

National Milk Day Toolkit 2025



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Learn more at:

HealthyEating.org/NationalMilkDay

About National Milk Day

National Milk Day, celebrated on **January 11**, recognizes the first milk deliveries to homes in sterilized glass bottles. This marked a turning point, elevating the accessibility of milk, an important source of nutrition. **National Milk Day provides a platform for communities, schools and individuals to celebrate the positive role milk plays in nutrition and sustainability.** Dairy Council of California is committed to highlighting the importance of dairy in nourishing our communities.

National Milk Day is a great opportunity to learn about the health benefits of milk and dairy foods, explore dairy sustainability or try a new milk-based recipe. **Find activities, ideas and resources in this toolkit to celebrate!**



NATIONAL MILK DAY FUN FACTS

- The first milk deliveries to homes were in 1878.
- Milk contains 13 essential nutrients, including calcium, vitamin D, protein and potassium.
- Milk is a required component in federal school meal programs.
- California produces over 40 billion pounds of milk per year.

Key Messaging

Milk provides 13 essential nutrients including protein, calcium and vitamin D, which supports optimal development for children and overall health at all ages.

Dairy foods like milk, yogurt and cheese are nutritious, affordable and accessible, making them an important part of healthy eating patterns for diverse populations.

California dairy farmers are leaders in sustainable farming, committed to sustainable practices while ensuring access to nutritious dairy foods.

Social Media

Social Media Templates

Share the fun and awareness of National Milk Day on social media!

- Use the hashtags #NationalMilkDay and #MilkDayCA in your social media posts to reach a wider audience.
- Tag Dairy Council of California @DairyCouncilofCA on [Instagram](#) and [Facebook](#) so we can reshare your content on our social media channels.

[Click to download social media graphics.](#)

Sample Social Media Captions

- Happy National Milk Day! Did you know the first milk deliveries to homes in sterilized glass bottles began in 1878? It was a game-changer, making milk, an important source of nutrition, more accessible than ever. Let's raise a glass to celebrate milk's crucial role in our healthy eating patterns! Learn more at: HealthyEating.org/NationalMilkDay #NationalMilkDay #MilkDayCA
- #DYK it only takes two days for milk to get from the farm to your school or local grocery store?! This National Milk Day let's raise a glass to honor the hard work of our dedicated dairy farmers who ensure our access to nutritious and delicious milk! Learn more at: HealthyEating.org/NationalMilkDay #NationalMilkDay #MilkDayCA

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Newsletters, Blogs, Announcements & more!

National Milk Day on January 11, 2025, recognizes the first milk deliveries to homes in sterilized glass bottles. This marked a turning point, elevating the accessibility of milk, an important source of nutrition.

National Milk Day is an opportunity to promote the health benefits of milk and its contribution to healthy eating patterns. This year, we are celebrating by [INSERT ACTIVITY].

Learn more at: HealthyEating.org/NationalMilkDay



Ways to Celebrate

For Educators:

- **Take students on a food adventure:** Use [Let's Eat Healthy Together: Explore Dairy](#) to teach about the value of milk and dairy foods through engaging activities.
- **Encourage creativity:** Complete the [milk coloring sheet](#) with students and display their work in the cafeteria.
- **Bring the farm to life:** Learn about cows' role in sustainable nutrition by watching an episode of our family-friendly series, [Let's Eat Healthy Together: Farm to You](#).

For Community Organizations:

- **Spread the word:** Use our National Milk Day [social media resources](#) to raise awareness about the event.
- **Educate your audience:** Share [tip sheets](#) to highlight the benefits of milk and dairy foods.

For School Foodservice:

- **Introduce new flavors:** Conduct a taste test featuring a popular dairy food. Check out recipes for [Sweet & Spicy Cottage Cheese](#) and [Savory Cottage Cheese](#).
- **Promote healthy habits:** Print and distribute [Milk Pledge Cards](#) to encourage students to drink milk during school meals.

