

23. ERFA conference and 7th in-house exhibition in Mühlheim a. d. R.



EXPERIENCE AND EXCHANGE CONFERENCE IN AN IMPRESSIVE SETTING

The 23rd ERFA conference took place between 25 and 27 October. As always, the traditional event, organised by deuka Tiernahrung Cremer and Best PartnerS AG, focused on the exchange of experiences between operators of the "Ihr ^{LandMarkt®}" concept. The 7th edition of the in-house exhibition took place parallel to the conference. Here, participants had the opportunity to talk to suppliers and secure lucrative trade fair discounts in the impressive setting of the Zeppelinhalle in Mühlheim a. d. Ruhr.

It all began with the obligatory welcome from Volker Kaup (deuka Tiernahrung Cremer), Kai Middendorf and Arved Ludwiger (both Best PartnerS AG), the responsible representatives of the "Ihr LandMarkt" concept. In the first agenda item, "Hyper Local", the almost 80 participants were given **fresh ideas for designing their sales areas**. Many different topics were addressed, from decorating the point of sale and optimising the lighting to setting up a "horse pharmacy", a sales area designed to provide advice on price-intensive horse products.

News from deuka

Under the heading "**News from deuka**", Volker Kaup presented the new possibilities for retailers to have a wider range of feed delivered carriage paid from the Nordhorn site, for which there is no storage space in the traditional factories. In the subsequent specialist lecture on horse feeding, the two product managers **Barbara Wefers and Svenja Röttger** provided a lot of interesting information on optimal animal nutrition and at the same time presented new products from the "deukavallo" brand.

Mindchange! The success turbo?

"Make your mind the priority and live the life you want!" This was the appeal made by **guest speaker Jamina Hirschmann** in the subsequent part of the event. In a 60-minute keynote speech, the personal transformation coach taught attendees to harness the power of their thoughts. The goal: to **break through ingrained behavioural patterns and beliefs**. The keynote speaker argued that this was the only way to effectively achieve personal and professional goals.

Jamina Hirschmann is a **recognised communications expert and a sought-after speaker**. She specialises in the areas of personality development, emotion regulation, mental training methods, trauma and neuroplasticity. In the past, she has worked with extreme athletes such as extreme mountaineer Tamara Lunger and Olympic champion Thomas Röhler.



IhrLandMarkt concept consultant Volker Kaup with guest speaker Jamina Hirschmann (© Deutsche Tiernahrung Cremer).

Celebrating like Charlie Chaplin in his day

After a day full of exciting presentations, it was time to party like Charlie Chaplin, Emil Jannings and Buster Keaton in the **airship hangar in Mülheim a. d. R.** In the spirit of the 1920s - the golden age of airship travel - the three Ihr-LandMarkt managing directors rang in the **relaxed part of the ERFA conference**.



The plenum at the 23rd ERFA conference of "IhrLandMarkt" listens intently to the presentations (© Deutsche Tiernahrung Cremer).



Exuberant get-together in the Zeppelinhalle Mülheim a. d. Ruhr as part of the 23rd ERFA conference (© Deutsche Tiernahrung Cremer).

Supplier meeting in an impressive setting

The in-house exhibition took place on the second day of the event in the airship hangar, where the party was still going strong the evening before. For many participants, the trade fair is the **highlight of the event calendar** of Ihr ^{LandMarkt®}. Here, suppliers present new goods at first-class prices while enjoying pleasant conversations. From animal feed and fertiliser to gardening tools: this year, a total of **56 exhibitors** offered their products and goods - **more than ever before**.

”

"The ERFA conference feels like coming home. Coming home to good friends and close partners. After 23 years, many of the participants also know each other privately. This emphasises the good mood and the familiar atmosphere. The fact that it is so well received speaks for the consistency of our concept."

Volker Kaup, Head of Sales companion at deuka Tiernahrung Cremer



Portrait photo of Volker Kaup (© Deutsche Tiernahrung Cremer).

Contact person



Volker Kaup

Sales Manager Pet Food

E-Mail: volker.kaup@deuka.de

Tel.: +49 (0)211 / 3034 - 222