

BGL BNP Paribas has renewed its support for Luxembourg milk producers as part of the “D’fair Mëllech” initiative

Recently at the BGL BNP Paribas headquarters, the Bank signed an official agreement renewing its partnership with Fairkoperativ. The cooperative was represented by its chairman Fredy de Martines and vice-chairman Guy Diederich, while the Bank’s representatives were Thierry Schuman, member of the Management Board, and Roby Thill, Head of Retail Banking.

The partnership agreement, initially signed in 2011 and then extended for the first time in 2014, was renewed for another three years, making BGL BNP Paribas the leading partner of the “D’fair Mëllech” initiative. The Bank seeks to assist Fairkoperativ in its activities focusing on the production and promotion of Luxembourg fair-trade milk.

The “D’fair Mëllech” initiative, which brings together various players in the Luxembourg milk production and distribution sector, aims to ensure milk prices are fair and provide proper compensation for the hard work of producers.

At the signing of the contract, Fredy de Martines said: “Since 2011, BGL BNP Paribas has been the main partner of our *D’fair Mëllech* project, and our close collaborative efforts have proven very rewarding.”

Thierry Schuman emphasised: “For six years now, BGL BNP Paribas has supported the *D’fair Mëllech* initiative, and by extension Luxembourg’s milk producers. Renewing this contract for another three years reflects our Bank’s commitment to corporate social responsibility, as well as our support for Luxembourg’s agricultural sector, especially in these difficult times for agriculture and livestock.”

About Fairkoperativ

Founded in 2011, FAIRKOPERATIV is a Luxembourg dairy cooperative with 47 members. It introduced its own brand of dairy products – “D’fair Mëllech” – on the Luxembourg market.

When it was first formed, the cooperative only sold one product, but it has now expanded its range to nine different products.

“D’fair Mëllech” was honoured with the Grand Taste Award at Luxembourg’s first Food Summit in February 2017.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in Luxembourg and part of the BNP Paribas Group. It offers an especially wide range of financial products and bancassurance solutions to individuals, professionals, private banking clients and businesses. In 2016, BGL BNP Paribas was named "Best Bank in Luxembourg" by the international magazine Euromoney.

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