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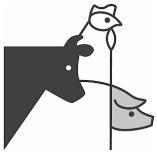
Compact impulses for pig feeding, genetics and advisory practice

EVENT REPORT: SPECIALIST PIG TRAINING 2026



Current market developments, digital fattening analyses, genetics and feeding strategies: For two days at the pig speciality training course in Ascheberg at the beginning of May, everything revolved around practical knowledge for consulting. 22 participants from the sales force, pig product management and management came together to delve deeper into specialist topics and further strengthen dialogue in the pig sector. Find out more..

At the beginning of May, sales representatives (AD) focussing on pigs and Product Management (PM) pigs met at the Hotel Clemens August in Ascheberg. The participants included Hanna Rhades, Hannah Untucht and Christoph Poker from PM Pig as well as PM Manager Georg Riewenherm. **The programme deliberately focused on a compact mix of specialist presentations, practical relevance and personal exchange.**

Pig farming between market, performance and prospects

After travelling to the event and enjoying lunch together, the PM pig opened the first day of training. Speaker **Annika Frank** from the **North Rhine-Westphalia Chamber of Agriculture** (LWK NRW) kicked off the technical programme. In her presentation, she gave **insights and outlooks on pig farming in Germany**.

The focus was on current developments in piglet production and fattening, price trends, biological performance, production costs and the framework conditions for future farm development. Limited sales opportunities in higher husbandry systems and international cost comparisons were also analysed. **The presentation thus provided a sound basis for better assessing current challenges in consultancy.**

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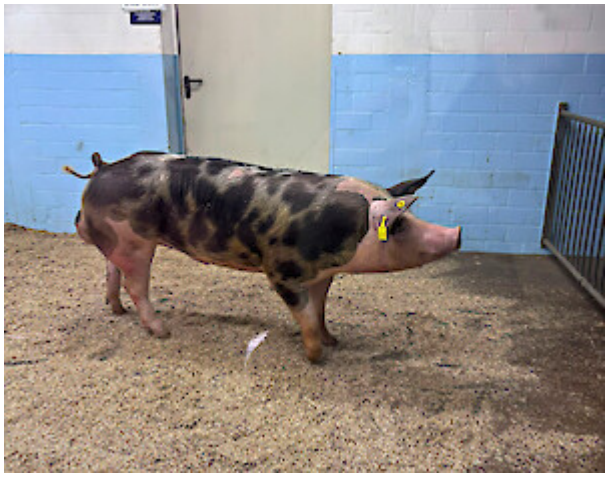

Understanding and utilising mast data

The focus then shifted to **practical work with fattening data**. **Felix Deters, Management and Sales and Pig Fattening (DFB-Mast)**, used IQ-Agrar to show how analyses in the fattening sector can be used to classify performance and derive starting points for improvements.

Christoph Poker followed on from this with a look at **genetic expectation values in slaughter protocols**. Among other things, he discussed the breeding goals of sire and dam breeds, slaughter masks using the example of Tönnies and Westfleisch and the analysis of slaughter data via the IQ-Agrar portal. **It became clear: If you look at genetics, slaughter data and feeding together, you can target your advice and feed strategy even more effectively.**

News from the PM pig

At the end of the lecture section, **Hanna Rhades** presented current topics from the PM pig. These included **building blocks for all sow feed** as well as compact **information on heat stress** and suitable topdressing products for fattening pigs, piglets and sows. **The presentation showed how product knowledge and current practical topics can be brought together in a targeted manner in advisory services.**

In the evening, a joint barbecue evening at the Hotel Clemens August provided an opportunity to continue the day's topics and deepen personal dialogue.

Practical conclusion at the JRC

The second day took the group to the **Cooperative for the Promotion of Pig Farming (GFS**) in Ascheberg. The programme included a boar show and presentations by Nadine Freise and Norbert Bauernfeid from the

JRC. **The on-site insights complemented the content of the previous day with clear practical references to breeding, genetics and pig farming.**

After a shared snack, the event ended in the early afternoon. The participants travelled home with up-to-date specialist knowledge, new impulses and strengthened contacts.

The most important facts in brief

- **Meeting in Ascheberg:** Specialist pig training at the beginning of May 2026 with 22 participants
- **Technical input:** Presentations on the market, farm development, genetics and fattening analyses
- **Practical relevance:** Insights into IQ-Agrar, slaughter data analysis and customised feed strategies
- **Product knowledge:** Compact information on sow all-in-one feed, heat stress and top dressing products
- **On site:** Boar show and specialist presentations at the JRC
- **Strengthening dialogue:** Personal discussions between field service, PM pig and management

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