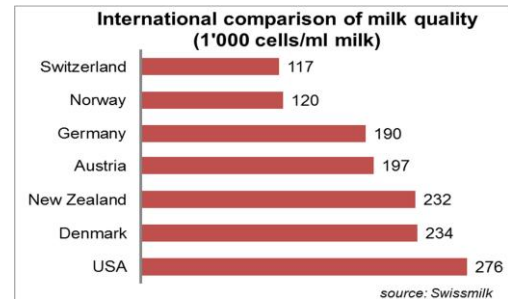


Insights on Swiss milk production

Quality more important than quantity

- Average milk yield per dairy cow: < 6,000 litres/year (Germany: around 7,000 litres/ year)
- Lowest bacterial and cell counts worldwide (around half compared with Germany and Austria)



Cattle fed primarily on grass and hay, much less concentrated feed than in the EU

- Switzerland is a land of pastures (70% of agricultural area)
- Feed: 80% grass, hay and grass silage, 8% maize silage, 11% concentrated feed
 - Switzerland: around 700-800 kg concentrated feed/year/cow
 - EU: around 2,000-2,500 kg concentrated feed/year/cow
 - Austrian hay milk: up to 40% concentrated feed permitted
- 35% of milk without grass and maize silage (for traditional Swiss raw milk cheese)

No GM technology

- No use of GMO feeds (cultivation forbidden in Switzerland, no imports)

The world's strictest animal welfare regulations

- Regular access to open pasture a legal requirement in Switzerland; not in the EU
- Government programmes to encourage particularly animal-friendly indoor enclosures
- The same applies for additional, year-round access to open pasture (affects 80% of cows)

Individually-run family businesses rather than large industrial concerns

- The average Swiss milk producer has 23.5 ha of production space and 22 cows.
 - Germany: 36 ha (old federal states) 197 ha (new federal states); 48 cows
- 80% of Swiss producers have fewer than 30 cows
- 45% of Swiss producers are in mountain regions

Emmi only buys Swiss milk bearing the "Suisse Garantie" (Swiss guarantee) label, which requires that milk comes only from producers who meet the requirements for sound environmental practice certification (e.g. good manure balance, maintenance of environmentally valuable land). The use of genetically modified animal feed or animals is forbidden.

