnerships**
Potential partnerships for World Milk Day include sports teams/athletes, businesses and government organizations.

What You Can Find on WorldMilkDay.org

World Milk Day's website includes a variety of information that can help drive your campaign. Please see below for links to the pages:



World Milk Day Social Media Best Practices

ALL

All Channels

- You can download resources on worldmilkday.org that help you create content.
- Make sure to use keywords such as “dairy” and “World Milk Day” in your caption. Also make use of campaign hashtags (#WorldMilkDay and #EnjoyDairy) to maximize reach and engagement.
- Follow GDP and World Milk Day social media channels for content with which you can easily engage with and repost.
- World Milk Day is a community driven initiative with organisations across the dairy sector participating. Tag as many relevant stakeholders as possible in your posts so they can engage with your content, and make sure to do the same with their content.
- Use the collaboration feature on Instagram and TikTok to collaborate with top influencers and key organisations.
- Make use of human-first creative over overly polished and branded statics as it helps stand out in the feed.
- Emojis increase visibility and engagement. Here are some you can use.



Don't

- **Focus purely on the commercial aspect/selling: consider content highlighting dairy's positive impact on society.**



TikTok

- Hook viewers in the first few seconds; this determines 71% of whether people keep watching.
- Prioritize watch time and completion: your content should be interesting, story driven and not too short.
- Keep it authentic: think creator/human-first. Unpolished, behind-the-scenes and human-led videos get higher engagement than overproduced videos.
- Include keywords in captions, on-screen text and spoken words. TikTok “listens” to your video for search ranking.
- Post when your audience is most active (you can find this out in your insights section).
- Create loopable content. Rewatches are heavily rewarded by the algorithm so think about starting and ending the video in the same way.
- Reply to comments to boost engagement signals.

Don't

- **Sacrifice quality for quantity. One great video beats five mediocre ones.**
- **Be overly polished or corporate. TikTok audiences reject content that feels like advertising.**



X (formerly Twitter)

A note on X: The platform has changed significantly since 2022. While some organisations have reduced their presence, it remains useful for real-time conversation, industry news, and B2B engagement. Consider whether your audience is active on X before investing heavily. Meta's Threads platform can be a good alternative as it also helps boost Instagram reach.

- Try to include an image or video with every post.
- Linking 5-7 tweets leads to more engagement than single tweets. It can also be a great way to share dairy facts or farmer stories.
- Create content worth reposting.
- Join real-time conversations: X rewards timely responses to trending topics, and World Milk Day is a perfect opportunity to join the global conversation.
- Use polls and questions: interactive content drives participation.

Don't

- **Feed the trolls. If someone is trying to provoke a reaction, don't engage. Arguing boosts their visibility and distracts from your message.**

World Milk Day Social Media Best Practices



Meta (Facebook + Instagram)



- Post Reels for discovery (1.36x more reach than carousels) and Carousels for engagement (highest engagement rate on Instagram at 1.92%).
- Hook viewers in the first 3 seconds; this determines whether people keep watching or scroll past.
- Always add captions/subtitles to videos. 80%+ of users watch with sound off.
- Use keyword-rich captions. Instagram's search now prioritizes keywords over hashtags for discovery so make sure to include "World Milk Day" in post content and copy.
- Add trending audio to your posts.
- Create content worth sharing via DM. Private shares are now the #1 ranking signal for reaching new audiences, so create content that people are likely to share, such as the positive impact of the dairy industry.

- Respond to comments. Engagement signals quality to the algorithm and helps increase reach.
- Facebook's organic reach is low. Consider using Groups, Facebook Live, or boosting top-performing posts for greater impact.

Don't

- **Post multiple times back-to-back. Spread posts throughout the day; the algorithm penalizes flooding.**
- **Rely only on hashtags for discovery. Keywords in your caption matter more now.**
- **Avoid posting horizontal video as it doesn't look native in the feed.**



LinkedIn

- C-suite and executive voices carry weight on LinkedIn, and their personal profiles get far more reach than company pages. Equip your leadership to share messaging from key resources such as Facts on a Page, and work with them to draft posts in their own voice and ensure campaign keywords (e.g. "dairy," "World Milk Day," "sustainable nutrition") are included in the copy. This will help to boost discoverability and keep messaging aligned, turning your executives into amplifiers for the campaign. You can always repost the personal post via the company page to maximise reach.
- World Milk Day 2026 celebrates women farmers. Therefore, put your female leadership and farmers centre stage. Feature their stories, achievements, and perspectives across your channels. This isn't just about visibility; it's about showing the world the faces behind the industry and the vital role women play in feeding communities globally.
- Use carousels for educational content. Carousels get the highest engagement on LinkedIn. Make sure these are downloaded as PDF documents as this is the format

LinkedIn prefers for click-through carousels.

