



Be proud of Britain's Dairy Farmers

There are many ways in which you can get involved and show your support to Britain's Dairy Farmers during this milk price crisis.

Here are a few key ways to get involved:



Trust the Tractor. Look out for a quality logo on packaging, not just on milk, but on other products such as butter, cheese and yogurt.



Pledge your support by taking the **#DairyPromise** at thisisdairyfarming.com/promise.



Follow **@thisisdairy** **#SupportDairy** to instantly share YOUR views, thoughts and support.



Ask your local retailer how their sourcing policy for all dairy products supports dairy farming in Britain.

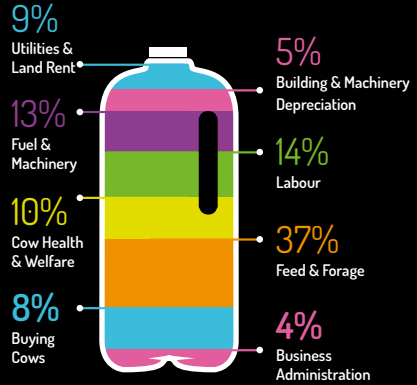
These are really challenging times for dairy farmers.

For many, the price they received for milk has fallen dramatically...



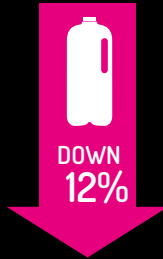
COST OF PRODUCTION

Many are saying they are **unable to cover** their costs.



Supermarkets are in **fierce competition** over the prices they charge for milk.

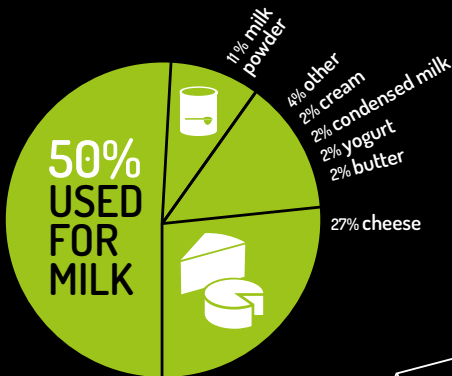
The price for 4 pints of milk since around this time last year, on average, has fallen by 12%.**



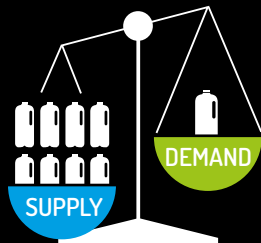
Farmers feel that charging such low prices devalues what they take **huge pride and care** in producing.***

However, liquid milk is only part of the picture...

Around **half the milk** we produce in this country goes for **bottling** and the rest goes into **making cheese, yogurt and other dairy products**.



Britain's dairy farmers are **competing in a global marketplace** where currently there is a **supply & demand imbalance**.



This has meant that the **wholesale prices have slumped**, which in turn affects the **price paid to farmers**.

Your support can make a difference to Britain's dairy farmers

*Source: AHDB Dairy League Table. **4 pint price as at 14/03/15 ppl=Price per litre ***Provisional price estimate based on average announced milk price changes