

Media release

TRAINING OF OUR LAND TRADE PARTNERS



Düsseldorf, 10 June 2024 | **DEU-PA** the partner portal of deuka Tiernahrung Cremer, is now also available as an app. The application now allows farmers to manage feeding via mobile phone or tablet with maximum mobility. **DEU-PA** is more than just an ordering app for feed: the portal offers exclusive services and tools to help farmers with their daily work. Interested parties can now find the **DEU-PA** app on **Google Play (Android)** and in the **Apple App Store (iOS)**.

"Efficient **feed management** is essential for **economic success** in agricultural livestock farming. **We have developed DEU-PA** to provide farmers with **the best possible support** in this regard. With the extension as an app, farms can now manage their feeding even more easily and quickly," says Thomas Bernsmann, Managing Director at deuka Tiernahrung Cremer.

More than just a feed ordering app: Numerous additional functions support businesses

The online portal from deuka Tiernahrung Cremer is more than just a feed ordering app. Numerous functions and exclusive tools **offer livestock farmers additional benefits**. In addition to intuitive, time-saving feed ordering via DEU-PA, farmers benefit from the following and many other advantages:

- **Place orders:** Farmers can order feed from deuka, Club, Nordkraft and others quickly and conveniently. Intuitive menu navigation makes order entry particularly easy.
- **Ration service:** DEU-PA offers a bundled display of all information from the farm's existing ration calculations. Among other things, the portal shows a history of all previously calculated rations, feed allocations, feed curves (for piglets, fattening pigs and sows), feed plans and nutrient comparisons.
- **Feed analysis:** In DEU-PA, the results of feed analyses such as silage, hay, grain or drinking water can be viewed directly. All analysis results are archived here and can be called up at any time.
- **RumiTop® N+P efficiency calculator:** The efficiency calculator is an exclusive tool in the DEU-PA. Cattle farms can use it to calculate whether switching to N+P-reduced feeding is worthwhile and can help to save on lease and disposal costs.
- **Precise agricultural weather:** The integrated agricultural weather also provides DEU-PA users with precise and reliable information about weather conditions at their location. The multi-layered weather data allows users to plan sowing, fertilisation, harvesting and much more up to six days in advance.

- **Comprehensive market information:** DEU-PA provides access to numerous stock market prices, producer prices (e.g. milk, eggs, meat) and market information for agricultural commodities. This allows farmers to make informed decisions based on current market developments.

How farmers can register in the DEU-PA

Farmers can find the DEU-PA app on [Google Play](#) (Android) and in the [Apple App Store](#) (iOS). Simply enter "deupa", "deu pa" or "deu-pa" in the search field, download the app, register - done! DEU-PA can also be accessed online at deupa.deuka.de. Regardless of how farmers navigate digitally, the online portal can be accessed via all common end devices - desktop PC, tablet and smartphone.



DEU-PA offers numerous useful functions and tools - making feeding management a time-saving experience for farmers (© 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.



DEU•PA is Cremer's partner portal for agricultural traders and livestock farms deuka Tiernahrung Cremer. The online portal makes feed management a time-saving experience. With DEU•PA, our partners in agricultural trade and agriculture can order feed quickly and easily directly from the field, in the barn or from home - all with just a few clicks. At the same time, DEU•PA archives all important documents. But the DEU•PA can do even more: exclusive services and tools provide assistance in day-to-day work. Interested parties can find the DEU•PA app on [Google Play \(Android\)](#) and in the [Apple App Store \(iOS\)](#) as well as online at: deupa.deuka.de

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