

Milk and Grassmilk Programm in Switzerland

- European Jersey Forum, Switzerland 2026

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Agenda

Facts to the Swiss Dairy Sector
BOM
Milk Pricing
Grass Milk
KlimaStaR
Conclusion



Facts to the Swiss Dairy Industry

16,387 dairy farmers in 2025 (excluding summer pasture farms)

- ½ Valley areas + ½ mountainous farms

The structural shift is interesting:
38,000 dairy farmers in 2000
16,387 dairy farmers in 2025
(57% decline)

At the same time, farms grew larger:
30.5 cows per farm
203,321 kg per farm per year

524,400 dairy cows in Switzerland (12.5.26)

Facts to the Swiss Dairy Industry

- 3,5million t of Milk
- Cheese milk – dairy milk: 30%–70%

- Organic produkton share: 8% (but drink milk 22%)

- 16’387 producers
- 500 village cheese dairies
- 30 bigger dairies
- 2 + 4 retailers

- 4 largest processors purchase 57% of the milk

- 2 largest retailers hold an 80% market share

- cheese imports: approx. 20%
- cheese exports: approx. 20% of the total milk volume,

- 7% of the milk (approx. 250 million kg) in exports via chocolate, etc.

Facts to the Swiss Dairy Industry

- Milk Quality

- 80,000 bacterial count
- 350,000 somatic cell count
- no antibiotics
- not too much water

- Standards
- 4.00% fat 3.30% protein

- RAUS is mandatory
- GMF is done by most farmers

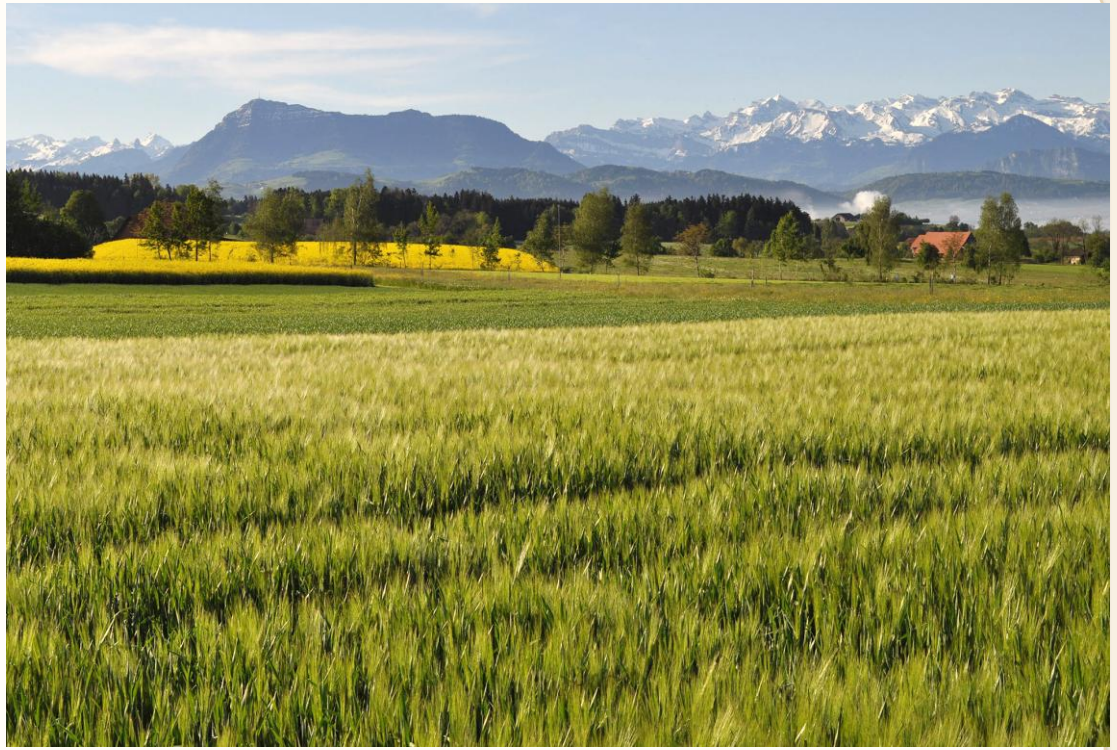
Quality-focused dairy production and strong grassland systems



Swiss Dairy Regions

Mountain and lowland production areas.





Swiss Dairy Regions

Mountain and lowland production areas.







