

Media release

DEUKA TIERNÄHRUNG CREMER EXPANDS PRODUCT PORTFOLIO



Düsseldorf, 1 March 2024 | deuka Tiernahrung Cremer (deuka) is expanding its product range to include a wide range of speciality and mineral feeds. With the merger of the animal nutrition company and the mineral feed production company into deuka, Germany's largest private compound feed manufacturer is further expanding its feeding expertise. The merger with the two highly specialised subsidiaries will take place on 1 March 2024 with retroactive effect from 1 January 2024.

Dr Heinrich Kleine Klausing, Managing Director at deuka Tiernahrung Cremer, describes the move as an important **milestone for customers** in the agricultural livestock sector. "'We live feed' is the guiding principle of our company. With the complete **integration of the speciality and mineral feed business**, we are fulfilling our promise of holistic feeding for cattle, pigs, poultry, sheep, goats and more - **all from a single source**."

Expansion of the deukaMin range to include a variety of new products

The product portfolio of deuka Tiernahrung Cremer is expanding comprehensively with the merger. At its core are speciality and mineral feeds for cattle, sheep, pigs and poultry, which were previously marketed under the brand name Gelamin. With the integration, **deuka is expanding the range of its mineral feed brand deukaMin** and rounding it off sensibly. In addition to products for use on farms, selected, **high-quality supplements** for dogs, horses and poultry under the Brockmanns brand will complement the ranges of deuka's various pet brands in future.

Customers benefit comprehensively from the pooling of expertise

The merger of the companies under the deuka umbrella will make many **processes in production, sales and delivery even more efficient**. "Our customers in all feeding areas will benefit from this," says Thomas Bernsmann, Managing Director at deuka Tiernahrung Cremer. "A **comprehensive and high-quality product portfolio** consisting of compound feed, mineral feed and speciality feed for all common animal species, available in almost all processing regions in Germany and all produced to **the highest standards** - that's what Cremer will stand for more than ever in the future deuka Tiernahrung Cremer will stand for more than ever in

deuka

the future. Whether it's self-mixing, feeding with compound feed or a combination of both: our **expert sales team** provides **customised advice on the respective feeding situation** and thus offers every customer holistic feeding concepts for their farm. We achieve all of this in close cooperation with our partners in the agricultural trade."

333 words / 2,735 characters incl. spaces



Through the merger Deutsche Tiernahrung Cremer is comprehensively expanding the range of its mineral feed brand deukaMin (© Deutsche Tiernahrung Cremer).

About deuka Tiernahrung Cremer

deuka Tiernahrung Cremer is the largest private compound feed producer in Germany. With around 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.

Contact person



Tobias Bischoff

Head of Marketing+Communications

E-Mail: tobias.bischoff@deuka.de