

## **PRESS RELEASE**

Mertingen/Regensburg, 22<sup>nd</sup> February 2017

### **Zott in dialogue with tomorrow's dairy farmers**

#### **100 young farmers attended 'Hofnachfolgertag' (Farm Successors' Day) in Regensburg**

At its 'Hofnachfolgertag' (Farm Successors' Day) for farm successors in Regensburg on 16<sup>th</sup> February, the Gourmet Dairy Zott brought together one hundred young farmers from its entire milk sourcing region. Owner Christine Weber and head of milk purchasing Christian Schramm presented the latest news about the Zott brands, investments, milk development and the milk market to the young farmers in the Continental Arena's Communication Center. A tour of Deutsche Tiernahrung Cremer's (Deuka) two Regensburg-based feed factories also gave the farmers a direct insight into how concentrate feeds are produced.

In various presentations and discussion groups, the interested farm successors were informed about and discussed the latest dairy farming topics and issues. These included, for example, water treatment for dairy farms, udder health with the Zott programme "Naturally more milk" and cost reductions through more efficient feed. The young farmers were able to ask questions and discuss the issues raised with the speakers – cattle breeder Claus Pilhofer, veterinarians Dr Christian Fidelak and Dr Peter Klocke from Bovicare, and Gaby Harr and Georg Riewenherm from Deuka, as well as Christine Weber, Christian Schramm and Zott's supplier advisors.

The "Dairy Day" for farm successors is held annually at varying locations in Zott's milk sourcing region. The event combines the elements of further training, discussion and practical insights. Questions regarding the joint future of dairies and the next generation of milk producers are discussed in open dialogues.

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Insights into feed production practices on a tour of the Deuka factories.

#### Press Contact & Images

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