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**Theory meets practice: Successful cattle speciality training in Ansbach**

# THEORY MEETS PRACTICE - CATTLE FEED SPECIALITY TRAINING 2025

**Three days full of expertise, dialogue and team spirit: At the beginning of July, our sales representatives in the cattle division and the product management team met for the annual cattle speciality training course in Ansbach. In addition to exciting presentations and practical workshops, the focus was above all on personal contact - a successful mix of further training and collegiality.**

The **cattle specialist training** is an annual fixture in the field sales and product management calendar. Between **2 and 4 July 2025**, our **44 cattle specialists** came together in Ansbach, Bavaria. The annual event focussed on **further training in cattle feeding issues**, the **exchange of experiences between the back office and field sales teams** and the **cross-regional exchange** between colleagues.

After travelling to the event, the participants moved into the hotel "**Das Hürner**" on the first day. Over dinner together, it became clear just how valuable the **personal contact** between the sales force and product management is - a good basis for the days ahead.

## Sustainability and digitalisation in the barn

The second day was all about professional development. An exciting programme of lectures awaited the participants at the **Triesdorf agricultural training institutes**: After a welcome from the Cattle Product Management team and **Dr Anne Schiborra**, **Head of the Animal Husbandry Department** at the local **Weihenstephan-Triesdorf University of Applied Sciences (HSWT)**, Carsten Hümmer, research associate at the HSWT, opened the series of lectures with a **presentation on CO balancing in milk production**.

The majority of the contributions can be summarised under the central concepts of **sustainability and digitalisation**: Larissa Waltenberg, Head of PM Cattle, provided information on **methods for calculating the environmental footprint of animal feed** and her colleague Johannes Stoschek, Product Manager Cattle, on **digitalisation in the dairy barn**.

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> *"The specialised cattle training course was a complete success! We were particularly pleased with the **cooperation with the university in Triesdorf** - we were able to combine theory and practice in an ideal way. In addition to the professional training, the **personal exchange between the office and field staff** is what makes the event so special."*
>
> **Larissa Waltenberg, PM Cattle Division Manager**

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## Theory meets practice

Lunch was followed by the **practical part of** the second day of the event. Johannes Kraus, Head of the Cattle Department at the HSWT, guided the participants through the nearby Milk Production Centre (MGZ) and gave them **an insight into modern dairy farming**.

In this part of the event, the deuka employees in attendance deepened their knowledge on specific topics: In **small group workshops**, the teams worked on issues relating to **feed controlling, basic feed quality and digitalisation**. The practical discussions showed how important direct dialogue is for day-to-day work.

A strong team: The cattle feeding experts from Deutsche Tiernahrung Cremer at the specialised cattle training course in Triesdorf, Bavaria (© Deutsche Tiernahrung Cremer)

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## Culture and collegiality

**The day ended with a tour of the medieval town of Ansbach followed by dinner together at the hotel. Not only professional topics were discussed in a convivial atmosphere - there was also plenty of opportunity for personal interaction.**

> *"The cattle speciality training is **part of an annual series of events**. Similar events have already taken place this year in the pig and poultry sectors. This is systematic, because: deuka attaches **particular importance** to **supra-regional and especially personal dialogue** between colleagues!"*
>
> **Georg Riewenherm, Head of Product Management**

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## The most important facts in brief

- **Kick-off in Ansbach:** Sales force and product management met from 2 to 4 July 2025 for the annual special cattle training.
- **Expert input in Triesdorf:** presentations on carbon accounting and digitalisation provided new impetus.
- **Practical learning:** A guided tour and workshops deepened the knowledge of modern dairy farming.
- **Strengthening team spirit:** Joint activities promoted personal exchange and togetherness.
- **Outlook:** The event will be continued in 2026 in order to further interlink consulting and product development.

# Impressions

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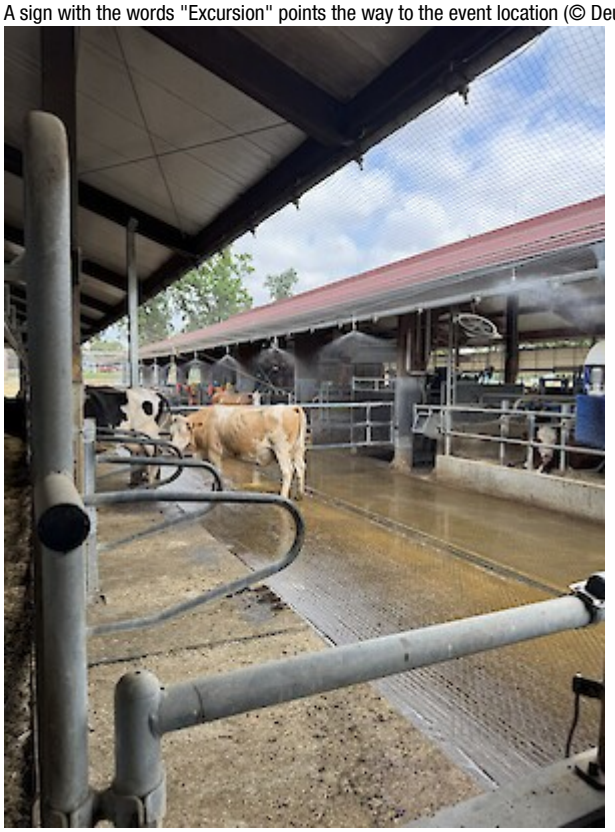
Participants take samples for quality control (© Deutsche Tiernahrung Cremer)

Presentation of an automated feeding system on the farm (© Deutsche Tiernahrung Cremer)

A sign with the words "Excursion" points the way to the event location (© Deutsche Tiernahrung Cremer)


Milking technology in practice: View of the milking parlours on the farm (© Deutsche Tiernahrung Cremer)

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A cow enjoys her meal (© Deutsche Tiernahrung Cremer)

Participants analyse various feed samples and exchange expertise. (© Deutsche Tiernahrung Cremer)

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# Contact person

## Larissa Waltenberg

**Product Manager Beef**

E-Mail: pm-rind@deuka.de
Tel.: +49 (0)211 / 3034-435