



The Gourmet Dairy

PRESS RELEASE

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Exclusive Information and Best Practice at the 5th Zott Dairy Day for Farm Successors

The Zott young farmers' concept, which encompasses training, discussion and practical insights, continues on its successful course. Hosted by the Ulmer Fleisch GmbH, topics relating to milk production were discussed, as well as aspects of quality marketing in the meat industry.

The clear commitment to quality products, safety in food production and transparency along the entire value chain are success factors for a sustainable dairy industry and prerequisite for the successful growth of all the partners involved. For five years now, Zott has been actively expanding the basis for discussion with its young farmers and also providing training at a high level. The 5th Zott Dairy Day for Farm Successors, involving around 90 farmers, took place in Ulm on 20th January.

Together with the South German meat processors, the Müller Group, as well as a representative of McDonald's Germany, Zott provided information not just on the current milk market, but also on the market development in the meat industry, as well as on the BEST Beef working group – an alliance for excellence, safety and transparency. Christian Schramm, who is responsible for international milk purchasing at Zott, repeatedly emphasised the importance of communication between milk producers and milk processors and, first and foremost, the importance of the discussion on any value creation opportunities.

With a visit to the Ulm slaughterhouse, farmers received an immediate and exclusive insight into the milk production in the downstream sector. Martin Müller, a member of the owner family of the Müller Group, as well as Stefan Rossmann, CEO of Ulmer Fleisch GmbH, were available to answer any questions openly and without restriction. The annual event exists to discuss issues regarding milk, the market, and other relevant aspects in small working and discussion groups. Jürgen Straub, Senior Team Manager of Quality Assurance at McDonald's Germany, offered the young farmers real experience. He spoke at length about the BEST Beef alliance and presented the opportunities for Zott farmers.

Christian Schramm emphasised "We are proud that our comprehensive Zott vendor evaluation has won the recognition of the QM milk initiative and that, through the regular auditing of our delivery operations, our high standards are ensured." It will now



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not cost a great deal, Schramm continues, to further develop this evaluation in collaboration with the BEST Beef alliance, thus basically offering all the dairy farmers the option to generate additional revenue with their beef cattle.

This, along with other projects, demonstrate the Mertingen dairy's fundamental understanding of being a partner, and remaining a partner, as well as of giving the dairy industry a future. The Zott Dairy Day for farm successors will take place again in 2017, too.

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From right to left: Exclusively at the Zott Dairy Day – Stefan Rossmann, CEO of Ulmer Fleisch, as well as the responsible people from Zott, Michaela Matthäus and Ludwig Wild, who accompanied one of four tours of the company.

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