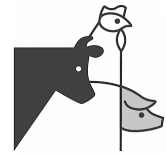


<https://www.deuka.de/en/current/von-der-produktion-bis-zur-praxis-mineralfutterschulungen-staerken-aussen-dienst/>

FROM PRODUCTION TO PRACTICE: MINERAL FEED TRAINING COURSES STRENGTHEN FIELD SERVICE



Two days, two locations, one clear goal: more knowledge and confidence in handling mineral feed. In Memmingen and Wildeshausen, dozens of sales representatives were given comprehensive insights into the production, application and range of our mineral feed brand "deukaMin". Theory and practice went hand in hand. Find out more..

As part of a **basic training programme for sales representatives**, two events were held in Memmingen and Wildeshausen in March. The aim was to **impart knowledge about the deukaMin product range** and to **increase application confidence when talking to customers about mineral feed**. In addition to technical content, the focus was on personal dialogue - an important basis for the upcoming training courses.



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"Both meetings were characterised by an intensive exchange between the participants, which provided us with a lot of important information. This enabled us to determine where we are already well positioned and in which areas we can further develop our concepts."

Dr Sonja Schöll, Head of Formulation Design Mineral Feed

From raw material to mineral feed: production made understandable

The first day of training was always focussed on production. During a **factory tour of the mineral feed plants**, the participants were given practical insights into procedures and processes. Key differences

between **compound feed and mineral feed** and their production processes were explained. This enabled the participants to develop a better understanding of quality and composition - an important **basis for practical application**.

Using mineral feed correctly - expertise for practical use

On the second day, the **Scientific Department (WA)** and **Product Management (PM)** imparted practical knowledge. Topics included the **targeted supply of vitamins and trace elements via mineral feed** and the evaluation of feed on the farm. One focus was on answering typical questions from practice in a comprehensible way - and thus creating confidence in customer contact.

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"Our aim was to convey complex content in an understandable and practical way. It is crucial that the sales force can apply the knowledge directly with the customer."

Larissa Waltenberg, Head of Product Management Beef & Pork; Hanna Rhades, Product Management

Pork



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Creating proximity to the product - understanding and using the range

The **deukaMin range for beef and pork** was then discussed in detail. The aim was to improve orientation within the product groups and make it easier to use them on the farm. The consistently positive atmosphere showed that **knowledge creates confidence** - both in the products and in dealing with customers.

At the same time, valuable feedback was gathered that can be incorporated into further development.



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"The development in the factory and the structured presentation of the product range in particular helped me a lot. I now feel much more confident in dealing with the topic."

Daniel Fikrt, sales representative





Knowledge transfer strengthens the sustainable development of the company

What many people don't realise is that **training courses**, such as those on mineral feed, are an **important contribution to the sustainable development of the company**. They specifically strengthen the expertise of the sales force and ensure that our customers are even better informed about the needs-based and efficient use of feed. This **reduces misuse, conserves resources, improves performance on the farms** and is therefore an important factor for long-term customer relationships and economic success.

The most important facts in brief

- **Field service training:** Two events strengthen knowledge and confidence in handling mineral feed.
- **Practical content:** Combination of factory tour and technical presentations ensures high learning value.
- **Product understanding:** A better overview of the deukaMin range makes it easier to provide advice.
- **Exchange:** Personal discussions promote co-operation and feedback.
- **Application security:** More competence in discussions with customers thanks to sound expertise.
- **Sustainability:** Efficient use of mineral feed supports resource-saving production.

Contact person



Dr. Sonja Schöll

Product Manager Pig

E-Mail: sonja.schoell@deuka.de

Tel.: +49 (0)211 / 3034-264