

News Details

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- A golden cow for golden values -

8th European Fair Milk Conference celebrates the commitment of farmers and honours contributions to social sustainability

Something that should be commonplace in the dairy market has in fact become a rare sensation: for a few years now, Fair Milk has made it possible for farmers to earn a decent living. This brand founded in 2006 in Austria now puts socially sustainable products on supermarket shelves for consumers. At today's Fair Milk Conference in France, FaireFrance is joined by other Fair Milk projects and the European Milk Board asbl (EMB) to celebrate the progress of this important brand founded by farmers.

Milk, cheese, yoghurt, butter, chocolate milk... the range of Fair Milk products has grown steadily in recent years so consumers in several countries are now able to purchase many of their daily milk products backed by a fairness guarantee. This producers' brand has been built with the combined efforts of many people investing their energy, passion and innovative spirit. Today, that initial hope of fair financial terms for farmers has become reality. Jean-Luc Pruvot, President of FaireFrance, is proud of all these people. "This conference is dedicated to everyone who didn't lose heart on the way. I am talking about farmers from many countries - after all, the project is already flourishing in Belgium, Germany, Luxembourg, Switzerland and France - and in African countries as well."

A golden cow for golden values

As conference host, France invited all important stakeholders to celebrate the amazing commitment of farmers, taking this opportunity to reward those who have contributed to making agriculture fairer and more socially sustainable. This year, the "Justine en Or" or Golden Faironika was awarded to:

- Sieta van Keimpema in the "Committed Member" category. Kjartan Poulsen, EMB President, acknowledged van Keimpema's many years of dedicated work for EMB, making a contribution towards international recognition of the European umbrella organisation. "Sieta van Keimpema is a true fighter with an unwavering commitment to defending European farmers. Without her, the EMB as we know it wouldn't exist."
- In the "Politics" category, MEP Éric Andrieu was honoured for his commitment to improving framework conditions in the dairy sector. "Éric Andrieu and his team took the lead during the last CAP reform in ensuring that important aspects were included in the EU's Common Market Organisation", added French EMB Executive Committee member Boris Gondouin.
- In the "Organisation" category, the Golden Faironika was awarded to the Danish milk producer association LDM (Landsforeningen af Danske Mælkeproducenter), represented by Christen Sievertsen, who developed a key concept for recruiting new members which enabled the organisation to win over further supporters from the ranks of dairy farmers.
- Richard Blanc received the Golden Faironika in the category "Farmer and Committed Member" as a recognition for his unwavering optimism. He took up the reins as the first president and set this great project on its way.
- Daniel Couhaillat received the prize in the same category. He has been a comrade-in-arms from the very beginning and travelled right across France from his homeland in the southwest to convince German farmers to join the milk strikes. Subsequently, he has assumed a leading position within FaireFrance.
- Kenny Romano was honoured in the "Committed Member" category. He acts in the background with incredible efficiency, becoming a well-known and respected leading figure.
- In the same category, Justine Leleux received the Golden Faironika for the exceptional and wonderful work she does for FaireFrance. A big thanks to her.
- In the "Partner" category, the Golden Faironika was given to Laurence Soutif. She is the key contact person at the French dairy LSDH and provided advice and support while the brand was being created.
- The prize in the "Partner" category was also awarded to Eric Rovello. Convinced of the success of the brand, he made it possible for the FaireFrance product range to expand.
- Alain Quouillault was honoured in the "Retail" category. He believed in the FaireFrance products from day one and sold them in his Leclerc store in Argentan. As a result, he has led the sales statistics for Fair Milk products for five years.
- The other laureate in the "Retail" category was Michel Biero, a true lover of agriculture. He didn't have to think twice

when asked to sell FaireFrance products. His LIDL store is one of the most important buyers of Fair Milk products.

- Last but not least, the renowned journalist Vincent Fichmann received the prize in the “Journalism” category. He took the time needed to understand what it’s all about, producing reports of amazing sincerity.

For Kjartan Poulsen, this award has a special meaning. "The prize winners have paved the way for more fairness, driving and supporting this process. The award makes their commitment more visible and comes with a big “thank-you” from us all.”

In addition to the Fair Milk projects in different countries, the 10-year anniversary of FaireFrance’s “Lait équitable” is another good reason for us all to raise our milk glasses and make a toast. “This project means a great deal to everyone involved. It is an amazing adventure that we first began ten years ago. We are pleased to see how popular the brand is among consumers: we are very proud of this achievement and of what we producers have been able to build together with consumers”, says Jean-Luc Pruvot.

FaireFrance crowned this special day with an additional surprise. Milk is a unique foodstuff that is known to lend itself to various incredibly delicious combinations. “It wouldn’t be a ten-year celebration without some chocolate”, says Jean-Luc Pruvot with a twinkle in his eye as he introduces the latest product from the French farmers’ brand: a delicious chocolate milk will now join the range of products offered by FaireFrance.

EMB congratulates FaireFrance and all the Fair Milk projects for successfully building this unique, socially sustainable brand. And Kjartan Poulsen knows that everyone will be looking out for fair, high-quality Fair Milk products while doing their shopping in their respective countries. "These brands are special because they are a direct link between consumers and farmers, and ensure a fair deal for both parties", says the EMB President.

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