



*Die Genuss-Molkerei*

## **PRESS RELEASE**

(Mertingen, 16<sup>th</sup> February 2015)

### **Constructive Dialogue Promotes Future Viability**

**The Zott Dairy invites around 100 young dairy farmers to the 4<sup>th</sup> 'Hofnachfolgertag' (Farm Successors' Day) in the Neustadt Aisch Besamungsverein (insemination association)**

**The Zott concept for an annual farm successors' day for dairy farmers is expanding. The large variance of milk and specific animal health issues, the ongoing dialogue on the opportunities and challenges presented by the markets and the associated competitive conditions are of interest to the younger generation. Milk producers and milk processors can benefit from this common communication platform and create mutual understanding.**

Now in its fourth consecutive year, the Zott gourmet dairy's 'Hofnachfolgertag' (farm successors' day) has taken place. Around 100 young dairy industry enthusiasts, who will take over as successors to the family business, gathered on the premises of the Besamungsverein (insemination association) Neustadt Aisch for a varied programme. For many years now, personal exchanges and training have been in the foreground, remarked Christine Weber, Executive Director of the dairy, on the opportunities and challenges for Zott in the international markets, while Christian Schramm, who is responsible for international milk procurement, gave a lecture on the developments in the dairy market in 2015. In addition to this, lectures were held on ensuring the economic sustainability of production and on the latest findings in genomic selection in cattle breeding. In addition to the presentation of agricultural software and visits to the laboratories, the exclusive breeding bull show ranked among the absolute highlights.

The dialogue between milk processors and milk producers plays an important role at Zott. Throughout the year, the milk procurement team holds intensive discussions with the farmers. Regular meetings, dairy specialist discussions, telephone and personal advice on-site on the farms – all this is important and makes for a good collaborative relationship. The concept of the 'Hofnachfolgertag' (farm successors' day) is primarily aimed at the younger generation. "Our goal is to remain in contact with the successors, to identify issues that are relevant to sustainability for both parties", says Christian Schramm, outlining the original idea. In just four years, the event has become a firm fixture in the annual calendar. After the opening event at the dairy, the meetings in the milk production centre in Triesdorf, as well as at the Fachklinik für Wiederkäuer (specialist clinic for ruminants) in Oberschleißheim, the fourth 'Hofnachfolgertag' took place against the background of breeding progress.



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Exclusive breeding bull display as part of the Zott 'Hofnachfolgertag' (farm successors' day) : In the centre of the picture is Christine Weber, Executive Director; Christian Schramm, Head of Milk Procurement; as well as Dr. Johannes Aumann, Managing Director of the Besamungsverein (insemination association) Neustadt a.d. Aisch e.V..

#### Press Contact & Images

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