



# National Dairy Month & World Milk Day | June 2025

National Dairy Month and World Milk Day are around the corner! World Milk Day celebrates the vital role dairy plays in delivering quality nutrition to nourish the world. Dairy is an accessible, affordable, nutrient-dense food and is an essential part of balanced diets across the world. Join us in celebrating World Milk Day and National Dairy Month by leveraging the following assets, resources and more as we collectively showcase nutritious dairy during National Dairy Month and beyond.



## Functional Wellness Message Territories

### Protein

- Milk can help you fuel up without the crash. It's a simple, easy source of protein when you need to stay energized.
- Dairy foods provide high-quality protein needed to fuel muscles and keep you moving.
- Get after it with dairy. As a natural source of protein, dairy foods can provide the pick-me-up you need to go all out.
- Casein and whey are high-quality proteins in milk that provide essential amino acids, including leucine, important for building muscle.
- Milk and cheese are particularly convenient and affordable sources of nutrition. This makes it easy for anyone to incorporate them into their daily meals for everyday wellness.<sup>1</sup>
- Milk provides electrolytes, carbohydrates and protein, making it effective for post-workout hydration and muscle repair.

Please reference the [Protein Cheat Sheet](#) and page 16 of the [Health & Wellness Playbook](#) for additional Grow & Perform messages and learnings.

### Gut Health

- Be good to your digestive system. Yogurt is linked to better digestion and a healthy immune system.
- Being comfortable makes you feel and perform better. Grab yogurt before your next activity. It's linked to better digestive health.
- Show your gut some love when you start your day with yogurt. It's linked to improved digestive health.

### First 1,000 Days

- Pediatricians and parents want children to grow and thrive; what they eat can help or hinder their progress. Nutrient-rich foods from all food groups support growing and developing brains, bones and bodies to set the stage for a lifetime of wellness.
- From cognition and a strong immune system to optimal growth and development, dairy foods pair with other nutritious foods like fruits, veggies and whole grains to provide an overall healthy diet that growing children need to thrive.
- Milk, cheese and yogurt are a nutritional value. Not only are they accessible in convenient and affordable options, they also come in many varieties, including lactose-free, to meet multiple taste and health needs.
- Because dairy foods are versatile in both flavor and texture, they can help enhance consumption of other food groups, acting as a delivery system to help growing children - even picky eaters - eat a healthy, balanced diet.
- From making the first bites count to building good eating habits, dairy foods contribute to healthy brains, bones and bodies.

Please reference the [First 1,000 Days Cheat Sheet](#) for additional messaging.

<sup>1</sup>National Dairy Council. *State of the Science Dairy Foods and Health*. Aug. 2022.

You must be a registered member of the Dairy Checkoff Exchange to access our materials. Please email [Heather.Oldani@dairy.org](mailto:Heather.Oldani@dairy.org) or [Aris.Georgiadis@dairy.org](mailto:Aris.Georgiadis@dairy.org) to inquire about access or share your content.



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Get ready to rally with us on World Milk Day and throughout National Dairy Month by amplifying the below assets, recipes and content on your channels. Consider activating influencers and partners to highlight how dairy is an accessible, affordable, and nutrient-dense food. All resources can be found on the [Dairy Checkoff Exchange](#).

## Consumer Resources



### SOCIAL MEDIA ACTIVATION

Work with your influencers and partners to amplify content and share highlights of farm tours, farmers and showcase how dairy is nutrient dense, accessible and affordable. Strengthen dairy's voice throughout June by tagging relevant accounts and sharing social content from across the Federation. Don't forget to use **#WorldMilkDay** and **#EnjoyDairy** (on June 1), **#UndenablyDairy** and **#NationalDairyMonth** hashtags in your posts!

#### World Milk Day

##### GDP World Milk Day Assets

Visit [Global Dairy Platform](#) (password: "RaiseMilkGlass!") to access their 2025 World Milk Day activation guide, campaign resources and to learn [how to get involved](#)!

##### Undenably Dairy World Milk Day Social Assets

- [2025 World Milk Day Video and Social Copy](#)
- [Enjoy Your Favorite Dairy Treats Made from Milk](#)
- [World Milk Day Customizable Assets](#)
- [Thirst Trap Video & Social Copy](#)

##### National Dairy Month & Evergreen Social Assets

- [Stop Scrolling Cow Video](#)
- [Cows and Antibiotics](#)
- [Chew on This](#)
- [Milk Safety Content](#)
- [Dairy Nutrition En Espanol](#)
- [Milk Safety Content](#)
- [Protein Social Assets](#)
- [Gut Health Social Content](#)
- [Functional Wellness Assets](#)
- [National Dairy Month Badges](#)

### RESOURCES & ARTICLES

Leverage these resources, during National Dairy Month and beyond, to highlight how dairy is an accessible, affordable and nutrient-dense food.

