

MILCHWELT

The Official Magazine of the DMK Group



APRIL 2023



STRONG

Why it makes sense to join
#TeamDMK.

Did you know?

Fat? Forget it

Milk may be packed with nutrients but it also helps with weight loss, clinical studies have found. The calcium it contains slows down the build-up of fat. Plus, the milk fat and milk proteins soon make you feel full.



Stinks to high heaven

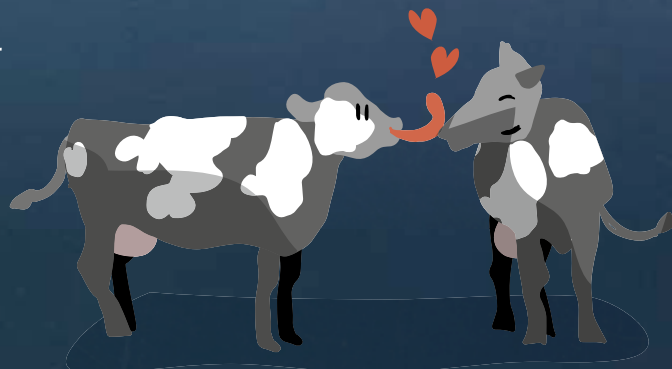


People may sniff at Vieux Boulogne, crowned as the world's smelliest cheese by scientists. Its powerful pong comes from the practice of washing the rind in beer.



Best Friends Forever

Cows cultivate friendships just like people do. Bovine buddies show their affection through social grooming. They tend to pick pals who are of a similar age and status.



Sources: Stern, Rheinische Post, Welt

Our power as a flock

Dear readers,

The title of this issue and the view of the spring sky somehow made me think of wild geese. “Stop,” I hear you say, imagining grazed meadows. But that’s not where I’m going with this.

In the spring and in the autumn, we tend to see wild geese flying in a V-formation, gliding through the sky. For us, it is a beautiful sight, but for the geese, it is business as usual. They share the goal of flying south in winter and returning in the spring, and they work together for the journey as they would never make it alone! Scientists have found that a formation of wild geese flying together can travel about 78 percent further than a goose flying alone. How come? It’s because each time a goose flaps its wing, it creates an updraft for the bird that follows. As a result, wild geese tire less and are able to cover incredible distances without stopping.

Getting others to join in, think together, stay on board and see themselves as part of a larger formation is part of our company’s DNA. DMK employees and farmers are such a strong team because they share a common goal that’s clear and is important to them. Teamwork means making use of each other’s power, which increases our stamina and efficiency enormously. By motivating each other, we improve our performance and share a sense of strength and energy. Being committed and supportive to each other enables everyone to reach the goal. This is how we can identify with the company and understand our role within it. The secret of DMK’s appeal is its swarm intelligence. That’s something everyone who applies to work here feels, as do all the junior staff who start their working lives in this atmosphere.

When I think about our cooperative ideals and the “WE” feeling in #TeamDMK, I can’t quite claim that we can fly, but our strengths will definitely take us forward. With this image in mind, let me invite you to dive into our cover story - have fun!

We hope you enjoy reading this issue,



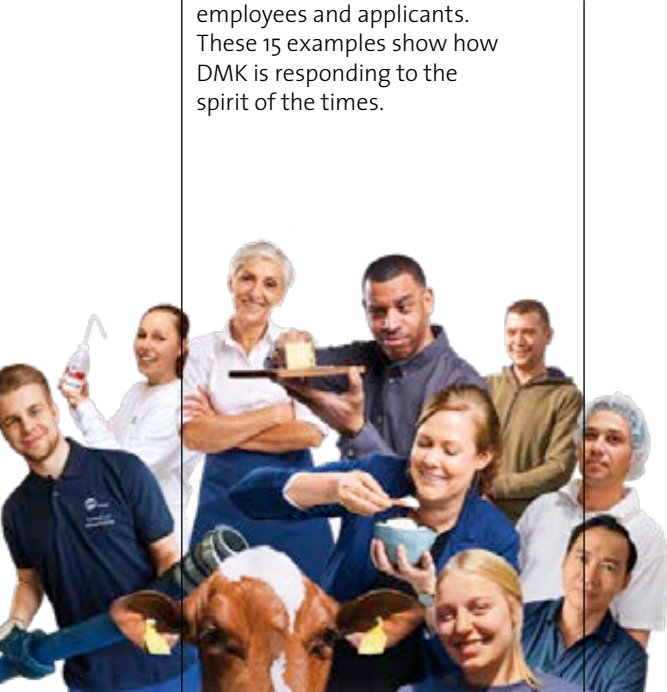
Oliver Bartelt
Head of Communications, DMK Group



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STRONG!

An attractive company adapts to the needs of its employees and applicants. These 15 examples show how DMK is responding to the spirit of the times.



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Dangerously delicious new ice creams

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Many improvements with just a handful of measures thanks to the Tiger Program "Quality 2020."

Path through the jungle
Less walking, less stress and less time. Only the TIGER program Quality 2020 is helping us bring our production to the next level.


What makes This Ice so nice?
A delicious mix of best ingredients. 10x better taste, 3x more natural, 1x more delicious.

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Figure out this puzzle to win a deckchair and other prizes.



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times a day, golden retriever Karlsson visits the cow pasture in Weyhe near Bremen. The farmer spotted the dog and invited him and his owner to pay a visit to his farm. Birgit Lüdemann, Manager External Communications, DMK, and her dog came over to explore and even had a peek in the barn. “Karlsson has become a real fan of cows,” says his owner.





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days of baking, cooking and stirring at the Internorga 2023. There was a long line at the MILRAM stand when Italian chef Roberto and his son Leo started to prepare their pizza dough. They added every topping the visitors could wish for, then offered them the choice between MILRAM grated cheese or the vegan alternative, created for the catering industry. What could be better?

2 **PHOTO** **CONTEST!**



people took a walk along the shores of the Bay of Greifswald. This beach is one of the loveliest spots along the Baltic Coast, if you ask Mario Henning and his partner Sabrina. When he isn't at the lagoon, he is Team Leader Lab, wheyco Altentreptow. He is so fond of this area that he wanted to share it with us.



That has **charakter**



Every company has something unique. What is it at DMK? A true team spirit, motivation and the desire to make a difference, whether in terms of the climate, nutrition or personal development. All that adds up to one of DMK's most impressive features: inner strength.

What would DMK be like, if it was a person? Perhaps a thinker, someone who is already looking ahead to tomorrow, a food lover and a fan of nature, down-to-earth, reliable and a team player. DMK embraces new working practices, is open to different views and is fair when dealing with others. Someone who does not get upset easily, loves new things while treasuring tradition. Someone you feel glad to have by your side.

This is the picture of DMK that emerges from the opinions of the employees and farmers. It is worth considering, as it is important to take stock and get to the heart of DMK. What makes the company tick, what is in its DNA? And more specifically, which services are particularly valued, what kind of culture and values does the company have? And why am I working here? Why do I supply my milk to this particular cooperative?

Making sense

In a time of crises, fragile supply chains, volatile markets and crumbling alliances, what we need is strength of character, clarity and a sense of belonging. This is when a company's inner core determines how sustainable it is, and how far it can survive in the long term. People need to identify with something, whether they are young employees, customers loyal to our products, new clients who appreciate our quality or stakeholders who hopefully cannot imagine working with anyone else. For DMK, having a clear and recognizable profile are unique selling points that benefit the entire company, its employees and farmers in Germany and abroad. What counts is the fact that "we love what we do."

Relying on skills

Every employee at DMK is irreplaceable. All perform a mammoth task: Their knowledge, passion and commitment to the company are the reason why DMK, the largest dairy cooperative in Germany, is seen as an

attractive employer. Farmers face the same challenges when it comes to their work and their attitude, internally and externally. How do they implement change on their farms? What creativity and power do they bring to the route they take? How do they transform their business to be modern, digital and technical, while also ensuring they are successful and sustainable?

