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European Fair Milk Conference 2025: Europe-wide for fair milk prices + 15-year anniversary of “Die faire Milch” in Germany

“*Die faire Milch*” Germany and Boris Gondouin in charge of Fair Milk at the European Milk Board opened this year’s European Fair Milk Conference in Dortmund with a warm welcome. It was a cordial reunion of friends and partners who jointly emphasised the importance of farmers mutually strengthening each other in Europe: “Today, we are celebrating not only Fair Milk, but also our cohesion without which there can’t be any future for our farms” says Boris Gondouin.

15-year anniversary of “*Die faire Milch*” in Germany – a reason to celebrate

The German hosts were particularly proud of their anniversary: for 15 years now, “*Die faire Milch*” is marketed in Germany. “What began as an idea for more fairness for us dairy farmers has become a real brand” highlights Michael Braun, director of “*Die faire Milch*” in Germany. “For us farmers, every carton of “*Die faire Milch*” represents a degree of self-determination – and for consumers, it represents a clear commitment to fair prices and high quality.”

The Golden Faironika 2025 – awarded wholeheartedly

For yet another year, the award ceremony of the Golden Faironika for outstanding commitment in the dairy sector is a highlight of the conference. Winners of this special award are:

- Miriam Staudte (*national policymaker*) – for her consistent commitment to bringing the interests of dairy farmers into the political debate.
- Stefan Mann (*volunteering*) – for his long-standing, tireless commitment to the farming community.
- Peter Meyer (*retail*) – for his willingness and loyalty over many years to market “*Die faire Milch*” and introduce it to consumers.
- Oliver Koch (*national farmer*) – for his passion for “*Die faire Milch*” and his commitment to pooling farmers and consumers.
- Irene Kaißer (*farm warehouse*) – for her tremendous efforts in supplying many small shops and cafés in her region with products from “*Die faire Milch*”.
- Claus Naarmann (*dairy*) – for his willingness to innovate and reliability in promoting “*Die faire Milch*” in processing and marketing.
- Elmar Hannen (*European farmer*) – for his commitment far beyond national borders and his role as a bridge-builder among Europe’s dairy farmers.
- European Coordination Via Campesina (*European organisation*) – for its valuable political work, which empowers farmers throughout Europe.
- Martin Häusling (*European policymaker*) – for his tireless efforts in the European Parliament in favour of sustainable farm-based agriculture.

Fair Milk in Europe

Launched in 2006 by dairy farmers in Austria, “*Die faire Milch*” is now firmly anchored in Europe. Each project demonstrates in its own way the importance of fair prices and the recognition of farmers’ work:

- Germany: celebrates the 15-year anniversary of “*Die faire Milch*” – a strong symbol of fairness, perseverance and solidarity.
- Belgium (*Fairebel*): a brand that inspires consumers and demonstrates that fairness in retail is a reality.
- France (*FaireFrance*): represents the courage of French farmers to successfully take their future into their own hands.
- Luxembourg (*D’fair Mëllech*): impresses with loyal fans and a firm place in society.
- Switzerland: with *Säuliamt* and *Faireswiss*, two strong brands are demonstrating that the concept of Fair Milk is a living reality in Switzerland.

A joint message from Dortmund

Everywhere in Europe, the message is the same: fair prices secure the future of agriculture. “With every litre of Fair Milk, we

demonstrate that it is possible to take equal responsibility for farmers, consumers and the environment” says Boris Gondouin.

[<<< back](#)