https://www.deuka.de/en/current/erfa-conference-2022/

Erfa conference and your LandMarkt® in-house exhibition in Hamburg

STRENGTHENED BY THE CRISIS: OPTIMISM AT THE ERFA CONFERENCE

Rising energy prices, growing inflation, attacks from the internet - a year full of challenges for the land trade is drawing to a close. And yet: the mood at the experience and exchange conference (Erfa conference) was good and optimistic. At the end of October 2022, 65 operators of *Ihr LandMarkt® shops* met, discussed current topics and learned about news in the market and from *deuka*. Finally, concrete business was done at the subsequent in-house exhibition.

"Broad assortment, local supply function and competitive prices - especially in house-challenging times, the stationary trade reveals its strengths and resilience" Volker Kaup, Sales Manager Pet Food at deuka Tiernahrung Cremer, Concept Supervisor *Ihr LandMarkt®* and host. "The Erfa conference offers an important podium for the exchange of experiences and know-how. At the same time, the presentations provide expert knowledge on complex topics."

Once again, a lot of business was done at the in-house exhibition (© Deutsche Tiernahrung Cremer).

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The evening ended with a joint dinner with the suppliers on the traditional ship MS "Cap San Diego" (© Deutsche Tiernahrung Cremer).

Defying the dangers of the internet

Every company has been the victim of a cyber attack at some point. This fact emphatically illustrates the importance of the first lecture "I have been hacked" by Henry Georges, staff member of the cybercrime department of the Hamburg police. Georges sensitised the present land traders*inners to the dangers of online communication and at the same time showed practical tips to minimise damage and risks for their own business.

Further lectures offer a look at the market

In another presentation, Elvira Becker-Keller, owner of *Ihr LandMarkt® Rupp*, offered insights into her daughter's market research study on customers in green department stores and their shopping behaviour. Using the example of her own *Ihr LandMarkt® Rupp*, Becker-Keller presented a market research study on the topic of customer experience. As part of this study, she conducted a customer survey. The focus was on product satisfaction.

The new packaging law came into force on 1st July. Volker Kaup provided information about its adaptation and the relevant innovations - especially in the area of own filling. Since the amendment came into force, there has been a registration obligation for those who put packaging into circulation for the first time. If no registration has been made in the LUCID packaging register, traders are no longer allowed to distribute these goods.

News from *deuka*: Quail farming in vogue

Quail farming is in vogue - and not just since Corona. The keeping of the small chicken birds has brought LandMärkte new customers all over Germany. In order to meet the demand of the trade, *deuka* closed a gap with the introduction of *deuka laying quail mix* a gap. Product manager Barbara Wefers presented the advantages and special features of the **new feed for laying quails** and gave the retailers present direct sales arguments.

- **Laying quail mix** (https://www.deuka.de/en/pets/poultry/quail-mix/)

Successful networking at the in-house exhibition again

Every second Erfa conference is directly followed by the *Ihr LandMarkt®* in-house exhibition. This year was no exception. At the Schnelsen exhibition centre in the north of Hamburg, 35 suppliers presented their goods and assortments on more than 1,500 square metres of exhibition space. In personal discussions, participants and suppliers fixed the expansion of their assortments, planned individual sales campaigns and took advantage of the in-house exhibition discounts.

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