



National Milk Day

January 11, 2026

DAIRY COUNCIL
OF CALIFORNIA
— EST. 1919 —

For more information, visit: DairyCouncilofCA.org/NMD

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Learn more at:
DairyCouncilofCA.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 breakthrough marked a major turning point in food safety and helped make milk a more accessible and reliable source of nourishment for families. **National Milk Day provides a platform for health professionals, communities, schools and individuals to celebrate the positive role milk plays in nutrition, affordability and health at all life stages.**

Dairy Council of California is committed to highlighting how milk and dairy foods support the health of children and families through essential nutrients that work together naturally in the dairy matrix.

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 in sterilized glass bottles began in 1878** — a major step forward in food safety and a **milestone in making clean, reliable milk accessible to families**.
- Pasteurization and strict food safety standards make milk **one of the most highly regulated foods today**, providing families with a safe, trusted source of high-quality and affordable nutrition.
- Milk naturally provides **13 essential nutrients** that work together in the dairy matrix, supporting strong bones, healthy growth, energy and overall well-being.
- California is one of the nation's top dairy-producing states, producing **more than 40 billion pounds of milk** each year to nourish communities across the state and beyond.

Key Messaging



Milk delivers 13 essential nutrients that work together in the dairy matrix, including protein, calcium and vitamin D, supporting children's healthy growth and overall wellness at every stage of life.

Dairy foods like milk, yogurt and cheese are nutritious, affordable and accessible, making them an important part of healthy eating patterns that support the needs of diverse families and communities.

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Cheers to Milk Challenge

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

Use the hashtags #NationalMilkDay in your social media posts to reach a wider audiences.

Tag Dairy Council of California @DairyCouncilofCA on [Instagram](#) and [Facebook](#) so we can re-share your content on our social media channels.

Dairy Council of California will recognize the top partners in the challenge on our channels!

A simple, celebratory social activation where partners share a short “cheers to milk” video or photo paired with one fact tied to the selected theme.

[Download sample imagery here.](#)



How it works:

1. Say “Cheers to Milk!”
2. Share one fact (Examples: Safety / Functional Health / Life Stage)
3. Use #CheersToMilk + tag ‘Dairy Council of California’

Connect with us!



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[@DairyCouncilofCA](#)



YouTube
[@DairyCouncilofCA](#)



Instagram
[@DairyCouncilofCA](#)



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Cheers to Milk Challenge

Option 1: Milk Safety & Pasteurization

Theme: Safe. Protected. Trusted.

Angle: Pasteurization and temperature control help keep milk safe and fresh. Most milk reaches the grocery store in under 48 hours.

Sample Hook: “Safe from farm to you—cheers to milk!”

Prompt: Share your “cheers to milk” moment and one safety fact about pasteurization or cold chain reliability.

On-Screen Text Options (Safety-Aligned Facts):

- *“Pasteurized to help keep milk safe.”*
- *“Cold chain protected from farm to fridge.”*
- *“Farm → store in under 48 hours.”*
- *“Safety checks at every step.”*
- *“Quality + safety working together.”*
- *“Pasteurization = peace of mind.”*

Visual Ideas:

- Milk case opening
- Cafeteria line
- Delivery truck arriving
- Thermometer / temperature control
- Opening the fridge at home
- Grocery dairy case close-ups



Caption Starter: Cheers to Milk! Pasteurization and a strong cold chain help keep milk safe and fresh—often reaching the grocery store in under 48 hours.

[Download sample imagery here.](#)

Cheers to Milk Challenge

Option 2: Functional Health Benefits & the Dairy Matrix

Theme: Nutrients that work better together.

Angle: Milk provides 13 essential nutrients whose benefits are amplified through the dairy matrix.

Sample Hook: “Nutrients that work better together—cheers to milk!”

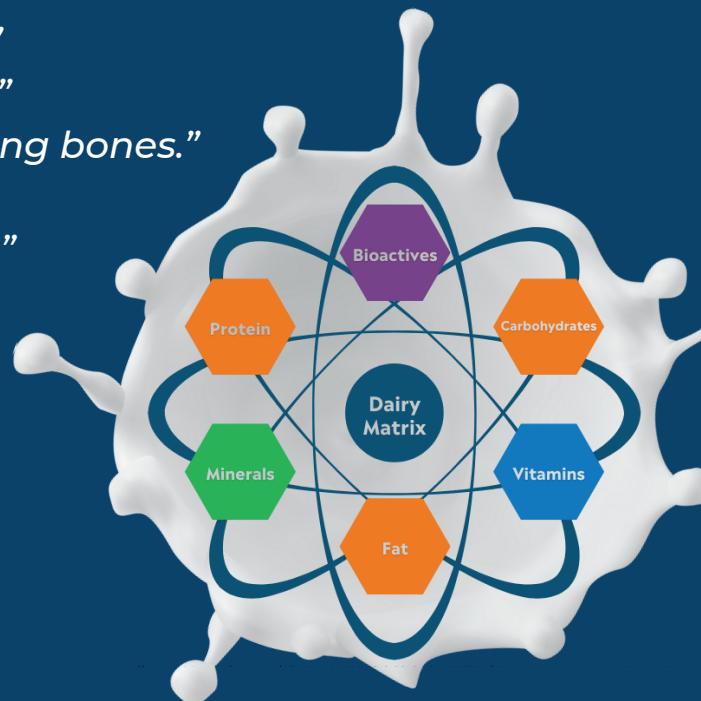
Prompt: Highlight your “cheers” moment with one functional benefit supported by milk's nutrient matrix (e.g., strong bones, muscle repair, energy metabolism).

