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Carrefour launches a Quality Line milk which pays producers more fairly

In January 2021, Carrefour is launching a Carrefour Quality Line semi-skimmed UHT milk, underpinned by a powerful commitment: fairer payment for the 326 partner producers involved – €390 for 1000 L. This initiative is designed to bolster what the Group is already doing to make the food transition accessible to everyone, with high-quality products at fair prices for both consumers and producers.

Carrefour guarantees fairer payment for livestock farmers

In January 2021, Carrefour started supporting the dairy sector with Carrefour Quality Line UHT milk, produced by 326 partner livestock farmers who will be getting fairer payment as part of a certified fair approach: they will get €39 for every 1000 L of milk produced. Furthermore, the specifications agreed upon will ensure that the milk produced is of a high quality: cows fed on GMO-free feed (less than 0.9%), and reared using methods that meet strict animal welfare criteria, ensuring that they are able to graze for at least 120 days per year.



The Carrefour Quality Line UHT milk strengthens the commitments that the Group has made, reasserting its keenness to ensure that everybody is able to access high-quality food for which producers are well paid.

Carrefour Quality Line products – long-term support for the best agricultural expertise

Since the Carrefour Quality Lines were launched back in 1992, the group has created more than 120 of them, showcasing the work and expertise of producers throughout France who constantly strive to produce high-quality products. These long-term partnerships between the retailer, producers and manufacturers raise the profile of all stakeholders across the chain.

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About Carrefour in France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For more information, visit: www.carrefour.com (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour.