

BUILDING A COMMON VISION FOR THE
FUTURE OF FOOD & AGRICULTURE

20 24 EUROPEAN ORGANIC CONGRESS

#EUorganic2030

#EOC2024

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BUDAPEST, HUNGARY**




Sustainability Agreement 'Added Value Assurance System Bioland Milk'

Breakout session 1.1: Strengthening the bargaining power in the production chain

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Initial Situation



- Brief introduction 
- Situation for organic milk producers in general increasingly difficult
- Biolands work on a model to enforce fair prices was considered not to be in line with German competition law by the Federal Cartel Office (Bundeskartellamt)
- December 2021: Art. 210a CMO – new opportunity

The 'Added Value Assurance System Bioland Milk'



- Milk as a pilot project
- Developed with representatives of members and partners
- Own calculation system to determine a full cost price for organic milk
- Inclusion of other associations, Naturland and currently Demeter
- Goal: Full cost organic milk price for producers that ensures long-term sustainable production.
All Bioland partners in the value chain sign an agreement that guarantees this along the value chain.
- First step: Publication of a regularly updated orientation price for organic milk by the associations.
- Various challenges for full implementation