BOM Overview

BRANCHENORGANISATION MILCH
BO MILCH - IP LAIT - IP LATTE



- Founded in June 2009 (after the end of the quota system)
- Represents the interests of the entire dairy value chain
- Purpose: To strengthen the economic viability of the dairy industry

Members

- 4 national organizations (producers, cheesemakers, dairies)
- 17 regional organizations of milk producers (for ex. Mooh, Mittelland Milch, ZMP, Aaremilch)
- 4 regional organizations of commercial cheesemakers
- 8 milk processing plants for dairy milk
- 3 retail companies (Migros, Coop, and Aldi)

Industry platform uniting producers, processors, industry and trade.

BOM Structure

BRANCHENORGANISATION MILCH
BO MILCH - IP LAIT - IP LATTE

20-member board

10 representatives of "Production"
10 representatives of "Processors/Retail"

Board meetings held every three months

Very high thresholds for all decisions: 75% clause
(= blocking minorities held by SMP and Fromarte)

They decide on the:
A- Segment recommended price (at factory ramp)

Milk Segmentation

Segmentation	use of the milk
A-Segment	High-value-added dairy products (protected or subsidized)
B-Segment	Dairy products with limited value-added potential or facing greater competitive pressure (unprotected and unsubsidized)
C-Segment	Regulatory or clearance products without subsidies

A milk 60-80%
B milk 20-30%
C milk 10-20%
Depending on the market
Depending on the buyer

Every farmer has to have a contract
Milk price told 1month before

Market at the moment

Remember:
The 4 largest processors purchase 57% of the milk
The 2 largest retailers hold an 80% market share
Reduced capacity

2025
Good Feed
Good Milk produktion (+10%)

Too much milk in CH
Processors capacity reached
Reintreduction C-milk for under 20 Rappen
Swiss Franc with high value
Export difficult



Markets, costs and negotiations determine milk values.

