

THE FAIR PRICE OF MILK

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A brand of milk somewhat more expensive than the others in its category, with the suggestive name [*C'est qui le patron?*](#) (Who's the boss?), is gaining a significant presence on French supermarket shelves. What makes it different from the other brands? Both its price and its manufacturing conditions have been determined by consumers, to mitigate the great power of large retailers over suppliers, and thus guarantee fair remuneration to farmers. [Introduced to the market](#) in

November 2016, it is already [the fourth best-selling brand](#) in large stores, surpassed only by white brands.

During the summer of 2016, up to 6,850 Internet users filled out an online survey to establish questions such as the percentage of price destined for the producer, the type of packaging to be used, the suppliers of the cows' feed, or the absence of transgenics . As a result, a tetra brik was obtained about ten cents more expensive than the others (at €0.99), which meant between €4 and €5 more spending per year for the consumer. However, the promoters calculate that an additional annual cost of €4 per consumer is enough to ensure the viability of the livestock activity.

The same procedure has been followed to introduce new products with the same brand: farm eggs, honey, meat, flour, apple juice, chocolate, sardines or organic margarine, the latter already the best seller in the country.

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