Reputation is also a concern for farmers who also need young talent in order to run their businesses. For potential applicants, their attitude is decisive in determining whether they choose a future on a farm or can even imagine wanting to work in this field.

Driving recruitment forward

In agriculture and in business, the strengths of each individual come together to create a positive corporate culture, which in turn has an impact on the innovative power of the company as a whole. Taken together, there are numerous reasons why it is worth being part of the larger DMK team.

#TeamDMK starts with you!

Genuine, competent, credible

DMK employees appreciate their company's poise and independence.

If you look at what DMK employees value about the company, what they appreciate most of all is how it combines tradition and reliability with innovation, new technology and the capacity to change. Together, these characteristics form a productive tension that is attractive to traditionalists and young talents alike. One of the things that is most motivating for employees and farmers is the company's progressive attitude, but there's also the fact that DMK makes good quality products that have a long and proud tradition. All that motivates people to do a good job and even go the extra mile to keep the business running. We really saw that during the pandemic but also generally, with DMK being in the process of transformation. Employees and farmers are making that happen by being so flexible, open to change, creative and adaptable. There are plenty of competent, genuine, credible people in agriculture, where farmers have been working in the dairy business for centuries. However, at the same time, they are also integrating new technology into their farm work. Farms that combine both have a great chance of remaining attractive to young people and employees - even if the situation is difficult right now.

Quantum leaps on farms

Farmer Henning Pülsch, 28, is well aware of these challenges.

Henning Pülsch, 28,
Farmer in Geestland.



He runs a dairy farm with his father, overseeing 110 cows and 80 hectares of land in Geestland. “We are currently preparing for a generational change,” he says. He is busy preparing for the future, setting up an animal health monitoring system and gradually modernizing the farm, barn by barn, “to become more efficient and make our work easier,” he says. Even with all this change, one constant is that he and his father are always monitoring the animals’ welfare, he adds. Agriculture joined the 21st century a long time ago, he adds, it is just that the people don’t necessarily realize that yet. In the minds of the public, farmers still sit on stools to milk their cows, they don’t know a lot about modern, high-tech agriculture. But farmers have long been using digital tools to monitor their cows and on-board computers on tractors to manage their farms more effectively. It means the profession, while traditional, can also be compared to a modern agency kitted out with technology that uses agile working practices and digital collaboration, he says. “Nobody wants to spend eight hours pushing wheelbarrows around and mucking out by hand,” says Pülsch, adding that this is no longer necessary, thanks to sophisticated self-cleaning technologies. “The one thing that’s lacking is people appreciating our profession.”

Promoting reliability

For all the high-tech benefits, the social aspect matters too, he says. That means being able to rely on someone unconditionally, even when things get tough or there’s an emergency. That kind of unquestioning reliability is vital for survival, he says. Trust and reliability are of utmost importance. For Pülsch, that kind of reliability is one of the reasons why he likes to supply his milk to DMK. “They have a plan and are doing a good job of implementing it,” he says. He values the fact that monthly dairy prices do not fluctuate as much as in other places, and says the fixed-price model makes it easier to plan for the long term. “It shows me that the dairy is thinking about us and is interested in cooperating in the future and that I can trust them.”

The appeal of technology

DMK’s interest in long-term cooperation can be seen in other parts of the company too, such as employee training and promotion programs for those who are eager to develop their knowledge, advance into management positions or move to other areas of the company.

Katrin Lücking, 32, QM Business Partner International & Brand, Bremen.

“15 years ago, I completed my training as a dairy specialist at DMK in Edewecht and found I had a real passion for the dairy industry. Today, I support the Business Units and the central Quality Management department on strategic orientation for quality issues. DMK has built up an excellent reputation in the dairy industry over the last few decades and has never forgotten its roots. That is enabling us to open up new markets and use our knowledge to develop and market products outside our core business and bring them to market maturity. We are capable of doing more than dairy, as the development of our line of vegan products shows. Making vegan products at a dairy is only possible because DMK is willing to be open to trends and developments! At the same time, we benefit from a great deal of experience when it comes to developing new brands. One of our most traditional brands is Oldenburger, a cheese that really represents German dairy excellence. That’s why we keep developing these brands and bringing new products to the market, such as panna cotta or crème brûlée. That really shows how tradition and innovation come together to create success.”

Jana Hamann has taken part in these programs. She has been an IT/Operational Technology Specialist Process System in Hohenwestedt since the end of 2022. She trained at the site as an electronics technician for industrial engineering 14 years ago, then held a series of posts in electrical and automation engineering. Now 29, she is part of the team that makes sure products can still be made and delivered even if operational technology (OT) systems fail. “We create the appropriate process standards and integrate IT security,” she says.



Jana Hamann, 29,
IT/Operational Technology
Specialist Process System in
Hohenwestedt.

“Now I know even more why these products are of such good quality.”

Janes Fast, 22, trainee, European clerk, Bremen.



That works out mainly thanks to good teamwork and avoiding silo thinking: “We are working much more closely with our colleagues in IT, thanks to the opening of a new OT department,” she says. Sharing knowledge is essential and a great incentive.

Though at an early stage in her career, she has never felt the need to gain experience working at a different company, she says. After all, why would she? “I’ve always been given the chance to develop professionally and personally and value the fact that I can communicate with managers as equals,” she says.

Tradition as a sign of quality

Communication as equals is important when it comes to motivating people to give their best performance. That applies to **Janes Fast, an industrial clerk** and soon-to-be

European clerk at DMK.

His job takes him to a whole range of different divisions of the company and a slew of different countries, too.

Representing traditional brands like MILRAM, Humana, Oldenburger and Uniekaas, he moves through the world of DMK, passing through an exciting range of departments from marketing to purchasing, milk collection to plant visits in the Netherlands. His European Business Administration qualification also gives him insights into topics such as international business processes, which will be important if he is to work abroad on the company’s behalf. One thing he likes about working at DMK is the company’s ability to adapt, he says. But he also likes the quality and tradition of the products that he represents, and is glad to feel this way, saying he needs to believe in the goods that he stands for. “I grew up with MILRAM cheese, yoghurt, buttermilk and quark,” he says. “And now I know even more about why these products are such good quality.” That helps a lot, as he can only represent something he truly cares about, he says.

Flexible for each individual

One of the things he finds exciting is the interplay between the company’s traditions and its innovativeness when it comes to managing work, for example. Just think of the clean desk system for the new administration, he says. “You book your work station in advance and at the end

of the day, you take everything home that you brought with you.” This form of working gives people a good degree of flexibility, he says.

Making the right changes

When **Ines Krummacker**, Chief Human Resources Officer, hears Janes Fast’s comments, she sees them as confirmation that DMK was right to make the changes it is pursuing. “The long tradition of our quality products, which are popular on the market, combined with an operation that is modern in technical terms, is particularly appealing for potential employees when it comes to recruitment,” she says. She has worked for the company for 30 years, having started as an apprentice before she held a range of accounting and controlling posts then became a human resources manager. These days, companies treat their employees differently compared to 20 years ago, she says. As a trainee, she was still making sandwiches and buying birthday presents for the boss’s children, tasks that would be unthinkable today.



Janes Fast, 22, trainee European clerk, Bremen.





“I wasn’t happy with my job as a floor layer when I heard about DMK. So I applied to the company wanting to move into a different career, and I became a dairy technology apprentice. If it hadn’t been for DMK, I probably would never have discovered that my strengths are really suited to this profession. My job is designing and building equipment for all products that are made from or with milk, which is why I have to understand the technology very well. I have to know how to separate skimmed milk from cream or how to make Gouda practically in my sleep. But I also need to know how to clean the machines, troubleshoot and solve problems and take samples to assess quality. All that is challenging and exciting because something unexpected always happens. I passed my final exam with a grade of 1.4 and was second best in the state of Lower Saxony, which made me feel really proud. That really boosted my self-confidence. I have started thinking about doing a master’s degree or studying food technology. That is possible, with a company like this supporting me as a sparring partner.”

