

SUSTAINABILITY VIDEO: INSIGHTS INTO PURCHASING



Sustainability begins with the selection of raw materials - long before a feed is even produced. Purchasing decides which materials go into the feed and which requirements they have to fulfil. Find out more about how sustainability is practised in purchasing in the new video with Niklas Kastner and Frank Stoelting from Raw Materials Purchasing. Find out more..

Sustainability in purchasing means **selecting and procuring raw materials responsibly** - with a view to **transparent supply chains, traceable origins and a conscious use of resources**. Supply is ensured through a combination of **regional raw materials and international sources**. At the same time, there is an increasing focus on the impact of the raw materials used along the entire supply chain.

Responsibility in procurement

The origin of raw materials is a key factor in purchasing and is closely linked to **availability and responsibility**. Many components come from Germany and the region, while others are sourced from other growing regions as required. The **composition of the raw materials used is continuously developed further** - with the aim of combining procurement and sustainability in a meaningful way.

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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