

# Milk is our strength

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... of Swiss milk producers



## Promises

Swiss milk producers

... provide the valuable resource **Swiss milk**, as an essential contribution throughout the value chain. This not only ensures that the Swiss population is supplied with high-quality nutritious dairy products, but also lays the foundation for the export of premium dairy products.

... guarantee local sustainable **Swiss milk** and are committed to preserving natural cycles. They take care of the environment, animals and people, while maintaining the cultural landscape for future generations.

... put into practice the added value of the 'green carpet' production standard – with conviction.

... are constantly evolving to meet not only their own requirements and expectations, but also those of a very wide range of stakeholders.



## Expectations

Swiss milk producers

... need and want to be able to make a living from their work, and to invest the future. To this end, fair prices that cover costs are essential.

... strive for a high quality of life – for themselves, their families and their employees. They also seek recognition for their work and for their products' quality.

... expect fair partnerships with the upstream and downstream stages of the value chain.

... need good framework conditions that enable high-quality milk production and make their work easier.

... want a fact-based discussion on milk-related topics, such as sustainability, animal welfare and nutrition.



## Vision

Swiss milk and dairy products are among the best in the world, thanks to unique production standards and a positive image – based on quality, tradition, animal welfare and sustainability. Milk production lays the foundation for farming families' financial income and enables necessary investments to be made on dairy farms.

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## Guiding principles

SMP

... actively campaigns for **framework conditions in agricultural and economic policy that are favourable** for milk production, as per the principle of 'strengthening strengths'.

... is **very well networked** with industry partners, politicians, authorities, consumers and key stakeholders. SMP positions itself in a demanding, loyal and partnership-based manner.

... is **close to the milk producers** and proactively strives for improvements that benefit milk production, in internal and external projects alike.

... is committed to **future-oriented basic and continuing training** in milk production, and ensures that concerns regarding milk production are prioritised in Swiss agricultural research.

... is very well informed about all relevant **political, social and market developments** relating to milk – in Switzerland and abroad.

... knows consumers' expectations, and boosts consumers' enthusiasm via strong marketing for Swiss milk and dairy products.

... communicates with a focus on the **added value of Swiss milk and dairy products**, particularly in terms of sustainability, health and taste.

... attaches importance to **transparent and fact-based communication**. It deploys innovative marketing tools with high efficiency and makes use of resources in targeted, effective ways.



## Strategy

SMP wants

... to achieve **fair milk prices** that cover costs, as well as higher wages.

... to secure **milk's position within the agricultural policy AP 2030+**.

... to enhance the image of (and trust in) **Swiss milk production & dairy products**.

... to implement and support projects & initiatives for **economical and sustainable Swiss milk production**.

... to offer and further develop **needs-based services** for milk producers, stakeholders in the Swiss dairy industry and related organisations.



## Mission

SMP **pools the strengths of all Swiss milk producers** for economical milk production with sustainable prospects.



## Organisation

SMP is the **umbrella organisation** for all Swiss milk producers.

Together with its member organisations, SMP **represents the interests of producers** in relation to society, politics, the dairy and agricultural sector, and other associations.

The milk producers constitute the **basis of SMP at the highest level**. The Assembly of Delegates, Board, Board Committee and other committees discuss and decide on SMP's key positioning and activities.

Milk producers  
Milk producers and SMP  
SMP