Nils Worthmann, 26, dairy technologist, Edeweicht.

“Now, we provide employees with individual development opportunities, make decisions with them and give them professional individual support so they find work more meaningful. With that inner strength, they are better able to find their place in the company, while we can benefit much more from their ideas and commitment.”

Spot and promote talent

When it comes to employing new people, DMK does not insist that candidates have specialist qualifications and particular talents, but instead looks at an applicant’s strengths, assessing them in a range of ways. “When we pre-select candidates, we look closely at the person and ask who they are, what are they interested in, where they see themselves and how committed they are,” says Krummacker. That is not something you can see in the grades applicants had at school or whether they have a good university degree - it is also evident from commitments beyond their formal qualifications. Do they coach a soccer team in their spare time? Do they like to write or are they someone practical who enjoys working with their hands? Has the applicant travelled abroad much, and if so, what did they do? “Young applicants often don’t

have a clear idea about what they want to become,” says Krummacker. She tries to help them find their way. A 16-year-old needs to know a lot about an organization and also needs plenty of chances to try things out. They feel seen when a potential employer recognizes their hobbies as an advantage for their profession, she says.

Blurring boundaries

“We have to define jobs more flexibly than we did in the past,” says Krummacker. People used to be hired solely on the basis of their qualifications and they then stayed on in their department until they retired. Like other companies, DMK still has a degree of silo mentality that dates back to that era. In the past, people tended to identify with the plant where they worked or their particular area of responsibility, rather than seeing themselves as part of the company as a whole and being aware of their role within the greater organization. That meant people were also less conscious of the need to share knowledge and be open to different viewpoints. DMK is now heading in a different direction, with new forms of work such as the introduction of agile teams working on projects like TIGER to improve work processes, for example.

Dynamic training

This new direction also sees DMK offering a range of continuing education programs. The company will support a dairy technologist who no longer wants to work shifts, or would rather work fewer hours in order to spend more time with their family, enabling them to gain new skills and switch to controlling, for example. While they are working towards a new qualification, they can work as a milk technologist and receive financial support and time to study. “This is a worthwhile investment, because it means the company keeps an important employee who gains a further qualification,” says the HR manager. “Besides, an employee like that would also gather a lot of interdisciplinary knowledge and experience within the company.”

This method, with its focus on potential, gives individuals a good chance of finding the place that suits them best within the company. Nothing is impossible at DMK, says Krummacker. Every single person can develop individually in a company like DMK.

Ines Krummacker, 53,
Chief Human Resources Officer.





Tolerant, respectful

Everyone. That's the magic word at DMK. Everyone, no matter where they come from, is accepted with all their individual traits, strengths and weaknesses. No matter who you are, you fit in here – which creates a huge competitive advantage.

Wherever they are, people need to feel respected and integrated in order to feel comfortable. That crystallizes into a sense of WE and of being part of something larger. If we feel we belong somewhere, we are needed and are not immediately replaceable, we identify with the company and are open to cooperating. DMK employees feel that they are part of a greater whole, which is what makes programs such as TIGER work so well when they bring employees together to solve a problem or task. It is what helps German and Dutch employees cooperate so successfully. And it is necessary when it comes to dealing sensitively with customers at home or abroad. For all this cooperation to work out, DMK needs diversity, a range of different people and ways of life, and to recognize them and appreciate them, whatever their gender, their sexual orientation, no matter where they come from, their religious affiliation or worldview, age, physical or mental ability. Diversity is what makes a society so rich and it brings value to companies like DMK. Diversity is also one of the most important criteria when it comes to recruiting new employees who are coming to the company from Germany and other countries. Once they join the business, they don't want to be left alone but are also eager to learn from others and share their experiences.

We are the world

DMK employs people from 55 different countries who bring a world of different ways of thinking, beliefs, and cultural backgrounds to the company. This is a great opportunity for DMK which needs diversity, long an essential attribute for businesses that are active internationally and smaller companies alike. Since the start of the Russian invasion a year ago, some 65,000 Ukrainians

“Successful corporate culture is based on being able to overcome your own prejudices.”

Alaric Pope, 48, Team Leader
Production Whey, Edeweicht.

have settled in Germany. Germany needs to integrate them and others from different countries to help combat the shortage of skilled workers in the labor market. Being open to people from different cultural backgrounds is the future and the way to avoid getting stuck, intellectually, emotionally and economically.

Mutual openness

Alaric Pope says DMK is open-minded as a company and welcomes people who come from other places, even if there are occasional hurdles when it comes to intercultural communication. Pope, Production Whey Team Leader at the Edeweicht site, is originally from Tennessee in the US. He came to Germany as a soldier in 1994 and four years later started working at Bremerland-Nordheide

through rma, a temporary employment company, then DMK. “It was more by chance than by choice,” he says. At the time, he didn’t speak much German but he wanted to stay. “In America, I would have needed three jobs to make ends meet. The dairy cooperative was a good employer.” Today Pope, together with a second team leader, is in charge of ensuring production runs smoothly. He sees DMK as a melting pot. “I have met Poles, Syrians, and Moroccans here, we all get along well and sometimes we meet up outside work.”

For Pope, diversity works best when people are open. He says that is how

he has been able to overcome prejudice at work that could otherwise have led to difficulties and misunderstandings. In some cultures, for example, the custom is for the manager to show people each step of a working process, a behavior based on respecting the manager in charge. But in other places, people are expected to work independently and proactively. Differences between these ways of working can cause tension or conflict. Communication and constructive criticism are crucial for teamwork and a successful corporate culture, Pope says, adding that what’s needed are mutual respect and understanding and the ability to overcome your own prejudices.



“You notice the difference between the German and the Dutch mentality in our discussions.”

William van Goor, 33, Lab Technician, DOC Kaas, Hoogeveen.



Bye-bye, boundaries

Communicating and being open is the motto at DOC Kaas in the Netherlands and it is something employees do every day. Laboratory technician **William van Goor** works closely with his German colleagues and they talk about ways to optimize lab work, how to communicate better and learn from each other as part of the Quality 2030 project. “You notice the difference between the German and the Dutch mentality in the discussions, but I often feel we mean the same thing, we just say it in different ways,” he says. Sometimes, decisions are made that not everyone agrees with, but thanks to the atmosphere at DOC, everyone feels free to express their opinion, no one feels intimidated or fearful, he says. “That would be totally counterproductive.” After all, he says, the team has plenty of demanding projects ahead this year. “The only way we’re going to be able to succeed is if we

learn from each other.” Once again, openness to different views is required everywhere at DOC - not only when it comes to working with colleagues from Germany. Diversity is important at DOC Kaas, and it means more than cultural differences, extending to a good balance between men and women employees. “We have one man who’s a manager, but before that there were two women managers, and the QA and R&D managers are also women,” van Goor says. In his eyes, the management positions are well distributed in terms of gender balance. He also points to the way longer-serving staff work together with newcomers. “A lot of good and new things have come out of these interactions, which are based on really communicating clearly and listening to the other person.”

Mime if needed

André Hausendorf, , Team Coordinator Production in Holdorf, agrees. He has been working in the filling area for ten years. Hausendorf, 52, makes sure there is no downtime for the machines and deploys employees as efficiently as possible to create a product of impeccable quality. “I have now

been working at DMK for 34 years, which shows I’m enjoying myself and am not thinking about leaving.” His team’s success is due to mutual respect and that people treat him as an equal when they talk about ideas, and that everyone tackles problems together, in his view. Openness and tolerance go without saying, he says. After all, the plant always needs new ideas and approaches, so you have to be open to things, whether that means new colleagues or finding a way to resolve language difficulties if someone is new to Germany. “If push comes to shove, we mime what we mean,” he says.

