News Details
News Details

21.02.2024

Press invitation: Mobilization of European farmers at SIA in Paris

Dear press representatives,

On 26 February, the APLI (*Association des Producteurs de Lait Indépendants*) and the EMB (*European Milk Board*) will be organising a campaign at the Paris International Agricultural Show SIA according to the motto "For fair agriculture". Please see here the call for this European mobilization. The European farmers are looking forward to welcoming you at this important event.

CALL FOR MOBILIZATION from all farmers in Europe

The French association of independent dairy farmers APLI and the EMB are jointly organising an European event, including a parade

At the International Agricultural Show (SIA) in Paris
The European showcase of agriculture

Monday, 26 February 2024

Meeting point at 10:00 a.m. at the main entrance of the fair (Hall 1)
Around 11:00 a.m.: Press conference
From 11:30 a.m. to 2:00 p.m.: Parade through the corridors of the fair
4:00 pm: End of the event

The European cow "*Justine/ Faironika*" will be at the top of the procession and she will be followed by "Justines/ Faironikas" of as many European countries as possible.

The aim of this event is to raise awareness of the problems faced by European farmers among as many politicians, media and consumers as possible.

In order for this to succeed and to show that a fairer world exists, we expect as many farmers as possible from all production sectors under the slogan:

"For fair agriculture"

For further information:

Boris Gondouin – EMB Board Member (FR): +33 (0) 6 79 62 02 99

Adrien Lefèvre – President of APLI (FR): +33 (0) 6 75 43 62 82

<<< back