



Living Europe —
the brand
of Europe's
dairy farmers

Fair
Milk

Good  Fair 



Fair milk
products
for our
farmers

Advocating for a fair milk price

Farmers need to be paid fair prices. The European Milk Board (EMB) strives toward this goal across Europe. Our objective is to ensure that dairy farms can achieve financial self-sufficiency without subsidies. How can we make this a reality? With fair milk prices and a decent income!

What are the characteristics of Fair Milk?

Fair Milk gives consumers a way to support dairy farmers directly: a bonus is paid to the participating dairies for every litre of milk sold. Of course, other important aspects are also considered while producing such fair products. For example, dairy farmers from the Fair Milk countries participate in environmental projects and also uphold

country-specific requirements – like the use of non-GMO feed.

A brand that brings European concepts to life

Faironika – the Fair Milk ambassador – is a true European. Today, this easy-to-identify cow adorns milk products in seven countries, dressed in their respective national colours. What began in Austria in 2006, expanded to Germany and Belgium (2010), Luxembourg (2011), France and Italy (2013) in the form of Fair Milk. Switzerland (2017) is the youngest member of the Fair Milk family. We wonder who will be next to join this European project!

Farmers stand behind the brand

Our dairy farmers not only supply high-quality products, but are also reliable partners when it comes



to marketing. Contact and interaction with consumers are a priority. Farmers present their products and the philosophy behind the brand at numerous tastings in supermarkets, stalls and fairs. **Commitment that you can taste!**



A faire Milch in Austria

It all began in Austria. We launched the Fair Milk brand *A faire Milch* in 2006 with the guarantee of cost-covering prices for farmers. We used this project to actively bring consumers on board and thus ensure the survival of our local farms.

Sometimes you just have to take destiny into your own hands! We dairy farmers make high-quality products from our milk. We are reliable sales partners as well. So, we quickly asked ourselves: why not

market our milk ourselves? *A faire Milch*, with its red-white-red cow that is very easy to recognise, was the answer to this question, and it has found its place on packed supermarket shelves among all the other milk brands for many years now.



Milk is good for you. *A faire Milch* is good for farmers as well. They are paid an additional 10 cents for every litre of Fair Milk. Ten cents can make a big difference: the Austrian dairy sector is characterised by small farms. These farms continue to operate in harmony with nature – they regard their cows as valuable living beings and recognise that the natural environment is a treasure that must be preserved.

By offering delicious products, we are trying to revive the inherent value of milk.

This is not only beneficial to farmers, but to consumers as well; at the end of the day, the entire value chain stands to gain. The *A faire Milch* project has made it possible for us to stop the price collapse of milk products. It has laid the foundation for a prosperous future for the European dairy sector.

► Further information at
www.afairemilch.at

Guat  Fair ■■



A faire Milch

A faire Milch

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Fair Milk in Switzerland

Swiss dairy farmers operate in very difficult market circumstances: milk prices are always under pressure and the repercussions are statistically plain to see. Every day, three farms close their doors forever.

The idea of Fair Milk interested us from the very beginning. In 2017, we were able to launch *Di fair Milch – Säuliamt*, a regional Fair Milk sold in the 12 VOLG shops in Affoltern, a district of Zurich. Together with 43 dairy farmers from the region, we founded the cooperative *Faire Milch Säuliamt*.

Later, in 2019, the cooperative *Lait équitable* launched the brand *Faireswiss*, which also stands for fairness for producers.

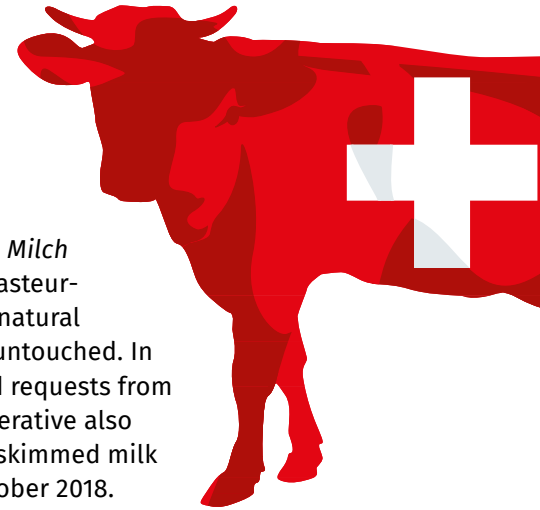
For us, “fair” means that farmers receive a milk price that covers their cost of production. This cost includes wages for the dairy farmer that are comparable to incomes generated in other sectors of the economy. “Fair” also means prioritising animal welfare. The cows are either kept in loose-housing barns or have regular access to outdoor pastures.

In December 2017, the cooperative *Faire Milch Säuliamt* launched pasteurised milk, where the natural composition is kept untouched. In response to repeated requests from consumers, the cooperative also started selling semi-skimmed milk (with 2.5% fat) in October 2018.

Under its brand *Faireswiss*, the cooperative *Lait équitable* sells UHT full-cream milk as well as five soft cheeses since September 2019.

