



FAIREFRANCE AT SIA 2025: A GREAT COMPETITION FOR BREEDERS AND ALWAYS MORE FAIRNESS!

Since 2013, the FAIREFRANCE brand has been offering dairy products at a fair price, allowing producers to make a living from their professions. A global approach that makes it possible to maintain throughout the territory Farms Family some Landscapes and some know-how premises. A brand acclaimed by French consumers with sales increasing sharply.



FAIREFRANCE AND ITS NEW COMPETITION FOR BREEDERS

This year, FAIREFRANCE is innovating by offering the opportunity to nine dairy farmers to become shareholders of the brand... without paying the €1,000 investment usually required. The company will cover this amount for the lucky winners of the draw organized during (or after) the Show.

Why this competition?

"We want to show that FAIREFRANCE is much more than a brand. It's a collective adventure. This game is a way to unite even more farmers around our project: to defend fair and sustainable agriculture," explains Jean-Luc PRUVOT, president of FAIREFRANCE SAS.

It is thanks to consumers and their act of purchasing that we have been able to set aside a kitty that allows us to organize this game, we believe that the consumer goes further by buying FAIREFRANCE dairy products, not only does he better remunerate the farmers associated with the brand, but in addition, he offers other farmers the opportunity to join the adventure if they wish, further broadening the impact of consumers in the agricultural world.

The winners will fully join the SAS and will benefit from the rights and advantages linked to their status as shareholders, with one condition: their shares cannot be resold for three years, in order to guarantee their long-term commitment.

A WARM STAND IN THE HEART OF THE SIA

FAIREFRANCE invites you to Pavilion 1, Aisle E 027. As every year, more than 50 breeders will be present on the stand to exchange with the public and share their passion.

Exactly! Speaking of sharing with the public, FAIREFRANCE breeders will also be present on a stand that sees a lot of people: the Lidl stand! Meet our breeders there on Saturday, February 22 (pavilion 1, aisle F 138).

Lidl is our partner brand that distributes fair trade milk in 1,500 stores in the West, North and South-West: a real collective adventure!

On the program:

- Tastings: milk, cream, butter and the famous chocolate milk launched last year.
- Meetings with the breeders who keep the brand alive.
- Animations around agricultural equity and, of course, the big draw for breeders.



It will also be an opportunity for visitors to better understand the challenges of fair remuneration for producers, a fight that FAIREFRANCE has been proudly fighting for more than 12 years. Gifts, games, video broadcasts, not to mention all the surprises that the FAIREFRANCE farmers have concocted to make this SIA 2025 a fun and friendly event that visitors are not likely to forget!

A MODEL THAT INSPIRES

With a model based on solidarity and transparency, FAIREFRANCE has established itself as a key player in fair trade agriculture. For each product sold, a fair and dignified remuneration is paid to the farmers.

"More than an economic model, it's a philosophy: putting people and quality at the heart of everything," says Jean-Luc PRUVOT.

Come to the SIA to share a friendly moment and discover how, together, we can change things!

About FAIREFRANCE:

The **FAIREFRANCE** brand was created in September 2012, created by more than 500 breeders throughout France. It sells milk collected and then packaged by the Laiterie de Saint-Denis de l'Hôtel (LSDH, in the Loiret region) in more than 8,500 points of sale.

FAIREFRANCE gives added value to their work because producing 1 litre of milk costs them 56 euro cents while it is bought on average by industrial dairies. This carton of **FAIREFRANCE** milk ensures a fair income for farmers, "to live with dignity from our profession", explains Jean-Luc Pruvot, the president of **FAIREFRANCE**, a dairy farmer in the Aisne region. "We want to defend our milk, a quality product from our French terroir, without selling it off, and guarantee sustainable and family farming throughout the country."

The brand has enabled its farmers to carry out more than 1,000 in-store events every year in order to regain human contact with consumers.

For more information: WWW.FAIREFRANCE.FR

Jean-Luc PRUVOT,
President of FAIREFRANCE fair milk,
president@fairefrance.fr
06.76.98.00.50