

Media Release

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Tasmanian milk lovers to pour their hearts out for World Milk Day

Tasmanian dairy lovers have been encouraged to celebrate World Milk Day with a public display of affection for milk and the local farmers who produce it.

The United Nations has declared **June 1** to be World Milk Day, marking dairy's important contribution to health and nutrition and the economic wellbeing of regional communities.

Locals have been urged to show their support by filling social media newsfeeds with photographs of themselves pouring milk, whether it's into their coffee, breakfast cereal, their favourite dinner recipe or just a good old-fashioned glass of milk.

Ringarooma dairy farmer Marcus Haywood said there had never been a better time to get behind Australian dairy.

"Like any dairy farmer, we're proud to be playing an important part in helping Australians stay healthy," Mr Heywood said.

"I'd love to see people all over Tasmania supporting the local dairy industry and doing something healthy for themselves by getting involved in World Milk day."

Dairy Australia dietitian Blake Robinson said the social media campaign complemented this year's World Milk Day theme: Raise a Glass.

"Most people consume dairy simply because they love it and others love it because it's a rich natural source of so many of the nutrients our bodies need," Mr Robinson said.

"Regardless of your reason, raising a glass for World Milk Day is a great way to do something healthy for yourself while throwing your support behind our Aussie dairy farmers."

Mr Robinson said the secret to milk's ongoing global appeal lay in its list of ingredients.

"Cow's milk has one simple, natural ingredient: milk," he said.

Milk's well-established health benefits come courtesy of the long list of readily-absorbed nutrients that are difficult to replicate in a factory.

"Milk has been nourishing people for thousands of years and World Milk Day is a good opportunity for us to consider why this is," Mr Robinson said.

"It's a rich natural source of eight essential nutrients, which includes calcium for strong bones and protein for hunger busting and healthy muscles.'

GET INVOLVED

To show your love for milk and support for our farmers, simply post a photo of a 'milk pour' to your social media accounts on June 1, with the hashtags #worldmilkday and #milkpour.

For interviews or to arrange a photograph, call Marcus Haywood on 0447 084 126

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