

May 26, 2023

Japan Dairy Association(J-milk)

Distribute “Welcome Milk” to visitors to Japan

June 1 (World Milk Day) and 2, at Narita Airport

In response to the Emergency Measures for Increasing Inbound Consumption of Milk and Dairy Products (supported by Agriculture and Livestock Industries Corporation, Japan), under the Livestock and Dairy Farming Emergency Measures Package of the Ministry of Agriculture, Forestry and Fisheries (MAFF), J-milk will host a two-day event at Narita International Airport from June 1, World Milk Day, as part of our "Smiles Project for Milk" initiative. Foreign tourists visiting Japan will be treated with “welcome milk”.

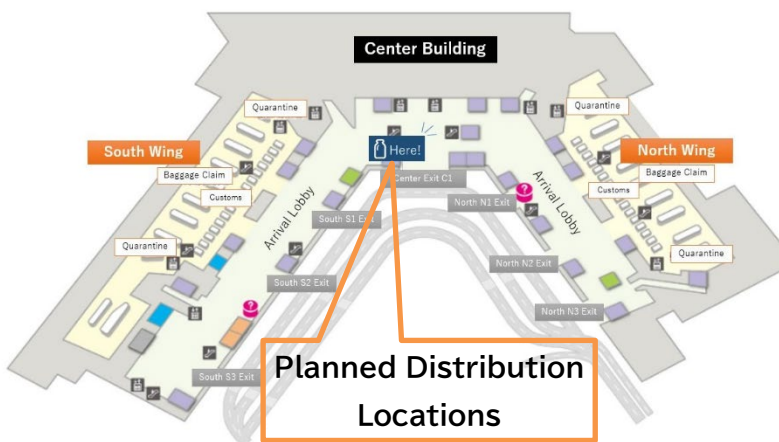
The final goal of this event is to promote the export of Japanese milk and dairy products by initiating foreign visitors into the high quality and deliciousness of Japanese milk and dairy products. Welcome milk is intended to stimulate inbound consumption during their visit, and encourage future purchases in their respective home countries.

Starting at Narita, more events are planned to distribute welcome milk at major international airports throughout Japan, with the cooperation of MAFF and other parties. J-milk is also planning to have further related PR activities until the end of March 2024. The activities include domestic tasting and sales events for foods and sweets using Japanese milk and dairy products targeting foreign visitors at popular destinations in Japan, and overseas events to promote Japanese milk and dairy products, mainly in East and Southeast Asia.

- Sponsored by: J-Milk
Supported by: Agriculture and Livestock Industry Corporation, Japan (ALIC)
- Date and time:
Thursday, June 1 and Friday, June 2, 2023, 10:00 a.m. to 5:00 p.m.



- Location:
Narita International Airport, Terminal 1 Central Bldg. 1st floor
South side of Visitor Service Center (see the map)
- Promotional item:
One pack of UHT milk (200ml) per visitor
(7,200 packs to be distributed over the two days)
- In cooperation with:
Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF), Milk producers' organizations in Japan, Japan Dairy Industry Association, etc.



Map of Narita Airport Terminal



Flyer (Plan)

*Future PR activities targeting foreign visitors to Japan and in the export market countries will be announced through a special website (scheduled to be launched in June). Please go to the J-milk website for further information.

What are the Milk Day and the Milk Month?

When new grass starts to grow in the dairy fields, farmers let their cattle onto the pasture. After spending the winter in barns, happy cows skip out and jump for joy in the field where they can graze the fresh green grass to their hearts' content. At this vibrant and energetic time of the year, festivals and celebrations take place around the world to show appreciation for the milk, the life and nature bringing it, as well as for the hardworking people who supply it. In 2001, To recognize the importance of milk globally, the Food and Agriculture Organization of the United Nations (FAO) designated June 1 as "World Milk Day" in 2001. In Japan, the Japan Dairy Association (now J-milk) designated June 1 as "Milk Day" and the month of June as "Milk Month" in 2007.