

# MILCHWELT

JULY 2021

The Official Magazin of the DMK Group



## **Tiger & Transformer**

*Teams and their exciting and productive work.*

## **Fixed Price Model**

*A farmer shows how exchange trading secures the milk price.*

## **Sector Communication**

*Now, the dairy industry is speaking with one voice.*

# Behind

THE SCENES

*What we're working on and how we're doing.*

# Did you know?



## The sweet sound of moo-sic

Farmers who play Beethoven to their cows may find they yield more milk, according to a study by British psychologists. The calming sound of a slow piece of music relaxed the cows who produced around three percent more milk.



## Color

When we look at a glass of milk, we are actually seeing small particles of fat. Light scatters as it passes through them, creating a light color, though it is the protein in the milk that makes it look white.



## Mystical, beautiful, rich

“A land flowing with milk and honey” – This Old Testament expression describes the promised land. Milk was considered a symbol of wealth, while in ancient times and the Middle Ages, it was used in healing and as a beauty product.



Sources: SPIEGEL, WDR, ARD Planet Wissen

## Inside the engine room

Oliver Bartelt  
Head of Communications, DMK Group



Dear readers,

We look in several different directions as a company: into the past, so we can learn from it - and into the future, so we can map out our route forward. With Vision 2030, we have set our sights on a clear goal that will make DMK more robust and competitive. Transformation was and is our engine and it isn't sputtering, despite the crisis. But what about the present?

It isn't only the pandemic that shows we spend more time living in the here and now than we might have realized. For our farmers, the question “What's next?” is just as pressing, in terms of producer prices, regulations and requirements. Our employees, too, have spent months going the extra mile, and are now wondering what we can learn from all this and what areas we need to tackle next.

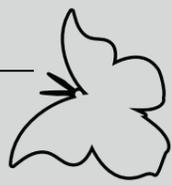
So this issue takes a look behind the scenes. We asked employees how it is going, working together in cross-divisional teams to find solutions that save resources. Farmers told us how they are finding ways to handle the growing demands they face. Sales staff shared their strategies to bring DMK products to market, and many others provided insights into their work.

None of this would be possible - even in the here and now - without a sense of “we.” While it can't be taken for granted and is often tested, we feel that sense is growing in our company. As CEO Ingo Müller aptly put it in the last issue: The company is us.

We hope you enjoy reading this issue,

Best regards,

Oliver Bartelt



## THE TIGER ADVANCES

Cross-functional teams are making powerful progress in the TIGER project "Transformer."



## A FIXED PRICE

Farmer Söhnke Schlichtmann on how the new exchange model is helping him secure a fixed price for his milk.



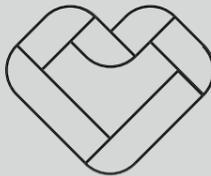
## NEW WORKING LANDSCAPE

The world is changing and so is how we work. DMK is focusing more and more on the new world of work.



## MODERN FARMERS

Farmers are coming up with smart ways to counter the crisis.



## BEYOND BORDERS

A network between Bremen and Southeast Asia is driving DMK product sales, based on the 4S model.

30

## NO EASY JOB

Kerstin Wriedt on her new post as the voice of the industry.



## SMART PLANNING

36



Ron Geerds and his team found considerable potential for savings on cargo shipments within #pacesetter.

46

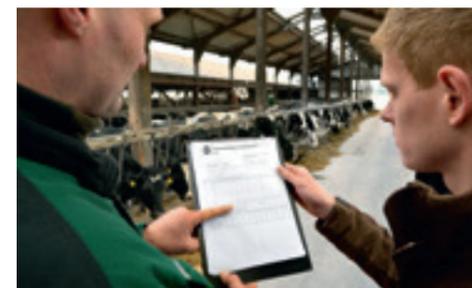
## MILRAM, THE FIRST!

MILRAM champions the art of chilling in its new TV ad.



## LOWER EMISSIONS

50



The TEKLa calculation tool helps farmers calculate their farm's CO2 footprint – and reduce it.

## TOP TOPIC BEHIND THE SCENES

What we are doing – and how we are working in agriculture, in the Business Units and in the plants 12–29

## INDUSTRY

Industry Communication Begins 30–31

## COMPANY

Uniekaas: Sustainability & Merger 32  
 Readers' Letters to the DMK editorial team 33  
 High-tech Pasteurization with "Louis" 34  
 Planning More Efficiently with #pacesetter 36  
 Marco Bode's Column on Failure as Opportunity 37  
 Open Day Held Online 38  
 The Digital Annual Report 39  
 Brand world 40–47

## AGRICULTURE

Cooperating for Greater Biodiversity 48–49  
 DMK Takes Part in a Carbon Study 50–51

## IN EVERY ISSUE

Do it yourself 45  
 Contacts to the Editorial Department 52  
 DMK in the Media 52–53  
 Masthead 53  
 Contact to Regional Leader 53  
 DMK Puzzle and Photo Contest 54  
 Recipe 55

Note on gender: Terms apply to all genders in line with equal treatment.

PHOTO  
CONTEST!

1

...cow, standing in the field as the sun rose, made a real impression on Annika Heinemann from Ovelgönne. Last summer she was fetching the cows in the morning but stopped in her tracks. She lay down and captured the moment with her camera. She is already looking forward to the beauty of animals and nature this summer.

# 18,242

... words make up this year's Annual Report. But that was not enough to describe 2020 and all the challenges that were overcome in the course of that eventful year. Anyone who does not have time to read can now listen to the first audio version of the Annual Report, at [www.dmk.de/en/2020](https://www.dmk.de/en/2020), and also on Spotify and YouTube.

*Find out more about the first digital Annual Report on page 39.*

# 115,000

... tons of cheese are produced annually in Edewecht, a site that spans nearly 20 hectares. The company has a proud tradition dating back some 50 years, with the founding of the Zentralkäserei Oldenburg (ZKO). The Edewecht plant churns out high-quality cheese products, from pieces to slices, for the German and international markets – alongside butter, whey powder and whey concentrate.

The **brine bath**, dairy 1, contains 1.5 million liters of brine. Some 30,000 tons of cheese pass through it each year. After two to three days, the cheese is washed for packaging.

Quality controls are an important part of **butter production**, with samples taken regularly (below).



DMK's employees and farmers are doing a massive amount to move the company forwards. In the following pages, they show us what they are focusing on in their areas of work and on their farms – and tell us why their activities are making such a difference.

# What we are Doing.



Behind the Scenes

It is summer 2021, and our company is still going through rapid upheaval. There are enormous challenges facing DMK and every single one of its employees and farmers. But the pandemic has also accelerated many of the changes we started working on three years ago with Strategy 2030. The fact that our work is now much more mobile, that we are growing together professionally and personally, that we increasingly see ourselves as a team, and that we find solutions with colleagues from other departments, often in other countries – all this is becoming more and more part of our everyday life. DMK benefits from all this – and so does each and every employee. In the last issue, we focused on people, with employees and farmers describing what motivates them. Now, we are turning our attention to what they are working on and how that is going. We introduce the minds and methods behind GBS and programs like TIGER and others. We also take a look behind the scenes at how technology is helping a dairy farm. And we show how young people are embracing the traditions of dairy farming too.

# Our teams are Creating Value

The **TIGER** program creates added value for DMK and it is finding considerable potential in assembly, thanks to the efforts of many employees.

**T**eams can move mountains. They are able to achieve what one person cannot do alone and that is the idea behind the TIGER program. Employees' knowledge is shared through cross-divisional teams in order to continuously improve all of DMK's activities.

Teams get together in meetings and through their discussions, they come up with solutions that improve performance in terms of safety, quality, cost, added value, morale, or the environment at DMK. Large, cross-functional projects look at entire product categories and identify which parts of the value chain can be adjusted in order to achieve greater efficiency and save costs. So far, projects in many plants have already saved considerable sums.

One of these cross-functional projects run within the TIGER framework is called Transformer. It is important to change or overhaul ways of working and production processes that are no longer up of date in order to stay ahead in the highly competitive dairy market. "As one of the largest producers of cheese and sliced cheese, DMK must exploit all its potential," says Karl Eismann, Director Operations in the Private Label Business Unit. "In Transformer, alongside major investments, we also have a broad agenda: among other things, we want to identify what technology we want to invest in for the future."

Transformer is not only focused on updating production machinery but also addresses the issue of digitization.

"We had been thinking about our assembly network over the past year - and that meant looking at how we want to align ourselves in the future and

## Behind the Scenes



**Karl Eismann**, Director Operations BU Private Label, responsible for the TIGER project.

where we need to invest," says Karl Eismann. "That led us to think bigger - not only from a production point of view, but holistically, involving all stakeholders." That sounded good in theory but the next challenge was putting it into practice. Karl Eismann and his team spent a lot of time talking to employees and stakeholders and explaining their plans. Before Transformer, he says, none of his earlier projects involved much in the way of describing and persuading. "At first, we thought this might mean too much effort but we realized that we had to get everyone on board and get them excited about thinking holistically." People's willingness to participate is important now and in the future, he says, in order for the project to succeed. Now, the teams are full of energy. "Colleagues are taking their share of responsibility and want to ensure that assembly is efficient and future-focused," says Karl Eismann.

This is positive for Transformer, he says, and in the coming months it will be important to keep expanding this kind of collaboration. "We want to inspire as many employees as possible with the idea of an integrated approach and expand the team step by step," Karl Eismann hopes.

He and his team are not going to stop spreading the word about Transformer, he says, whether they are talking about its successes - or when things did not go quite as planned.

Eismann is sure that more and more people will support Transformer in the future, and more people will become involved - meaning there will be no limits on the larger goal of "improving results."



## "A relaxed and constructive atmosphere"

**Romy Paepke**, Team Leader Product Development Cheese, Industry

"We are responsible for developing new products and processes so we support process and product optimization. We are currently working with lots of our colleagues from other areas to optimize the assembly process through the Transformer project. We are looking at the whole of the process from the delivery of the raw material, the cheese (including the ripening conditions and their impact on the process), through to cutting, grating, and packaging steps, to the finished package that consumers see in the supermarket.

In the project, openness and transparency is really valued which means the working atmosphere is constructive but also goal-oriented. People treat each other in a way that's focused and appreciative. So far, we have already come up with lots of ideas and approaches for optimization and now they are being assessed in terms of their potential: for example, possible improvements in the form of savings on packaging materials, or making the plant more efficient by standardizing the qualities of the raw materials, or more efficient equipment, or optimized handling. I am sure we can make positive changes for all involved. Open discussions in the project groups have given me a much better understanding of the problems and challenges faced by other participants and the Business Units. Regardless of how the Transformer project develops, I am sure this exchange of ideas will be extremely helpful for the way we work together in future."



## "This kind of exchange is becoming more natural"

**Gianna Krieger**, Senior Product Manager, Cheese, BU Private Label

"Alongside developing and presenting new products for the German food retail industry, I also oversee many projects relating to the product portfolio, including packaging. Market dynamics challenge us to set new standards in ever shorter periods of time and ensure we can provide them consistently. Within Transformer, we consider projects like the development of sustainable packaging, as that can influence machine parks.

The cross-functional team that is looking at the process stages is made up of people from marketing, sales, operations, logistics, packaging development and, to some extent, quality management and purchasing. Colleagues from specialist departments are also involved sometimes, depending on the topic or issue. My sense is that this kind of exchange is becoming more and more natural and matter of course. It is exciting and motivating to see how that helps us gain a better understanding of the way different departments work. The Transformer teams have already come up with cool and interesting approaches!

So not only do you get to know your colleagues from the plants, you but also gain a better understanding of the whole value chain. This kind of cross-functional collaboration, on this kind of scale, is new for me. Analyzing these things jointly gives us much deeper insights into different parts of the process and how things are related and that knowledge helps everyone involved - also in other projects."



