

PRESS RELEASE

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Zott "Farm Day" attracts thousands of visitors

On Father's Day, Gourmet Dairy Zott and farmer Alois Weiß and his family invited members of the public to a "Farm Day" in Spatzenhausen, near Murnau. The weather was beautiful and everyone was in a party mood. The Mertingen-based company gave the consumers insights into modern farming, animal welfare-oriented husbandry and local food production.

On Father's Day, far more than 5,000 visitors experienced farming close-up and intimate in Spatzenhausen near Murnau. On 25th May, the Weiß family opened its stable gates to give the visitors an informative insight into today's farming practices. During regular guided tours around the farm and the stables, the visitors learnt many interesting facts about dairy farming.

For Zott, it was particularly important to show the public what modern farming looks like, and to make it experience able. That is why Zott initiated "Farm Day" four years ago. "I am certain that allowing consumers a glimpse behind the scenes and making it possible for them to meet the dairy farmers directly and to actually see the source of our products is the best way to promote an understanding of how farmers farm these days," says Christian Schramm, head of milk purchasing at Zott. Together with the dairy farming family Weiß, the dairy impressively showed their Father's Day visitors just how much effort, care and quality-consciousness is involved in the production of the high-quality raw material milk, and therefore also in the production of Zott's products.

"Our goal is to host an event for the public. Lots of first-hand information and a super entertainment programme related to nature, the raw material milk and industrial milk processing attracted huge numbers of people," says Michaela Matthäus, Zott's head of corporate of communications, who organised the event and was delighted by its success. The "Farm Day" concept is certainly successful, as the huge numbers of visitors confirmed. The consumers were extremely interested in the regular guided tours around the stables which the owner of the farm, Alois Weiß, and his wife Christine offered all day long, never tiring of the many questions they were asked. The Zott team also demonstrated the production chain, from the milk produced by the cows to the milk collection vehicle and the way the milk is then turned into mozzarella and yoghurt.

The farm open day in Spatzenhausen was the third "Farm Day" organised by gourmet dairy Zott in cooperation with one of its milk producers. The next Zott "Farm Day" will be held in 2019.

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At the "Farm Day" in Spatzenhausen near Murnau, visitors were able to get a glimpse of what goes on behind the scenes at a farm and some insights into modern farming practices

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