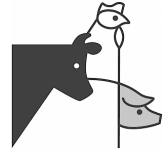


deuka Tiernahrung Cremer back at the Münster Trade Fair and Congress Centre



STRONG PRESENCE AT THE AGRICULTURAL ENTREPRENEUR DAYS 2026

The deuka stand at the Agrar Unternehmertage was as eye-catching as it was inviting - a real eye-catcher. The leading trade fair in Münster offered our feed experts an excellent opportunity to talk to livestock farmers. This year, the focus was on two main topics: the trade fair campaign for our prestarters for piglets and the new functions of our partner portal DEU-PA. Find out more..

From **3 to 6 February 2026**, deuka Tiernahrung Cremer used the **Agricultural Entrepreneur Days** to engage in targeted dialogue with **farms from the region**. Many discussions centred on **current challenges in feeding**, increasing demands on documentation and efficiency and the question of how digital solutions can make everyday work easier.

The **professional advice of our experts** was particularly in demand: numerous visitors brought along specific questions from their farms and used the trade fair to develop practical solutions together. The intense demand clearly showed how high the need for reliable advice and innovative services currently is.



Portrait photo Christoph Bernholz (© Deutsche Tiernahrung Cremer)

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"The Agrar Unternehmertage is a key meeting place for us to engage in direct dialogue with livestock farmers and retailers. The strong response at our stand shows how relevant our products and our advisory expertise are for the farms - our deukaMin brand mineral feeds were particularly in demand!"

Christoph Bernholz, General Sales Manager GB Compound & Mineral Feed

Kick-off for the Prestarter sales campaign

The trade fair provided the ideal setting to officially launch our **Prestarter campaign for the whole of February**. Sow farmers were able to find out about the **benefits and possible uses of our highly specialised piglet feed** directly on site. The combination of personalised advice, product presentation and attractive promotion led to numerous intensive discussions.



Back in Münster - the deuka stand in all its splendour (© Deutsche Tiernahrung Cremer).



Intensive exchange: Customers and manufacturers come together at the Messe und Congress Centrum Münster (© Deutsche Tiernahrung Cremer).



Agrar Unternehmertage is one of the most important trade fairs in the agricultural sector - Managing Director Miguel Diaz Martinez in conversation at the deuka stand (© Deutsche Tiernahrung Cremer).



buy 10, get one free: At the Agricultural Entrepreneur Days, the sales department launched the new Prestarter campaign for piglet farmers (© Deutsche Tiernahrung Cremer).



Well attended: The open deuka stand invited visitors to talk to us in person - many took the opportunity (© Deutsche Tiernahrung Cremer).

Focus on digital service: presentation of the DEU-PA partner portal

Another highlight at the stand was the presentation of our **digital partner portal DEU-PA**. Dominik Sekular, DEU-PA project manager, personally presented the portal and its functions at the stand. Farmers showed great interest and there was a lot of dialogue on site - especially about the **app version published in 2025** was in high demand.



Portrait photo Ralf Heckmann (©
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"The trade fair was a real highlight for us in the region, especially because of the promotions at our stand. Many customers took the opportunity to familiarise themselves with our Prestarter campaign and the new functions and services of our partner portal DEU-PA. These conversations away from the daily routine are valuable because they offer space for constructive feedback and new ideas."

Ralf Heckmann, Regional Sales Manager Sales Office Bramsche

The most important facts in brief

- **Strong trade fair presence:** High visitor frequency and lively exchange on all four days of the trade fair at the Münster Exhibition and Congress Centre.
- **Prestarter in focus:** Successful start of the February campaign and great interest in deuka piglet feeds.
- **Digital services:** Presentation of the DEU-PA partner portal including new app version and digital material flow balance.
- **Positive customer feedback:** Many discussions in a relaxed atmosphere and valuable feedback from agriculture and trade.
- **Advice & proximity:** Clear confirmation of the importance of personalised advice and the strong presence of the deuka brand in the region.

Contact person



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