These pilot projects have proven that a large section of the population is willing to pay more for milk products when it leads to farmers receiving a fair milk price.

► Further information at
www.di-fair-milch.ch
and www.faireswiss.ch



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Fairebel, Fair Milk in Belgium



The year was 2010 and Belgium was ready: a handful of farmers founded their own brand called *Fairebel – Fair Milk*. The concept was quite simple: to overcome the dairy sector crisis and to use it as an opportunity to create something positive. No sooner said than done: *Fairebel* products are now available in all retail chains, small and large. The product palette is constantly expanding and is aligned with customer requests. Our 100% organic ice-cream made from Fair Milk as well as our delicious GMO-free cheese made from grass-fed milk are our specialties.

Furthermore, Belgium's dairy farmers are very creative: since 2015, the *Faircoop* cooperative has made it possible for consumers to become cooperative members through their so-called "COWfunding" programme. COWfunding not only allows Belgian farmers to work on new projects, it also strengthens their position in negotiations with traders.

Every citizen can invest between 50 and 500 euros in *Faircoop*, contribute to the cooperative's capital and thus make a very conscious choice to promote fair and sustainable milk production.

François Yserentant, member and loyal consumer: *"I buy Fairebel milk because I want farmers to receive the remuneration they deserve. The quality of the milk is just excellent. Everyone in my circle now favours this brand."*

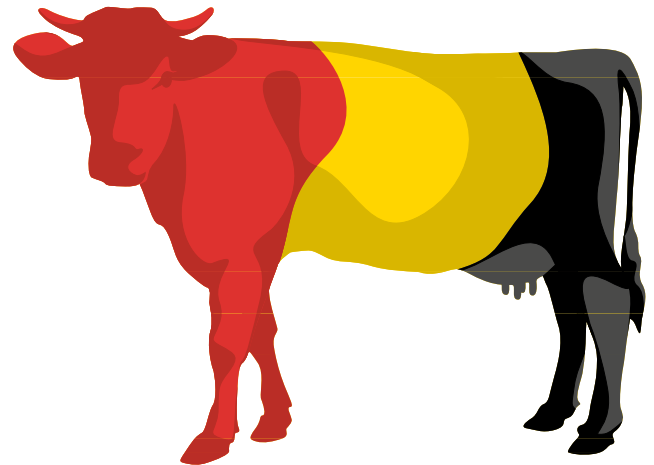


Fairness along the entire length of the food-production chain is also one of the main aims of the Fair Milk project: thanks to successful cooperation and partnerships with all stakeholders, *Fairebel* not only guarantees the processing industry and traders appropriate margins, but also makes it possible for dairy farmers to make a decent income. By buying *Fairebel* products – semi-skimmed milk, whole milk with natural fat content, cheese, chocolate milk, ice-cream, butter and coffee cream – consumers ensure that farmers are paid cost-covering prices that include decent wages for their work. In this way, every consumer can support family farms and sustainable agriculture.

Dairy farmers all across Belgium can join the cooperative. But the *Fairebel* farmers look

beyond their national borders as well. At the end of the day, Fair Milk is a transnational project that was created by the European Milk Board (EMB) and therefore, they also think European: the cooperative willingly and successfully collaborates with farmers from the six other Fair Milk countries – Germany, France, Italy, Luxembourg, Austria and Switzerland.

► Further information at www.fairebel.be





D'fair Mëllech in Luxembourg

In 2011, 48 dairy farmers from Luxembourg came together to found *Fairkoperativ* (FKL) and with it, their own brand called *D'fair Mëllech*.

From this point on, it became possible for Luxembourg's consumers to support dairy farmers directly: for every litre of milk sold, 10 cents go to the participating farmers. In this way, the usual, inadequate milk price is raised to a fair milk price.

While producing high-quality Fair Milk, we producers are conscious about energy and raw-material consumption on our farms. The objective is to optimise the energy balance in order to bring our farm operations in harmony with nature.

Today, our FKL cooperative offers 13 different milk products within the categories of long-life and fresh milk, chocolate milk, butter, cream, ice-cream, cheese and yoghurt. The chocolate milk as well as some of the ice-cream varieties are produced in collaboration with fair trade, i.e. all the ingredients are derived from fair trade.

The speedy growth over the last few years clearly shows that there is broad support for our concept

among Luxembourg's consumers. In fact, even traders fully back *D'fair Mëllech*.

Direct contact between us producers and our consumers is the most important aspect of our project. Our members regularly present our products in shops and at a range of events. At the end of the day, it always gives us great pleasure to see how much consumers enjoy *D'fair Mëllech*.

Dairy farmers need a fair milk price that fully covers all their production costs. They do all the work and also undertake a significant economic risk. They preserve the agricultural landscape and produce high-quality products. If you are in favour of fair, local products and projects such as *D'fair Mëllech*, there is already a lot you can do in Luxembourg to promote fairness.

