

News Details

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Successful start for Fair Milk in Switzerland



Photo: A. Lefranc



Dear media representative,

The Fair Milk family is growing. We are happy to welcome a Swiss Fair Milk brand as the newest member of our international family. The dairy farmers from EMB member organisation BIG-M began selling Fair Milk on the weekend. Here is the statement from our Swiss colleagues about this fruitful launch.

Successful start for Fair Milk in Switzerland

The sale of Fair Milk was launched on 2 December in the district of Affoltern, also known as "Säuliamt". Säuliamt is home to about 60,000 inhabitants and as well as 110 dairy farms with an annual milk production of 20 million litres. This new brand of milk was sold in the district's 11 VOLG outlets (VOLG=Association of Agricultural Cooperatives of Eastern Switzerland). It is 100% natural in terms of content and exclusively from the region. The cows are either held in freestall barns or let out regularly to graze. The milk is grass-fed and will keep for 10 days. This means that production stocks must be calculated very carefully.

On the very first day of sales, a range of national and international media featured segments or articles about this project. The newly-founded "Säuliamt Fair Milk Cooperative" is composed of 40 family dairy farms. On the morning of 2 December, these farmers stood in front of the VOLG shops and offered customers cartons of this new brand of milk. The success surprised the most sceptical as well. In just two hours, Fair Milk was sold out at one of the outlets and customers had to be requested to wait till Monday. After four hours, the Fair Milk shelves were empty in 9 of the 11 outlets! "This morning's success is an enormous motivation boost for all participating dairy farmers," said Martin Haab, president of the district's farmer's association, describing the morning's atmosphere. "We will use this push forward to further develop our project."

Please find more information on the European Fair Milk project at www.fairmilk.org

Information on Fair Milk Säuliamt can be found here (in German): www.di-fair-milch.ch

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