

Media release

PRIMO DUOPOWER: PLAYFULLY MAXIMISING THE FEED INTAKE OF PIGLETS



primo DuoPower is a prestarter with a special structure. The combination of flour and granules teaches suckling piglets to take in feed playfully. The new piglet feed from *deuka* makes use of the natural feeding behaviour of young pigs to ensure a rapid and high feed intake. Feeding *deuka primo DuoPower* lays the foundation for optimal starch digestion and rapid growth during fattening.

"Sucking piglets are curious and initially engage with solid food in a playful way. This behaviour was the starting point for our considerations when developing *primo DuoPower*," explained Georg Riewenherm, Head of Product Management at *deuka Tiernahrung Cremer*. "**The special feature of the new prestarter: its unusual structure.** Granulated pieces animate the piglets to occupy themselves, while at the same time the flour portion sticks to the snout disc. The familiar taste of lactose **encourages** them **to eat**. This is how suckling piglets learn to eat with *deuka primo DuoPower* in a playful way."





New prestarter lays the foundation for digesting solid food

The **sweet smell and familiar taste of** *deuka primo DuoPower* is achieved with **lactose** and **whey powder**. At the same time, the recipe of the prestarter contains a moderate amount of cereals. This **supports** the **development of starch-cleaving enzymes** in the intestine, which piglets need after weaning for the utilisation of solid food. This facilitates the **feed change after weaning** and reduces stress and digestive problems. In this way, farmers lay the **foundation for rapid feed intake** and high feed conversion in piglet rearing.



Our new exceptional prestarter primo DuoPower (C) Deutsche Tiernahrung Cremer

Combi structure allows use in all common feeding systems

The new Prestarter from *deuka* is suitable **for feeding suckling piglets** from the second day of life. Depending on the feeding strategy, it can be **given until weaning** or beyond. The combined structure of flour and granules allows feeding **dry, as porridge or via the liquid feeding system**. *Deuka primo DuoPower* is supplied as a bagged product in a 25-kilogram feed bag.

About *deuka Tiernahrung Cremer*

deuka Tiernahrung Cremer is the market-leading compound feed producer in Germany. With approx. 2.3 million tonnes per year (2022), the company is the largest private producer of high-quality compound feeds for livestock and pets. More than 700 employees from 19 nations work successfully at 15 locations. The plants are among the most modern and largest of their kind in Germany. The *deuka* brand is of great importance throughout Germany and is also represented in many neighbouring European countries. The associated brands *Club* and *Nordkraft* are firmly established, especially in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.



Deutsche Tiernahrung Cremer, based in Düsseldorf, is a company of Peter Cremer Holding GmbH & Co KG, Hamburg. The company looks back on almost 100 years of tradition in compound feed production.

You can find out more about our company, our products, feed concepts and brands at www.deuka.de

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