

Event series of the Regensburg South Sales Office



TRAINING OF OUR LAND TRADE PARTNERS

In many regions, the agricultural trade is the first point of contact when it comes to feeding cattle, pigs, poultry, etc. Sound advice for customers requires expertise and know-how. Partners of the agricultural trade inform farmers about innovations in the product range, variety relaunches, mineral feed specialities and organic feed. The task of dealer training courses is to convey this information. Alexander Hilscher, Sales Manager Sales Office Regensburg South and Gaby Harr, Product Manager Cattle, have recently made a valuable contribution to this.

The latest news from the compound feed and raw materials markets as well as new products from deuka Tiernahrung Cremer (deuka): These were the focal points of the **retailer training sessions in Oberndorf in Upper Bavaria and Kirchasch near Erding**. More than 80 trading partners attended the spring 2024 event, where the presentations focused primarily on feeding topics for cattle farmers, who make up the majority of livestock farms in the southern Bavarian region.

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The importance of the training courses for our agricultural trade partners, which have been tried and tested for years, is particularly evident when there are a lot of new developments at deuka. This year it was a review of our variety relaunch and initial information on the topics of mineral feed and organic feed. I am very pleased with the good attendance figures! We will certainly continue this traditional format of informative and sociable dialogue.

Klaus Gruber, Regional Sales Manager Regensburg South



Expansion of the deukaMin range with a variety of new products

The **presentation of the deukaMin products** was an important topic of the training. With the merger of deuka Tiernahrung Cremer and Gesellschaft für Tierernährung (GfT), a highly specialised subsidiary for mineral feed, the deuka range was comprehensively expanded in March. New additions include speciality and mineral feeds for **cattle, sheep, pigs and poultry**, which were previously sold under the brand name Gelamin. With the integration of these products, **deuka rounds off its range with the mineral feed brand deukaMin**. Gaby Harr presented the **high-quality and comprehensive product portfolio** consisting of mineral and speciality feeds and gave advice on how to use them optimally in practice.



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The agricultural trade in the south of Bavaria primarily supplies cattle farms. In order to further train the expertise of our partners in this area, the event focussed on the design of optimal dairy cattle feeding. Customised feeding makes a major contribution to performance, health and fertility on farms. Wherever the ration reaches its limits, deukaMin specialities can be used to compensate or improve it.

Gaby Harr, Product Manager Cattle



Figures speak louder than words: Alexander Hilscher presents current developments at DTC (© Deutsche Tiernahrung Cremer).



Pay attention! Gaby Harr Gaby Harr, Cattle Product Manager, explains the innovations in the cattle feed programme to the numerous participants (© Deutsche Tiernahrung Cremer).

Optimum feeding on the milking robot

Another part of the training focussed on optimal feeding on the automatic milking system (AMS). A modern AMS is more than just a milking robot. Rather, it is a **comprehensive management system**. For the system to work, the care and management of the herd, the barn layout and cow comfort as well as the basic ration and concentrates must be adapted to the milking robot. However, efficient dairy cattle feeding is only possible if the **energy density, structure of the basic ration, quantity, quality and composition of the concentrate** are harmonised. The right choice of feed plays a key role here. Suitable concentrates for the milking robot can be found in the deuka, Club and Nordkraft ranges.

Versatile training programmes support the trade

Further training for retailers at deuka Tiernahrung Cremer is supported by various training formats. In addition to the **annual general training courses**, basic and advanced training courses play an important role in the training of our retail partners. These training formats focus on **imparting knowledge about species-appropriate animal husbandry, animal health and background information on optimal feeding**.

In the basic and advanced training courses, participants receive information on ration design, raw material science, metabolic diseases and many other relevant topics.



Pssst! The dealers listen intently to the presentation (© Deutsche Tiernahrung Cremer).

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