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18.05.2026

Press invitation: 20 Years of the European Milk Board (EMB)

The voice of dairy farmers in Europe – committed, strong and forward-looking for two decades

Dear Sir or Madam,
Dear media representatives,

The European Milk Board (EMB) warmly invites you to a press conference marking its 20th anniversary.

Location: Garda Hotel, Via Brescia 128, 25018 Montichiari, Italy
Date: 17/06/2026
Time: 10h30

For two decades, the EMB has represented the interests of dairy farmers across Europe – as a strong, independent voice on the political stage. What began with great commitment under challenging conditions has developed into a well-established European organisation that today plays a key role in shaping agricultural policy debates.

During the press conference, you can expect:

- high-level representatives from dairy organisations across several European countries
- insights into 20 years of commitment to fair milk prices and stable markets
- current assessments of the situation in the European dairy sector

The dairy sector is a key pillar of European agriculture and food security. However, it is currently under significant pressure once again: increasing production volumes are meeting a lack of political response to stabilise the market. This makes it all the more important to discuss solutions together and to develop perspectives for the future.

Despite these challenges, the EMB looks ahead with confidence:
20 years of commitment demonstrate that change is possible – when producers join forces, make their voices heard and consistently advocate for fair framework conditions.

We look forward to celebrating this special anniversary with you and to discussing the future of the dairy sector in Europe.

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