Openness leads to ideas

Everyone profits from the experience of others, leading to greater knowledge, which is more valuable than just one single perspective. “We have always done well through being open to new ideas, that’s helped us draw a great deal from all that raw milk can be used to create, from frozen mascarpone to grass-fed milk and dairy-based cloudifier,” says Hausendorf. “And that’s just for starters!”



André Hausendorf, 52, Filling Team Coordinator, Holdorf.

“My team and I planned the transition together.”

Isabella Katzer, 37,
Product Manager
Condensed Milk, Bremen.



Parental leave
without any
pressure: Katzer
before her first
child was born

Share more, demand more

“Diversity needs to go without saying for a company like DMK, in the same way that employees need to be able to balance their jobs and their family lives,” says Ines Krummacker. The HR expert says diversity is a yardstick for further development in all areas. That might not yet be at an optimal level in all parts of the company, but DMK is on the right track, she says. It takes time to learn how to deal with things that are new but eventually, they become familiar, she says. What is working well is enabling people to get the right balance between their work and life at home. “Women need the same opportunities as men when it comes to being able to coordinate their families with their careers,” says Krummacker. How does DMK do that? The same magic formula, namely working as a team, as that is the only way you can find solutions that are fair for all involved.

Respecting people’s needs

Krummacker also recognizes that there are many reasons why people might want to work part time and she welcomes the variety of requests she sees. “More and more people are

asking if they can work part time, even men or young people who don’t have a family yet.” Some want a better balance between work and their personal lives, while others want to spend time with their families, she says. “And that’s perfectly fine.” Each person figures out the right solution with their manager and team, she says. What is important at DMK is that happens in an open conversation between equals. Employees need to feel able to express their desire to work part time, whether for their families or other reasons.

Compatible for everyone

Isabella Katzer decided she wanted to work part time and that proved possible, just as she hoped. As a product manager, she is responsible for the product category condensed milk. Her work involves accompanying a product through its whole life cycle, from the idea through implementing the project to the finished article. “For me as a nutritionist, the task is challenging and fulfilling at the same time,” she says. In 2020, she took parental leave for three years and had two children. Now she is back working for the condensed milk portfolio. “My team and I planned the transi-

tion together, looked at who would take on which tasks and how I could best to train my successor.” They also prepared for her return, enabling her to start working flexibly from home. Her team also tries to make sure any appointments are planned in the morning, during the time that her child is at the daycare center.

Life planning made easy

Katzer was not the only one who profited from the fact that her transition was well prepared before she took parental leave. Her team was also able to cope better in her absence with the transition so well organized, and did not wind up with any surprises that needed to be dealt with while she was away. “Anyone who expresses a need is heard and solutions are worked out in a dialog,” says the nutritionist. “As a mother and an employee, that gives me confidence and a sense of inner peace.”

Innovative, ambitious and sustainable

Our employees search the world to discover the tastes of tomorrow. The main focus in the future will be producing all goods sustainably.



How do societies change? How do they work out what suited the past but is no longer useful?

Innovation comes from the wealth of ideas provided by employees who translate market demands into products, against a background of environmental change. In order to protect the world's resources, DMK specialists are coming up with a broad portfolio of ideas and inventions, from ways to recycle wastewater in whey production to electric or hydrogen-powered milk collection trucks plus a full range of vegan products. Farms face ever more demands, as they seek to become more sustainable and technologically advanced. DMK's NET ZERO project sees the company cooperating with partners to show how farms can run efficiently with a lower carbon footprint. DMK has committed to reducing emissions in line with the climate deal, and without all these initiatives, the company would lose credibility.

“Soil-friendly farming is in our own interests to ensure the earth stays fertile and full of life.”

Ulrich Westrup, 51,
farmer near Osnabrück.



Continuous improvement on farms

Ulrich Westrup is one of five partners at Westrup-Koch Milch in Bissendorf near Osnabrück. Three trainees, five full-time employees and a few part-time staff members manage a good 700 hectares of land, care for 600 cows and their calves and also run a biogas plant. Agriculture faces demanding regulations but they are not impossible, he says. He welcomes projects such as Net Zero Farming, backed by DMK and others, which aim to drastically reduce agricultural emissions through a series of measures.

“I can only manage what I measure,” says Westrup. In the long term, farming will have to be sustainable - there is no other way, in his eyes.

Climate protection for our own sake

“Soil-friendly farming is in our own interests, in order to ensure the earth stays fertile and full of life - using substrates that protect nutrients not only helps ecologically but also economically,” he says. He values many environmental measures because climate change will have a major impact on his profession. But Westrup also loves his job and says he has always worked with DMK and that the company focuses on innovation which is important to the farm, to manage the business as well as possible. “We have to move with the times, that makes our farms stronger and also attracts young talents,” he says. A few decades ago, young people came to farm work as it was familiar to them because their parents had worked in agriculture, he says. But that is changing and now, half of trainees - and future employees - don't have a farming background.

Sustainable staffing

His farm offers young people “taster tours” to show the diversity of the profession and show them how precision farming involves using modern digital tools on the fields and in the barns alike. That gets youngsters interested and helps them understand the job, no matter how young they are. Westrup also no longer looks for all-rounders who can do everything and work as long and as much as the boss. These days, he wants specialists like herd managers, feeding specialists and milkers who are passionate about their work and want to help him and his team keep developing the business. As at DMK, continuous improvement is very important to him. “We have to constantly develop further and keep improving,” he says. This is work in progress and includes optimizing the management of working hours, pay, training and integrating the next generation in decision-making processes. Gradually, hierarchies are becoming flatter in the world of farming as they are elsewhere.



Definitely worth it:

The Westrup family

is thrilled with the Golden

Olga award for sustainable

dairy farming.



Sustainable partners

Ines Krummacker has been watching the changing world of farming for more than 30 years. For the human resources expert at DMK, addressing sustainability is a logical step on the way to the nutrition of tomorrow. "Agriculture and dairy have to deal with this area - both are part of the same value chain and this is the issue of the day." You can only ever succeed if both sides make significant efforts, she says. That is also something that makes DMK an attractive employer as it manages to promote team awareness and mutual support, even when times are tough. In the past, there was a clear divide between business and agriculture, she says. "Each side dealt with its own area separately and that worked fine for a while," says Krummacker. But these days require more collaboration and a stronger, united front. Today, farmers sometimes reach out to her, asking about recruit-

"I can only manage what I measure."

Ulrich Westrup, 51, Farmer.

ment and what approaches they can use in agriculture. "And in turn, we can learn a lot from farmers in terms of diversity and openness to other cultures, because they have spent so many years working very closely with apprentices, employees and temporary workers from many different countries worldwide." That is a win-win situation, with both sides so clearly committed to being pragmatic, she says.

Bird's eye view

Christina Wenzel, Senior Manager Milk & Dairy, takes a strategic view of sustainability. The 36-year-old focuses on animal welfare and biodiversity in her role. "I have always

