



PRESS RELEASE

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Networking at the '2nd Zott Information Forum for Public Authorities and Institutions'

In the daily production process, there are numerous points of contact between a dairy and a wide variety of institutions. Good communication at eye level forms the basis for a solid, trusting and successful collaboration. To further strengthen this communication, and to stimulate an exchange of views in order to better understand and be aware of the position of the other person, the 'Zott Information Forum for Public Authorities and Institutions' was set up in 2012. Building on the positive experiences from the first event, several employees of the rural district and veterinary offices, the Department for Food, Agriculture and Forestry, the government of Swabia, the Animal Health Service and the milk testing organisation met on the premises of the Alte Brauerei in Mertingen on the 24th July in order to share their experiences and to hear the news from the world of the gourmet dairy.

A great deal has happened at Zott, as the speakers Christine Weber (Chairman of the Board and Executive Director), Christian Schramm (Head of Milk Procurement), and Rudolf Kaiser (Head of Quality Management) were able to report to the guests. The 'Zott Passion for Quality Milk' (ZQL) programme, which is being expanded internationally, not only recognises and rewards the excellence of Zott milk producers, but also works together with them to find practicable concepts for accredited and sustainable agriculture in the future. "For us, it is important that this concept lives and develops and is not just a theoretical formula. In our opinion, the key to success is the intensive dialogue with our producers and the practical benefit therefrom. We are proud of our recently honoured 22 German company winners which have received the Zott Award, the 'Goldene Milchkanne' (Golden Milk Jug)."

"Within the scope of this concept, we are also establishing a great variety of projects to promote the process and product quality in Poland and the Czech Republic", explains the Head of Milk Procurement. As part of the ZQL concept, the 'Homeopathy in Dairy Cattle Barns' seminars in Germany have developed to become a permanent fixture. 1,400 participants have already attended Zott's advanced training courses with the experienced animal healers, Birgit Gnadl and Angela Lamminger-Reith, since 2010. These milk producers benefit from what they have learned, as do the 16 dairy farms from Geslau and Feuchtwangen which participated in the pilot project entitled 'Safeguarding Udder Health in Dairy Farming' in March 2013. Here, Zott and its farmers were supported by the veterinarians, Dr. Fidelak and Dr. Klocke, from the bovicare company.

The project's two main objectives are a reduction in the use of antibiotics to a sensible, appropriate level for animal health, and the improvement and stabilisation of udder health. "Quality milk and animal welfare are of major concern to all parties – milk producers, dairies, public authorities and, of course, the public. In addition, we are occupied with the end of the milk



Die Genuss-Molkerei

quota next year and how this will affect the amount of milk. We do, of course, also ask ourselves what will happen in the medium and long-term in our catchment regions. One thing is certain, however, and that is we want to, and will, also pull in the same direction in the future in order to achieve our goals," Christian Schramm concludes. The Head of Quality Management, Rudolf Kaiser, also gave the audience an insight into the extensive audit which Zott can produce as a leader in the food industry. As an internationally-recognised gourmet specialist, Zott operates in accordance with a strict HACCP concept. Just as this system promotes food safety and consumer protection, so did the '2nd Zott Information Forum for Public Authorities and Institutions' contribute to the interaction and sharing of knowledge.

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Representatives of the rural district and veterinary offices, the Department for Food, Agriculture and Forestry, the government of Swabia, the Animal Health Service and the milk testing organisation, from the entire Zott milk catchment area took part in the '2nd Zott Information Forum for Public Authorities and Institutions'.

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