- [Dairy Nutrition](#)
- [Doctors Recommend Dairy Foods To Support African American Nutrition And Health](#)

#### Protein

- [How Much Protein Does a Serving of Milk Have?](#)
- [Understanding High-Quality Proteins](#)
- [Which Foods Contain Protein?](#)

### First 1,000 Days

- [Dairy Foods for Nutritional and Cognitive Development in Infants](#)
- [Baby Feeding Guide: What Dairy Can They Eat?](#)
- [When To Introduce Dairy Products To Babies](#)
- [Dairy Foods for Infant Brain Development & Cognition](#)
- [When Can Babies Have Milk and Dairy Foods?](#)

### Gut Health

- [Greek Yogurt and Lactose Intolerance](#)
- [The Difference Between Lactose Intolerance and Dairy Allergy](#)
- [Lactose Intolerant? Try These 12 Tips to Enjoy Dairy](#)
- [Gut Healthy Foods](#)

### Affordability and Accessibility

- [Is It Possible To Eat Healthy On A Budget?](#)
- [Greek Yogurt As A Substitute For Common Ingredients](#)
- [Benefits of Dairy](#)
- [Farm to Table: How Milk Goes From the Cow to Your Home](#)
- [Milk Expiration Dates: How to Keep Your Milk Fresh](#)

### RECIPES

Join us in highlighting dairy's role in food and recipes from across the globe. Share recipes from different cultures on your channels and leverage influencers to create and share multicultural recipes.

- [Creamy Jamaican Ras-Ta Pasta with Parmesan & Jerk Chicken](#)
- [Homemade Spinach and Ricotta Ravioli](#)
- [Noodle Kugel With Cottage Cheese](#)
- [Three-Cheese Kimchi Mac and Cheese with Gochujang](#)
- [Strawberry Cheese Foam Boba Tea](#)

### Global Recipe Inspiration from Across the Federation

- FL Dairy Farmers [Argentinian Spinach Empanadas](#)
- ADA Mideast's [Sheet Pan Za'atar Chicken](#)
- Savor's [West African Peanut Stew](#)
- Washington Dairy's [Tapioca Doughnuts](#)
- Dairy Max's [Cachapas con Queso – Cheesy Corn Pancakes](#)



# National Dairy Month & World Milk Day | June 2025

U.S. dairy has continued to build awareness with thought leaders and consumers of dairy's leadership in global sustainable food systems while inspiring a new belief in dairy as a healthy and sustainable solution. Help us share dairy's responsible production story during National Dairy Month by amplifying the below assets and content on your channels.

## Thought Leader and Responsible Production Resources



### TELLING DAIRY'S RESPONSIBLE PRODUCTION STORY

This National Dairy Month, leverage the below key messages, resources and social assets to share dairy's story – highlighting farmers' responsible production practices.

#### Key Messages

- Up to one-third of a dairy cow's diet comes from agriculture and manufacturing byproducts (e.g., almond hulls and distillers' grains) which helps to reduce food waste and methane emissions in landfills.
- Thanks to sustainable farming and feed production practices, a gallon of milk in 2017 required 30% less water, 21% less land, and a 19% smaller carbon footprint than it did in 2007.<sup>2</sup>
- Cows can provide good beyond nutritious milk – they can also help reduce food waste and provide cleaner energy.
- Many of today's dairy farmers are embracing sustainable technologies and practices to reduce greenhouse gases, conserve water, and turn waste into cleaner energy.
- On average, U.S. dairy farms reuse a gallon of water four times – they water herds, cool fresh milk, and clean equipment before finally watering feed crops.
- U.S. dairy is evaluating feed additives like nitrate compounds and seaweed that have the potential to reduce enteric methane emissions from cow burps by at least 30%.

#### Social Assets

- [A Farmer is More Than a Farmer Social Assets](#)
- [Methane Infographic](#) and [Methane Social Graphics](#)
- [Top Performing Responsible Production Social Content](#)
- [TIME Magazine Activation Assets](#)
- [See Dairy Differently Video Assets](#)
- [Dairy Diaries with Vanessa Bayer](#)

### Sample Social Copy

- From saving water to using less energy, learn all the ways dairy farmers are working to minimize their impact 🌍🌱
- Water is a precious resource - and dairy farmers treat it as one. 💧🌿
- How can a dairy farm turn food waste into electricity? It's not easy, but some dairy farmers find a way. 🌍💡

### Articles

#### Environmental Sustainability

- [8 Frequently Asked Questions About Dairy Sustainability](#)
- [Can Dairy Be Sustainable?](#)
- [Why The World Is A Better Place With Dairy Cows](#)
- [Cows are the Unlikely Heroes in the Fight Against Food Waste](#)

#### Methane

- [Cow Power: From Manure to Energy](#)
- [How Cows \(And Worms\) Can Make Dairy A More Sustainable Solution](#)

#### Cow Care

- [5 Ways Dairy Farmers Take Care of Dairy Cows](#)
- [Animal Welfare for a Dairy Cow is a Farmers Priority](#)

#### Water

- [Ask A Dairy Farmer: How Do Farmers Reuse Water?](#)
- [How Do Dairy Farmers Reuse Water Responsibly?](#)
- [When Every Drop Counts: Dairy Farming's Innovative Approach to Water Conservation](#)

### ACTIVATING THOUGHT LEADERS

Engage thought leaders by highlighting the role U.S. dairy farmers play in a sustainable future and sharing dairy's story of progress and innovation.

#### Thought Leader Resources

- [See Dairy Differently LinkedIn Graphics](#)

<sup>2</sup> Capper JL, Cady RA. J Anim Sci. 2020 Jan 1.