

News Details

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09.12.2014

Press invitation: Dairy farmers warn of catastrophe for the EU milk market

Symbolic, evocative campaign of action outside the EU Commission

Dear Media Representatives,

For months now the milk price has been in free fall. In many countries producers are being paid less than 30 cents for a kilo of milk. All the indications point to a looming market crisis like that of 2009. What is more, the end of the quota system next spring will further exacerbate the situation. Whilst Europe drowns in milk, the politicians simply duck their responsibilities. The European Milk Board intends to make the policy-makers sit up and take note with a strong, symbolic media campaign.

*You are invited to join us at the Schuman roundabout in front of the
EU Commission building on Thursday, 11 December 2014 at 11:00 hours.*

The Executive Committee of the European Milk Board will be at your disposal during and after the demonstration for questions and statements.

Photo-journalists and TV journalists please note: the campaign will offer spectacular visual material.

We look forward to seeing you there!

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