

A New Year – a time for change – or the same old exploitation?

Following the latest news that a surprising amount of milk buyers are *simultaneously* announcing decreasing the price they pay to dairy farmers by up to 2 ppl, irrespective of the end product the milk is destined for, Dairy Farmers of Scotland is sending a clear message to major processors and retailers – **If you can produce high quality milk and make a profit at 25 ppl, go ahead and do it - because we can't!**

Farmers are outraged that milk buyers are blaming this 'across the board' decrease in milk price on global commodity prices.

With liquid milk sales accounting for over 50% of UK milk market and mature cheddar sales holding their ground, not to mention the weakness of the pound, there is no excuse for this price cut. There is no reason for milk to be undervalued apart from processors'/retailers' greed to prop up their own sales and profits.

Although being some of the most efficient in Europe, UK dairy farmers have been at the bottom of the European milk price league and have been experiencing their own recession for years now, so much so that 1000s have left the industry leaving us having to import >1 million litres a day at the end of last year.

Anybody can see that, with the GBP falling against the euro and the dollar, failure to pay the remaining farmers enough to cover production costs will result in increased reliance on imports and higher costs to consumers in the long run, not to mention quality of produce!

The delay in appointing an ombudsman to oversee supermarkets has not helped matters. Surely we can't allow the same greed and exploitation that has seen chaos in the financial markets to affect our food markets – but it's happening right in front of our eyes.

We must not let this happen to our food supply or at least not without warning our consumers as to the consequences and giving them a chance to buy fairly paid for produce. The 'Fair Milk' brand would give them a chance to do this.

A New Year – a time for decisions...

Consumers must decide whether or not they want to import their milk and farmers must decide when they've had enough corporate brutality.

Ends.

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