## “Identify what we have in common”

Karin Iffland, , Quality Management Business Partner, BU Private Label

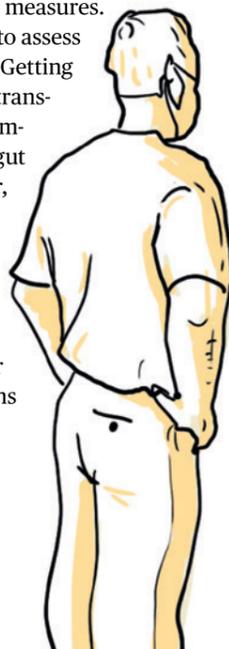
“My goal is to improve quality at eight plants in the Private Label Business Unit. I develop concepts for how we can optimize and standardize processes and promote the exchange of ideas in order to learn from each other. For me, multifunctional teams are really valuable because they help identify things we have in common and areas where we differ. That helps us understand each other and prevents misunderstandings and misinterpretations, both on a professional and personal level. Solutions and decisions that are made by the teams are usually very resilient, because they have been considered and thought through from all angles - alone you are strong, in a team you are unbeatable, as the saying goes. Changing a corporate culture is not easy, so that is why we always have to make sure everyone understands their roles right from the outset. That's something that works much better in a team than if it's only done by a supervisor. We have also achieved a lot already, developing a tool that evaluates complaints and stoppages, for example.

We had to make sure the data basis for all the plants in the Private Label BU and the Industry BU were the same.

That transparency and ability to compare meant we could identify trends and systematical errors in this area and introduce effective preventive measures.

We were also able to use the tool to assess how effective the measures were. Getting facts and figures to make things transparent is the first step towards improvement. Sometimes you get a gut feeling that can be a first indicator, but that can also be deceptive. We can only change a situation if we are aware of it. By bringing the plants together for regular jour-fixe meetings, we were able to accept and understand each other better. We share ideas and solutions and learn from each other.

I see that principle in the Transformer project.”



## “DMK has a vast store of knowledge.”

Bernd Semken, Head of Corporate Procurement Packaging, DMK

“I represent the purchasing side in the Transformer project. Together with other in-house purchasing experts, we examine the entire packaging process. We evaluate packaging materials and look for ways to optimize them in order to save costs. So we look at which

suppliers in our portfolio would be best for DMK for this particular type of packaging at this location. Sometimes the teams are individually selected, depending on the step of the process. We are there whenever our expertise is needed.

We are currently involved in several TIGER projects. It is fun to see how motivated our colleagues are. The discussions we have are open and appreciative, and it's great to see so many good ideas. We are currently evaluating measures such as reducing the film thickness used in cheese slice packaging: How far can we reduce the film thickness without compromising quality or cycle output? Significant sums can be saved by reducing materials in a sensible way! And that also makes us more sustainable. The project has shown that DMK has a vast store of knowledge. Succeeding is always rests on putting together the right team.”



## “Experiencing what your ideas can achieve”

Gerwin Westendorp, Value Chain Optimiser | Gullfoss

“We need to expand process-oriented collaboration across departmental boundaries in order to continuously improve. That would improve our understanding of each other and generate more solutions for retailers and consumers. Our goal should be to satisfy consumers, who then buy more of our products. Ultimately, that will enable us to pay farmers more.

I have worked with many organizations in the course of my professional life. Unfortunately, most have focused too much on departmental goals, meaning efficiency and overall results suffered. Also, value chains were not optimized. Through Transformer we can bring together teams from research and development, logistics, procurement and sales, and all the functions in between. We have even brought together different business units and markets. Everyone involved took a virtual look at the entire value chain, discussing what works and what could be improved. Lots of smaller ideas became bigger ones that had the potential to improve the value chain as a whole. Identifying ideas is one part of the process. Then there is the implementation. In the end-to-end approach, the people who first identified an area of potential are the ones who have to implement everything and that means they are able to experience in practice what their ideas can achieve. These employees are all highly motivated, I find, as are all involved. The continuous improvement principle in TIGER not only boosts DMK's performance but also each individual, more than ever before.”



## “We are only at the beginning.”

Holger Lewerenz, Head of Packing, Private Label

“As head of department, I represent packaging in the Transformer project and am steering employees from Euro Cheese in Altentreptow. We analyze all of the production processes from the logistics to the finished product, taking all quality controls into account. The focus is on the highest level of quality and on saving costs. We are steadily improving communication in the teams and we are growing closer and closer together. Our performance improves in the process. The intense focus on the stages of the process confirms our way of working and motivates us.

We have already achieved an improvement in the utilization rate on our six production lines, for example. Last year we managed to increase performance by 1.5 percent. We have added 1 percent more this year so far. And we are only at the beginning: the Transformer project has only just started to gather data and now we are identifying potential and looking at business scenarios. The advantage of TIGER and projects like Transformer is that we can focus intensely on our tasks and gain new perspectives through team discussions.”

The Transformers

# A Perfect Team

Hoa Dang and Matthieu Rapp sell DMK products in Southeast Asia. Staying in close contact with their colleague in Bremen has helped them build up a large network abroad.

**I** am currently responsible for DMK sales in Thailand, Malaysia, Singapore, the Philippines and the Maldives. Our activities are focused on establishing the Oldenburger brand in the Southeast Asian region. We are in closer contact with Germany since we opened the representative office in Vietnam three years ago. We call or email Ruben Kilian every day to keep track of our customers' orders and to make sure processes run smoothly, from negotiating the price to the order, production and dispatch. Our teams' close cooperation is important so that we can meet customer expectations in the best possible way. Our main goal is customer satisfaction, both from

the commercial side and in terms of customer service. Good teamwork makes all the difference and determines whether we can offer them a 5-star level of service. Our location in Vietnam gives us many advantages: We are geographically close to our customers and we can serve them without a time difference. We also gain deeper insights into what our competitors are doing. And we are able to apply Asian ways of working to European standards and the other way round."



Matthieu Rapp  
DMK Country Manager.

**M**y focus is on the countries of Vietnam, Myanmar, Cambodia and Laos. Matthieu and I are working to make DMK products into a permanent fixture on the Southeast Asian market. The job is very versatile and covers a wide range of tasks, from customer development to marketing. Being located in the region, we are much better able to build up production volumes and a product portfolio here. Also, not to underestimate the fact that we have a

good overview of many parts of the value chain from here, from repackaging to joint ventures to contract manufacturing. The cooperation between Germany and Southeast Asia is essential and it is going very well! It makes things significantly easier that the ordering process at DMK is so well structured. The employees ensure everything runs smoothly thanks to the excellent communication between the commercial side of the orders in Asia and customer service for production and export in Germany."



Hoa Dang,  
DMK Area Manager.



## SKILLS

All our departments' expert knowledge and skills are gathered here.

## SAFE-GUARDING

This is where the company's strategy and guidelines are developed, governing how we work.

# 4S

## SHAPE

Our company's six Business Units are gathered under this umbrella. Each of them has an independent BU Head.



## SERVICES

GBS (Global Business Services) offers its process-related capabilities to the entire company as an internal service provider.

## The sparring partner

Ruben Kilian is in constant contact with his colleagues in Vietnam. Beyond streamlining logistics, that exchange also creates trust and reliability.

### What do you do at DMK?

As Customer & Services Specialist Export APAC, I look after customers from third countries from accepting their orders through to delivery. They come from BU International and BU Industry. We are also responsible for coordinating product-specific inquiries from customers. We monitor to make sure payments are received on time and ensure there is sufficient credit insurance.

### How do you do that?

We work closely together with our production planning and logistics service providers to create an individual delivery plan for the customer. The goods are shipped almost exclusively by container ships, but in some exceptional cases, shipments are sent by truck or air freight. Those are only small parts of our very broad range of export activities.

### How do you work together as a team?

Our colleagues Matthieu Rapp and Hoa Dang are our contacts in Asia. They give us price and contact information about current and new customers. Their presence in the region means they are able to act and react quickly, otherwise that would be a major hurdle. We are in touch with them daily, by email, MS Teams or on the phone, and we work closely together to make sure each customer is satisfied.

### How do you cooperate on orders and exports for example?

Customers contact Matthieu and Hoa directly with their order. That order is

**"Problems can be solved much more easily."**

then recorded on a form and forwarded to us in Bremen. Next, we plan the fastest possible delivery date and organize for the goods to be collected by a forwarding agent. That involves checking the ship departure schedules and calculating the approximate date when the goods will arrive in the third country. We draw up a contract containing all the data and then that's approved by Matthieu or Hoa.

### How do things work now compared to in the past?

Thanks to our colleagues Matthieu and Hoa, we are better able to cooperate with customers in the region and can be much faster. Our colleagues' connection to the customers mean we can solve problems far sooner and much more easily. They are always ready to help and never shy away from a challenge.

## Behind the Scenes

### THE 4S MODEL

The 4S model sets out the logic of how we are organized, optimizing the way we work together to avoid duplicating work and to increase our flexibility, knowledge and skill across all of the organization's units. Responsibilities are clearly allocated, enabling each organizational unit to focus on its core activities.



Ruben Kilian,  
CCS Specialist at DMK.

Behind  
the  
Scenes

## More Impetus from Employees

**New ways of working** are not just a passing trend for DMK, but are a whole new way of collaborating. Company culture is changing for good.

**T**he new way of working means people are not confined to a specific location but can communicate with each other from any location, thanks to collaboration tools and video conferencing. Almost everyone who is able can get involved, using a computer, tablet, laptop or even a smartphone. The key word is “flexible” and for younger generations, it’s also an important criterion when picking an employer. Applicants want agile teams that organize and work on projects themselves. They’re looking for the chance to share their ideas and energy - and for flat organizational structures. “All these elements are writ large in the DMK Group’s Vision 2030,” says Ines Krummacker, Chief Human Resources Officer at DMK. “And right now, the company is implementing these changes at top speed.”

Over the past few years, the DMK Group’s transformation process has helped enormously to optimize work processes and make them more efficient, says Michael Ehlerding, Head of Organizational

**“The company is managing this change at top speed.”**

Development. He says the pandemic has really shown the positive side of new ways of working. “We were able to react more quickly to the pandemic and its consequences, as we had already started making our organization much more agile, and were able to build on that,” he says.

When the pandemic broke out, the company had to respond fast, and set up projects that were needed right away and would yield the best results. “In March 2020, we sent all our administrative staff home from one day to the next,” says Ines Krummacker. “We gave them the technology they needed and rolled out

Microsoft Teams ahead of time. We had the infrastructure to enable people to keep working remotely.” Managers, meanwhile, faced a whole new set of challenges, as remote working meant people were able to determine their own working hours to a greater degree.

**“Employees want to be listened to.”**

A strong sense of community is needed for this kind of collaboration to succeed. “People want to be heard, they want to be valued and they want to feel part of their team,” says Ehlerding. It’s easier for managers to address these needs when everyone is in the same location. But with employees all in different places, managers have to pay even more attention to make sure processes are working and people are collaborating. “Managers have to trust their employees in a situation like that, and give them a platform.”

Staff were already managing the transformation process really well, says Ehlerding. To make the most of the new momentum, a new working agreement was adopted, providing for four working models (ranging from a lot in the office to a lot based at home). Employees can work together with their manager to decide which suits them best, considering their individual needs. This is also part of the new world of work - collaborating in ways tailored to each individual.

“We also wanted to clearly show how important the issue of training is for us, despite or even because of the pandemic,” says Krummacker. “That’s why we’re putting a lot of work into the GROW program - and leaving no stone unturned.” The training program is being restructured so it suits each individual as they build their career. The program is a real trend-setter in this sense, as DMK had not previously planned to set up this kind of training structure. “The crisis enabled us to gain valuable experience in terms of remote learning and exams held online,” says Ehlerding. “What we are working towards is a concept where trainers and trainees always communicate as equals.”

Experiencing the community spirit at DMK during the pandemic was important, he says. “It really showed clearly that we are able to handle change and drive it forward together.”

**Michael Ehlerding,**  
Head of Organizational  
Development. He is working on  
the DMK Group’s continual  
transformation processes..



**Ines Krummacker,**  
Chief Human Resources Officer,  
manages personnel issues through-  
out the whole of the DMK Group.  
She trained at the company and has  
played a key role in the Group’s  
transformation.



