

News Details

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Germany: Discounter cuts milk prices

The German discounter Aldi has cut the prices for fresh milk and UHT-milk by 10 cents per litre. Fresh milk and UHT milk with 1,5% fat are currently sold for 55 cents. The price for whole milk was equally reduced by 10 cents and is now sold for 59 cents. Aldi also cut the prices for milk products like curd, cream and condensed milk.

The German discounter justifies the price cuts with the current milk oversupply. Aldi is regarded as a “pacemaker” in the German food retail sector – other discounters are following with price cuts. For the BDM - the German Dairy Farmers Association - these price cuts are the consequence of disastrous contracts between dairies and retailers.

[<<< back](#)