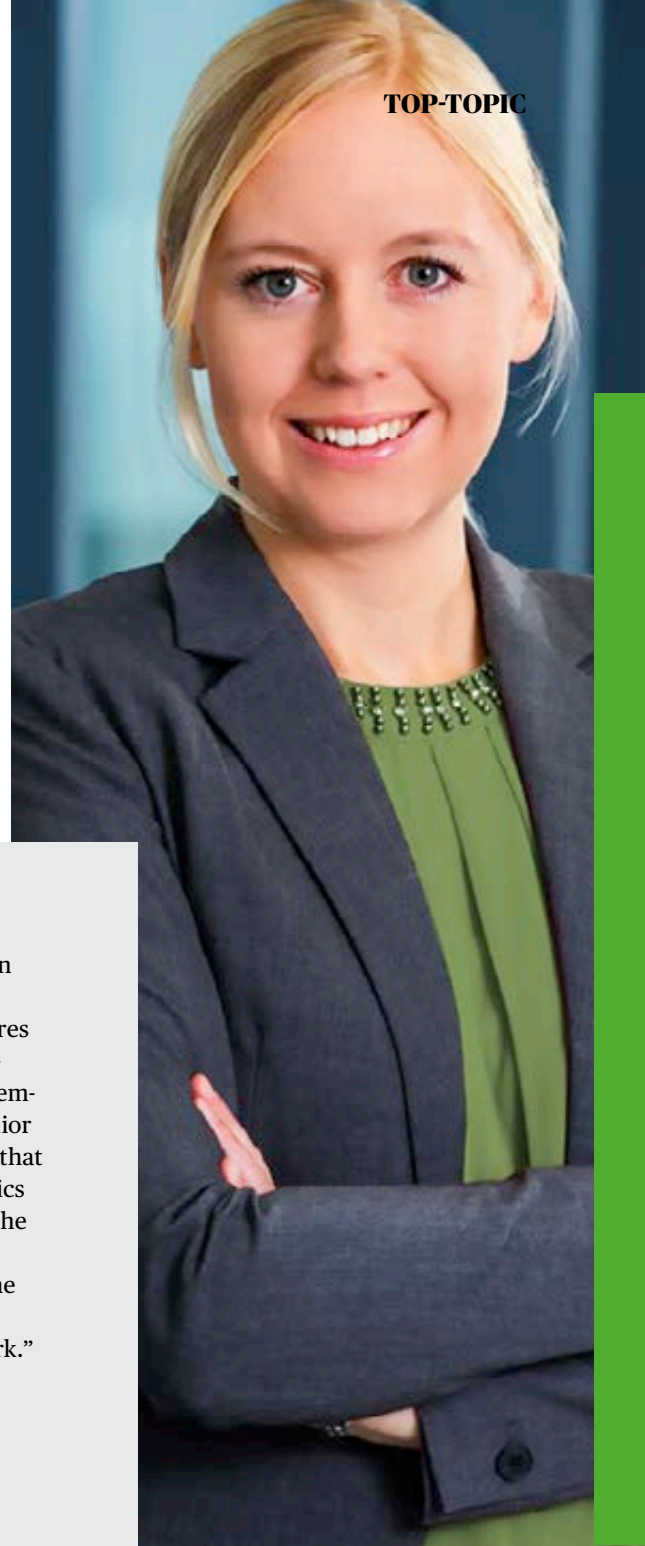
been passionate about sustainability in the food business and came to DMK after holding different posts in the retail industry after my degree."

She found the change of perspective enriching, coming from the food retailing sector where she had catalogs of requirements for suppliers, to DMK where the focus is on implementing these in the production process. "The retail experience helps me to understand the customer's point of view," she says. She currently works in the Corporate Strategy team on solutions for sustainable milk production throughout the company. That ranges from implementing the Milk-master program to initiatives such as developing the Klimadenkfabrik climate think tank or DMK's membership in the Science-Based Target initiative, which helps companies define and validate climate targets.



“I have always been passionate about sustainability in the food business.”

Christina Wenzel, 36, Senior Manager Milk & Dairy, Corporate Strategy, Bremen.



Showing commitment

DMK was one of the first German dairies to commit to reducing global warming, in line with the UN climate goals and customer requirements, to keep global warming to well below two degrees Celsius. To that end, the company aims to slash emissions by 25 percent by 2030 compared to 2020, and by 15 percent in the value chain.

Social sustainability

DMK is also taking responsibility for the goods it sources, in line with the German Supply Chain Sustainability Act. DMK uses raw materials such as cocoa, tea, and palm oil, making sure they are produced in line with certified sustainability standards such as the Rainforest Alliance, which assess ecological and social criteria to

guarantee compliance with human rights. This is verified by a project group set up by DMK, which ensures many areas align with legal standards. DMK is clearly an attractive employer, if you ask Wenzel. As a senior manager, she appreciates the fact that she works on forward-looking topics and projects and is helping drive the company's transformation. She is not the only one, she says. "Anyone at DMK can contribute to sustainability - no matter where they work."





Romy Pöpke, 40,
Team Leader for Product
Development Cheese in
BU Industry.

“Communication is everything in Research and Development Cheese, in Edeweicht. Here, the challenge is to be taken seriously as a woman.

You really have to work for it. That’s something everyone struggles with at the start of their career, as far as I can tell. But in

the beginning, I found it difficult as a young woman, having technological discussions with older, mostly male colleagues. My perseverance, curiosity and ambition definitely paid off. My superiors and teammates were always helpful, too. It is only thanks to them that I am what I am today. People encouraged me to try new things and push myself beyond my limits. And they helped me find a working model that allowed me to combine my duties as a mom with my tasks and responsibilities as a team leader without having to go part time. That is possible at DMK! Having women in leadership is important on a fundamental level for a company’s further development. We approach problems differently and bring a greater degree of empathy to situations, even if this is often mistakenly interpreted as a sign of weakness. But empathy matters because alongside products, the people who make them also count. In a perfect world, you wouldn’t have teams that are only made up of men or only women, I’m in favor of a balanced gender ratio in all functions and responsibilities. Everyone has the skills, no matter whether they are men or women, whatever their faith or other characteristics. DMK could say a lot more about this and could also be more present at educational institutions. I don’t think we have achieved equal rights for men and women yet, though a lot of progress has been made over the past 20 years. That’s obvious when you look at the number of men and women in the differ-

ent posts in the organizational charts. Women are capable of doing more than marketing or quality assurance and men are capable of doing more than technology or plant management. I believe that it is not enough just to issue guidelines for more gender equality, you also have to set an example. We as women don’t want to be given management functions because people pity us, we just want equal opportunities. That is the only way we

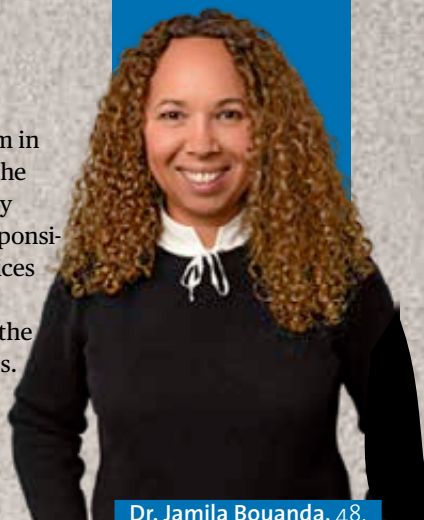
can become a modern company that is attractive for future employees. All in all, DMK offers women a great deal of opportunities to explore their capabilities. But everyone has to lead the way and also want a balance in management!”



Strong Women

DMK’s heavy lifters

“At DMK, I am in charge of the Fresh Dairy Sales Team, and am responsible for getting better prices for our products on the market and developing the next generation of goods. For me as a manager, the biggest challenge is finding the right inner balance between wanting to be a good mother and wanting to get ahead in my career at the same time. That’s not easy, because in management positions, you risk being left behind if others catch up and qualify to the same level, if you take a longer break. I am delighted to have the opportunity to work as a manager, but I notice the lack of women role models and networks within the company, and of people who can understand what it feels like to be underestimated by the male majority. Nevertheless, I can see that DMK recognizes why it is important to promote diversity in more senior positions and bring in more women. Women lead more collaboratively, are more likely to treat their teams as equals, and ego plays less of a role in their decision-making. They also bring people together and like to communicate, which makes collaboration work more effectively. I would also go out on a limb and say we tend to focus more on profitability than volume. You could certainly have more women in leadership but DMK offers a lot of opportunities. You could set up internal management courses just for women, and also reach out specifically to women at universities and colleges. The future goal needs to be that our senior management reflects equality between women and men. That would be a huge competitive advantage!”



Dr. Jamila Bouanda, 48,
Fresh Dairy Category Head,
BU Industry, Bremen.

