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SUSTAINABILITY VIDEO: INSIGHTS INTO QUALITY AND SUSTAINABILITY MANAGEMENT



05.05.2026 – **Sustainability is not an abstract concept at deuka Tiernahrung Cremer, but a central component of our strategy. It encompasses many different aspects and forms the basis for responsible and future-orientated action. Find out more about how we live sustainability in the company in the video with Sustainability Manager Katja Kubaschek. Find out more..**

For deuka Tiernahrung Cremer, acting sustainably means taking **responsibility towards employees, customers, business partners and the environment** - and combining this responsibility with **clear goals, transparent measures and continuous development**. We therefore focus on the areas in which we can make a difference: **sustainable products, the health and safety of our employees and responsible, transparent supply chains**.

Our understanding of sustainability

In the video, Katja Kubaschek, Head of Quality and Sustainability Management at deuka Tiernahrung Cremer, gives an insight into our understanding of sustainability. The focus here is on a holistic approach: **the aim is to harmonise economic performance with ecological responsibility and social awareness**. This makes it clear that sustainable behaviour cannot be viewed in isolation. Rather, it is a continuous development process that is **supported and constantly refined across all divisions**.

Sustainability in our daily work

The **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. As a prelude to the video series, it makes it clear that **sustainability is a shared task**. 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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