

News Details

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Germany: The BDM's/ EMB's "Fair Milk" now on the shelves

A unique concept is being put into practice: a fair milk price for the farmers – high quality – strict controls – healthy, environmentally-friendly and traditional production – GMO-free

"Fair Milk" has also been on sale in stores in Germany since early January 2010. Marketed by MVS Milchvermarktung Süddeutschland GmbH, it is initially available from 1,200 Rewe outlets and 300 Tegut outlets in Bavaria, Baden-Württemberg and Hesse.

What is so special about this milk?

A key factor for trust is transparency. Consumers want to know whether and how much of their money actually goes to the farmers. That is easy to define: of the 99 cents a litre retail price (3.8% fat) 40 cents go to the milk producers. This secures the survival of the farms and jobs in the region. What is also important is that it is transparent to the consumer where the milk on the shop shelf comes from.

Other key factors in recommending a purchase are added value and sustainability. That is why "Fair Milk" is fair not only to the producer but also to the consumer and the environment. Fairness is based on give-and-take: in future, producers and consumers ought to regard each other more and more as partners.

The special quality features of Fair Milk in a nutshell:

1. It contains 3.8% or 1.8% fat – i.e. in both cases 0.3% more fat than most milk brands, hence it is particularly tasty (nutrition values according to analysis and legal requirements).
2. The omega-3 fatty acid content is markedly higher than in traditional milk (the aim is double the content).
3. The milk is sustainably produced: GMO-free feed and cultivation, local feed, minimum grassland component, plant protection according to beekeeper specifications, animal welfare.
4. Regionally produced and sold: it is stated on the packaging which region the milk comes from.

It is being retailed first only as long-life milk – fresh milk and other dairy produce are to follow as soon as possible, though.

The effect this will have for every dairy farmer is that a higher farm-gate price will enable the MVS to offer a real alternative in marketing. This competition will ensure that the milk price level in Germany will clearly rise – to the benefit of every milk producer.

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