

World Milk Day 2016 – Celebration in Korea

Korea has held ‘Milk Day & Domestic Cheese Festival’ to raise interests of Korea citizens on milk and milk products along with the celebration of 2016 World Milk Day.

The event took place for two days from May 28th to 29th in Seoul and comprised various programs such as ‘Milk Science Magic’, ‘Street Performing’, ‘Face Painting’, ‘Milk Day Exhibition’, etc. A ceremony to promote domestic cheese and consumption of it also took place in the morning of 28th.

Especially, ‘Feeding calves with milk’ and ‘Feeding cows with hay’ were the most popular experiences among children.

In addition, ‘Milk Quiz’ was held to inform consumers about positive effects of milk and promote milk consumption. Participants who had right answers to the questions were prized.



< Playing Roulette for Milk Prize >



<Feeding calves with milk>

Furthermore, IDF Korea held an international symposium with a title of ‘Does Milk Cause Cancer or Prevent it?’ to provide consumers the scientific and right information about milk. This symposium has gained about 300 participants including consumers, stakeholders, journalists, etc.



< Dr Judith Bryans >

Especially, Dr Judith Bryans, former chair of IDF Standing Committee on Nutrition and Health, participated as a speaker and presented on a topic whether dairy products are dietary saints or sinners. Audiences have found this presentation really fascinating

and it was an opportunity to show Korean stakeholders potential strength of IDF.