Florian Schomaker, HR Manager Projects & Policies, DMK.



Robert Wähnke, Head of IT Service Operations, DMK.

“More than half of our workforce is already using IT-supported functions.”

Behind  
the  
Scenes

## The Workplace of the Future

Florian Schomaker and Robert Wähnke want to the **future workplace** to enable people to collaborate. That goes way beyond digital solutions.

**DMK is introducing new ways of working in many locations - and that includes the digital workplace of the future.**

**How does that look?**

*Florian Schomaker: It is mainly characterized by the fact that users can access information and communicate independently of their location. In the future, it won't matter where employees are working from or which device they are using. It will enable us to collaborate more efficiently with fewer resources, whether in the office or at flexible workplaces.*

**How does digital communication work?**

*Florian Schomaker: The basics of the digital workplace come from Microsoft 365 applications. In the future, we will collaborate using these cloud-based services, while of course ensuring we have maximum security and data protection.*

**Are we already seeing the benefits?**

*Robert Wähnke: Yes, because the apps are already enabling people to collaborate more efficiently in the workplace and to communicate better and more quickly.*

*Florian Schomaker: Many companies and our competitors are continually upgrading their technology. Nowadays, highly-qualified people seeking jobs can often choose who they want to work for and by becoming more flexible in terms of where and when people work, we can make ourselves more attractive as an employer. That's a real competitive advantage.*

*Robert Wähnke: This is exactly where Microsoft 365 helps - as it creates very flexible options for access.*

**Who benefits from the new digital workplace?**

*Robert Wähnke: Regardless of whether they are administrative staff, field staff or colleagues managing production, the digital*

*workplace should have a positive impact on the work of every colleague. Today, more than half of our workforce already uses IT-supported functions. They should benefit from the improvements. As technology develops, fewer and fewer workplaces will be able to manage without the support of IT in the future.*

**Are there other advantages beyond making work easier?**

*Robert Wähnke: Modern communication tools also help reduce the number of business trips that are needed, something the pandemic really highlighted. That is also a real help in terms of reducing our carbon footprint. In addition to the advantages of access independently of location, the new workplace also allows people to use more advanced technology, such as automated applications for example, that reduce an employee's number of tasks. However, some employees also have reservations, and are fearful.*

**How do you respond to their fears and reservations**

*Florian Schomaker: Alongside having to get used to a changed IT environment, our colleagues are also concerned about whether there is a growing overlap between their work*

**“Reconfiguring old ways of thinking is a challenge we will take on together.”**

*and their personal lives. DMK has to create an atmosphere that is conducive to performance, supporting individual employees without overburdening them. Even if colleagues can work at any time from any place, it's important to have a good work-life balance, especially given all the challenges due to the pandemic. Employees have to balance home schooling, childcare and work, among other things, all under one roof.*

**How do you deal with these employees?**

*Florian Schomaker: It's human nature to be skeptical of change at first. Reconfiguring the way we have learned to think and work is a challenge that we will take on together. Alongside a comprehensive training program, we are training more than 100 colleagues to be experts - called key users who will provide advice and support to their colleagues in their day-to-day work. From my point of view, it is also important to show employees and managers the advantages and benefits of this new way of working, and how it simplifies things. We help by running a range of events online before and during the introduction process. So I am sure that this new way of working will be a success at DMK.*



## “We want to take part in market developments ourselves”

How a farmer made the fixed price model into a fixed part of his daily activities.

Behind  
the  
Scenes

It's Tuesday morning so a trading session is on the agenda, on Fixed Price, DMK's platform for hedging milk prices. In Oldendorf near Stade in Lower Saxony, farmer Söhnke Schlichtmann is preparing to sell part of his milk at a fixed price. At the start, trading milk was new and exciting, but now the trading process has become part of his regular routine, every second and fourth Tuesday of the month.

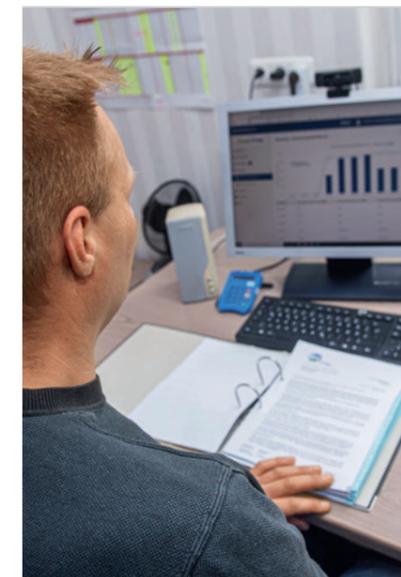
### Closer to market developments

Fixed Price was developed with the help of a pilot group which included Söhnke Schlichtmann's father Hermann. It's a simple and secure hedging model for all members of the cooperative. Söhnke Schlichtmann was one of the first farmers active on Fixed Price right from the very beginning. Since then, he has regularly hedged parts of his milk volumes at a fixed price on the online platform, when the price suits his hedging strategy. “Years ago, my father and I looked at the stock market to see if we could sell our milk ourselves,” he says. He no longer wants to be a supplier who fulfills predefined conditions, but wants to take part in market developments himself,

**“It's great that you can put in an offer up until 10 p.m.”**

he says. “But we soon realized that trading milk independently on the stock exchange is highly complex and we would need a lot of liquidity to make it happen.” This was not feasible for his farm. “That's why we were happy our dairy took this up and we were glad to be part of the process through the pilot group.”

He is still interested in the issue, of course, and prepares extensively for the trading sessions which take place every second and fourth Tuesday of the month.



**A routine process** – Farmer Söhnke Schlichtmann has integrated the milk hedging process into his daily life.

### Simple processes

He now has an established a routine. He knows his farm's production costs, with its 530 cows. He reads the trade press and monitors the milk value on the Kiel exchange. On each trading day, he looks again in the morning to check whether the fixed price offered makes sense for his farm. For him, what matters most is not getting the highest price but having the security to plan, and balancing the difference between the peaks and troughs in the milk price, something the fixed price offers at a time of market volatility. His father is thinking over exactly the same questions at the same time, so they talk during their lunch break and occasionally call their business adviser. Then they reach a decision and submit an offer online during the course of the day. “It's great that you can put in an offer up until 10 p.m., so we are totally flexible,” he says. “The platform is very straightforward so everyone can understand it, so that part really doesn't take much time at all.”

### Greater security

Thanks to his routine, he can wrap up the process quickly and move on to other tasks. Because even though it

is important to Söhnke Schlichtmann to focus on the dairy market and manage his income, there's also his daily farm work to take care of. For him, that is exactly why Fixed Price is so attractive. "Twice a month, I really focus on it, whereas if I was trading on the exchange independently, I would constantly have to follow the prices. That would be too nerve-racking," he says. With Fixed Price, he has to wait and see how much of the volume he offers is actually hedged, but he knows that the price is set and that is exactly what he will receive on his milk bill for that particular month, without any other costs or deductions.

#### Independent action

The fixed price that is offered on Fixed Price replaces the DMK base price, and is paid for the actual volume of milk delivered in the month agreed. It means all of the price corrections, surcharges, deductions and discounts, such as for fat and protein, that are specific to his farm need to be added to the fixed price. DMK prices all of the other costs associated with the system or created in the process

of the transaction into the fixed price, as well as the financing costs and basic risk. Milk producers who don't hedge face no further costs.

He recommends his colleagues take a closer look at hedging. "There's really no need to be afraid. You can approach it at your own pace and decide for yourself whether you want to offer any milk volumes. It is not a guarantee for high prices, it's a hedging tool."

#### Balancing out volatility

Participating also makes sense in terms of investment, he says. "Bankers see this as a positive thing, that you engage with this and have a security that can cover business costs and also repayments. We milk producers are also going to need that security in the future." Twenty years ago, milk prices were stable, says the farmer. Now they fluctuate a lot. "Fixed price helps us to balance out these fluctuations."

**"You can approach it at your own pace and decide whether you want to offer any milk volumes."**

# "People are taking an interest in each other again"



DMK farmer **Thomas Andresen** spells out the problems – and the opportunities for the industry.

#### What kind of challenges are farmers facing this year?

*Alongside problems arising from tougher fertilizer regulations and the freak weather conditions of the last few years, the pandemic will shape 2021, alongside rising costs in all sectors of the economy. So farms are going to be up against increasing economic pressure, as well as political pressure.*

#### How are you dealing with the EU's new requirements?

*As our farm is not located in the red zone, the restrictions are limited, but we will have to produce more paperwork. And we'll have to wait and see what the EU has in store for us with Farm-to-Fork and GreenDeal.*

#### What are you hoping for this year?

*Like most people, I hope we'll be able to put the pandemic behind us as soon as possible. In terms of the farm, I hope DMK will be able to generate a suitable milk price that's sufficient, and pass it on to suppliers.*

**The voice** – farmer Thomas Andresen speaks up for farmers' needs as he grapples with the industry's challenges on his farm in Schleswig-Holstein.

#### How would agriculture be ideally – to satisfy consumers, dairies, food retailers and farmers alike?

*Consumers and farmers are already coming closer together – people are taking an interest in each other again. Now, if we can manage to make it clear to the food retail sector that it's responsible not only for low consumer prices but also regional agriculture – and if dairy cooperatives realize their main priority needs to be paying members and suppliers a milk price that allows them to develop prospects, then that would be a big achievement.*

#### What are the most urgent tasks for farmers to focus on this year?

*Survival! This year, many milk producers are struggling to survive.*

#### What's changing in your daily work on the farm, in terms of politics, consumers, regulations...?

*We're used to adapting to new circumstances as agriculture is in a constant state of change, but right now, the pressure on the industry is really hard to handle. The combination of new and rising costs combined with low revenues is pushing the industry to the limits. At a time like this, it's a good feeling that most consumers support the nation's farmers. That's something we realized during the farmers' protests in 2019.*



# How Change is Working Out

Behind the Scenes

Agriculture is in a process of transformation. Dairy farmers like the Mensink family and Cecile Fokkert share some of the ideas that are helping them handle the challenges.

“My wife Elly and I spend a lot of time thinking about running our dairy farm, and the future of the business. I’m now the fifth generation to run the farm and I’m proud to look back on 140 years of history. I took over the mixed farm from my father in 2001: 59 hectares of land with potatoes, beets, grass and corn fields and about 70 cows. Three years later, I sold the farming to concentrate entirely on dairy cattle farming. At the beginning, I had 70 Holstein cows. Now I have 120, crosses of Holstein, Fleckvieh and Scandinavian red cattle and 60 young ones. On average, over a year each cow produces about 9,000 kilos of GMO-free milk with a fat content of 4.38 percent and a protein content of 3.63 percent.

## Adapting to change

In addition to the 59 hectares of land, we leased another 24 hectares, twelve of which are from a landscape conservation association. We are proud that the dairy farm offers complete access to pasture and we’ve had two milking robots since 2015. That’s our key data. But like all the other farmers out there, I am also having to adjust to major changes in agriculture. It is not easy, but I am trying to come up with some ideas of my own, especially around energy management.

I developed a real passion a few years ago for generating sustainable energy and

**Hans Mensink** 51, dairy farmer from Linde, the Netherlands.

saving energy. In 2018, I installed a good 1,100 solar modules on the roofs of the barns. In 2019, the first year, they produced about 250,000 kilowatts of electricity. I installed 300 more in 2020, which made 310,000 kilowatts that year. When it’s winter, the days are short but when they’re clear we still produce 1,000 kilowatts, and a good 2,000 in summer. As a family we consume about 100,000 kilowatts a year, operating the farm and our home. We sell the excess 210,000 kilowatts.

