

Poland

Contacts:

- Anna Reps Bednarczyk (Milk team)

Danone farmers as the new face of the Polish milk campaign

Maciek Pohl family, to illustrate what stands behind Polish milk: People, Work, Heart

INITIATIVE
To support national campaign being led by Polish Federation of Cattle Breeders and Milk Producers
Thank you that you drink our milk!!!!
Campaign face „Danone family farms”



Dołącz do akcji
#DziękujemyŻe



CEL KAMPANII:



IMPACT (Key figures)
Poland wide campaign to run in social media, tv, national press
To support farmers image and educate on milk production, yoghurt production and nutritional value of milk products.
Transparency in the chain and change the bad image of milk production



KEY SUCESS FACTORS
Provenance and localness

Real farmers
Real partners
Long term relations of deliveries
Proud to deliver milk to Danone

