

The Farmers Guardian:

# Faironika the cow launches 'Fair Milk' campaign

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FAIRONIKA the cow – the symbol for the European Milk Board's 'Fair Milk' campaign will see its Scottish national launch at AgriScot next week.

The EMB is a federation of national dairy farmers' associations canvassing for fair payment for dairy farmers but also a fair deal for consumers of dairy products.

Faironika takes on an individual identity from country to country but in each, the message is the same – fair milk is good for you – for farmers and consumers alike.

The 'Dairy Farmers of Scotland' branch of EMB is entirely donation funded but according to acting chairman and Lanark milk producer Iain Smith, it has strong support.

Mr Smith said he acknowledged milk prices were currently firming but Fair Milk was about sustainability long term – hopefully for the benefit of the next generation and in the case of the Smith family, son Arron and nephew Will.