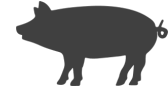


<https://www.deuka.de/en/current/prestarter-workshop-in-the-netherlands/>

Field service on the pulse of research

PRESTARTER WORKSHOP IN THE NETHERLANDS



Eight sales representatives from the pig division took the opportunity to take part in a prestarter workshop organised by Product Management (PM) Pig in mid-January. In addition to exciting insights into modern testing facilities, the focus was on intensive dialogue, practical exercises and preparations for our sales campaign in February.

A two-day workshop was held at our long-standing partner provimi in Velddriel and Hasselt (Netherlands) on 15 and 16 January to further deepen our **expertise in piglet feeding**. **Eight sales representatives** specialising in the **sale of pig feed** travelled to the event to find out more about our **Prestarter range** and the **upcoming sales campaign**. "Such events are extremely valuable - they combine specialist knowledge, practical relevance and team spirit," emphasised organiser **Hanna Rhades**, Pig Product Management. The mood was correspondingly positive: motivated, interested and proud to once again delve deep into the field of research.

Insights into research and development - modern test facilities and intensive dialogue

The first day took the group on a tour of the **state-of-the-art test facility in Velddriel**. Several buildings with test stables for different animal species offered a comprehensive insight into the current research approaches of our partner provimi, with whom we work closely on prestarter production. The tour of the barns showed impressively how new concepts for **sow feeding, piglet rearing and fattening** are being tested in practice. Here, **deuka's prestarters have already been intensively tested**. Our specialist advisors took the opportunity to ask questions and discuss with the experts on site - a **dialogue at eye level**.

focus on deuka prestarter

The informative insights into the stables were followed by specialist presentations on the basics of correct piglet feeding and the presentation of our **six-product Prestarter range**. It became clear that the range

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comprises **six high-quality products**, all of which are **customised for individual purposes**. Each feed fulfils **specific requirements in the different phases of the piglets' lives**. Many questions were asked and the discussions were lively. Experience from the sales force was combined with **in-depth expertise from the development department** - an exchange that further strengthens the **advisory skills of our specialist consultants**.



Ready for the 2026 sales campaign: "Buy 10 - get 1 free"

At the end of the first day, **Sven Lorenz** from Operational Sales (Central Sales Organisation) presented the planned **sales campaign for Prestarter**, which will take place throughout February: **With the purchase of ten Prestarter bags, our customers will receive one bag for free in February.** The official launch will take place at the **Agricultural Entrepreneur Days in Münster** at the beginning of February.



The provimi plant in Hasselt (Netherlands) Modern production at the highest level (© Cargill).

Plant visit in Hasselt - modern production at the highest level

On the second day, a visit to the **production site in Hasselt** was on the programme. The group was given a detailed tour of the **ultra-modern plant** where our prestarters are manufactured. The **automated process steps**, the **high level of cleanliness** and the **precise control of the mixing and filling systems** were particularly impressive. The participants were able to see how a **consistently safe and high-performance feed** is produced step by step from high-quality raw materials.

Further impressions:



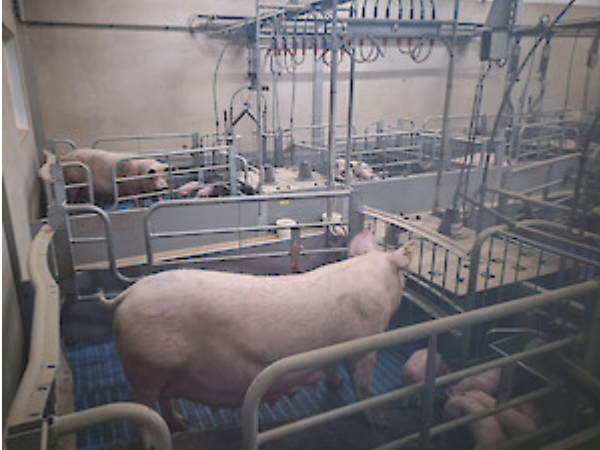
Impressions of the deuka prestarter workshop in the Netherlands_(C) Deutsche Tiernahrung Cremer (10)



Impressions of the deuka prestarter workshop in the Netherlands_(C) Deutsche Tiernahrung Cremer (11)



Impressions from the deuka prestarter workshop in the Netherlands_(C) Deutsche Tiernahrung Cremer (14)



Impressions of the deuka prestarter workshop in the Netherlands_(C) Deutsche Tiernahrung Cremer (16)



Impressions from the deuka prestarter workshop in the Netherlands_(C) Deutsche Tiernahrung Cremer (17)

The most important facts in brief

- **Further training:** The two-day workshop strengthens the expertise of our sales representatives in all areas of piglet feeding.
- **Research insights:** Modern test facilities in Velddriel showed how intensively and practically our prestarters are tested.
- **Product expertise:** The six-product Prestarter range was presented in detail and discussed by experts.
- **Sales campaign:** The February "Buy 10 - get 1 free" campaign was prepared and launched at the Agricultural Entrepreneur Days in Münster.
- **Teamwork:** Product management, sales and marketing worked closely together and created a strong basis for market success in 2026.

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