

Media release

TRAINEES DONATE PROFITS TO DÜSSELDORF ANIMAL SHELTER



Düsseldorf, 19 December 2024 - deuka Tiernahrung Cremer donates around 500 kilograms of pet food and 500 euros to Tierschutzverein Düsseldorf e. V. The generous Christmas donation, which benefits dogs and cats in need, is the result of an initiative by three trainees. The heart-warming gesture by Ronja Hohage, Oliver Kuc and Cedric Latour quickly found supporters within the company. The almost 500 four-legged protégés at the "Clara-Vahrenholz" animal shelter, which is part of the Düsseldorf animal welfare organisation, can now rejoice.

"Christmas is a time for reflection and gratitude. That's why every year we take part in a fundraising campaign for charitable causes. We were delighted that **our trainees** would **also commit to a charitable cause this year** and we wanted to support this immediately," says Miguel Diaz Martinez, Managing Director at deuka Tiernahrung Cremer.

Prize money from business game forms the basis for donation cheque

As part of their training, **Ronja Hohage** (prospective marketing communications specialist), **Oliver Kuc** and **Cedric Latour** (both prospective IT specialists) took part in a business simulation game. The format is designed to teach the basics of entrepreneurial behaviour in a fun way. In the **competition with teams** from other companies in North Rhine-Westphalia, the three budding specialists won prize money for their achievements. However, instead of keeping the winnings for themselves, the three trainees decided to donate the **money to a good cause**.

The trainees' selfless gesture quickly made the rounds in the company and **found further support in HR, sales and management**. In total, **500 euros and almost 1,300 tins** of the best FIETE dog food and FLORIE cat food were raised.



Trainee Ronja Hohage hands over the donation cheque to animal shelter manager Melanie Gordon on behalf of her team and DTC (© Deutsche Tiernahrung Cremer).



Donations for a good cause - almost 500 dogs and cats benefit from the donation of money and food (© Deutsche Tiernahrung Cremer).

Animal welfare organisation can make good use of donation

This year in particular, **the Düsseldorf Animal Welfare Association can make good use of the donation.** In 2024, an unusually large number of pet owners handed over their pets to **the caring hands of the animal rescue organisation in Düsseldorf Rath.** Whether rising living costs, lack of time or other reasons are responsible for this remains unclear. We would like to thank the Düsseldorf animal rescue organisation for its valuable work and wish the animals a wonderful new year.

320 words / 2,459 characters incl. spaces

About deuka Tiernahrung Cremer

deuka Tiernahrung Cremer is the largest private compound feed producer in Germany. With approx. 2.3 million tonnes per year (2023), the company is one of the leading manufacturers of high-quality compound feed and mineral feed for livestock and pets. Over 800 employees from 20 nations work successfully at 15 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, particularly in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.

deuka Tiernahrung Cremer, based in Düsseldorf, is a company of Peter Cremer Holding GmbH & Co KG, Hamburg. The company can look 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.deutsche-tiernahrung.de and www.deuka.de.

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