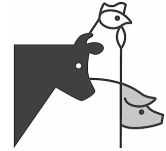


<https://www.deuka.de/en/current/in-close-exchange-deuka-at-the-agrar-unternehmertagen/>

Trade fair report from the Münsterlandhallen

IN CLOSE EXCHANGE - DEUKA AT THE AGRAR UNTERNEHMERTAGEN



Düsseldorf/Münster - Looking ahead in turbulent times - that was the declared aim of the AGRAR Unternehmertage 2022. After a long, corona-induced break and in the midst of volatile markets, the agricultural sector met in Münster. For the first time this year, the 320 exhibitors only presented themselves between 27 and 30 September and invited people to exchange ideas at their stands. Deutsche Tiernahrung Cremer was also represented with one of the largest stands in the Münsterlandhallen.



Portrait photo Ralf Heckmann (© Deutsche Tiernahrung Cremer).

The AGRAR Unternehmertage is the **central meeting place for the agricultural sector** in northern and western Germany. Farmers and industry meet here to present the **latest products**, but also to talk about **current concerns and needs**.

"In these **eventful times**, it was a particular concern for us to come together again with our customers and partners in agriculture," says Ralf Heckmann, regional sales manager Bramsche and stand manager of Deutsche Tiernahrung Cremer at the AGRAR Unternehmertage. "Energy costs, raw material prices, security of supply: there are enough important topics to discuss these days. Where and how we can **support** businesses in **overcoming the current challenges** is what we wanted to discuss face to face in Münster."

Innovative mineral feed concept *deukaMin* in focus in Münster

Sustainable and cost-efficient: these are the predicates of modern cattle and pig feeding. **Modular feeding concepts** that can be expanded with additional components - depending on operational requirements and feeding objectives - are best suited for this purpose. The *deukaMin* mineral feed range is such a feeding concept. It was therefore the focus of the product presentation on the stand of Deutsche Tiernahrung Cremer's stand at the AGRAR Unternehmertage.

"The *deukaMin* **mineral feeds** offer cattle and pig farms the possibility of feeding their herds in a way that is adapted to the needs of the farm," explains Georg Riewenherm, Head of Product Management at Cremer Deutsche Tiernahrung Cremer. *deukaMin* products are **ideally** suited for **combined feeding with mixed feeds** from the *deuka*, *Club* and *Nordkraft* brands."



Portrait photo Georg Riewenherm (© Deutsche Tiernahrung Cremer).

Learn more about the mineral feed concepts here

- **Cattle** (<https://www.deuka.de/en/farm-animals/beef/>)
- **Pigs** (<https://www.deuka.de/en/farm-animals/schweine/>)
- **Poultry** (<https://www.deuka.de/en/farm-animals/gefluegel/>)

About the AGRAR Unternehmertage

After a three-year break, the AGRAR Unternehmertage took place again this year. 2020 this year, around 32,000 visitors from the agricultural sector were attracted to the exhibition halls in Münster by the exhibition space of around 100,000 m². In addition to hundreds of stands, the adjacent congress centre offered around 60 lectures on specialist topics from the agricultural sector. The conceptual sponsor of the fair is the Westfälisch-Lippische Landwirtschaftsverband (WLV) in Münster.

Further links

- Website of the AGRAR Unternehmertage
- Media release "deuka presents comprehensively optimised mineral feed range"



deuka - Also at the AGRAR Unternehmertage 2022 our most important brand for the supply of pigs, cattle and poultry (© Deutsche Tiernahrung Cremer).

Contact person

deuka

deuka
companion

Club

NORDKRAFT



Georg Riewenherm

Head of Product Management

E-Mail: georg.riewenherm@deutsche-tiernahrung.de

Tel.: +49 (0)211 / 3034 - 207