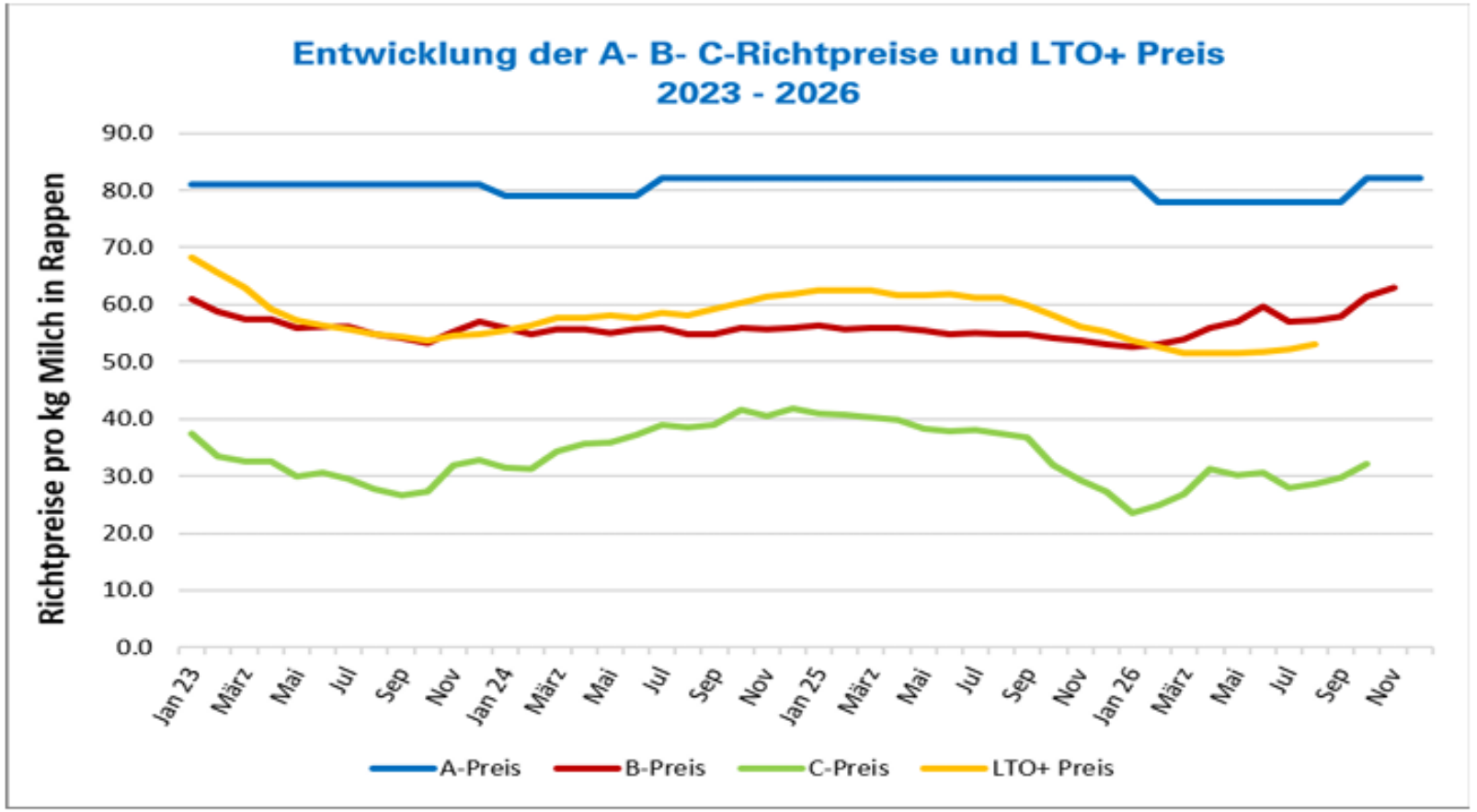
Market at the moment

2026

- Good Milk produktion (+10%)
- Dry spring
- Very dry summer
- Produktion stays high
- Lots of pressure on farmer and milkmarket

- In autome +4 Rappen because of high feed costs

Richtpreise Branchenorganisation Milch



Quelle: BO Milch

Markets, costs and negotiations determine milk values.

Swiss Milk Price

BIOSUISSE

Produzentenpreis für Bio-Milch, konventionelle Industriemilch und verkäste Milch

(Quelle: Marktbeobachtungsstelle BLW)

