Press release

Third Fair Milk Conference in Luxembourg honours achievements in sustainable farming

(Ettelbrück, 30.6.2016) Together with the European Milk Board, Fairkoperativ Lëtzebuerg - which celebrates its 5-year anniversary this year - hosted this year's Fair Milk Conference in Luxembourg. Through this event, President of Fairkoperativ Lëtzebuerg Fredy de Martines aimed to bring dairy farmers and consumers, retail traders and politicians together. "The Fair Milk Project is a unique opportunity to support our family farms and to guarantee citizens high-quality food at affordable prices," he said.

For yet another year, the "Golden Faironika" was awarded for outstanding commitment in the dairy sector. At European level, Bavarian Minister for Agriculture Helmut Brunner received this accolade for this political engagement in favour of dairy farmers. Awards were also given to Belgian development organisation SOS Faim and Lithuanian milk producer Jonas Vilionis.

Host country Luxembourg honoured former Minister for Agriculture Romain Schneider with a Golden Faironika for his support and encouragement for Fair Milk in Luxembourg from the very beginning. Farmer and dairy manager Claude Thiry was also awarded for this efforts. In recognition of their many years of loyalty, one of these golden cows was also awarded to the consumers of Luxembourg, who support farmers by purchasing local products. Further awardees are the BGL bank and the CLC Luxembourg Confederation of Commerce.

President of the European Milk Board Romuald Schaber welcomed Minister Brunner to the awards ceremony: "Helmut Brunner has worked across party lines for milk prices for dairy farmers that actually cover costs. In this regard, he has not shied away from demanding market intervention and thus calling the free market dogma into question." In his role as President of milk producers association LPGA, Jonas Vilionis has tirelessly fought for many years for fair conditions and appropriate compensation for Lithuanian dairy farmers.

Founded by dairy farmers in Austria in 2006, the Fair Milk Project now covers six EU countries. Fair Milk products are sold in Belgium, Germany, France, Luxembourg, Italy and Austria. The product line will be presented at the Agriculture Fair in Ettelbrück from July 1-3.

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