



Raise a glass to wholesome milk!

World Milk Day 2018

The MPO is preparing to join nearly 80 countries world wide in drinking a toast to milk and milk products when World Milk Day 2018 is celebrated on 1 June.

From the first World Milk Day which was celebrated in 2001 this event has grown to one of the most important happenings on the dairy calendars of 77 countries in 2017. #Worldmilkday was celebrated over 72 hours in 77 countries at 583 different events to bring tribute to a product that is so much more than the sum of its many nutrients – milk! The value of milk and milk products in a healthy lifestyle was celebrated through activities such as:

- Special meals with only dairy products on the menu
- School visits to dairy farms
- Photo contests to, among others, select the most photogenic dairy cow
- Donations of dairy products to welfare organisations
- Communication by nutritionists to share the important nutritional facts about milk and dairy products
- Videos with dairy farmers working on a development project
- Physical fitness events fueled by dairy

Versatile and nutritious

Modern consumers no longer only consider dairy as an important nutrient in his daily diet but as a necessity to maintain a healthy lifestyle in a rushed society. Dairy is served in convenient single serving packaging which makes it ideal for a healthy, nutritious on-the-go meal or snack – from yogurt for breakfast in the car on the way to work to flavoured milk in a school lunchbox or sports bag.

Fuel and recovery drink for sport

Sportsman and woman around the globe are increasingly using milk and dairy products as fuel, for faster recovery from injuries, to help with muscle-building and as a recovery drink

after intensive training sessions. According to Team USA who participated in the 2018 Winter Olympics a great deal of their success can be attributed to the fact that milk is part of their training programme. Furthermore, the powerhouse nutrient is served daily to athletes at American Olympic Training Centres.

Lean and healthy

A large number of international peer review papers clearly illustrate that the nutrient composition of milk and milk products helps to lower the risk for hypertension, cardiovascular diseases and diabetes.

The calcium in dairy products plays an important role in regulation of body weight which is why even high fat dairy products are increasingly included on the menus of weight loss programmes.

The calcium in dairy products is highly bio-available and makes a significant contribution to bone density. The role of dairy products in a healthy ageing process and the prevention of osteoporosis is acknowledged globally.