## Succeeding through trial and error

That spurred me on of course and I got really fired up about saving energy. A year later, I installed two electric boilers and a Milk2Heat system - a Dutch invention. It’s an ingenious system for heating our home and the tap water: When the cows are freshly milked, the milk is warm, 37 degrees, and it flows directly into the milk cooling tank. Heat is released as the milk is cooled, and in the past it was just released into the air. Now though, the Milk2Heat unit extracts the residual heat from the milk during the cooling process and feeds it into the heating system. And at the same time, the unit helps cool the milk, keeping the temperature of the milk in the cool-

“Our floor is heated by dairy cows!”

ing tank at 3 degrees. So the heat is recovered and diverted for a new purpose, through a pipeline under the road. That heat comes into our home, around 50 meters from the barn. That meant we were nice and



cozy in our home in February, despite the chilly weather, and the only gas we used was for cooking. Our underfloor heaters were heated with the warmth of the milk. Imagine that! For me, that’s the definition of comfort and quality of life.

## The joy of saving energy

Now, both the dairy farm and our home are energy-neutral, and in addition to milk, I also supply electricity. That’s a real advantage because it’s another source of income alongside the cows and it requires very little work. It makes economic sense, the combination of subsidies and generating your own electricity, even if as a major consumer of electricity you generate yourself, you can’t just feed it back into the grid and charge for it. You won’t get rich from it, but at least it’s something.

“We are a real family business. My mother is the calf expert, and my uncle and father milk the cows. When he is milking, my uncle knows exactly which cow he is dealing with and the composition of her milk. He also makes sure that everything is in order in the barn and everywhere else.

We do our milking with a 30-cow indoor milking carousel and have 135 hectares of land, most of it rented: 80 percent is grassland and 20 percent is corn. Our 250 cows produce 10,500 liters of GMO-free milk annually.

With farming as a profession, you need a strong inner determination in order to meet the challenges of modern agriculture. How do we want to work in the future? What kind of image should agriculture have? What can we do about that, specifically? I myself would like to work with my head as well as my hands. That is why the versatility of farming suits me so well - your head needs to come up with plans and your hands need to solve problems. One major issue is consumers.

My wife says that she constantly spots me checking the energy app to see how the solar panels are doing. I just really enjoy seeing this power we’ve generated ourselves!

## Saving time through sustainability

I’ve achieved what I wanted to achieve in terms of energy management. Right now, new projects would just cost too much money. It isn’t worth it. But I already have another idea: I’m looking for an efficient and convenient way to cover the roughage in the silos. What I’ve got in mind is an automatic system that can be operated remotely, covering the roughage with a tarp. There would be a rolled-up tarpaulin that’s pulled over the roughage and the system would pull the tarp back a bit to release the forage. Our investments in robots, sustainable energy and maybe sometime soon in this system all serve

to make life more comfortable. Elly and I don’t want to just work all day long. We want to have time to live and take care of our children and grandchildren. If that can be done in a way that is sustainable - so much the better.”



“You need a strong inner determination!”

**Cecile Fokkert**, 23, young farmer from Holthone, the Netherlands.

He stayed here and kept running the farm with 80 cows and built a new barn for the young cattle behind the other buildings.

Later, my father and uncle Gert built another barn and the milking parlor. They rebuilt the feed store and expanded the livestock. Everyone in our family loves their job. We all work together, nothing works without team spirit.

In the future, if I can give people a true image of agriculture, then I’ll have achieved a lot.”



Milk  
Initiative

### Kerstin Wriedt

As a nutritional science specialist, Kerstin Wriedt works at the interface of nutrition, economics and the natural sciences. She has also worked as a communications expert for Edelman, Cohn & Wolfe and BCW agencies. She became Managing Director of the Milk Initiative.

# Meet the Voice of the Industry

A strong start for Kerstin Wriedt, who is taking on the challenge of **industry communication**, as Managing Director of the Milk Initiative.



**Ms. Wriedt, you have been Managing Director of the Milk Initiative for more than two months. What is a typical day for you?**

*Lots of conversations! I notice that the people I talk to are really eager for industry communication to get started. We share ideas in the advisory board and business, and with dairy and cooperative representatives, the agricultural sector and other parts of the dairy industry. And I'm working with the press and networking alongside that.*

*All the dialogue is very constructive for me as it helps me to understand people's expectations. There's a real sense of optimism in the air.*

**This year saw the launch of industry-wide communication. What is the reasoning behind that?**

*The idea is for the dairy industry to speak with one united voice. We want to address the issues that consumers are focusing on as they see food and other everyday products differently these days. How it tastes is still the most important thing, and pleasure, but the way food is produced matters to them too. They're asking themselves things like how sustainable are the products they're feeding their children? Where does it come from? Saying milk is a premium quality product doesn't go far enough, we need to answer these questions as well. That's our communication mission at the Milk Initiative, as I see it. We offer consumers all the important information they need so they don't have to go looking for it, and create clarity and transparency.*

**Doesn't a shared voice come a little late to answer those who criticize how milk is produced?**

*The different associations have done a good job of responding competently to criticism - often from a technical point of view. But it was tricky for consumers to get an overview, what with all the discussions of milk's pros and cons - and that gave room to the critics. We want to change that and promote a positive product.*

**Plant-based alternative products are fashionable - is that a challenge for milk?**

*I take a sporting view and figure the interest in the drinks gives us a chance to position milk. Plant-based products are innovative and present ingredients in a new way. We can do all this with milk, using the same arguments, it has just as much relevant content. More than 300 innovations relating to milk hit the market every year, and a lot of knowledge and science goes into them. All that's a perfect starting point for our marketing campaigns.*

**How will they look?**

*We have very loyal consumers - more than 90 percent of German households have dairy products in their refrigerators. That means there's a large fan base out there that we can activate. We're aiming at the young as a target group and will go online to reach the smartphone generation. That approach really helps us make milk's profile something we can measure, showing us how milk is perceived in social media, for example. Is milk*

*a trend on Google? Are our messages getting through? We communicate through a digital ecosystem made up of websites and social media. Alongside that, we're working with the press and specialist target groups and we're planning more advertising activities.*

**Who is on the team?**

*The Milk Initiative has a lean structure. I'm the central point of contact, and a colleague is supporting me. I'm also supported by a professional agency with a network of editors, website designers, programmers and social media managers and together, we're developing strategies for the Milk Initiative.*

**What would count as a success for you, in terms of industry communication?**

*If, as a team, we see that people are talking more about milk by the end of the year - that would be a first milestone for me. As an initiative, we want to present the dairy industry successfully to the outside world, in terms of how it's presented and through communication and dialogue.*

**What does milk mean to you?**

*Enjoyment, variety, lots of nutrients. I can't start the day without a cup of coffee with milk. As a trained nutritionist, I know that dairy products are part of a balanced diet. Personally, I also love the variety, from buttermilk to regional cheese specialties. I spend lots of time browsing in the supermarket, even when I'm on vacation.*

# Into the Future with a Clear Conscience

Uniekaas is focusing on environmental protection with sustainable packaging and a brand new campaign.

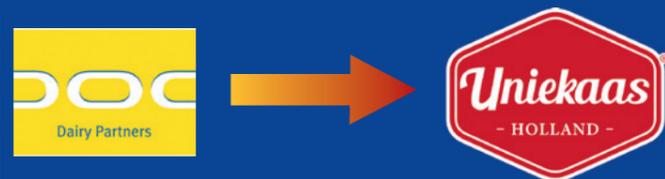
Anyone who chooses Uniekaas' delicious cheese can also take satisfaction in the fact that they are also doing something good for the environment. That's the central message of the Dutch company's new sustainability campaign, which draws shoppers' attention to the more environmentally-friendly packaging of their cheese products. The ad is illustrated with a photo of a little girl who is taking a good bite of a cheese sandwich, and she is already familiar to customers from earlier campaigns. The message says that she can still enjoy Uniekaas products with a clear conscience when she's grown up. News of the campaign and the thinking behind it has already reached retail partners.

After the full overhaul of Uniekaas' design in 2019, the traditional brand is now turning its focus to the future. The campaign will be supported by numerous activities all revolving around the topic of sustainability.

Plans include promotions in supermarkets, a popular approach in the Netherlands. All this will reassure Uniekaas customers that they are not forgetting the environment when they buy products from the country's oldest cheese brand.



**Tastes good, feels good:** Uniekaas is focusing on environmental sustainability with its new packaging.



DDP plus Uniekaas equals **Uniekaas Holland.**

## From 2 make 1

A strong team gets a new name: DOC Dairy Partners and Uniekaas become **Uniekaas Holland**. This has more than just a symbolic character.

May 1 marked the start: DOC Dairy Partners B.V. and Uniekaas were merged to form Uniekaas Holland. "The merger is part of the Maxima project that's integrating the Dutch company into the DMK Group," says Ron Krekels, Managing Director at Uniekaas. "The aim is to simplify the corporate structure, achieve synergies and save costs." It is already succeeding on several levels, as the merger means that many processes no longer have to be carried out for each company individually, but only need to be done once. The back story: Uniekaas Holland and DOC Dairy Partners merged at the end of 2017. All of the ripening, packaging and production activities at the Kaatsheuvel site were merged into DOC. The thinking behind this was that the merger would make it much easier to expand into European growth markets. Furthermore, with a complete production chain, the company would also be more competitive. "We have been working hard since then to further professionalize our products and services in the Private Label area and for our Uniekaas brand," says Krekels, referring to the new name. "We also want to be more transparent with the market, as so far, we've had people working for both DDP and Uniekaas, representing both companies." Now, with a common denominator, the relationship between the companies is much clearer, preventing any confusion. The naming of the company was just the last, logical step along the route towards a good long marriage.



MILCHWELT

## Comments & feedback

If you have questions, criticism or suggestions about this issue or Milchwelt in general, please write to us at [milchwelt@dmk.de](mailto:milchwelt@dmk.de). Readers sent in lots of letters in response to the last issue.

*The editors reserve the right to shorten letters for reasons of space.*

### MILCHWELT IN GENERAL

#### More reporting, please!

Farmers often say Milchwelt isn't self-critical enough. I tell my colleagues again and again that they should read the whole magazine to get a more complete picture. In the last issue in particular, I really liked the way CEO Ingo Müller described his motivation and also his concerns. Another suggestion I hear a lot: I like the reports from the farms, but show us the inside and the outside, in order to give us farmers a better picture of the production side of things.

Matthias Klippel,  
Stadtroda, by telephone#



The plant in Edeweicht

Editors: That's exactly how feedback should be - telling us what you liked and what you want to see more of. We can work with that! We responded to your request right away. Alongside looking at a plant (pages 10-11), in this issue, we also took a closer look inside production. Our photographer went to the cheese plant in Edeweicht and brought back the images you can see on pages 10-11. We're looking forward to continuing this series in future issues.

### MILCHWELT IN GENERAL

#### Story idea

My idea for a topic in TopAgrar magazine came from an article in MILCHWELT, which, by the way, I again thought was very well done.

Kirsten Gierse-Westermeier,  
Editorial Office TopAgrar, by e-mail

### MILCHWELT IN GENERAL

#### Interesting new approach

A lot of insights and highly informative. You show an interesting new approach taken by the cooperative which engages people's interest.

Hans Wortelkamp,  
Editorial Director,  
Milchmarketing, by e-mail

Editors: It's great that Milchwelt is managing to generate interest among experts and to get feedback about how that worked. Many thanks indeed!



### MILCHWELT 2/21

#### Dungarees and pitchforks?

One comment on the front cover image of Milchwelt... The administration and dairy staff are shown in their smart clothes at the front while the farmer stands behind them in dungarees with a manure fork. On our farm, we didn't think that worked very well - that is not how we see ourselves, at least.

Janik Schlüter-Korte,  
Wintjen GbR, Altwistedt

Editors: Dear Sir, first of all, that is not the image we wanted to create with the cover picture. If that is how it came across, we are sorry. The cover story in the April issue aimed to show how all of us, whether on farms, in

the dairies or in offices (or at home due to the pandemic) are all one team, working with the same amount of passion. We did not intend to show any kind of precedence in the picture, but tried to show visually the distances we are keeping because of the pandemic. We exaggerated the people's appearances slightly in order to make that message clearer, without wanting to make anyone look funny.

Just as our colleagues do not wear ties in the office, farmers obviously don't automatically wear scarves and carry pitchforks. We exaggerated in the image in order to highlight the team but we did not mean to give offense. Our apologies!

