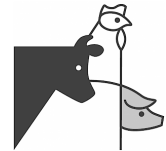


Follow-up report

ROTTALSCHAU 2019 - FARMERS SOUGHT EXCHANGE



The Rottalschau in Bad Griesbach, Bavaria - that's over 50 years of tradition and passion for agriculture. Of course, deuka should not be missing. At the joint stand in the agricultural hall, we presented the ranges of our deuka and Club brands to visitors. The mineral feeds of our subsidiary Gelamin also found a place on the generously designed 120^{m2} stand. After hundreds of conversations and five eventful days, the organiser Klaus Gruber, head of operations at the deuka plant in Regensburg, drew a positive balance.

The Rottalschau is one of the most important agricultural exhibitions in southern Germany and also an outstanding agricultural technology fair. But it's not just technology fans who get their money's worth here: farmers and traders can find out about the latest news and trends - including in animal nutrition - at the agricultural exhibition, to which the Rottalschau dedicates a separate hall.

"The response from our customers this year was simply phenomenal. It is precisely this togetherness with farmers, livestock keepers and traders that makes the Rottalschau so appealing to us. This year's event was once again a great success for us." Klaus Gruber, responsible sales manager and organiser

Above all, livestock farmers sought exchange with our expert advisors at the yellow joint stand. As expected, cattle and pig farmers were particularly interested in concepts for nitrogen-reduced feeding to improve the current balance. For dairy farmers we have been offering appropriate advice, feed calculations up to amino acids at the small intestine as well as nitrogen (N)- and phosphorus (P)-reduced special feeds for more than a year. The N P-reduced feed concepts were also at the forefront of discussions among pig farmers. In the exhibition section of our stand, livestock farmers were also able to find out about our extensive range of sacks.

deuka



Intensive discussions at our joint stand.



At home in many topics: expert advisors in conversation.



"We live forage" - Our team at the Rottalschau 2019 stand.

"We are pleased to observe a steadily increasing interest in our bagged products. The products seem to strike a chord with our small animal husbandry customers." Klaus Gruber, responsible sales manager and organiser



Especially the products of deuka dog, deuka cat and our horse brand - deukavallo - were the focus of customer interest in the small animal sector. Poultry farmers, on the other hand, mainly asked for our turkey and laying hen feeds - especially Hedwig's Hennenkorn.

Rottalschau & Karpfhamer Fest: figures, data, facts

This year, more than 600 companies from Germany and abroad presented themselves at the Rottalschau. Farmers found everything their hearts and farms could desire on a total of 70,000^{m² of} outdoor exhibition space and 6,000^{m² of} indoor exhibition space. In addition to the Rottalschau, the parallel "Karpfhamer Fest" - with 400,000 visitors one of the largest folk festivals in Bavaria - ensured the hustle and bustle in tranquil Karpfham. The supporting programme with processions, breeders' shows and equestrian competitions round off the annual fair experience.