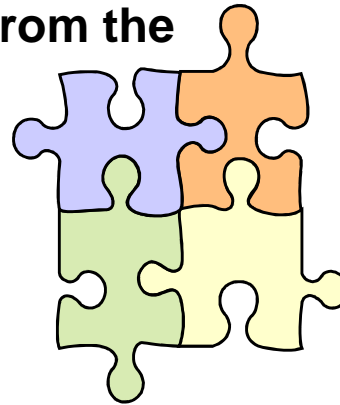


Group 4

Main conclusions from the discussion



Milk producers vs. consumers

- **Increasing distance between milk producers and consumers**
- **'Large is bad'**
- **Different perceptions of what is good**
- **In reality milk producers have never been more attentive to consumer demands**

- **Milk production changing faster than the consumers' perceptions**
- **Information very important**
- **Based on objective evidence**
- **'Goodwill-campaigns'**
- **Not waiting for 'bad stories'**

Consumers paying more



Need to be convinced about benefits

- **Information about benefits**
- **Very clear marking (Finland)**
- **Different parameters important**
 - Animal welfare
 - Human health
 - Price

Need for legislation???

**Why didn't
we do this
20 years ago?**