

Industry standard swissmilk green



Swiss animal welfare legislation is among the world's strictest. On top of that, the Swiss dairy industry standard ensures additional protection of animal welfare.

2019

2024

The production standard for 'sustainable Swiss milk' was introduced in September 2019.

Since the start of 2024, only Swiss milk that meets the industry standard can be produced, traded or processed in Switzerland.

10 basic requirements



1 Federal animal welfare programmes

Participation in at least one of these federal animal welfare programmes:

- A: Particularly animal-friendly housing systems (PAFHS)
- B: Outdoor access on a regular basis (OARB) / pasture

FOAG, 2025



2 Names for the cows

Every cow has a name in the Animal Tracing Database (ATD).



3 Calf protection for 21 days

Minimum 21-day retention period for calves on farm of birth.



4 Animal welfare at shows

Compliance with the guidelines of the Association of Swiss Cattle Breeders (ASR) at national exhibitions.

ASR, 2023



5 Prevention of the slaughter of pregnant cows

Compliance with expert advice.



6 Optimisation of antibiotic use

Use of critical antibiotics only in exceptional cases, as prescribed by a veterinarian.



7 Measures to preserve biodiversity

Through participation in the EPC programme or equivalent scheme.



8 Sustainable feed from Europe

Soya meal or soya is only used if produced in compliance with sustainability standards.

Swiss Soya Network, 2025



9 No use of palm fat or palm oil in feed



10 Milking at least twice a day at shows

Maximum interval: 14 hours during lactation.

8 additional requirements

Two of which must be selected

1 Federal animal welfare programmes

A: PAFHS and OARB or B: PAFHS and pasture

FOAG, 2025

2 Lifetime daily milk yield (average per day of life)

Valley regions: Over 8 kg on average across the entire herd.

Mountain regions: Over 6 kg on average across the entire herd.

DB Milch, 2025

3 No prophylactic use of antibiotics for dairy cows

4 Use of methods from complementary medicine

For example: animals with mild illnesses are first treated using homeopathy or phytotherapy.

5 Social security

Documented remuneration of family workers.

6 Recognised training facility

7 Further training for farm staff

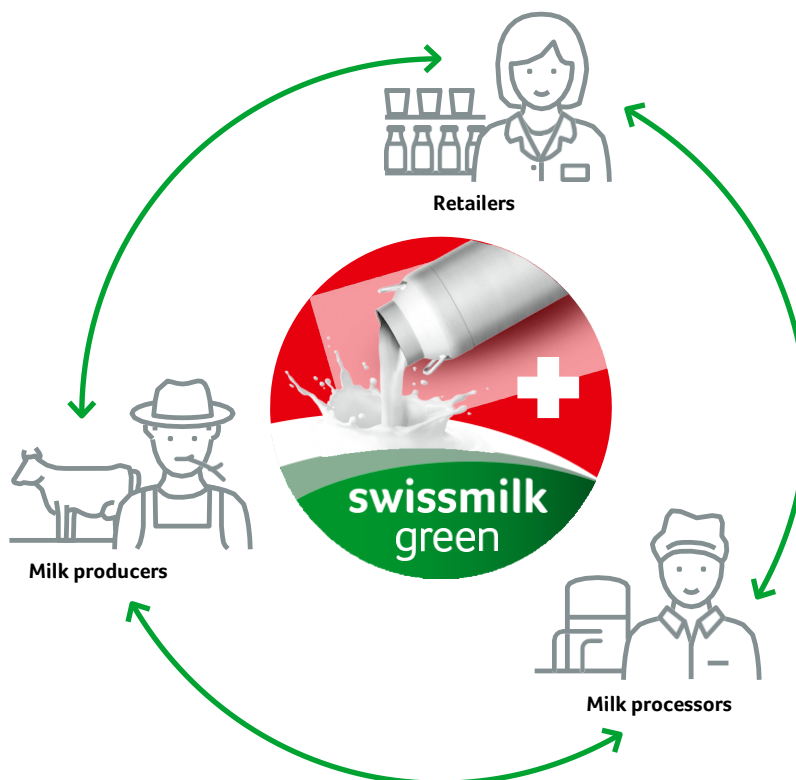
At least half a day per year.

8 School events on the farm (cycles 1-3)

At least once a year.

SchuB, 2025

The industry standard swissmilk green is a promise of quality made jointly by the entire Swiss dairy industry. Introduced in 2019, it is based on a broad consensus between milk producers, processors and retailers. It sets out additional requirements on animal welfare, feeding, the environment, origins and more. Swissmilk green thus meets consumers' high expectations regarding sustainable, animal-friendly and transparent milk production.



The 'green carpet'



The swissmilk green standard is also known as the 'green carpet'. Its purpose is to support the entire Swiss industry on the path to greater sustainability. At the same time, it provides an overarching framework for responsible further development of production – with the aim of protecting the environment and animals, while ensuring the competitiveness of Swiss milk.

Scope



The milk must come from dairy farms that are registered in Switzerland and whose animals are kept in Switzerland. The processing takes place in Switzerland.

Goals IP Lait, 2018

The industry standard for sustainable Swiss milk aims to achieve:



Sustainability-oriented production and processing of Swiss milk.



Favourable positioning of Swiss dairy products towards consumers.



Added monetary value all along the value-creation chain, right down to the individual milk producer. SMP, 2025