“At DMK, I am responsible for all apprentice dairy technologists and dairy laboratory technicians at the site in Zeven, from running the selection process and teaching training content to preparing marketing measures. When I started out in this profession 16 years ago, I felt that it was all only about hierarchies. The foreman was in charge and there was not much interest in innovation and technical expertise. That attitude is very old-fashioned! Leadership positions are very different today, but even now, they need to become younger and more agile. The average age of a manager in Germany is still 51 years old. As a woman I have always tried to win people over with my technical knowledge. Some of my male colleagues feel intimidated by younger female colleagues who seem to know more than them. It shouldn’t be that way, because I think teamwork is needed at this level, rather than just rivalry. Women tend to be more conscientious when carrying out their duties. You already see that during training, with women getting better grades and showing more empathy and commitment. If companies take this into account, they would have significant advantages in terms of attracting and retaining qualified personnel. DMK has not reached the tip of the iceberg yet, but more and more women hold management positions here. You also see more young women becoming apprentices in what were traditionally seen as male professions and they are then being promoted through internal programs and kept on as employees. Of course, we also promote men, not only women. It’s a bit like a young plant growing here, you can see that it just needs a little more water.”

Women carry a heavy load for the company.



Lena Herkenhoff, 36,
Instructor for Dairy and
Dairy Farming, Zeven.

In the past...

... the boss said what was what, hierarchies were set in stone and managers did not discuss issues together as much as they do nowadays. Departmental knowledge tended to remain in the department.

... people decided whether to join a company based on the salary, whether they would get a company car and a bonus. Company culture was of secondary importance.

... employees and managers focused mainly on their own sites and their own teams, with very little exchange between different departments. Even at DMK, you still sometimes see this attitude, though more and more, people are becoming open to thinking about the company as a whole, and its development and future outlook

...working hours were fixed and no one worked remotely or took a sabbatical. Managers could not work part time and often, if a mother stayed home with her children, it was not clear whether she would have the same responsibilities when she returned to work

Hierarchies? How old- fashioned!

Who calls the shots? These days, the way managers and employees work together is very different compared to a decade ago. Bosses treat the members of their teams as equals and do all they can to develop people's individual strengths. Whether or not conference tables are involved, structures are becoming flatter throughout the company and on farms as well.





Today...

...the boss acts as a coach and sets guidelines so the team can work well together. The manager provides the impetus, calls in the right specialists and provides what's needed in order to find solutions. They consider each person's individual strengths, communicate as equals and correct themselves where necessary.

...it is important to identify with the company. What are its values? How does it deal with issues like sustainability, equality, diversity and digital transformation? Employees want to be able to share their thoughts and do work that is meaningful to them. That matters more to them than getting a bonus or a company car.

...it's not just the salary that counts, but also the type of job employees do, whether they can work flexible hours and can take leave or go on a sabbatical. Being able to try out other jobs or do part-time work also help employees shape work around their particular needs.

...employees and managers get more individual support than in the past. They can take part in continuing education programs in order to move up in the company, develop their skills and knowledge, or change to completely different areas. All that improves their motivation.

Recruiting with WhatsApp



DMK uses a range of channels to reach potential trainees. One way involves chatting, a fast and easy form of communication.



DMK is promoting itself through a campaign consisting of flyers, give-aways (like cocoa drinks), social media and on its website.



Almost 90 percent of people aged between 16 and 29 used WhatsApp in Germany last year. No wonder DMK is using this service to reach out directly to potential trainees.

Anyone interested in working for DMK can start a quick chat to find out all about the training opportunities that are available. They can scan a QR code printed on recruitment posters or advertising materials to access DMK's WhatsApp channel. The chat starts out with an automated interview and the exchange is brief and entertaining. Alongside information on different jobs, salaries, employment rates and career opportunities, the chatbot also sends memes and emojis to help break the ice.

Instead of standard phrases and formalities, DMK uses the popular messenger tool to have engaging and authentic exchanges with young people, communicating with them on an equal footing. The company needed to find a new way to reach applicants given the high number of vacant training positions and relatively low number of applicants.

Plus, this may help youngsters too, as almost 80 percent of schoolchildren in Germany don't have a clear idea of what job or career they want in the future, according to surveys. Germany is suffering from a shortage of skilled workers and to counteract that, this simplified application process aims to get young people interested in training at DMK, through a channel that promises to reach almost 100 percent of the target group. DMK is now raising awareness of this faster way to get in touch through a campaign that includes flyers, give-aways and posts on social media and its homepage. Initially, the focus is on three apprenticeships and locations. Current trainees are acting as ambassadors for the campaign and working with teams to promote DMK as a place to pursue an apprenticeship and as a potential employer. The young colleagues took a light-hearted approach and came up with the quotes for the fun memes that are used in the chats.

If you have any questions,

Friederike Holsten
 Recruiting & Employer
 Branding Manager
 friederike.holsten@dmk.de



Marco Bode,
 European Football Champion

Come join the team!



“Mia san mia” in Munich, “The Werder Family” in Bremen or “Més que un club” in Barcelona - each soccer club has its own motto, each seeking to be unique, just like companies or brands. Being different and distinguishing yourself by competing with others helps orientate people, inside and when dealing with the outside world. Marketing departments also try to show that a company is different by promoting its “unique selling proposition (USP),”

to get customers excited about its products and show how they stand out from the competition.

When it comes to soccer, you might initially think that all clubs produce the same “product,” or even that taken together, all the clubs in the Bundesliga produce the same product, namely live matches in stadiums. After all, they are marketed centrally by the league, creating what we can describe as cooperative competition.

When it comes to the players though, that is usually where the cooperative thinking ends. Instead, clubs bid against each other, fighting for the best footballers. Money plays the

decisive role in this process, with the rich clubs having the best cards in the competition for talent - I'd rather not call it a war! But if clubs have roughly similar resources, then alongside offering money, softer factors come into play, too. These include the atmosphere in the club, for example, or even the stadium at home games, or the coach and their idea of how the game should work. There is also the question of the other members of the team.

Will I feel comfortable there? What are the prospects for my future development, will I be able to grow there? And will I feel appreciated, even if something goes wrong?

“Will I feel appreciated, even if something goes wrong?”

Just like companies, soccer clubs should develop a profile and become aware of their DNA. You rarely hear a term like “employer branding” in the world of football, but basically, the Bavarians’ “Mia san mia” or the “Werder family” in Bremen are exactly the same thing!

Will I feel comfortable there? What are the prospects for my future development, will I be able to grow there? And will I feel appreciated, even if something goes wrong?

Podcast



Discussions about succeeding in football and in business. Available from all podcast providers, search for “Denkfutter.”





Kerstin Wriedt, Managing Director, Initiative Milch.

It's making a difference!

A year and a half ago, the Initiative Milch started a conversation between the public and the dairy industry. That has significantly improved the way people see the business, as the numbers show.



Marlin Dammann, DMK Project Manager, represented DMK on a panel run by the Initiative Milch at Berlin's International Green Week trade fair.



27 million clicks on Instagram in 2022

Ms. Wriedt, has the Initiative Milch achieved its goals so far?

We are well on our way to achieving them! We create encounters between experts, influencers, opinion leaders and the industry, and encourage the conversation through our podcast, by hosting panel events, or recently at the International Green Week trade fair. Consumers are responding very positively to our open approach.

What has had the biggest impact, do you think?

So many things! A survey in late 2022 showed how milk is gaining approval as a regional product and a healthy source of nutrition. That is largely due to the fact that the industry has shown its reliability during the past year, amid all the crises we have seen. And also the way the industry is tackling the issue of sustainability.



2021

5,700 ... people listened to the "Let's talk Milk" podcast in 2022



90,000 people visited the Initiative Milch page and found out more about milk.

58 million

views on Tiktok in 2022

2023

4%

... of people in Germany are vegan.

70%

... of consumers say milk is a staple food, a rheingold study found.

Around 180

Voicebox messages ... came from people visiting International Green Week



The Initiative Milch is directly addressing issues like the circular economy and planetary health. In January, Germany's FAZ am Sonntag newspaper wrote, "The cow (...), which had fallen into disrepute as a climate killer, is now finding fans again." That really is support for the circular economy. Also, young people have really embraced our podcast. Even author Sascha Lobo talked about us in the summer of 2022. But my personal highlight was the Berlin Food Week and how well our stand did, even alongside lots of vegan offerings. In total, all the people who stopped by drank a total of 210 liters of ayran, a savory yoghurt drink. They really liked it and we had a lot of great conversations. Many people found out a lot of new things and were impressed at the modern world of milk.

