

News Details

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The European Milk Board congratulates its Dutch members to the market launch of the fair milk



Presentation of the Fair Milk fairtrade Chocolate Milk in Arnhem. F.r.t.l: Erwin Schöpges (EMB), Peter ten Hoeve (Fair Milk Netherlands), Hans Geurts (NMV), Dirk-Jan Schoonman (NMV) and Jasper Pitlo (C1000)



With the rollout of the de faire melk fair-trade chocolate milk the Dutch EMB member organisation NMV (Dutch association of dairy farmers) becomes a new member of the European Fair-Milk Family

Press release

On Monday, 7th November, the *De faire melk* fresh fair-trade chocolate milk was officially introduced in Ben Krol's C1000 in Arnhem. The milk is available now in the cooling shelves of the C1000 supermarkets.

Hans Geurts, chairman of the *Nederlandse Melkveehouders Vakbond* (NMV, Dutch association of dairy farmers), introduced the product and vice-chairman Dirk-Jan Schoonman, administrative officer for *De faire melk*, elaborated on the background, history and philosophy of the product.

Jasper Pitlo, managing director of C1000, was excited about the new product, which according to him is perfectly suited for C1000's policy to make more space available in the shelves for fair-trade products in the coming years.

Finally, Erwin Schöpges, chairman of Belgian-based Fairebel and member of the board of the European Milk Board (EMB), gave a short overview of the developments of fair-trade milk in the rest of Europe. Presently, fair-trade milk is available in the shelves in Germany, Austria and Luxembourg, with France and Italy expected to join these countries shortly.

The *De faire melk* fresh fair-trade chocolate milk was introduced on a grand scale by placing the chocolate milk pack next to the art object "De olifanten van Almere" (The elephants of Almere). Just like the cows of *De faire melk*, the elephants represent the freedom in nature.

The healthy and unique dairy product is turned into the *De faire melk* fresh fair-trade chocolate milk with fair-trade cacao and cane sugar and stands for:

- grazing of the cows
- fair milk price for the Dutch farmers
- fresh Dutch milk in top quality
- fair trading with the farmers in developing countries

Since November, the delicious *De faire melk* fresh fair-trade chocolate milk has been available in C1000 supermarkets.

For more information see www.defairemelk.nl

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