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24. Your LandMarkt experience exchange conference



INSPIRATION, EXCHANGE, FUTURE: IHR-LANDMARKT PARTNERS MEET IN THE FAR NORTH

The 24th *Your LandMarkt* experience exchange conference took place from 23 to 26 October 2025. 56 participants experienced a varied programme with presentations, company tours and an inspiring supporting programme. In addition to a visit to the Christiansen family's Süderlügum LandMarkt, the programme also included a factory tour at TRIXIE. The event provided valuable inspiration and plenty of room for dialogue.

A strong format with tradition

The **annual experience exchange conference** (Erfa conference) organised by *Ihr LandMarkt* has been a fixed date in the calendars of partner companies for many years. This year, the route led to **Flensburg**, where a varied programme awaited the participants at the end of October 2025. In addition to **specialist presentations** and **a visit from a manufacturer**, the event also offered participants the opportunity to **socialise**.

The latest products and trends at a glance

The **factory tour at TRIXIE** provided an ideal platform to familiarise oneself with the manufacturer's current range and discover new products. TRIXIE - at whose headquarters the symposium was held on Friday - presented its range and provided **an insight into current trends and developments** in the field of accessories for dogs and cats. This was a valuable opportunity for the participating *Ihr-LandMarkt operators* to exchange ideas directly with the producers and check the **variety of products** for their stores.



Good mood at the Erfa Conference 2025 (from left to right): Klaus Will (owner of Ihr LandMarkt Gilching), Kai Middendorf (CEO Best PartnerS), Marcus Timmer (owner of Ihr LandMarkt Dörpen and Ihr LandMarkt Haren) and Georg Abeln (sales representative in the hobby farming division at Deutsche Tiernahrung Cremer; ©Deutsche Tiernahrung Cremer).



Well fortified for the next item on the programme - all guests are catered for (© Deutsche Tiernahrung Cremer)

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Almost 50 participants attended the ERFA Conference 2025 (© Deutsche Tiernahrung Cremer)



Metres of accessories for dogs and cats - the TRIXIE pet supplies central warehouse (© Deutsche Tiernahrung Cremer)



Exciting insights - guided tour of the TRIXIE pet supplies company premises (© Deutsche Tiernahrung Cremer)



The Schleicher family in a good mood during the Erfa conference in Flensburg



Varied presentations provide new impetus at the ERFA Conference 2025 (© Deutsche Tiernahrung Cremer)

Süderlügum country market as a role model

A highlight of the event programme was a visit to the **Christiansen family's Süderlügum country market** right on the Danish border. Here, the participants were able to experience how the *lhr-LandMarktconcept* is successfully implemented - from product range design to customer approach. The tour offered numerous **ideas and impulses** that can be transferred to other locations.

***Your LandMarkt:* This stands for network and community**

In addition to the professional programme, there was no shortage of **socialising**. Dinner together, a tour of the brewery, a **boat trip on the Flensburg Fjord** and an exploration of Flensburg's historic city centre created a **relaxed atmosphere**. This led to valuable discussions, new contacts and a strengthened sense of community.

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"This made the conference not only a platform for knowledge transfer, but also a place where the LandMarkt family could continue to grow together."

Volker Kaup, organiser of the Erfa conference

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