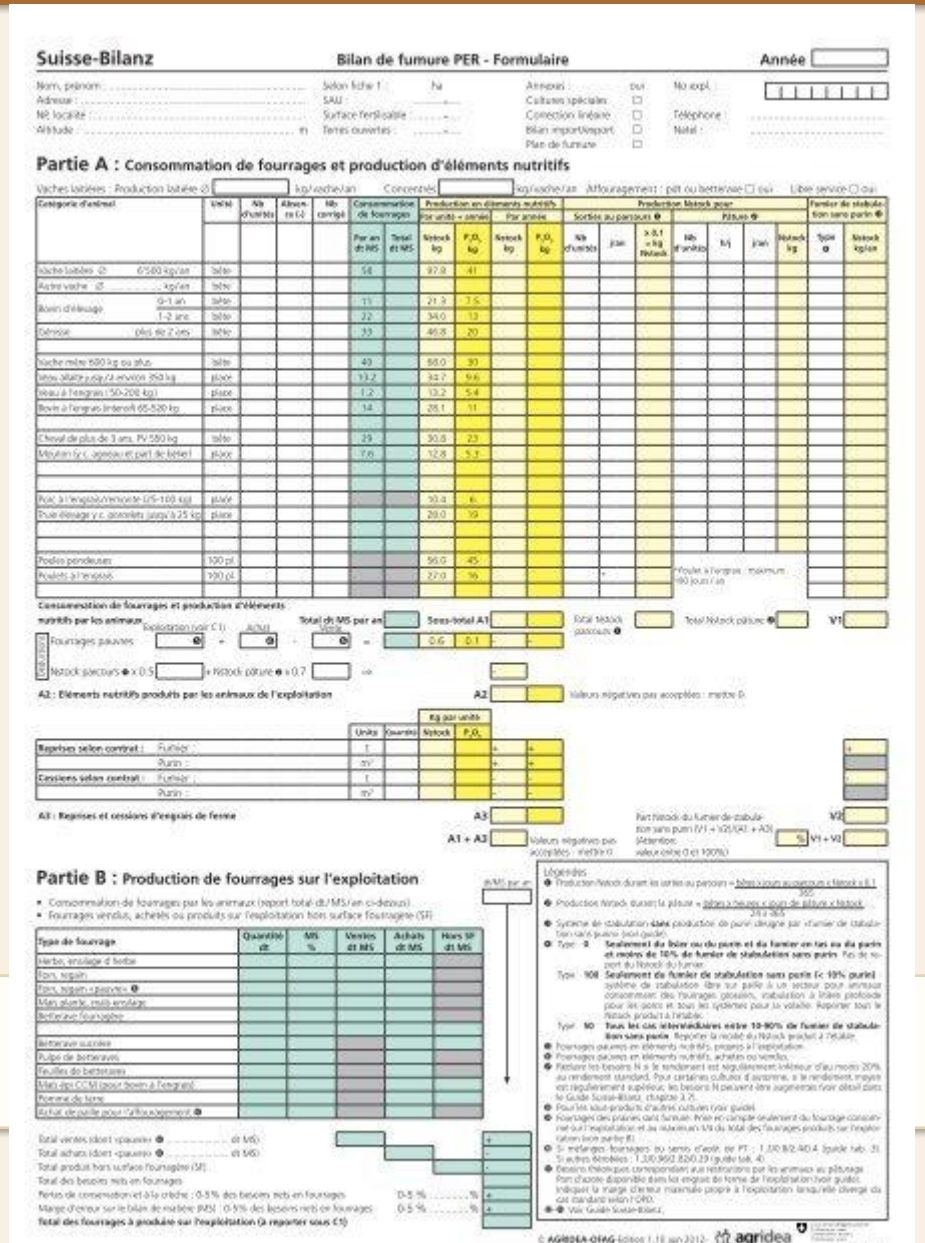


Grass Milk in Switzerland

RAUS Program (compolsery)

GMF Program

Suisse Bilanz



Use Grass-based feeding as efficient as possible

Swissmilk Green

Industry sustainability standard.



- Industry standard
- 10 + 2 requirements for production
- 3 rappen surcharge for A-grade dairy milk
- On average, 250 francs in additional income per month per farm
- Mandatory since 1.1.2024
- Labeling for products via Swissmilk Green

KlimaStaR Milk Project

KlimaStaR Milch

Emmi

aaremilch
regional. frisch. natürlich.

AgroCleanTech VEREIN

Nestlé

ZMP seit 1907 Milch bewegt!
Zentralschweizer Milchproduzenten

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement für
Wirtschaft, Bildung und Forschung WBF
Bundesamt für Landwirtschaft BLW

Industry-wide climate and resource efficiency initiative.

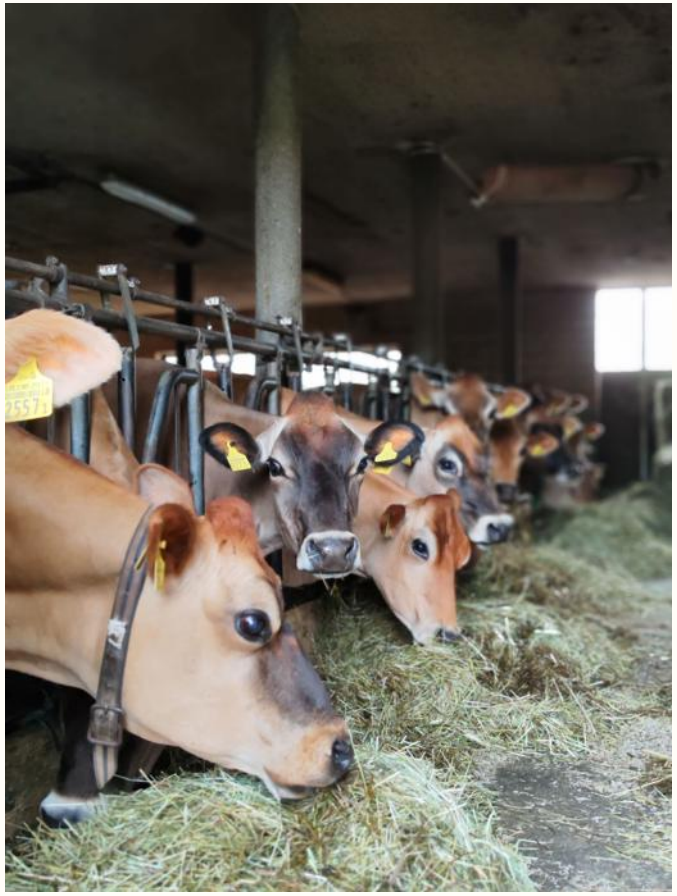
KlimaStaR Targets / Results

KlimaStaR Milch

Target:
20% reduction targets for emissions and human food competition

Trough:
Feeding, herd management, energy and manure management

Results (after 3 of 6 years):
Feed-food competition: -21% to -23%
land competition: up to -15%
Greenhaus gas: Around -6% to -8% achieved so far.



Conclusion

Efficiency of Jerseys supports also some new climate strategies.





Questions & Discussion

Thank you.

Key Takeav

Five lessons



