

SUSTAINABILITY VIDEO: INSIGHTS INTO PRODUCT MANAGEMENT



Product Management develops holistic feeding concepts that provide animals with the feed they need, utilise resources efficiently and take environmental impacts into account. The aim is to enable more sustainable management while maintaining high animal health and performance. Find out more about how sustainability is practised in product management in the new video with Larissa Waltenberg, Head of Cattle Product Management. Find out more..

Sustainability in product management means organising feeding in such a way that animals are **supplied as precisely as possible according to their needs**. This reduces nutrient surpluses, such as nitrogen and phosphorus, and **relieves the burden on the animals' metabolism**. At the same time, assessing the carbon footprint of animal feed plays an important role - it is not only the feed itself that is decisive, but also its **effect on the final animal product**.

Sustainable feeding in practice

Both the **development of new concepts** and **digital support options** play an important role here. The focus is on various aspects of modern animal nutrition - from the design of feeding solutions to digital applications that enable **better categorisation and implementation in everyday life**.

Our understanding of sustainability

This video is part of a series in which employees of deuka Tiernahrung Cremer provide personal insights into their day-to-day work and show how sustainability is put into practice in different areas - from small measures in daily activities to structural processes. **We all bear responsibility for living it in our day-to-day work - each and every one of us in our very own way.**

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