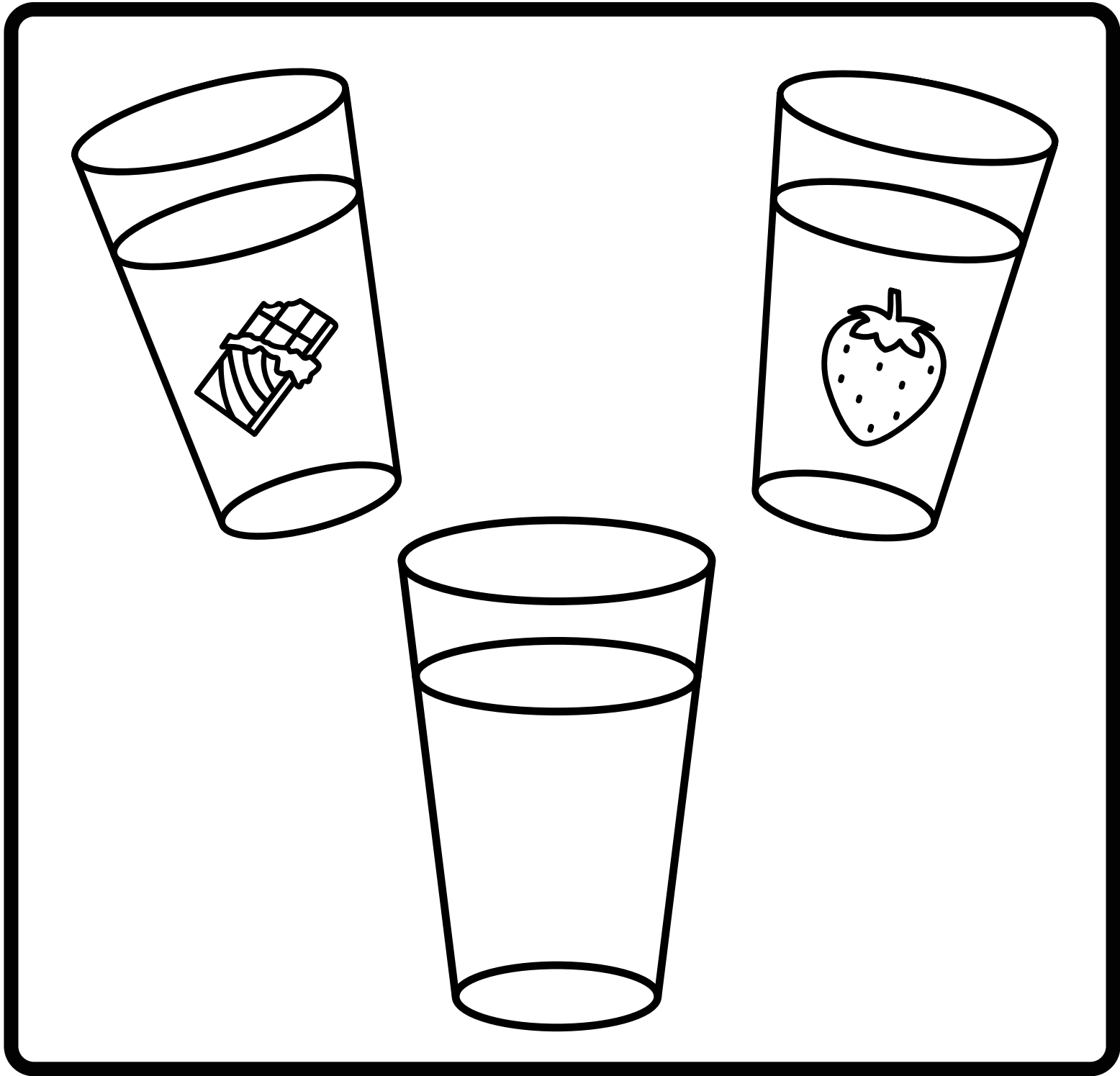
For Health Professionals:

- **Educate your audience:** Share [tip sheets](#) to highlight the benefits of milk and dairy foods.
- **Stay informed:** Discover how California dairy supports both people and planet by watching this informative [video](#).

For the Dairy Community:

- **Spread the word:** Use our National Milk Day [social media resources](#) to raise awareness about the day.
- **Share valuable resources:** Spread the word by distributing Dairy Council of California [campaign resources](#) to increase awareness and engagement.

Explore more resources to engage your community at:
HealthyEating.org/NationalMilkDay



I drink milk because

Create Your Own Milk Carton

Celebrate National Milk Day by creating your unique milk carton!
Share your creations with us on social media by tagging
[@DairyCouncilofCA](#) on [Facebook](#) and [Instagram](#).

Materials Required:



Scissors



Crayons
or markers



Tape or glue stick



Directions to Make Your Own Milk Carton

1. Write your name at the top twice.
2. Get creative! Decorate your carton inside the dotted lined squares.
3. Cut along the solid lines, including the four boxes on the bottom.
4. Fold along the dotted lines.
5. Once assembled, secure with tape or glue.



Milk has important nutrients like calcium, protein, vitamin D and more. These nutrients and others work together to help your body grow healthfully, develop strong bones and build lean muscle.

Learn more at:
HealthyEating.org/NationalMilkDay



Name:



Name:



National Milk Day

January 11, 2025



I pledge to drink milk during school mealtimes every day because it helps me stay healthy and ready to learn!



Name

Learn more at HealthyEating.org/NationalMilkDay

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January 11, 2025



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National Milk Day

January 11, 2025



I pledge to drink milk each day to support my health and wellness!

Name

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