Have you had experiences you hadn't expected?

Direct reactions from the public, whether positive or negative, still have a really big impact on me. People send thank-you letters because they are grateful we are pro-

moting their milk. Other people send hate mail. I do worry about the attitude coming from activists. It's something we see in other parts of society too, and it's something the dairy industry has to deal with. Basically, we can say that there's still a lot of interest. There are also trolls on social media, or animal welfare groups that watch us and comment on what we do, or media that criticize what we do in discussions about these issues.

You are also giving milk a voice at specialist trade fairs and food fairs. What kind of a response do you get?

At the International Green Week, visitors left around 180 messages for us in the Voicebox feedback booth. Very few of them were about not eating animal products any more. Most of them talked about what milk means to them, or what matters to them when it comes to dairy farming. We can work with that and we can also respond to critical questions. At



Berlin Food Week, there was one young man who talked about how he is sometimes vegan, but said how delicious our ayran looked and could he try some please? That's how it should be, a respectful exchange without anyone being dogmatic and taking pleasure in something that tastes good.

You are actively trying to engage consumers in a dialogue. Are we now seeing milk products and vegan products side by side?

If you look at the statistics, that is the case in many places. The proportion of people who are exclusively vegan is around 4 percent, and that doesn't change much. The majority of people like to try new products and are embracing a combination of dairy food and plant-based alternatives. Most people are not prepared to give up cheese. In January, we asked 500 consumers at the rheingold salon what they thought, and the vast majority said they would still be consuming milk in ten years' time.

A fresh new image

Milk is not out of step with the times, but we need new ways to talk about it. What counts is telling the story right, and part of that involves picking different pictures, says market researcher rheingold salon.



Not great for your bones, a sign of excessive consumption, robs calves of nutrition and wrecks the environment. Oh, and men who drink milk are wimps. This depressing narrative about milk features few heroes and the implication is that consumers of plant-based alternatives are acting to counter this waste, abundance and exploitation. The message from critics of dairy products is loud and clear and has often dominated discussions of the issue. But does the public really agree? What needs to change in order to improve milk's image? How can advertising campaigns and social media help the public see milk more favorably again, as healthy, nutrient-rich and an indispensable part of our diet?

Caring about cow's milk

Market researchers looked into how consumers think about milk and sought images to convey positive messages about dairy. Encouragingly, the study "Milk needs new images" by the rheingold salon agency, found no one wants cow's milk to disappear entirely. On the contrary, it is rich in nutrients, makes people strong and has no equal in terms of taste, respondents said. The trouble is that this healthy drink is struggling in the current zeitgeist. What may be widely accepted and



Positive picture of milk:

Consumers like images that convey enjoyment, credibility, animal welfare, security and sustainability.

The study shows:

Milk consumers want to see pictures of cows that are well treated, free to move around and are well cared for by farmers.



welcomed for children is soon viewed as excessive for adults. Sure, milk may be good for bodybuilders, but it's seen as bad for those who are trying to lose weight and want to become as slim, healthy and athletic as possible.

Love-hate to true love

Whole milk is no longer a sole source of nutrients, as today's consumers tend to want to get individual nutrients from more specific sources, this image suggests. Classic consumers of milk have become more critical of dairy, even if drinking milk makes them feel full and sated. This view is compounded by negative media images that associate milk with excess, luxury, and the exploitation of cows. Say milk to the public and they imagine not only the drink but milk being poured over the body or udders being hooked up to milking machines. When it comes to milk, people's imaginings run the full range, right up to glorifying the perfectly efficient cow. All in all, the study found that consumers have a conservative image of milk, seeing it as part of a diet from

an era of abundance and prosperity that is no longer in keeping with the times.

Image refresh

These days, consumers are different, hungry for new ideas, inspiration and products that match their lifestyles. They are healthy, sustainable and increasingly concerned about animal welfare. They tend to like pictures of startups that produce plant-based alternatives, farmers who promote climate protection, who respect and care for their animals, pictures of free-range cows and innovative technology that lets farmers spend more time with their herd. Consumers like seeing the versatility of dairy products and they appreciate straight talk from ambassadors they see as authentic. And when it comes to cows, they want a sense of transparency about farm life. Consumers seek images that help them understand the new technology farmers use to monitor their cows to prevent disease, or autonomous feed machines that suit cows and relieve farmers, for

example. They are keen to see how agricultural work is becoming more digital, thanks to tablets, networks, renewable energy, e-mobility and precision farming. All in all, more images are needed to show these aspects of agricultural life and explain it in a way consumers can understand.

Farmers in the driving seat

Dairy farmers can do a lot to help convey these images to the public and anchor them in people's minds. They need to share their own pictures in social media, on YouTube and other channels to show how innovative they are in caring for their cows and the environment and conserving resources. Images of joy in connection with milk, and of sustainable agriculture, will inspire consumer confidence and act as a strong counterargument to the negative views out there. Milk has always embodied strength, energy and beauty but nowadays, it needs some explanation as well. If the story of dairy is retold right, milk can enter this new era with confidence and flair as the top quality product it has always been.



Scheeßel
(Lower Saxony)



