

Systematically counter overproduction in the milk market!

EMB press dialogue in the run-up to the parliamentary hearing on the milk crisis
on 25 May

Dear Representatives of the Media,

The severe turbulence in the milk market makes it increasingly clear that the current reckless EU policy has drastic negative consequences for man and beast alike in the countryside. Of course, initial steps to reduce the excess milk volume were initiated in theory with the EU Council's decisions based on Article 222 of the CMO in March 2016. Yet their effectiveness is severely limited unless they are bindingly applied in every EU state. It is essential to systematically counter the extreme overproduction in the milk market. Political institutions and representatives of producers and industry will be addressing this issue at the hearing in the European Parliament on 25 May.

In the run-up to the EU Parliament hearing on the milk crisis you are invited to a press dialogue with representatives of the EMB Executive Committee at Place du Luxembourg at 17:00 hours.

The President of the European Milk Board, Romuald Schaber, will be among those present to inform you of vital measures for the dairy sector.

We look forward to seeing you there and to interesting discussions.

Details of the EMB press dialogue on 25 May 2016

Time: 17:00 hours

Place: Place du Luxembourg, Brussels

Attending: representatives of the EMB Executive Committee

Contact:

EMB press office Regina Reiterer (DE, EN, FR): +32 (0)2 808 1935