

<https://www.deuka.de/en/current/wieder-auf-der-muswiese-und-deuka-mittendrin/>

BACK AT THE MUSWIESE – AND DEUKA RIGHT IN THE THICK OF IT

Funfair, marquees and an agricultural show: the Muswiese combines a festive atmosphere with professional networking. It is a fixed annual event, particularly for farmers from Hohenlohe and the neighbouring regions. deuka was once again represented with a stand in the BDS trade marquee. Find out more...

Back at the Muswiese in our familiar spot

A **familiar spot**, a **fresh look**: from 10 to 15 October, deuka was once again present at the exhibition grounds in Musdorf (Rot am See). The **joint stand for the deuka and Club brands** was located in its usual spot in the BDS trade marquee. As well as bagged products for various animal sectors, there was also a pet corner. The Muswiese is situated in one of our key sales regions for turkey feed and, thanks to its range and cult status, also attracts farmers specialising in cattle and pig rearing.

Promotions tailored to the audience

Various colleagues from the **Heilbronn sales office** were on site and struck up conversations with customers. With the **'10+1' trade fair promotion featuring selected piglet feeds**, the team struck just the right note – for an optimal start to a pig's life. The **deuka Calf Deal** was also a highlight: anyone who bought ten bags of milk replacer from the deukalac range received a deuka-branded feeding bucket free of charge.



deuka

Attractive, tidy, yellow: the deuka stand at Muswiese 2026. A real eye-catcher (© deuka Tiernahrung Cremer).



The Muswiese 2026 organising team: Aziz Djuraev, Hanno Heininger and Ulricke Weller – supported by Ulrich Marks, Key Account Manager for Poultry (from left to right). In the foreground of the picture, Marie Heininger is involved in promoting young talent (© deuka Tiernahrung Cremer).



A small token of thanks to the exhibition security team to round things off – they regularly made the deuka stand team's gruelling work a little more bearable with coffee and light snacks (© private).



A packed house: There's a constant crowd at the stand. Given the event's fair-like atmosphere, many farmers have come along with their whole families (© deuka Tiernahrung Cremer).

A convincing joint presentation

The stand team gave a **positive assessment** of this year's participation: "We are **very pleased** with our appearance at Rot am See this year. The team worked together brilliantly once again and made a strong impression as a **well-coordinated unit**. The stand went down well and we had lots of **interesting and**

constructive discussions— in fact, it was **never a dull moment**, ”said Ulricke Weller, Hanno Heininger and Aziz Djuraev from the field sales team.

Key points at a glance

- **Back at the Muswiese:** From 10 to 15 October, deuka was present at its familiar spot in the BDS trade marquee in Musdorf (Hohenlohe).
- **A fresh look for the stand:** deuka and Club presented themselves jointly; on display were bagged goods for various animal sectors, a pet corner and, once again, a drawing corner for the farmers of the future.
- **Plenty of discussions:** Colleagues from the Heilbronn sales office engaged in lively discussions with customers on site.
- **Promotions at the stand:** The pig feed promotion and the deuka calf deal were particular highlights
- **A satisfied team:** Sales Manager Stefan Rid praised the team’s commitment and the new stand design