



# THE MILK SYSTEM

by Andreas Pichler



## SYNOPSIS

There's one thing milk stands for – health. It's seen as natural and nutrient-rich. Which is exactly what makes it so attractive for the market. But is it really that healthy? We set out to take a critical look at the milk system. Along the way we'll meet farmers, dairy owners, politicians, lobbyists, NGOs, scientists. Each has their own views on the value and consequences of an industry with world-wide impact. Whether in Europe, Asia or Africa, milk is the allegorical model of streamlined-for-growth global food production and its consequences. The film uncovers surprising truths behind the system. Who profits at whose cost? Does the system have a future and are there alternatives? A journey across continents (Europe, Africa and China) that deals with preconceptions and brings solutions to light.

## CAST AND CREW

DIRECTOR Andreas Pichler · DOP Jakob Stark

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91 min

### FORMAL CATEGORIES

Current Affairs, Sustainability, Ecology/Environment, Economy

### PREMIERE

Germany (2017)

### WORLD SALES

[MAGNETFILM GmbH](#)

Torstraße 154

10115 Berlin

Germany

[georg.gruber@magnetfilm.de](mailto:georg.gruber@magnetfilm.de)

<http://www.magnetfilm.de>

### LINKS / REFERENCE

<https://www.dassystemmilch....>

<https://youtu.be/wR4BrE9myA...>

<http://www.eikon-media.de>

<http://www.tiberiusfilm.de>

<https://vimeo.com/229002125>