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Media release

ONLINE PLATFORM OFFERS COMPREHENSIVE SERVICES AND NEWS ON ANIMAL FEEDING



18.08.2020 – On 17 August, Deutsche Tiernahrung Cremer launches its new corporate website. Just in time for the end of the harvest season, farmers can find the new website at www.deuka.de a modern and customer-oriented online portal. The aim of the new site is to help farmers with the care of their animals and to support them in the management of their farms with the help of extensive and regularly changing information and services.

"The new site provides farmers with regular, well-founded information on animal feeding issues. Our new online presence is technically up-to-date and, thanks to its responsive web design, can also be accessed on the move on all common end devices and with all popular browsers," explains Dr. Heinrich Kleine Klausing, Managing Director at Deutsche Tiernahrung Cremer. "Another central element of the new site is our extensive range of services, which we use to simplify the life and work of our customers in agriculture

Useful tools make everyday farming easier

Determining the quality of basic feed is an important pillar of feeding planning on many farms. With the LUFA testing tool, visitors can easily and conveniently enter test orders. Farmers who enter orders digitally here benefit from the extensive discount offer between Germany's largest private compound feed manufacturer and LUFA Nord-West. Finally, the N P calculator will provide additional benefits from September: with the help of the interactive tool, cattle farmers can determine how much slurry they can save by switching to a nitrogen- and phosphate-reduced feed and how this will reduce their leasing and disposal costs.

Weather and market data facilitate farm planning

Weather information is indispensable for planning harvest, sowing or grazing. The new site's agricultural weather widget improves planning by providing a detailed 6-day forecast for the whole of Germany. Farmers can find up-to-the-minute information on the weather situation, temperatures, wind strength and direction, as well as precise information on sunshine duration, precipitation amount, probability and relative humidity. To support farm planning, closing prices and historical market data for all common raw materials (e.g. wheat, rapeseed, maize), animal products (e.g. eggs and milk) as well as sales and slaughter prices (e.g. cows, pigs,

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turkeys) are available at www.deuka.de. Detailed information on futures trading as well as mineral oil prices and water levels on the Rhine round off the wide range of information.

Important contact point for a wide range of information

"We want to support livestock farmers in optimising the feeding of their cattle, pigs and chickens. To this end, we will be developing a well-founded range of information on our new site in the coming months," says Thomas Bernsmann, Managing Director at Deutsche Tiernahrung Cremer. "The plan is to publish regular articles, interviews and reports on performance and needs-based animal nutrition." The new web presence also offers a detailed overview of all feed concepts of the deuka, Club and Nordkraft brands. A regular newsletter will keep subscribers up to date with the latest news.

About Deutsche Tiernahrung Cremer

Deutsche Tiernahrung Cremer is the market-leading feed producer in Germany. With almost 2.7 million tonnes per year (2019), the company is the largest private manufacturer of high-quality compound feeds for livestock and pets. Over 700 employees from 14 nations are successfully engaged at 14 locations. The plants are among the most modern and largest of their kind in Germany. The deuka brand is of great importance throughout Germany and is also represented in many neighbouring European countries. The associated brands Club and Nordkraft are firmly established, especially in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.

Deutsche Tiernahrung Cremer, based in Düsseldorf, is a company of Peter Cremer Holding GmbH & Co KG, Hamburg. The company looks back on almost 100 years of tradition in compound feed production.

You can find out more about our company, our products, feed concepts and brands at www.deuka.de.

Contact person



Tobias Bischoff

Head of Marketing+Communications

E-Mail: tobias.bischoff@deutsche-tiernahrung.de