News Details
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Successful crisis management in the EU – what lessons can be drawn from the last three years?

Invitation to press conference on 18th January 2018 on International Green Week in Berlin

Dear Representatives of the Media,

For years now, milk prices in the EU have been dropping to a crisis level with no prospect of a long-term solution. With the voluntary restraint on supply, for the first time the EU Commission used an instrument that reduces the supply of milk, thus tackling the cause of the problem. It was a turning point in political crisis management.

But how can the sector be stabilised in the long run to prevent crises in future? What role should the intervention play in future, and where must dairy farmers take responsibility? The Executive Committee of the European Milk Board will be stating its position on this at Green Week in Berlin.

You are invited to the press conference at the Trade Fair ground (Messegelände) on Thursday, 18 January 2018 at 15:00 hours.

Place: Hall 6.3 – Press Centre, Room B – Messedamm 22 – D-14055 Berlin

We look forward to seeing you.

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<<< back