

News Details

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Cost coverage is the foundation of sustainable farming

Invitation to a digital press conference on 20 January 2021 as part of the International Green Week

Dear media representatives,

Producers took to the streets yet again in 2020 to demand cost-covering prices and effective crisis instruments. While the milk price dwindles, on one hand, production costs keep increasing due to stricter requirements and the fallout of climate change, on the other. The price in Germany still only covers 70 percent of costs.

As part of this year's International Green Week, the Executive Committee of the European Milk Board (EMB) is, therefore, hosting a digital press conference to address the following questions regarding the need for cost coverage:

- What are the opportunities for greater crisis resilience within the context of the ongoing reform of the Common Market Organisation of the CAP?
- What are the challenges in the dairy market when it comes to a sustainable future?
- What are the consequences of burdening producers with additional costs?
- What should sustainability look like within a successful Green Deal/Farm to Fork Strategy?

We cordially invite you to a digital press conference on 20 January 2021 as part of the Green Week.

When: 20 January 2021 at 12:00

Where: Online

Registration: Please register in advance by filling out the following form:

<https://www.gruenewoche.de/IGWDigital/Registrierung>

You will receive the access details by email thereafter.

It will be possible to ask questions during the press conference. Please send your questions during the event by email to the following address: [office\[at\]europeanmilkboard.org](mailto:office[at]europeanmilkboard.org)

The press conference will be held exclusively in German.

We look forward to hearing from you.

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