### MILCHWELT IN GENERAL

#### Good work!

As a young farmer, I have just started studying agriculture. I particularly enjoy reading about the current economic situation and new products in your magazine. For me, it is worth reading thanks to the attractive illustrations and short articles. A big thank you! I'm also really glad to be able to take part in your sweepstakes.

Simone Böye, Cuxhaven, by e-mail

Editors: Dear Simone, we are extremely over-comed by so much praise. Thank you very much indeed! (-; We are keeping our fingers crossed for you in the sweepstakes, though you are not alone in sending us solutions to the puzzles in each issue. The number of people who send a letter or postcard in response to the contests is also something that makes us really happy.

### MILCHWELT 2/21

#### Cool magazine

I am currently visiting my parents in the north, and my dad brought me the latest issue of Milchwelt. It's a cool magazine with really interesting articles - congratulations!

Gesa Thelen, née Müller,  
former DMK Dairy Queen,  
Ovelgönne, by e-mail

Editors: Dear Gesa, We are open to criticism and we're also naturally (all the more) pleased to receive such feedback. Many thanks indeed!



# Thanks, Louis!

It may sound easy to replace a **pasteurizer** in a dairy when it breaks down. It is more complicated than that, however. A new state-of-the-art facility has now been developed at wheyco in Hoogeveen.

### The problem

Incoming whey has to be heat-treated in order to kill bacteria and ensure food safety. But most of the system's parts had reached the end of their service life. The company that had originally made them was no longer in business. But action was needed, as the risk to the pasteurization process was growing. An internal team at wheyco set out to find an alternative solution.

### The hope

What the team needed and hoped for was a device that could start, stop and be cleaned at the flick of a switch. An interdisciplinary team looked for an alternative model with better components, a greater degree of automation and higher safety standards.

### The approach

The search was a journey into the world of innovation. The team used many new working methods, stan-

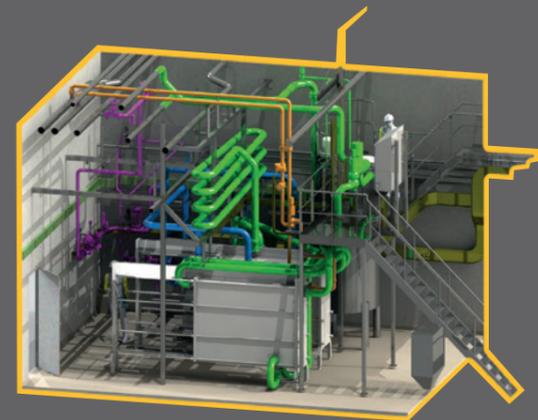
dards and techniques along the way, with everyone actively sharing their knowledge and expertise.

### The hurdles

The challenge was that most of the work was carried out during ongoing operations. The process involved exchanging not only the hardware but also the software. The way the operators worked with the pasteurizer changed completely in the process. The entire exercise required a great deal of planning and coordination between the different departments.

### The solution

The result is a pasteurizer that everyone is proud of. It is named "Louis," after Louis Pasteur, who invented pasteurization, and it meets all the latest standards when it comes to food hygiene, safety and ease of maintenance. The highly-automated unit has transparent software and a great deal of information and data is easy to access, from energy consumption and air



Meet Louis, the pasteurizer: Top hygiene and safety standards.

consumption to the valve operation and the pump's operating hours. All that makes it easy for operators to monitor the technical side of the process. It is also equipped with a cooling section, hygiene equipment, and its design is simple and robust. Developing Louis was a major challenge for the team, but one that sparked many innovative and groundbreaking ideas. Thanks to that process, the plant in Hoogeveen is now well-equipped for the future when it comes to safe pasteurization.

# Consumption is Changing

The crisis has brought food closer to people again, says nutritionist Hanni Rützler in the latest **Food Report**. That change also requires a rethink by companies.

**Hanni Rützler**  
The Viennese nutritionist has been analyzing how our eating habits are changing for more than 25 years. Her annual Food Report is one of the most important industry publications.



### Supply chains

The pandemic has shown consumers the importance of resilient supply chains. Younger consumers are particularly engaged and inspired by values around sustainability.



### Zero Waste

The pandemic has made consumers much more aware of the issue of food waste. As people have spent more time cooking, they have also become more careful with food, making use of leftovers rather than throwing food away.



meals in the delivery market. Vegetarian and vegan meals will become an integral part of the offering at good restaurants.

### Sustainability

Plant-based foods are going to play a growing role in people's choice of food in the future, without them being strictly vegetarian or vegan. People will increasingly opt for more vegetables, legumes and cereals without wholly abandoning meat and cheese products.



### Food choices

A good 60 percent of Germans say the Nutri-Score food classification system will lead people to eat a healthier diet in Germany, according to a study by the Hamburg-based market research institute Appinio.



### E-food

This goes further than selling food through digital distribution channels. Consumers also enjoy the variety that is available online. Many players on the market are networking to connect in new and more direct ways and this new "connectivity" is bringing together people and companies who share the same values. From transparency about the origins of food to the conditions in manufacturing and preparation, all this creates an emotional connection to the product.



### Health awareness

Consumers are increasingly focusing on the entire food production process. Healthy nutrition is a major issue, with healthy defined as not only good for people, but also for the environment.



### Gastronomy

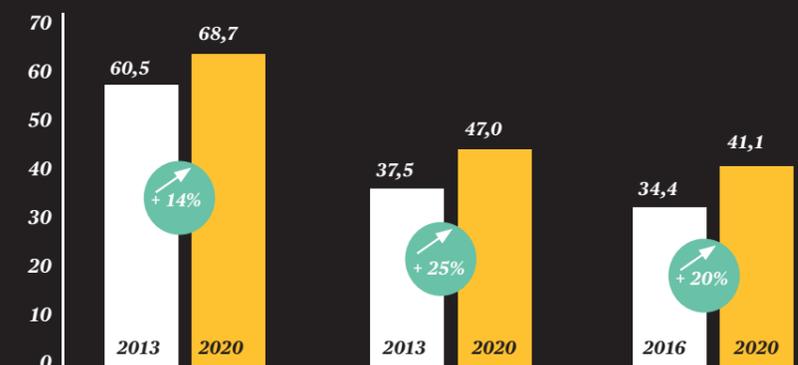
Vegetarian and vegan diets have continued to gain popularity during the pandemic, and there's also greater demand for plant-based



Excerpts from "Food Report 2022," dfv, 2021

### Values and behavior are becoming more important

Shoppers say social and environmental action matters more (Share in percent)



Sources: b4p 2013, 2016 and 2020; German-language members of the public above the age of 14; GfK - Gesellschaft für integrierte Kommunikationsforschung 2021



I prefer regional products if they're available



I buy fair trade products where possible



I pay attention to how sustainable products are when shopping (environmentally friendly etc.)

# Good Planning, Major Savings

The #pacesetter program is proceeding apace: Ron Geerds and his small team spent months working on new freight conditions and found considerable savings potential.



**Ron Geerds,**  
Head of Transport Logistic, DMK.

**You have spent a considerable period of time checking the shipping conditions for all the transportation of DMK's finished products, including MILRAM and the private label goods for retail and industrial customers. Why was that necessary?**

*It was and still is necessary to periodically review the costs of logistics as we have many very different transport processes: Normally, the goods are packed on pallets and delivered by truck. However, we also deliver blocks of cheese in cheese crates, for example, or cream in 1,000-liter steel containers, so they can be further processed, by confectioners, for example, or pizza and chocolate makers. Alongside road freight, we also transport goods by sea, mainly to Asia, Africa, Saudi Arabia or the Mediterranean. We asked ourselves whether we could further reduce freight conditions throughout the DMK Group?*

#### **How did that work out?**

*We formed a five-person team from DMK Transport Logistics, with a focus on purchasing, operations and controlling and we were also supported by a consulting firm. The freight connections with 300,000 shipments were put out to tender on the Coupa platform online and 700 service providers were invited*

*to participate. There were three tender rounds and we then negotiated new terms with around 50 service providers.*

#### **Did that go smoothly?**

*Not always. The project took more time than originally planned. That was partly because of the volume and the complexity. Also, we included the subsidiaries in the call for tender, which meant the preparation time took longer: Recording the data, structuring data, sifting through service providers, describing the requirements, feeding data into the platform, and setting up the framework. That took about six months. Also the pandemic meant we had to completely change how we worked: Our consultant was suddenly stuck in London. But we managed to overcome this challenge quickly, using our new online tools.*

#### **All in all, it took you about a year to get the new conditions.**

*Over such a long period of time, it is difficult to keep up the pace and, above*

*all, the motivation - there were ups and downs. I'm proud that as a team, despite the challenges we managed to maintain a high level of performance over such a long project. The small project team and shorter decision-making processes certainly made an important contribution to that success.*

#### **What were the criteria for selecting the new service providers? Did it just come down to the price?**

*Since the service to be provided was described in detail, and only service providers were approved who understood and accepted these requirements, the decision criteria were cost and performance. We also relied on our own experience with the applicants, of course.*

#### **How much did you save?**

*Around 4.5 million euros per year. That was a huge success for us and for DMK.*

**Marco Bode,**  
head of the SV Werder Bremen  
Supervisory Board and European  
football champion



## Falling Down and Getting Up Again

**S**V Werder Bremen's relegation to the second Bundesliga was an incredibly negative experience for all of us (I am assuming that all the readers of this column are Werder fans!). To be honest, even that description does not really go far enough.

We fell down, we lost, we really took a pounding, as they say. Does that mean everything that we were doing wrong? Does it mean we should slink off and disappear for ever? Absolutely not!

Even as a child you learn that losing is just as much a part of sport as winning. That's why they say, "If you can't stand losing, don't play!" And if you fall down, you have to get up again! All that is easy to say, of course, and much more painful and difficult when

it happens in real life. When children lose, they often cry - but it is true nonetheless.

For me personally, though, it was one reason, if not the only one, that I decided not to stand for re-election to the supervisory board. But I will bounce back

again. And I will try to reflect on what I've experienced in a way that is constructive so I can learn from mistakes and be better in the future. Werder will also manage

to win back its faith in its own philosophy and values, as well as to develop something new. In the end, Werder will play first-class soccer again, I hope. As they start in the second division, that's also a positive way to kick off the next chapter!

**"I will  
try to reflect  
on what I've  
experienced in  
constructive  
way."**



**Podcast:**  
**Denkfutter**

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football and in companies.**  
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# Dairy, Up Close

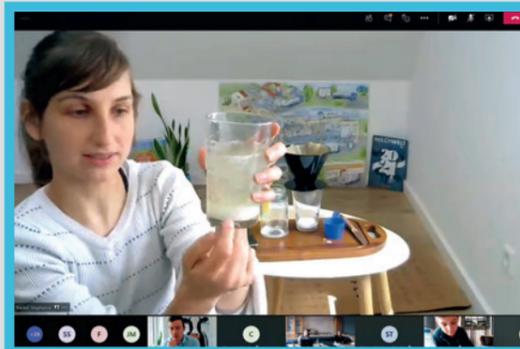
Despite the pandemic, DMK was able to give youngsters a look behind the scenes – and even showed them how to make quark at the **digital Future Day**.

**D**MK's Future Day is one of the most important events in the year to introduce young people to the company. The event was held online due to the pandemic. Some 55 students from Lower Saxony could not visit the site in person but were able to connect Microsoft Teams to hear about the DMK Group's 15 trainee areas. The introduction was helpful for many, given the wide range of job options available. "Due to the pandemic, we held some meetings with trainees by video conferencing, to get to know them, and we also held our start-up event online, with all the company's new apprentices," says Florian Schomaker, Human Resources Manager at the DMK Group and one of the organizers of this year's Future Day. "We gained some expe-

rience that way, and knew what was important."

Tomorrow's trainees used their smartphones and computers in order to visit different parts of the company and see what the business does close up. They checked out areas from IT to the laboratories, where employees described what they do each day at the dairy. Plus, the manager of the DMK plant in Holdorf, Uwe Veenhuis, described in detail the complex interplay between different parts of a dairy.