- Add captions to all videos. 75-85% of LinkedIn videos are watched with sound off.
- Write like a human, not a brand. Personal stories and authentic takes outperform corporate speak.
- Engage in the comment section. LinkedIn's algorithm rewards comments more than any other social platform.
- Use polls to drive interaction. Polls achieve 6-12% engagement rates and create viral feedback loops.

Don't

- **Post text-only updates. Posts with images or video get more reach and engagements.**
- **Share external links in the main post. Put links in comments instead as it helps increase reach.**
- **Use generic corporate language. Audiences engage with people, not press releases.**

Dairy Facts

We hope you'll find this collection of global dairy sector facts helpful for World Milk Day and throughout the year. Companies and associations are using these facts worldwide to help tell the story of dairy.

Dairy Nourishes a Healthy, Sustainable World

Dairy's Contribution to the Global Food System

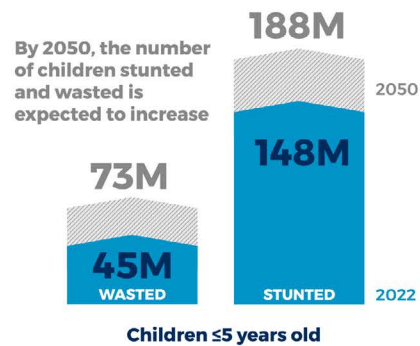


There are challenges to global nutrition and food security

The world needs nourishment

By 2050, the global population is expected to reach nearly 10 billion people, creating greater need for nutrient dense, climate resilient food¹

- Malnutrition persists worldwide, jeopardizing well-being and future development by creating less productive individuals who are prone to disease.¹
- ~8% of the global population, 673 million people, experience hunger, meaning they are undernourished.²
- The cost of malnutrition is 3 trillion US dollars annually in lost productivity because it has stunted people's physical and cognitive abilities.³



UNICEF, WHO, World Bank Group. 2023. Joint childhood malnutrition estimates. Levels and trends in child malnutrition. Institute for Health Metrics and Evaluation, 2024.

No country is immune to malnutrition

Hidden hunger, the presence of multiple micronutrient deficiencies despite sufficient food, affects an estimated 2 billion people worldwide^{4,5}

- In high-income countries, these gaps are often accompanied by overnutrition (i.e., overweight and obesity), increasing healthcare costs, compromising health outcomes, and limiting human potential on a global scale.⁴
- More than half the global population do not consume enough iodine, calcium, iron, or riboflavin from food.⁵



Passarelli, S., et al. 2024. Global estimation of dietary micronutrient inadequacies: a modelling analysis. *The Lancet Global Health*.

The global population is aging

While lifespans are increasing, healthspans lag, escalating rates of noncommunicable diseases (NCD)⁶

- The lifespan-healthspan gap has led to escalating rates of NCD and age-related conditions – such as type 2 diabetes, dementia, sarcopenia, osteoporosis, and cardiovascular disease – placing strains on healthcare systems, labor and resourcing, and public health expenditures.⁶ With fewer people to care for older persons, it is important to take steps to help them live more years vibrantly and independently.
- In 2050, 80% of older people will be living in low- and middle-income countries, exacerbating their risk of malnutrition and related disorders.⁶

By 2050, the number of people aged 80+ is expected to triple



WHO. 2024. Ageing and health fact sheet.

