

## News Details

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11.01.2010

### **Press invitation: EMB Press conference at Green Week in Berlin**

We would like to invite you, representatives of media, to the European Milk Board (EMB) press conference in Berlin on 15 January 2010:

Representatives of the EMB Executive Committee from Germany, France and the Netherlands, and guests from Cameroon will be providing information on the issue of:

The way out of the crisis:

Regulate the agricultural markets – Give more clout to the producers

The milk producers' position in the market does not allow them to operate on an even footing with the other players. Market conditions have to be created to enable the milk producers to deal with the dairy industry and the trade on a level playing field. Only then can the milk market crisis be overcome. It is not only the European milk producers that are the victims. Consumers, developing nations, the environment and animal welfare are also affected by dumping prices and the slump in quality. The situation is expected to get even worse in the future. The EMB representatives will be presenting the way out of the current crisis and the preconditions for forward-looking sustainable milk production in Europe.

Press conference: 15 January 2010

Time: 11 – 12 hours

Place: Press Centre Hall 6.3 Room B, Berlin Fair

Contact:

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