The highlight came at the end. All of the participants were given a shopping list in advance so they could take part in an experiment from home. They took on the role of a producer of curd cheese and made a batch at home, under the guidance of quality manager Stephanie Riedel.



Stephanie Riedel, Quality Manager at DMK, shows how to make quark.

**"My son was totally thrilled! Great work! Thank you very much."**

Carsten Habermann, Sales Director Retail Brand.

**"I am currently living in Oman because my father is working here. We don't have quark but we do have camel's milk. I was able to make my own quark at the online Future Day – that was great! Now I can make my own quark and I can get the milk for it from the camel farm right next door."**

Edda Theodora Sophie Holzberg, 11 years old, 5th grade, at the International American School in Muscat, Oman. The Future Day was also interesting for people who aren't DMK members, such as Edda's family.

**"It wasn't easy even for us adults to stay online for so long, but the kids stuck at it and did really well – because you made it so entertaining. Great job!"**

Dr. Simone Espey, Senior Board Administration, DMK.



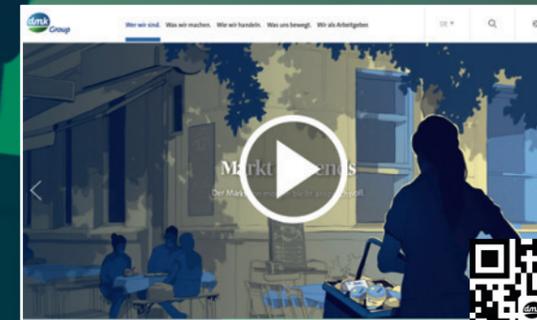
# Do You Still Read?

The DMK Group is using audio for the first time in its Annual and **Sustainability Report 2020**.

**A**udio is a perfect way companies can liven up publications and events that can occasionally be – let's face it – slightly boring, such as annual reports. Podcasts, music streaming, online radio and WhatsApp voice messages – it's easy to listen to digital audio formats and they can be accessed at any time by smartphone or other devices. It is no mystery why – people can listen more quickly than they can read, just as they can speak faster than they can write. So it's not surprising that audio formats are becoming increasingly popular. Up to 2 billion people will be listening regularly to podcasts by 2023 alone, researchers say. The DMK Group is now embracing this new opportunity and has created an interactive journey through the 2020 financial year. Titled "Make history together," the report focuses on community as the defining theme of the pandemic year 2020, and brings it to life with audio elements from a series of interviews. Alongside the voices of farmers and employees, listeners can also hear whole introductory

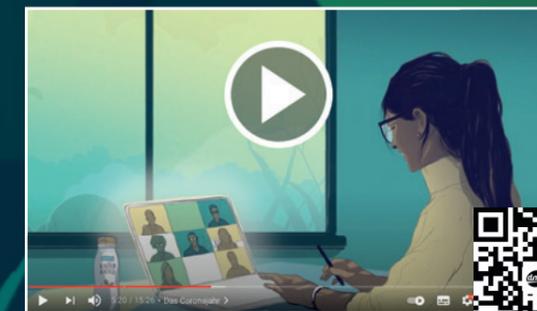
sections rather than having to read them. "Annual reports can easily become a bit dry and you tend to think of something that is all facts and figures," says Oliver Bartelt, Head of Communications at the DMK Group. "People spend an average of three minutes reading a printed annual report. The initial figures for the digital audio format show that we have really managed to encourage people to spend significantly more time on the report," says Bartelt.

The DMK Annual Report is available at [www.dmk.de/en/2020](http://www.dmk.de/en/2020) and also on **Spotify** and **YouTube**.



## YouTube

YouTube is primarily used to play videos but you can also listen to audio formats through the streaming service. You can access the content on the website or through the app



## Spotify

Spotify is a streaming service that offers online music, podcasts, audio plays and books but not videos. It can be accessed by downloading an app onto your smartphone or visiting the website.



**1955**

NORMI starts producing standardized milk substitutes in Zeven, based on skimmed milk and buttermilk, for the Elbe-Weser area.



Calves know what's good for them: **NORMI** is crafted to meet animals' needs.

**1964**

The NORMI field service is launched and has been providing comprehensive and competent advice ever since.

**1975**

The company starts using only its own skimmed milk fat concentrates.

**1981**

Production starts of an acidified drink based on skimmed milk powder.



From Elbe-Weser right around the world.



The NORMI plant in Zeven delivers top quality.



Young calves have been starting out with Normi's high quality milk substitute for 66 years. The company's history proves that it is worth focusing on animal welfare and the best possible product quality.

It might not be a big birthday but as Normi turns 66 this year, there is every reason to get the party started. For 66 years, calves, piglets, kids and lambs have all started their lives with NORMI. The company has stood for milk substitutes that are developed specially to meet the needs of young calves for all that time. "For me, NORMI has a special importance in the market as a premium manufacturer," says Martin Bertels, the new sales manager for the brand. "The products are simple and safe to use and fulfill all the requirements for feeding that is natural and sustainable, thanks the raw material base. All farmers will find the right product that suits their requirements." That has been the case ever since 1955 when Zeven first started making the milk substitute. Since then, the company's success has been based on three pillars, which have grown



Martin Bertels has been Head of Sales at NORLAC since April.

stronger and stronger through the years. The first is animal welfare. NORLAC markets the NORMI brand and is also responsible for developing special feed within the DMK Group. It works closely with renowned institutions in the animal nutrition research field, with the shared goal of creating products geared to best suit animals' needs. The NORMI range also offers farmers

**2000**

The innovative Filtermat technology means raw materials are processed even more carefully.

**1993**

NORMI's sales expand into Schleswig-Holstein

**1990**

Reunification brings NORMI into Saxony-Anhalt and Mecklenburg Western Pomerania.

**1988**

The NORMI sales area expands into Scandinavia.

**1987**

The new filling line expands production capacity through carousel bagging.

**1984**

Start in the new Weser-Ems sales region.

**1982**

The cold drink KT 60, with 60 percent skimmed milk powder, hits the market as a storage feed.

**2001**

NORMI expands its product range to include licking buckets as individual supplementary feed.

**2010**

Science confirms NORMI's philosophy, finding calves are healthier if they are given skimmed milk powder during their first weeks.

**2011**

NORMI products become available in North Rhine Westphalia, Hesse, Thuringia and Saxony.

**2016**

NORMI launched on the Dutch market after DOC Kaas merged with the DMK Group. The first DOC members receive the new milk substitute NORMI calf milk ASS.

milk substitutes with additional benefits, such as NORMI Calf Milk PLUS to aid digestion, or calf milk ASS TRIGOSAL to strengthen the respiratory tract. NORLAC's management has also steered the company with great foresight over the years and that is the second pillar of the company's success. Take the Weser-Ems region, where Hans-Heinrich Kruse has been district manager for 31 years. He started working together with Viktoria von Senden in

April and is preparing to hand over to her when he retires, to ensure a smooth transition. Last but not least, NORMI milk substitute benefits from being directly at the source: NORLAC gets milk powder of the highest food quality from DMK's processing plant in Zeven. This closeness to farmers, raw materials and the parent company is all evident in the high quality of the product – and that's been the case for many years.



Viktoria von Senden and Hans-Heinrich Kruse, doing fieldwork.

**2017**

NORMI supplies calf milk to Cyprus for the first time, not a large market but a test for exports to warmer countries.

**2018**

New products launched: NORMI calf milk ASS TRIGOSAL and NORMI calf milk FIRST CLASS.

**2019**

Herbal supplement expands the licking bucket product range.



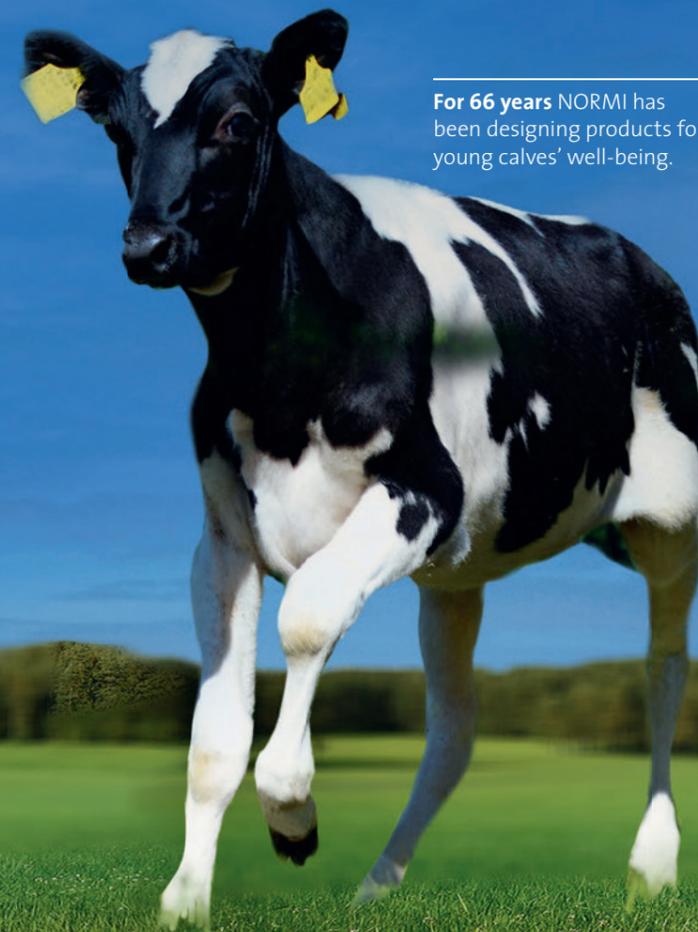
Best-selling NORMI calf milk ASS.

**Today**

And now? One thing is certain: We are still going strong at the age of 66! "And we will remind you of that fact a few more times in the course of the year. Stay tuned!" Hendrik Hombergs, Managing Director NORLAC



Hendrik Hombergs, Managing Director NORLAC.



For 66 years NORMI has been designing products for young calves' well-being.

**2021**

# Technology, Experience – Plus all the Senses

Fresh dairy products need to meet a whole range of complex requirements. The **Milk Ingredients** department makes sure that is possible.

A lot of tinkering is involved to make a natural product suitable for processing into food – along with people like Ernst Georg Tönjes and Claudia Krempula. They both work in the Milk Ingredients unit in the Industry Business Unit. They spend their days developing fresh dairy products such as yogurt and sour cream and focusing on ways to optimize them.

“The products need to suit the needs of the market and the customer,” says Tönjes, an application technologist who’s been working for the company for around 37 years. He knows the business well. “Our products are used in a diverse range of areas. If they are going to be an ingredient in a dressing, for example, they have to be acid stable. But if they’re going into a tarte flambée or to make pizza, then stability in terms of baking, thawing and freezing matter a lot.” That makes it pretty complicated to develop the ingredients that are used in almost

## Ernst Georg Tönjes

has been with the company for more than 37 years and is now an Application Technologist working on the use of Fresh Dairy products. He examines and records the properties of all the products and enters the information into a database.



## Claudia Krempula

has been working for over ten years as a product developer for the sour milk portfolio at BU Industry. She develops the best processes and composition for each customer.



every item in the Fresh Dairy segment, spanning pizza to milkshakes. “That’s what makes the Fresh Dairy segment so multifaceted.”

While Tönjes records the properties of all the parts and combinations in a database, Claudia Krempula works as a classic product developer. She and a colleague created Spicy Creme last year, a spiced sour cream.

“The cream is for using in pizza or tarte flambée,” says Krempula. That might sound straightforward but it means a lot of detailed work as the cream needs to be both heat- and frost-resistant.

“Also, the spices it contains shouldn’t all sink to the bottom of the container during storage or shipment.” During the development phase, she and her team drew on experience they had gained throughout many years of projects. Ultimately they settled on a recipe that works with native starch and does not require any artificial additives.

“Looking back, we can say the project succeeded thanks to the perseverance and dedication of the team and the plant in Neubörger,” says Krempula. “Also we rely on good connections and a trusting relationship with our customers. Only when they share all the intricacies of their processes with us can we provide the right product.”