Dairy Facts

Dairy is part of the solution

Dairy provides nourishment across the lifespan

The FAO recommends milk as part of diverse, healthy diets to improve nutrition and health⁷

- 109 million cases of childhood stunting could be prevented by 2050 by improving dairy productivity and supply in just five countries - Ethiopia, India, Kenya, Nigeria, and Tanzania.³
- Dairy foods are nutrient-dense, providing many nutrients lacking in the global diet, including calcium, iodine, B vitamins, and high-quality protein.⁸ These nutrients are crucial for immunity, cognitive function, health and well-being.⁷
- According to the FAO, milk and dairy consumption reduces the risk of all-cause mortality, hypertension, stroke, type 2 diabetes, colorectal cancer, breast cancer, obesity, and osteoporosis in adults.⁷
- The World Health Organization recommends dairy to increase energy, high-quality protein and micronutrients in older adults.⁹

Dairy provides affordable nutrition

Dairy accounts for a significant portion of nutrients at a lower cost¹⁰

- 28% of the global population, 2.3 billion people, are moderately or severely food insecure, meaning they do not have regular access to adequate food.²
- Milk is among the most affordable food groups to deliver nutritional value per unit.¹⁰
- Nutritionally adequate diets that do not include foods from animals cost 35-45% more than those that include animal source foods, such as dairy, to complement the diet.¹¹

Dairy is a sustainable choice

The dairy sector is improving its performance through programs such as the Dairy Sustainability Framework and Pathways to Dairy Net Zero

- Global farm-gate emissions intensity decreased ~24% from 2000 to 2022.¹²
- Dairy upcycles 2.5 billion tons of dry matter feed that are inedible to humans - such as grass, straw, and crop byproducts - into high quality protein and other essential nutrients.¹³ 95% of feed consumed by domestic ruminants globally is inedible to humans.¹⁴
- Cow manure, as a natural fertilizer, enhances soil fertility, reduces reliance on synthetic fertilizer, and improves crop yields.¹⁵

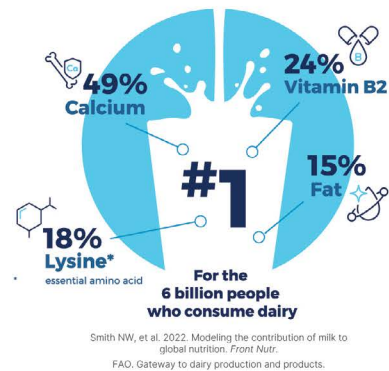
Dairy has impact

Dairy is the largest agricultural commodity by value, third by volume¹³

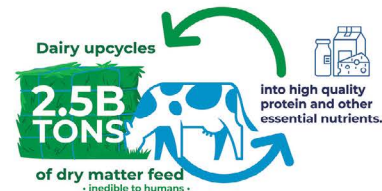
- There are 600 million people living on 133 million dairy farms around the world. 400 million additional people are supported by full time jobs related to dairy farming.¹³
- Approximately 80 million women are employed in the dairy sector, leading ~37 million farms.¹³
- Dairy sector development improves consumer access to nutritious food, increases farmer income while decreasing environmental impact, and provides tax revenue for governments, which can go toward improved services for communities.¹⁶



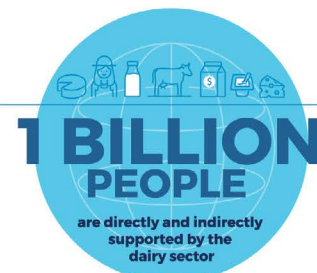
Scan to view references



Chungcharlam, SMS., Moughan, P.J. 2024. Diet affordability: a key dimension in the assessment of sustainable food systems and healthy diets. *Front Nutr.*



FAO Animal Production and Health Division, 2010. Greenhouse gas emissions from the dairy sector: a life cycle assessment.



FAO, 2016. The global dairy sector: facts. Elaborated from FAOSTAT and the World Bank. Development Indicators Database.

Solution-Focused Messaging

We encourage you to talk about dairy in a new way, focusing on how it can help solve some of the most important issues around the world. These handouts are created with global facts, but can be regionalized to help you connect with your local stakeholders. If you'd like to receive files that would allow you to create your own versions, please email info@worldmilkday.org.

Hidden Hunger

Addressing society's most complex issues requires a systems-based approach that maximizes partnerships and innovation. The United Nations Sustainable Development Goals (SDGs) offer a framework for tackling these challenges by fostering cross-sector collaboration and guiding policy decisions. The dairy sector is helping catalyze progress towards achieving the SDGs, improving quality of life, reducing global disparities, and ensuring a sustainable future for all.

