

Dear Dairy Farmers and Interested Parties,

We now have Fair Milk in Italy, too. After the success of the project in Austria, Germany, Luxembourg and Belgium as well as the successful launch in France last year, Italian consumers have been able to enjoy this high-quality product since 24 February. This means that the milk producers involved finally have the chance to demand their fair share of profit in the milk production chain. This is cause for the milk producers in Italy to celebrate, one I wish to share with all our European friends in the EMB.

This is how it will roll out: at the beginning we will start with about 90,000 litres of UHT milk in the branches of a major supermarket chain in the north Italian regions of Lombardy, Piedmont, Trento Alto Adige, Emilia Romagna and Veneto. The plan is to extend the product range to skimmed milk, fresh milk, yoghurt and cheese in a second stage. In Italy, Fair Milk is being supplied by the Fattorie Padane co-operative near Bergamo. Altogether there are 59 farms amalgamated in this co-operative producing roughly 170,000 litres of milk, and all of them are members of the Italian EMB member organisation APL.

Fair Milk is the first project of its kind in Italy. What is unique about it is that it uses a new system of designation of origin based on milk protein markers, which guarantees consumers an unprecedented level of product safety. This innovative system of designation of origin was developed by the University of Milan in collaboration with the APL.

To differentiate it clearly from other dairy products, Italian consumers must be sent a clear message: buy Fair Milk at a fair price and secure the livelihood of non-industrial family farms, the local economy, and with it the future of our country. The target we have set ourselves for 2014 is to sell at least three million litres of milk in various supermarket chains and to start selling yoghurt and cheese.

Fair Milk in Italy must become a success to give other countries in the EMB the courage to initiate their own Fair Milk project. Moreover, we should always bear in mind that the success of Fair Milk not only makes a concrete contribution to the economic survival of the producers on the spot but also boosts the political work of the EMB. Ultimately only this political success can make a difference for milk producers, which is why it is the focus for the EMB and its member organisations. Projects like Fair Milk and the scientific calculation of milk production costs in Europe – the results for France have just been published in February (see press release in this EMB Newsletter) – significantly support this aim.

Roberto Cavaliere (Member of the EMB Board and President of the APL)

EMB Newsletter March 2014

- Milk Production Costs in France:
Large deficit in French dairy sector
Open letter from the OPL in
- France on the issue of milk
producer prices
- New study on the situation in the
Hungarian dairy sector
Considerable interest at Karow in
the International Pooling
- Commission
- Stage play in Belgium: Feeding
humankind, that is a job
EMB Calendar

Newsletter as PDF

[download here a pdf version](#)

Contact

European Milk Board

Rue du Commerce 124
B-1000 Brussels

Phone: 0032/2808/1935

Fax: 0032/2808/8265

E-Mail:

office@europeanmilkboard.org

Website:

<http://www.europeanmilkboard.org>

Contact

EMB - European Milk Board asbl

Rue du Commerce 124
B-1000 Brussels

Phone.: +32 - 2808 - 1935

Fax: +32 - 2808 - 8265

office@europeanmilkboard.org

www.europeanmilkboard.org

Milk Production Costs in France: Large deficit in French dairy sector

The following press release was published on 27 February 2014 on the occasion of the presentation of a study on milk production costs in France at the Paris International Agricultural Show (SIA).

(Paris, 27th February 2014) A new scientific study on milk production in France shows that in 2013, milk production costs in most regions ranged from approximately 40 to 45 cents per kilogramme of milk. The costs are thus significantly higher than the average farm gate milk price of 33,8 cents per kilogramme. As a consequence, dairy farmers in the whole of France had to face important deficits.

[read more...](#)

Open letter from the OPL in France on the issue of milk producer prices

The French EMB member OPL published the following open letter to the French Minister of Agriculture on 10 February.

Negotiations between the dairy industry and the retail trade are now in full swing and the President of the French retail co-operative System U, Serge Papin, has announced that the negotiated milk price will be around the 32 cents a litre mark.

[read more...](#)

New study on the situation in the Hungarian dairy sector

The Milk Interbranch Organization and Dairy Board in Hungary has published a study on "The situation of the Hungarian dairy sector in the light of the current disputes and developments with regards to the budget period 2014-2020".

The study results show that, similar to dairy sectors of other member states, Hungarian producers, processors and traders are in an 'emergency situation' because they have to make decisions on their existence and development.

[read more...](#)

Considerable interest at Karow in the International Pooling Commission

The following press release was published on 25 February 2014 on the occasion of the presentation of the alliance supporting the pooling of milk producers at the Dairy Farmers' Day 2014 in Karow, northern Germany.

(Karow, 25.02.2014) The international alliance for pooling milk producers was presented to German milk producers today at the Dairy Farmers' Day 2014 in Karow. The alliance was formed in August 2012 with the aim of giving producers international prospects.

[read more...](#)

Stage play in Belgium: Feeding humankind, that is a job

To make the general public aware of the decline in non-industrial farming, the Belgian theatre group Art & Tça staged the play "Feeding humankind, that is a job" at the National Theater in Brussels. What is special about this play is that it combines elements of a classical play with a documentary film. For it the two leading actors Charles Culot and Valérie Gimenez visited various farming families in Belgium and collected some ten filmic testimonials on the state of non-industrial farming.

[read more...](#)

EMB Calendar

These are some of the EMB Board's key dates in March 2014:

- 05.03.: Board meeting in Brussels
- 06.03.: EU Commission Advisory Group Milk meeting in Brussels
- 13.03.: EU Commission Advisory Group on International Aspects of CAP in Brussels
- 13.03.: Event focusing on the TTIP in Brussels

[read more...](#)

European Milk Board ASBL
Rue de la Loi 155
B-1040 Bruxelles
Tel: +32 (0)2808 1935
Fax: +32 (0)2808 8265
Mail: office@europeanmilkboard.org
Document-URL:
<http://www.europeanmilkboard.org/https://www.europeanmilkboard.org/english/newsletter-march-2014.html>