On-Screen Text Options (Functional Health Facts):

- “13 essential nutrients in every glass.”
- “Nutrients that work better together.”
- “Protein + Calcium + Vitamin D = strong bones.”
- “High-quality protein for muscles.”
- “B vitamins help energy metabolism.”
- “The dairy matrix: nutrient synergy.”

Visual Ideas:

- Pouring milk at breakfast
- Post-practice refuel moment
- Smoothie being blended
- Family mealtime
- Nutrient icons appearing over a pour



Caption Starter: Cheers to Milk! Milk's 13 essential nutrients work better together through the dairy matrix—supporting bones, muscles and energy metabolism.

[Download sample imagery here.](#)

Cheers to Milk Challenge

Option 3: Milk Across Every Life Stage

Theme: Nourishment for all ages.

Angle: Milk provides nutrients that support growth, learning, movement and healthy aging.

Sample Hook: “For growing, learning, moving and aging well—cheers to milk!”

Prompt: Show your “cheers to milk” in a moment that represents your life stage—kid breakfast, teen practice, adult coffee, older adult mealtime.

On-Screen Text Options (Life-Stage Facts):

- *“Good for growth, learning & strength.”*
- *“Nourishment for every age.”*
- *“Protein + nutrients for lifelong health.”*
- *“Supports active bodies at any stage.”*
- *“Affordable nourishment for families.”*
- *“One food, many life-stage benefits.”*

Visual Ideas:

- Kids eating breakfast
- Teens hydrating after practice
- Adults adding milk to coffee or meals
- Older adults enjoying a snack or breakfast
- Family dinner table moments



Caption Starter: Cheers to Milk! From childhood through healthy aging, milk provides protein and essential nutrients that support strong bodies and active lifestyles.

[Download sample imagery here.](#)

Newsletters, Blogs, Announcements & more!

National Milk Day on January 11, 2025, recognizes the first milk deliveries to homes in sterilized glass bottles—a major milestone in food safety that helped make milk a more accessible and trusted source of nutrition for families.

National Milk Day is an opportunity to highlight the health benefits of milk and dairy foods, including the 13 essential nutrients that work together in the dairy matrix to support growth and overall wellness. This year, we are celebrating by [INSERT ACTIVITY].

Learn more at: DairyCouncilofCA.org/NationalMilkDay



Ideas to Celebrate

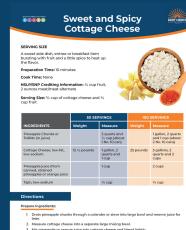
For Health Professionals

- Educate your clients and families:** Share tip sheets that emphasize the dairy matrix, milk's essential nutrients and its role in safe, affordable nutrition.
- Stay informed:** Read the latest [Trends](#) when it is released for updated insights on nutrition, health behaviors and milk's role in supporting public health.
- Share trustworthy resources:** Post or distribute the [National Milk Day video](#) and the [AAP pediatrician interview](#) to reinforce milk's importance throughout the lifespan.
- Highlight sustainability:** Direct patients to the [video](#) showcasing how California dairy farmers support both people and the planet through innovative, sustainable practices.



For School Nutrition Professionals

- Introduce new flavors:** Host a taste test featuring a nutritious and student-friendly dairy food. Try recipes like [Sweet & Spicy Cottage Cheese](#) or [Savory Cottage Cheese](#).
- Promote healthy habits:** Print and distribute [Milk Pledge Cards](#) to encourage students to enjoy milk with school meals.
- Stay informed:** When released, read the latest [Trends](#) to learn about the latest insights shaping school nutrition and the role of milk in healthy eating patterns.
- Engage your community:** Share the [National Milk Day video](#) and [pediatrician interview](#) to highlight how milk supports growth, learning and well-being.



