MAGRAMA and INLAC address the second phase of the campaign to encourage the consumption of dairy

The Ministry of Agriculture, Food and Environment (MAGRAMA) **and the** Interprofessional Organization Way (INLAC) **have begun the second phase of the promotion campaign** "Dairy from here every day" **to encourage consumption of milk and milk products, it will run until the end of September. The objective of this action is to introduce the variety and importance of dairy products in a balanced diet.**

This campaign, whose first phase took place between January and February 2016, is the result of a collaboration agreement between the Department and INLAC, signed in November 2015, and apart from encouraging the daily consumption of milk and milk productos among the population, it also wants to support the stabilization of markets and collaborate with the industry.

The total investment in the campaign is 1.7 million euros, of which 1 million corresponds to the contribution of the Ministry and 700,000 euros are providing by INLAC.

This initiative is part of the plan of measures undertaken by the Ministry for the stability and

sustainability of the dairy cattle sector, according to the Agreement signed on 23 September 2015 between the Department and distribution, industry and dairy production. Whith this initiative also is delved into joint actions between the Interprofessional Dairy (INLAC) and the Ministry, allowing to address actions of bigger impact and more entity.

This second phase of the campaign, executed by INLAC, will be held nationwide on television, radio, both leaders generalist stations and music channels and online media.

Source: MAGRAMA.