► Further information
www.fairmellech.lu



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Die faire Milch in Germany

For many years now, *Die faire Milch* has been well-known among consumers in Germany for its sustainable production standards. The brand's stakeholders – all of them German family farms – commit, for example, to not use feed from overseas and to avoid all GMOs.

Die faire Milch is also the first food brand in Germany to commit to area-based dairy farming. This is equally beneficial for both our livestock as well as our pastures. *Die faire Milch* has thus added a further criterion promoting sustainable production to its already-high quality standards.



“With this rule on livestock density, we can effectively prevent nutrient surpluses and over fertilisation of agricultural land,” explains Ralf Ehret, consumer and cooperative member. The aim is to thus strengthen regional circuits. *“Furthermore, this decision ensures that the cows remain healthy in the long term,”* continues Ehret.

Three different types of milk with different fat content, as well as lactose-free milk are currently available in food retail stores. Our cheeses (a semi-soft cheese “Butterkäse”, Alpine cheese and Emmental) are the latest addition to our range of products. In addition, our brand also sells chocolate milk in small, convenient packs.

The profits from this fair project go to the farmers participating in it. The entire participant list is also published on our website, thus allowing us to offer the greatest degree of transparency to our customers.

► Further information at
www.diefairemilch.de

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Die faire Milch



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Bon · Equitable

FaireFrance, Fair Milk in France



Milk and milk products are an important cornerstone of our diet and an integral ingredient in French cuisine.

The French Fair Milk brand currently has over 500 members. Sixty *FaireFrance* farmers deliver their milk directly to the dairies in charge of processing and packaging Fair Milk. Members receive a “fairness bonus” for every litre of milk sold. This ensures a farm-gate price of 45 cents per litre. In this way, Fair Milk supports dairy farmers all across France.

Another unique feature of *FaireFrance* is that all the Board members are dairy farmers themselves. They are the driving force of the project and manage it independently. Decisions are taken collectively at, for example, the annual Members’ Assembly.

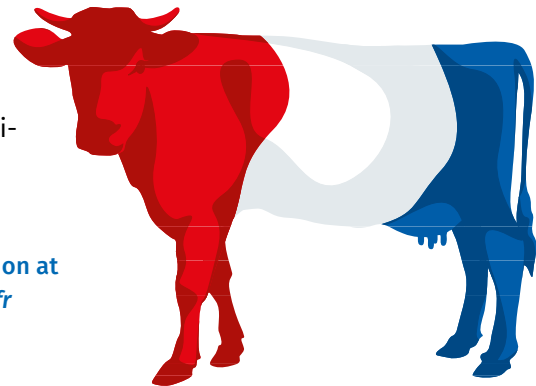
The direct link to consumers is also important. Every year, *FaireFrance* farmers organise thousands of tastings in supermarkets, where they showcase their products and their philosophy. This amounts to about 500,000 interactions between producers and consumers every year, which leads to a steady increase in the number of consumers supporting the project.

FaireFrance currently sells milk packaged in different sizes as well as cream – a key ingredient in many of the classics of traditional French cuisine. We are especially proud of the fact that we started selling organic skimmed milk in 2018 as 10% of our members are organic farmers.

Supporting such initiatives is very important. *FaireFrance* was founded by humble farmers who wanted to break the cycle of constant crises and take their destiny back into their own hands.

We have done our share of the task by showing that cost-covering prices are, in fact, possible! Now it is up to policy-makers to use this information and to keep it in mind when taking political decisions in the future.

► Further information at www.fairefrance.fr



Il latte onesto – Buono e Onesto, Fair Milk in Italy

The Italian Fair Milk brand *Il latte onesto* was founded in 2013 by APL, the Italian association of milk producers. This association has 800 members across the country, including cooperatives that collect milk and deal with quality control.

In Italy, Fair Milk stands for responsibility. The responsibility to not only sell products but to ensure that investments are made in the sector's future as well. The dairy farmers who are part of the project guarantee that their milk products of Italian origin are of the best quality. This joint project brings them together to promote rural development, environmental protection, health and sustainability in agriculture.

The participating dairy farmers must comply with strict production rules, which regulate aspects like feed and animal health. The existing

rigorous selection of transport companies and the continuous monitoring of the different steps of processing makes it possible to offer unique products of the highest quality. It is impossible to imagine Italian cuisine without hard cheeses like Sovrano, Supremo Lombardo, Caciotta made from cow's milk and Caciotta made from cow's and sheep's milk, as well as soft cheeses like Bianca Tentazione. Yoghurt in different flavours rounds off the product palette.

The Italian Fair Milk brand is represented by "Onestina", a cow in the country's national colours, better known as "Faironika" or "Justine" in other European countries. She symbolises this project founded by dairy farmers that has allowed them to reconcile quality products with a fair milk price. She is the ambassador of Fair Milk and draws the eye of all consumers, young and old.

► Further information at
www.buonoeonesto.it

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The Fair Milk Family

www.europeanmilkboard.org

EMB
European Milk Board ...for
a fair milk price!





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