Alongside working closely with customers, their own organization is another key part of the process. “With all the technology, you shouldn’t underestimate the fact that we also have to use analytical instruments and need to measure the properties

of the product precisely.” That can always be improved systematically, she says. Not least, classic methodical procedures are also important. There is a team specializing in sensory analysis, which examines the smell, taste and consistency of each product. Only when the combination is right can new Fresh Dairy products such as Spicy Creme be developed. That’s something that makes not only the producers happy but also the consumers.

## What is Fresh Dairy?

At DMK, Fresh Dairy is a strategic product group in the Milk Ingredients division. With a range from yogurt to cream and quark, the focus is on the functionality of the products for the application of the customer or market. The portfolio is constantly being developed and expanded based on market trends and developments. BU Industry makes ready-to-use products such as Spicy Creme, for example, or creates skyr to meet the growing interest in protein products, or frozen quark for the Asian market.



As a producer of ingredients that are precisely tailored for the food industry, **whycO** guarantees growth at DMK. The days when whey had an image problem are long gone.

Ralf Ahrens appreciates a crisp croissant.



Isabella Katzer with infant nutrition.

Jörg Beckmann is a fan of cookies.



No whey, no dressing: Corinna Schleier knows.



Whey is created whenever cheese is made – and these days, it is often processed further. From infants to seniors, athletes or in medicine, anyone interested in nutrition benefits from whey protein. That makes whycO, which produces tailor-made ingredients out of whey for the food industry, into an important driver of growth at DMK’s BU Industry. It took a while for people to become aware of the value of whey. Research shows that the Vikings ate whey-based cheese, but in the course of the following centuries, less attention was paid to whey. By the 20th century, it was seen as a worthless by-product in milk production, and was used as a fertilizer for fields.

That is no longer something anyone would consider nowadays.

**Chocolate, baked goods and ice cream all contain whey product**

“You need good whey to make good derivatives suitable for the food industry – and that is our aim,” says Kerstin Aue, Senior Marketing Manager Nutrition at whycO. “The best whey whey always comes from the same cheese source and has undergone as little heat treatment as possible, for example, and has minimal contamination.”

Whey is a real all-rounder. Products made using whey give foods flavor, texture and creaminess. If you are wondering about

examples, there are many. In chocolate, confectionery and baked goods, whey permeate enhances the flavor. Whey helps baked goods to brown better and adds moisture to products. And whey protein makes ice cream creamier, and replaces lactose with protein.

**Pandemic reinforces a growing trend**

The global whey derivatives industry has been growing for years and is steadily gaining value as specialty products are developed. Alexander Godow, COO of BU Industry, spells out the role of whey in the DMK Group: “As one of the largest cheese producers in Europe, we can only achieve above-average milk prices by focusing on cheese in combination with whey. Whey derivatives offer plenty of scope for growth, innovation and differentiation. This, coupled with the high level of expertise in whycO and the BU Industry, will be one of the factors in our success.”

The whey trend is set to keep growing, according to studies. While high-protein diets used to be popular mainly among bodybuilders, they’re now embraced more broadly among the general population. Most people or groups who are health conscious cannot imagine a diet without whey protein. And the pandemic is only going to further power this trend, say experts – a real growth market for whycO.

Superstar  
Unassuming

**Our heart beats for ice cream**

**DMK Ice Cream is Working its Magic Online**

BRAND-NEW PLATFORM

The online presence of DMK's Ice Cream business has been fully re-freshed, just in time for summer. The new website is much more modern and designed as a platform for all target groups, including potential job applicants.

Visit the new website at: [www.dmk-ice-cream.de](http://www.dmk-ice-cream.de)

**NEW DESIGN, NEW PRODUCTS**

## Oldenburger Professional Launches Dessert Range

Customers who tasted **Crème Brûlée** and **Panna Cotta** were delighted. The products are due to hit the shelves in August.

A fresh design and brand new products at Oldenburger: In a first, BU International is launching a dessert line in August under its brand Oldenburger Professional, which serves chefs and food professionals around the world. The move follows positive feedback from customers who tried the Crème Brûlée and Panna Cotta products at tastings. Now, the products stand for delicious desserts that are sure to please. Initially, they will be available in Taiwan, Korea, Hong Kong and China. There are also some changes in terms of appearance. Crème Brûlée and Panna Cotta will be available with a new redesigned look. The new packaging design is part of the strategy at DMK International, launched four years ago, which aims for a "differentiated foodservice approach." The products are to be launched in Germany, too, by MILRAM Food Service in 2022.

**LINK**

Recipes, videos and more at: [www.oldenburger-professional.com](http://www.oldenburger-professional.com)

### Ingredients

- Packet of MILRAM UHT whipping cream 30% fat, at room temperature
- 1/2 a lemon
- 1 coffee dripper plus a filter bag
- A container for the whey (bowl / glass)

**Alternativ:**

- 1 pot of MILRAM fresh bakery cream
- 20 ml lemon juice concentrate
- 1 sieve with cotton gauze / fine cheese cloth / muslin

**Optional:**

- Some yoghurt or milk
- Your favorite fruit, e.g. strawberries
- Some sugar / sugar substitutes
- Cookies to dip

## Do it yourself Creamy Mascarpone

This classic Mediterranean treat tastes heavenly! Bring the sweet taste of **summer** to your table.

*Text: Stephanie Riedel*

- 1 Juice the lemon, or get the lemon juice concentrate ready.
- 2a) Gradually mix the UHT cream with the lemon juice until it's creamy, then let it stand for 3 minutes. The acid coagulates the protein and the cream begins to curdle and thicken.
- 2b) Put the fresh cream in a saucepan and heat it to approx. 80-90°C while stirring. Then add the lemon juice and let it steep for 10 minutes at a low heat. Here too, the cream will curdle and thicken. Then let the cream cool down to room temperature (approx. 15 min).

- 3 Pour the cream and lemon mixture into a dripper or sieve lined with muslin, with a bowl beneath it to catch the whey. Leave it in the refrigerator for at least 8 hours - or overnight.

- 4 The mascarpone (the curd) has now separated from the liquid (sour whey) and can be removed from the filter. If you find it is too solid, stir some of the liquid back in again.

- 5 All tiramisu recipes are based on mascarpone. But you can also mix it with yoghurt, fruit and sugar to create a heavenly dessert, topped with your favorite fruit.

*Gummy!*

# Pretty Chilled

What does a leap into the chilly North German sea have in common with MILRAM buttermilk drinks? They are both the ultimate form of refreshment, of course. But it's also about attitude and a way of life. You can find out more in the new TV commercials for the MILRAM brand, which sum up the new strategic direction in communicating the brand. The MILRAM beach hut is a symbol of this new direction and it is the setting for the first TV commercials for buttermilk and Skyr. They have aired on all popular TV stations since June 7, and can also be viewed online, or in the major TV stations' on-demand services and on social media. "Enno and Lisa, the easygoing father-daughter team from the MILRAM beach hut, not only serve MILRAM products and recipes that really taste good, but they also say everyone should take life a little easier," says Christian Labonté, creative director at the Brand Lounge agency. The highlight of the story is a jump into the cold water – all very relaxed and refreshing. "At a time when things are getting pretty cerebral, especially when it comes to food, we want to encourage our shoppers to listen to their gut feelings," says Nicole Peiler, Market-

The MILRAM beach hut sums up the whole new orientation of the brand. Meanwhile, its TV ads were made with the latest technology.

ing Director Retail Business Unit Brand. That's what led to the idea of the MILRAM beach hut, she says. However, the filming, led by the Düsseldorf-based agency Brand Lounge, proved difficult due to the pandemic. They couldn't shoot on location, but went instead to the Hyperbowl, a studio in Munich where virtual worlds are projected onto a huge screen in a new kind of film production. Hollywood productions use the same kind of complex technology, as do large companies making studio recordings. The scenes showing the jump into the water were shot two weeks earlier on the coast. Meanwhile, at the same time, r&r from Bremen produced images for online and social media content, which were also released in June. The TV ad is accompanied by a range of promotions and coupons, all shaped by MILRAM's new casual style.



The QR code for the TV ad.



The MILRAM beach hut sums up the new communication strategy.

Some of the scenes were filmed at the Hyperbowl in Munich.

The Brand Lounge agency organized the filming.

The ads premiered on TV on June 7.



46 MILCHWELT July 2021



## Top marks for MILRAM cheese

Hard and semi-hard cheeses won through at the GfK Consumer Scan.

The Top Brand seal presented by the Lebensmittel Zeitung publication is one of the industry's most coveted awards. MILRAM products performed particularly well in the hard and semi-hard cheese category and were celebrated as Top Brands. The award is not based on a jury's decision, but the GfK Consumer Scan, a panel that evaluates the purchasing behavior of 30,000 households in Germany. MILRAM hard and semi-hard cheeses such as Müritzer, Sylter and Northern Light had the highest increase in market share in percentage points in their category, with a growing number of buyers and positive sales development. The top brand award was presented for the 14th time in 2021.



Sibylle Fulbrecht, Marketing Manager Brand Retail, Brand Business Unit.

MILRAM IS MAKING THE NORTH BLOSSOM

MILRAM is working together with farmers to champion biodiversity.



DMK farmers at sowing time.



Nature would be far less lovely without insects, bees and butterflies, as they are crucial for plants and agriculture. They pollinate flowers, kill predators and make up an important part of the diet of birds and other small creatures. Areas of flowering plants near fields are a valuable source of food and an important habitat for insects, and are a way to boost biodiversity.

This is an important part of DMK's sustainability strategy and also a project MILRAM is passionately committed to, as it works towards a more sustainable future. It is working to promote areas of flowering plants on arable land, in a lighthouse project with DMK farmers and an association dedicated to people, nature and farming, called Mensch.Natur.Landwirtschaft. The aim is to provide shelter and food for insects and small

animals. Alongside supporting biodiversity, it also seeks to promote dialogue between the brand, agriculture and the public.

Some 10 hectares of flowers

DMK farmers had sown flowers across a total 10 hectares - the equivalent of 16 soccer fields - on their land by mid-May, with MILRAM's help. They grew a mix of regional wild herbs, crops and grasses which are now starting to flower, attracting insects with nectar and pollen. And it isn't just a summer project, either, but has a longer term reach, with the areas set to blossom over the next three years.

To ensure that the areas draw lots of insects, the project is being supported by experts from the Mensch.Natur.Landwirtschaft association, which promotes knowledge and harmony between people, the natural world and agriculture.

"The flower strips should be as wide and as long as possible, so that hedgehogs and birds can also settle there, alongside insects," says Christian Kluge, who heads the association.

It is also important to choose the right seeds and only native perennial plants that will attract insects. "And, of course, the areas should grow as naturally as possible, without fertilizer or pesticides - just occasional maintenance pruning at the most." That support has gone down well with the DMK farms involved as they carry out the project - and they are also excited and enthusiastic about the idea. Farmer Svenja Schlüter from Gnarrenburg says, "for my family and me, planting strips of flowers is an important measure for the promotion and protection of our native insect species and they play a critical role in ensuring the future of agriculture." Furthermore, she says, "it is also a good way to show

consumers how we farmers actively promote biodiversity. Far too often, people don't really see what we are doing.

That's why we really appreciate the support from MILRAM and the Mensch.Natur.Landwirtschaft association."

Flowering area and insect hotels in Zeven

Wildflower strips planted alongside fields are not the company's only contribution to biodiversity. The sound of buzzing and the scent of blossoms are also brightening up the DMK plant in Zeven in Lower Saxony, Germany, which planted a strip of flowers covering ten hectares, together with a local organization based in Zeven called Blütenmee(h)r. They are also setting up two insect hotels that they built themselves, to create a home for wild bees, bumble bees and ladybirds.

BREMERLAND There's also the BREMERLAND brand ...

... which is supporting the planting of wildflower strips this year, in a project set up by the Mensch.Natur.Landwirtschaft association. They've created a plan called BremerLand blüht, to bring the region to blossom. It encourages farmers to plant strips of wildflowers on arable land. Seeds for plants suitable for the region are sown and left to flower for a two-year period, without being disturbed, and without the use of fertilizer or plant protection products.