3

GOOD HEALTH AND WELL-BEING

The Situation

- Hidden hunger, the presence of multiple micronutrient deficiencies despite an abundance of food, affects an estimated 2 billion people worldwide.¹ In high-income countries, these gaps are often accompanied by overnutrition (i.e., overweight and obesity), increasing healthcare costs, compromising health outcomes, and limiting human potential on a global scale.
- Micronutrient deficiency during critical periods of the life course can have severe and lasting consequences, including adverse pregnancy outcomes, impaired growth and development, and increased susceptibility to infectious diseases.²
- Current recommendations for sustainable eating may exacerbate micronutrient deficiencies. The often cited 2019 EAT-Lancet Planetary Health Diet recommendations could cause inadequate intakes of vitamin B12, calcium, iodine, iron, and zinc, among other things.³

The Path Forward

Hidden hunger and micronutrient deficiencies are often the result of diets that do not meet the nutritional needs of the population, particularly among vulnerable populations, such as older adults, children, and pregnant women. Balanced diets that contain animal sourced foods (ASF), such as dairy, have unique properties that can contribute to healthy sustainable food systems in important ways. By prioritizing access and availability of these diets, the dairy sector can help address the multiple burdens of malnutrition and promote good health and wellbeing for all.



How Dairy Can Help

- Closes nutrient gaps:** The U.N. Food and Organization (FAO) recognizes dairy food as important contributors of bioavailable vitamins and minerals, including the critical shortfall in calcium and B12.⁴ These nutrients support development, and health, particularly in vulnerable populations experiencing hidden hunger.
- Provides high-quality protein:** Studies show dairy is a highly bioavailable, high-quality calcium that can help enhance the bioavailability of other critical nutrients people need.⁵ Access to higher-quality protein sources ensures the nutritional value for intake, which is critical for vulnerable populations for whom low protein intake can promote a damaging course of events.^{6,7}
- Enhances affordable nutrition:** Dairy accounts for a significant portion of nutrient requirements at a lower cost. For example, dairy provides more than half of daily calcium requirements, and when compared to other food categories, is the most cost-effective dietary source of these nutrients. Dairy-based diets can meet daily nutrition needs with a plants-only diet that costs two times as much and significantly higher caloric intake compared to one that includes dairy.⁸



Partnering with Dairy

- Promote cooperative efforts to support inclusion of nutrient-rich dairy in food-based dietary guidance:** Animal sourced foods (ASF), such as dairy and eggs, are vital for combating hidden hunger by providing affordable and accessible essential nutrients to vulnerable populations. Because of its unique nutrient package and high-quality protein, dairy should be maintained as its own food group in dietary guidelines at 2-3 servings to satisfy global nutrition needs.
- Support global nutrition education:** More than half of consumers in high-income countries do not consider nutrition when seeking out sustainable ways of eating.¹⁰ Nutrition education efforts targeting consumers, educators, health professionals, and policy makers can improve understanding of nutrition's role in healthy sustainable diets.

Impact Story

Dairy's Role in Global Food-Based Dietary Guidelines

OVERVIEW

In recent updates to Dietary Guidelines in several developed nations where there is an abundance of food, scientific experts are recommending maintaining or increasing dairy consumption because they recognize it is vital to nutrient adequacy.

KEY FINDINGS

- The 2025 U.S. Dietary Guidelines Advisory Committee explored reducing or removing dairy from dietary guidance, but found several nutrient gaps tied to these actions, including gaps for calcium, magnesium, phosphorus, potassium, riboflavin, vitamin A, and zinc. The Committee maintained the advice to consume three dairy servings per day.⁹
- In 2024, Switzerland introduced a new dairy-specific food group, separate from its protein food group, recommending 2-3 servings per day because dairy products provide essential nutrients like calcium and protein.¹⁴
- The Nordic Nutrition Guidelines 2023 recommended increasing daily dairy consumption from 2 servings to 2.5 servings per day "to meet nutrient requirements," including high-quality protein and vitamin D (in fortified products).¹⁵ The dairy recommendations from the Nordic Nutrition Guidelines have been adopted by countries such as Norway and Denmark.



Scan for references and more information



Example Topics

Aging Global Population	Hidden Hunger	Healthy Sustainable Food Systems
Affordable Diets	Childhood Malnutrition	Ensuring Farmer Resilience