

Award for “Hay–Milk“

12 November 2010

International Dairy Federation (IDF) elects “Hay–Milk” marketing campaign as world’s best milk advertising campaign 2010



The marketing campaign “Hay–Milk – the purest milk” received the award for the world’s best milk marketing campaign in 2010 by the International Dairy Federation (IDF) during the World Dairy Summit 2010 in Auckland, New Zealand.

Less than 3% of the milk produced within the European Union is hay–milk, i.e. milk given by cows that are not fed with any kind of silage feed like fermented grass or maize. Instead, these cows feed on fresh grass or hay – which is also the basis for the campaign’s claim: “Fresh grass, herbs and hay. That’s the true taste.”

The campaign was also elected due to its promotion of sustainability in ecological farming.

With this award, the “Hay–Milk” campaign outdid important countries in advertising such as France and Canada.

The International Dairy Foundation (IDF) is a Non–Profit Organisation and represents the interests of the dairy sector on an international basis, also towards governmental authorities and other international organisations. The IDF was founded in 1903 and currently consists of 56 member states. Thus, the IDF represents 85% of the worldwide milk production.

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