

News Details

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28.06.2022

Faironika turns 15 - invitation to event from 1 to 3 July in Ettelbruck, Luxembourg

Dear media representatives,

You have certainly met her at one or more campaigns of European dairy farmers and always had the opportunity to take strong pictures with her: we are talking about Faironika, the symbolic cow for fair milk prices.

To mark the 15th birthday of this important mascot, the *Luxembourg Dairy Board* (LDB) is organising a festive event on 2 and 3 July at the agricultural fair *Foire Agricole* in Ettelbruck, Luxembourg to which we would like to cordially invite you.

Exciting topics and information on the Faironika – also called Justine or Onestina depending on the national language – as well as on the calculation of real costs in milk production await you. Furthermore, representatives of the LDB, the EMB Board and various Fair Milk projects will be available for interviews and look forward to your presence and questions.

The LDB stand is located next to the “Däichhal” at the Foire Agricole in Ettelbruck (rue du Deich, 9012 Ettelbruck, Luxembourg). You can find the complete LDB programme in German [here](#) and further information about the Foire Agricole [here](#).

Highlights of LDB programme from 1 to 3 July:

Friday 1 July

From 16:00 to 17:00:

Official inauguration of the LDB stand in presence of representatives of the Foire and public authorities

Saturday 2 July

From 11:00 to 11:50:

Contribution of EMB and Fair Milk Projects on the importance of Faironika

At 11:50:

"What is the cost of producing milk?" - Presentation of the latest results for Luxembourg by Dr. Karin Jürgens (BAL)

From 14:00 to 15:00:

Round table with representatives of Luxembourg dairies

Sunday 3 July

From 11:00 to 12:00:

"Milk production faced with climate and environmental challenges" – presentation by CONVIS

From 12:00 to 13:30:

Exchange with Luxembourg Minister of Agriculture Haagen and statement on the new agricultural law in presence of MEP

Christophe Hansen

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