# Milk's CO<sub>2</sub> footprint

Ways to reduce greenhouse gases in milk production.



**Healthy cows, less CO<sub>2</sub>** – Cows who are well cared for, high yielding and long active are the most environmentally-friendly.

Climate change caused by greenhouse gas emissions is a central issue of our times, affecting all parts of our society. Agriculture is the economic sector most affected by environmental change with many farms in Germany and Europe feeling the effects of the changing climate at first hand in recent years. Heavy rainfall and longer periods of rain, heat and drought have had a considerable impact on quality and substantially reducing crop yields. But in Germany, agriculture is also a contributor, responsible for 7.3 percent of greenhouse gas emissions, and so must become more environmentally friendly.



DMK is helping cut greenhouse gases – **The TEKLa calculation** tool helps milk producers work out the carbon footprint of their milk.

### Simple measurement

DMK has responded by anchoring climate protection in its corporate and sustainability strategy, and is constantly looking for ways to press ahead with these goals. One is measuring

how climate-friendly milk production is, using a calculation tool called TEKLa, based on its name in German, which means agriculture greenhouse gas emissions calculator. Developed by the Chamber of Agriculture of Lower

Saxony, it figures out a farm's carbon footprint by measuring the grams of CO<sub>2</sub> per kilogram of

milk. It also shows ways farms can reduce their carbon emissions. As a first step, 120 DMK dairy farmers tested the TEKLa tool.

The tool proved highly practical and relevant to farmers' day-to-day activities, as it focuses on areas farmers can influence directly in its calculations. The areas it measures are feeding, fertilization, production technology and electricity consumption. The farms who took part all achieved solid results.

### Potential for carbon reduction

When it comes to cutting emissions, the way cows are managed is the area with the greatest potential for improvement. The most environmentally-friendly cow is one with a high yield and a long lifespan. Cows make optimal use of their resources, and keeping them in good health and maintaining

their performance for as long as possible are key elements in reducing emissions in dairy farming.

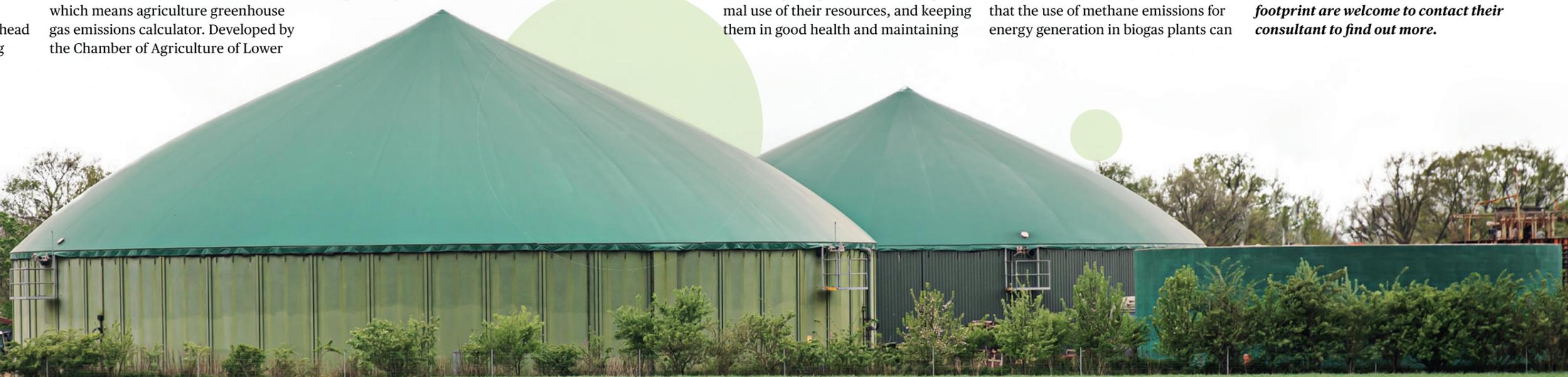
The level and quality of home-grown fodder can also significantly reduce emissions. Using lots of forage is important, as adding feed to boost milk yield is associated with higher amounts of greenhouse gases. That's because a lot of energy goes into producing the feed, generating additional emissions, along with the emissions created by importing the ingredients of the feedstuffs. However, cultivating fodder is also highly dependent on weather conditions, so can only be controlled to a certain degree.

### Long-term support

The TEKLa tool study also confirmed that the use of methane emissions for energy generation in biogas plants can

make a significant contribution when it comes to reducing greenhouse gases. Each percent of farm manure that a farm ferments can reduce the carbon footprint by one gram. This also reduces greenhouse gas emissions compared to conventional electricity and heat generation. Manure fermentation is considered a particularly climate-efficient way to produce energy, as it avoids greenhouse gas emissions created through storage. Now that the tool has been successfully tested, a further 150 farms will start using it, to find out even more about greenhouse gases in the milk value chain, generating more facts for future discussions of the issue.

**DMK farms interested in using the TEKLa tool to calculate their CO<sub>2</sub> footprint are welcome to contact their consultant to find out more.**



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MILCHWELT INTERNATIONAL
Alongside English, MILCHWELT Magazine is of course available in the original German language and now in Dutch, too. You can find all the editions available for download as PDFs at www.milchwelt.de

Media coverage section featuring articles from 'In the media', 'NWZ, June 15, 2021', 'W&V, June 14, 2021', 'Der Zuwachs ist deutlich langsamer', 'Bauernzeitung, May 7, 2021', 'DMK-Arbeitswelt wird hybrid', 'LZ, June 14, 2021', 'Zukunft IV Die neue Esskultur', 'High, higher, High Protein', 'Lebensmittelpraxis, April 30, 2021', 'Nordsee-Zeitung, May 3, 2021', 'Foodservice, May 03, 2021'. Includes QR codes and social media icons.

Milk on Social Media

Users discuss milk on social media platforms

TWITTER
www.twitter.com/DMK\_Milch



LINKEDIN
www.linkedin.com/organization-guest/company/dmkgroup



Social media posts from Instagram, Facebook, and Twitter. Includes posts about 'DENKFUTTER', 'MILRAM', 'colorfulwraps', 'icecreme', 'happy', 'gdrmuseum', 'we love babies', 'formommyandme', 'We like to muh-ve it!', 'grazingseason', 'teamdmk', 'pasture', 'animalwelfare', 'welfare'.

Regional Managers of the Cooperative

The regional managers are the principle points of contact for all the concerns of milk suppliers and shareholders of our company

Regional Managers list: HELMUT ENEWALDSEN (Schleswig-Holstein), JENS RUGE (Mecklenburg-Vorpommern/Brandenburg), CLEMENS NIEDERWESTBERG (Weser-Ems), DETLEV BOSSE (Elbe-Weser), KERSTIN GRABARSE (Thüringen/Sachsen-Anhalt/Hessen/Sachsen), JULIA RIDDER (Nordrhein-Westfalen/Süd-Niedersachsen). Includes photos and contact info.

Masthead
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**PUZZLE**

# Train your brain!

$$\text{Milk Carton} + \text{Milk Carton} + \text{Milk Carton} = 18$$

$$\text{Milk Carton} + \text{Popsicle} + \text{Popsicle} = 14$$

$$\text{Popsicle} - \text{Cheese} = 2$$

$$\text{Cheese} + \text{Milk Carton} \times \text{Popsicle} = ?$$

This is a tricky one. What numbers do the milk cartons, pieces of cheese and popsicles represent? Enjoy figuring it out and send us the right answer for a chance to win a great prize.

**Congratulations to the winners of our last contest:**

The answer to the puzzle was 22

**1 x MILRAM SUP Board:**

Christa Jungvogel Marienhafe

**3 x Sandwich toaster**

Hannes Buck Armstorf  
Karina Ebeling Hamersen  
Heino Wülpern Heeslingen

**10 x Milram Beach towel:**

Gerrich Goertz Westerstede  
Sandro Müller Bramstedtlund  
Jos Schuffelers Kaatshuvel  
Mariska Lenters Hardenberg  
Christian Kirchner Georgsmarienhütte  
Christian Mersch Freren  
Kevin Koch Bad-Zwischenahn  
Birte Kleimeyer Bremen  
Stefan Look Sittensen  
Ute Friedrichsen Hörup

**10 x MILRAM Bicycle bell:**

Sven Ole Johansson Tangendorf  
Wienke Klang Lindewitt  
Annegret Hafer Stemwede  
Paul van der Meer Hooegeven  
Karolin Wiegand Alperstedt  
Timo Kunkel Wallenhorst  
Aline Neisch Altentreptow  
Mareike Schliemer Lünne  
Nick Schäfer Dargun  
Heinz-Ludger Hagen a.T.W.  
Schürmann

Keep your eye on these prizes:



10x DMK bread basket

10x DMK insulated bottle

20x DMK Bottle opener

**Send in the solution:**

By email to: milchwelt@dmk.de, with "Contest" in the subject line,

or by post to: DMK Deutsches Milchkontor GmbH, Katrin Poppe, Flughafenallee 17, 28199 Bremen

**Important:** Please include your first name and surname, address and DMK location!

**Deadline for entries:** 19.9.2021  
Only employees and cooperative members of the DMK Group are eligible to participate.

**RECIPE**



# Snack Attack!

LINK  
Recipes at [www.milram.de](http://www.milram.de)

There's no danger you'll wind up feeling hungry after digging into these tasty treats! Try toasted sweet potatoes with sour cream and three kinds of topping. Check out MILRAM's website for more great recipes and snacks that are easy to make – and surprise your friends and family.



**Leave your pots and pans in the cupboard and let the toaster do all the hard work.**

Pop the sweet potato slices in and just wait until they are crunchy. That's a quick and easy snack if ever there was one!! It not only saves time but it's light as there's no frying involved.

Sweet potatoes are packed with minerals and vitamins and make an ideal treat between meals. Combined with MILRAM sour cream and a range of toppings including avocado, smoked salmon and green pesto, let the good times roll.

**Ingredients for one large sweet potato**

- 185g MILRAM Sour Cream
- 3 tbsp of green pesto
- 100g cherry tomatoes
- 3 sprigs of basil
- 1 avocado
- 1 pinch of chili flakes
- 1 box of cress (e.g. shiso cress or daikon cress)
- 100g smoked salmon
- 2 tbsp of pomegranate seeds
- 1 handful of arugula

**Here's the recipe, which takes around 30 minutes.**

**Step 1:** Cut the sweet potato into 12 slices, about 1 cm thick. Place them in the toaster and toast them twice on the highest setting. The slices should be soft on the inside and browned on the outside.

**Step 2:** Spread MILRAM SourCream on the toasted slices, then create a row of colorful toppings.

**Our favorite toppings:**

- Green pesto, cherry tomatoes & basil
- Slices of avocado, chili flakes & purple cress
- Smoked salmon, pomegranate seeds & arugula.

Difficulty level: Easy

**Bon appétit!**



**Dear Readers:**

**PHOTO CONTEST!**

# Send us a picture

We feature the best pictures sent to us by DMK readers at the beginning of the magazine. Send us your favorite photo and tell us who and what is in the picture. We would also love to hear why you like the image and what it means to you. Save a special moment (you can find an example on p. 6-7). Whether it's an artistic still life, a lively group shot or a moment of joy – your creativity knows no limits! Only employees and cooperative members of the DMK Group are eligible to participate.

One of the most beautiful entries was this picture by Brigitte Gerds, from the town of Oederquart, who took the photo on a bicycle trip. It shows the flat landscape of Nordkehdingen, just after the straw harvest.

**Here's how:**

Email your picture to: milchwelt@dmk.de with "Reader photo" in the subject line.

- Important:**
1. Please include your first name and surname, address, job title and DMK location!
  2. The picture has to be high resolution and in landscape format.
  3. No photo collages please!
- Deadline for entries:** 19.9.2021

Jens Pagel, Department Manager, Assembly.

Chris Weber, Machine Operator, Assembly.

# berlin THE SCENES

What we're working on and how we're doing.