

Press Release

1st June 2017

Children learn to love dairy at Bath & West's World Milk Day

Visitors to the Royal Bath & West Show were treated to a wide range of dairy activities to celebrate World Milk Day on Thursday (1 June).

Established by the Food and Agriculture Organisation in 2001, World Milk Day recognises the importance of milk as a global food. Young farmers and the NFU got involved at the Royal Bath & West Show to promote the Happy Cows campaign, with exhibitors offering face painting, milk tasting, butter making and live milking demonstrations in the Farming for the Family feature.

“We want to highlight the benefits of drinking milk and the great animal welfare we have in the UK,” said Sophie James, a dairy farmer’s daughter from Dorset and the NFU’s dairy adviser. “Farmers take great care of their cows, and we’re really pleased with how the dairy supply chain and Exeter Chiefs have got involved.”

Wyke Farms was showing children how to make cheese, with hundreds of budding cheesemakers passing through the tent in the first two days of the show alone. “We’re passionate about educating people on where their food comes from,” said brand manager Lucy Francis. “Families can walk around the show and see the cows, and the traceability of where dairy products come from; it’s not just about going into a shop.”

A staggering proportion of people still do not understand where food comes from, and yet milk is the only single food that humans could survive on with no other source of sustenance. “Dairy is a staple item and has been for generations,” said Lucy. “It has so many important vitamins and minerals and it’s really important that we teach people that.”

- The Royal Bath and West Show takes place from 1-4 June, 2016, at the Bath and West Showground, Shepton Mallet, Somerset. For more information visit www.bathandwest.com.

About the Royal Bath & West of England Society

The Society was founded in 1777 in Bath by a group of philanthropists led by Edmund Rack. We are a registered charity organisation (Registered Charity Number 1039397). The Society was formed with the aims of encouraging agriculture, arts, manufacture and commerce.

Our charitable activities provide:

- Agriculture, veterinary, educational and art scholarships
- Technical events and Seminars
- Practical farming advice and conferences
- Countryside Education
- Diversification advice for farmers
- Education for children
- A market place for countryside products

As the Society approaches its 239th year it continues to deliver a wonderful mix of established traditional exhibits through to the latest energy technology and contemporary entertainment.

The entertainment and features around the 242-acre site ensure enjoyment for every member of the family and include attractions that are spectacular to watch, educational, inspirational, “hands on” or just plain fun.

- For further information or media enquiries contact Olivia Cooper on 01392 840009 or e-mail olivia@agri-hub.co.uk.