

Media release

RELAUNCH OF THE CATTLE FEED RANGE FROM DEUKA TIERNÄHRUNG CREMER



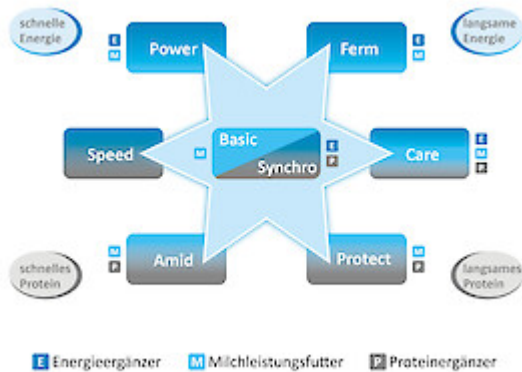
Clear, unambiguous, a perfect fit: that's what the cattle feeds from *deuka*, *Club* and *Nordkraft* stand for. Since mid-October, *deuka Tiernahrung Cremer* (deuka) has fundamentally modernised, restructured and sensibly expanded the cattle feed ranges of its traditional brands. The allocation of each feed to one of eight nutrient orientations enables quick orientation within the range. Parallel to the technical reorientation, the brands in the cattle feed sector are renamed *deukalac*, *Clubkraft* and *Nordkraft*.

"Feeding calves, dairy cattle and bulls in a way that is tailored to the needs of the animals as well as to the conditions on the farm - that is our claim for cattle feeding," explains Georg Riewenherm, head of product management at *deuka Tiernahrung Cremer*. "With the reorientation and expansion of our range of cattle feeds, we simplify the choice of feed and make the focus and objectives of each feed more transparent. In this way, farmers can always feed exactly what they need."

Professional-optimised, even easier feed selection

In future, the cattle feed ranges of all brands of *deuka Tiernahrung Cremer* will be divided into eight orientations. These differ in the proportion of fast or slow energy, fast or slow fermentable protein or a balanced mixture of both. Each orientation stands for a technically sensible composition of the feed. This makes it easy to adjust the rates of protein and energy degradation to the needs of the individual farm. The clear nutrient focus can be seen in the revised product names, as can information on feed type, energy content and GMO status.

The different orientations are available - depending on regional needs - as supplementary feed for troglotation or as milk performance feed. Parallel to the technical realignment, the cattle feeds of the traditional brands *deuka*, *Club* and *Nordkraft* will in future be marketed under the names *deukalac*, *Clubkraft* and *Nordkraft* respectively.



The cattle feed ranges of all Cremer brands will be Deutsche Tiernahrung Cremer will in future be divided into eight orientations. These differ in the proportion of fast or slow energy, fast or slow fermentable protein or a balanced mixture of both. Each orientation stands for a technically sensible composition of the feed (© Deutsche Tiernahrung Cremer).

New range: Transit feeds from *deukalac*, *Clubkraft* & *Nordkraft*

The new range of transit feeds will in future combine all cattle feeds for dry cows and the lactation starters in the range of *deukalac*, *Clubkraft* and *Nordkraft*. The start of lactation is a sensitive phase in the production cycle of dairy cows. During this time, a difficult balancing act must be mastered between limited feed intake and the high nutritional requirements of freshly lactating cows. Particularly nutrient-rich lactation starters supply the cows with all the nutrients, vitamins, minerals, trace elements and active ingredient complexes they need for the onset of milk production. All lactation starters are also optimally suited for use with the automatic milking system (AMS).

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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