For Educators

- Take students on a food adventure:** Use [Let's Eat Healthy Together: Explore Dairy](#) to help students learn how milk's 13 essential nutrients work together in the dairy matrix to support growth and wellness.
- Encourage creativity:** Have students complete the [National Milk Day coloring sheet](#) and display their artwork in the cafeteria or hallway.
- Bring the farm to life:** Watch an episode of [Let's Eat Healthy Together: Farm to You](#) to help students understand the connection between cows, sustainability and nutritious foods.
- Enhance your teaching toolkit:** Integrate [Let's Eat Healthy Together: Season 2](#) to support exploration of food, culture and healthy eating patterns in a fun, family-friendly format.



Ideas to Celebrate

For Community Organizations

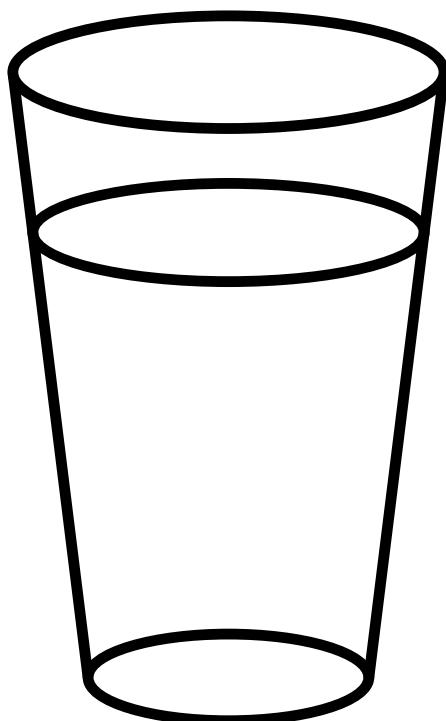
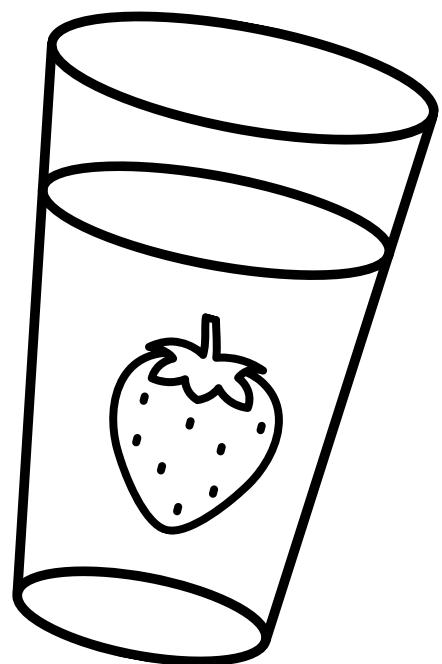
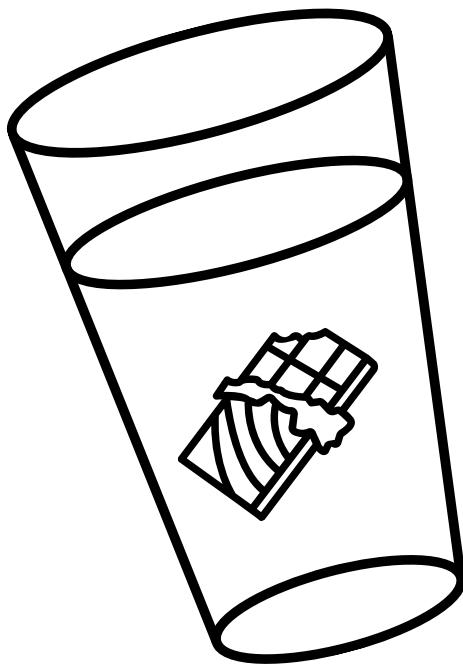
- **Spread the word:** Use National Milk Day social media graphics, posts and short videos to raise awareness about the day.
- **Educate your audience:** Share easy-to-use tip sheets highlighting milk's safety, affordability and key health benefits.
- **Inspire learning:** Share the [National Milk Day video](#) and [AAP pediatrician interview](#) to help community members understand the role milk plays in supporting children and families.
- **Promote healthy habits:** Incorporate [Let's Eat Healthy Together: Season 2](#) episodes into youth or family programs to spark discussion about nutritious foods.

For the Dairy Community

- **Raise awareness:** Use the National Milk Day social media toolkit to celebrate the day and share accurate, science-based messaging around milk's safety, affordability and nutritional value.
- **Amplify valuable resources:** Distribute Dairy Council of California National Milk Day materials—including the [video](#) and [pediatrician interview](#)—to increase community engagement and awareness.
- **Champion education:** Encourage schools, families and community partners to explore Let's Eat Healthy Together resources and celebrate milk's positive role in nourishing communities.



Explore more resources to engage your community at:
DairyCouncilofCA.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



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:

DairyCouncilofCA.org/NationalMilkDay



Name:

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

Name

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National Milk Day

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



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