

<https://www.deuka.de/en/current/starker-messeauftritt-auf-der-agra-leipzig-2026/>

High visitor turnout and targeted discussions

A STRONG PRESENCE AT THE AGRA LEIPZIG 2026 TRADE SHOW

agra Leipzig is one of the most important agricultural trade fairs in Central and Eastern Germany and serves as a key meeting place for dialogue between the agricultural sector, trade, and industry. In 2026, deuka Tiernahrung Cremer once again took the opportunity to discuss current topics in animal nutrition in a practical context and gain valuable insights from the industry. [Learn more...](#)

Our exhibition at agra Leipzig featured a wide range of topics and activities: This year, we placed particular emphasis on **feeding piglets** during their early development phase, as well as **new approaches to feeding high-performance cows**. Direct discussions with farmers demonstrated just how great the need is for practical solutions.

UDP 29 Energy: Palm-oil-free and regionally sourced

In the cattle industry, the protein supplement deukalac NG UDP 29 Energy (UDP 29 Energy for short) was the focus of numerous expert discussions. UDP 29 Energy provides an **efficient supply of energy and protein**, particularly during high-performance lactation phases, thereby **supporting optimized feed conversion on the farm**. At the same time, the product stands out for its high palatability and its regional, palm oil-free formulation based on **locally grown rapeseed**.

Piglet Prestarter: A Solid Start in the Early Feeding Phase

In the area of swine feeding, there was a particular **focus on the prestarter product range for piglets**. Many discussions centered on maintaining **stable feed intake during the early life stage and providing optimal support for piglet development after weaning**. The high demand clearly demonstrated how important effective and practical feeding concepts are during this sensitive production phase, especially for farms in eastern Germany.

Impressions

deuka



A Strong Joint Presence

The trade show is a special event for **deuka Tiernahrung Cremer (deuka) and CREMER-Melasse**. For the first time, both companies are **presenting themselves together at a single booth**. This collaborative effort was not only a success from an organizational standpoint but also sent a strong signal of their close cooperation throughout the value chain.

The trade show presence was complemented by a **joint giveaway at the booth**, which proved very popular among visitors. Attractive prizes drew additional attention and provided another opportunity for personal interaction.



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“For us, agra Leipzig is a key industry gathering where we can engage directly with farmers and our partners. The many one-on-one conversations at our booth are particularly valuable, as they cover topics that go far beyond the usual day-to-day work. They give us the opportunity to better understand real-world challenges and engage in direct dialogue.”

Dirk Riemann, Key Account Management Rind

Highlights

- Positive Response: High visitor turnout and in-depth technical discussions at the booth
- New Concepts: Focus on piglet feed (Prestarter) and cattle feed (UDP 29 Energy)
- Consulting: High demand for practical solutions and personalized advice
- Premiere: First joint trade show appearance by deuka and CREMER Melasse
- Contest: Additional attention generated by a contest with attractive prizes

Ansprechpartner



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