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19.03.2015

Invitation to the press: Strong symbolic action in front of the European Parliament

Major shortcomings of post-quota system: Farmers have no market power - EMB warns about recurrent falls in prices

Dear representatives of the media,

The 31st March 2015 will be last day of the milk quota system, which has been in place for more than 30 years. The follow-up system reveals major shortcomings. In the future, dairy farmers in Europe will have even less market power that would allow them to defend their interests. Political leaders have failed to implement market instruments with which crises could be foreseen and prevented. Without a concept such as the EMB's Market Responsibility Programme (MRP) – thanks to which crises could be avoided – producers will thus drown in the waves of surplus milk, while major food corporations will take the lead.

The European Milk Board's colourful symbolic action is intended as a wake up call for politicians.

We invite you on Tuesday 31st March 2015 at 11h am to a press conference on Place du Luxembourg, followed by a media action.

The EMB Executive Committee will be at your disposal during and after the action to give statements and to answer your questions.

Note to TV- and photojournalists: at 10.30 am, several tractors will arrive at Place du Luxembourg. A fire of protest will be lighted as from 7.00 am.

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