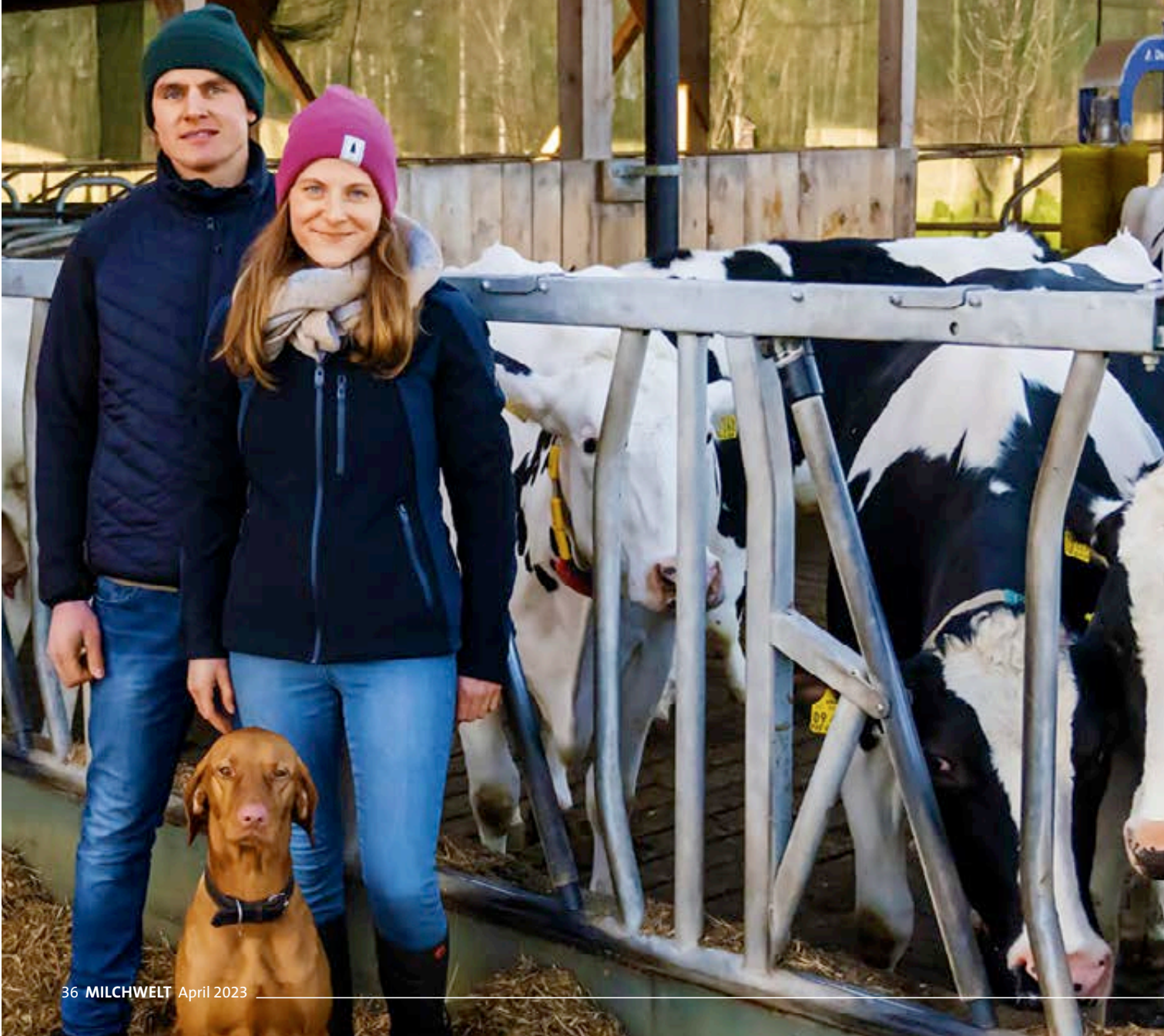
Brockmann family,
3rd generation



250 COWS

More freedom, more flexibility

Torben Brockmann and his partner Rike Klindworth are their own bosses on the farm in Ostervesede. Their loyal dog is a big help too.





Focused on the future, but always thinking of his cows: Torben Brockmann is typical of the new generation of farmers who are taking innovative approaches to modernize their businesses. Milking robots play a starring role in his operation.

There is still room for improvement, if you ask farmer Torben Brockmann. He has visions of school children walking around his farm, learning what the business is like at first hand. He is also considering sharing stories about the farm on social media. And he imagines the small farm shop packed with his products becoming a local highlight, bringing local people together and getting them talking about his favorite topics: his land, his farm and his cows. “That would be a real dream,” says Brockman, 29, and smiles. If he had one wish, it would be for people to understand agriculture in a whole new way. They wouldn’t think of grumpy farmers who oppose progress or who don’t care about their cows. “Because that is nothing like the reality,” he says.

Animals are all important

The young farmer runs a dairy farm with 250 cows in Scheeßel, Lower Saxony. The farm is now in its third generation, which makes him proud. After all, it takes courage to be an entrepreneur in a profession that is so challenging. But he is happy he can do what he does best, namely work with animals. “I want the cows to be well. That’s the only way they can maximize their performance.” At first, that may sound calculating and businesslike, but it is essential for his farm to function efficiently. A happy and healthy herd makes life easier for him, he says. He makes sure the cows have spacious stalls and has created resting areas for pregnant cows. He also ensures the cows get brushed to improve their skin and help their circulation. His cows graze in the summer, have good feed, plus there is his latest acquisition, two robotic milking machines. “I don’t need a fancy car,” he says. “Investing in these kinds of things is much more

important.” That, too, is something he wants to talk about more. If farmers focus on running their farms well, ultimately that ensures their cows can live a good life too, he says.

Helpful technology

He started using the automated milking system last fall. It looks fairly unspectacular and faintly resembles a car wash. Located at the back of the cowshed, there’s a barred sluice and partition wall with the machine behind it. The cows decide for themselves when it is time for them to be milked. First, the milking machine scans the cow, to establish how often it has already been milked. Cows are milked about every six hours, to ensure they have enough time to rest between sessions. Once the system says the cow can be milked, the gate opens and the cow is encouraged into the right position through a tasty feed concentrate mix. The robot cleans and prepares the cow’s teats for milking. The milk then travels through hoses to the milk tank inside the machine, which records the quantity of milk supplied. The cows wear a digital collar that has sensors on it, and the system reads and stores further details about each animal, from activity data to chewing and eating behavior. Brockmann can call up this information at any time. As the automatic system can only handle 120 cows per day, the other half are milked in the old milking parlor.

Two worlds united

Brockmann’s partner Rike Klindworth, 28, stands next to him at the milking system, watching the process as the sensors scan the cow’s teats. Up until recently, Klindworth was helping milk the farm’s 250 cows in the traditional way, so this is all still pretty new for her.

The cows don't have names but each has its own individual personality. Like her partner, Rike Klindworth loves cows and grew up on a farm nearby. The two made a joint decision to buy the robotic milking system. "It makes us much more flexible," says the agronomist. It does not necessarily mean less work, but the processes are different, with the work now more technical. It means the farmers can access all the data from anywhere at any time with their smartphones. If a cow is not well, that is something they are able to spot sooner than in the past. "The milking robot is an enormous help for everyone," says Klindworth. She says now, when they go to people's weddings, they are a lot more relaxed than in the past, because they no longer have to look for someone to help with the milking right up until the last minute.

Teamwork together

Brockmann says his partner helps him on the farm every spare minute she has, when she isn't working as a

"The milking system is an enormous help for everyone."

Torben Brockmann

trainee for DMK. Rike has been working in agriculture for more than a year, with a focus on raw milk. She focuses on reducing antibiotics, promoting veterinary herd care and learning about other parts of the business. "It is very important for me to understand the value chain in milk production," she says.

Understanding transformation Torben Brockmann benefits from the fact that Rike gets such deep insights into the dairy cooperative. As an entrepreneur, he is first and

foremost committed to his farm, which sometimes shapes how he views DMK as a company. "It's easy to criticize," he says. But during the pandemic and then the energy crisis, the way DMK handled the situation helped him see how strong and united a cooperative can be when times are tough. That changed his thinking. "You stick together like a family," he says. He had been doubtful about the company's transformation efforts. But like DMK, his business is also having to adapt to change and embrace digitization, modern ways of working and enabling employees to balance their personal and working lives. All that is part of managing a farm efficiently these days.



Left: The milking system uses tasty feed to draw the cow into the correct position. Right: Inside the robotic milking system, the cups reach the teats.



The milking system's technology and data room on the other side of the milking parlor. Brockmann can view all the data at a glance.



Work-life balance for all

Brockmann offers his five employees jobs that range from part-time to permanent roles. One of his employees who does yard work is deaf and she decides on her own working hours. Another is a local mom who comes by to work for a few hours in the morning before getting her children to nursery school at eight o'clock.

Powerful new perspective

The farmer and his girlfriend value the fact that they can be flexible and make their own decisions about the way they run the farm. They see that as a luxury. Thanks to a good deal of advance planning and organizing, they

even managed to spend three weeks in South Africa. Brockmann was astonished that during that time, he wasn't distracted, thinking about agriculture. "We saw herds of zebras, it was like a sea of stripes. We also saw antelopes, rhinos," he says. "That was fascinating and made me feel a lot stronger."

Family first

Transforming his operation into a smart farm enables him to switch off better and let go at times. "That was not an option for the older generation," he says. In the past, the work ethic was no different, but people had less choice in terms of how they managed their farms, in his view.

He is always thinking about his family, though nowadays, patches of turbulence have become a matter of course for Brockmann and his girlfriend. He finds that switching off and letting go make him more resilient for the difficult patches and more creative when it comes to making his farm into an attraction for young and old alike.



Brushing relaxes the cows, helps their circulation and keeps them clean.



In with the new – when the milking parlor is no longer needed, it will be replaced by a selection area.



Pina is a Hungarian pointing dog whose love extends beyond her owners.



Rike Klindworth checks data on the dairy cows. The milking system generates far more information than in the past.

Farming in his genes: Frans Zanderink's family farm is in seventh generation.

**“We actually
never
run out of ideas”**

“**O**ur cows are like top-level amateur footballers. On weekends, they sit around in the pub until half past three in the morning, then have a kebab, but they're back on the pitch by early morning. You can always rely on them.

We are the sixth generation to live on this farm. The Zanderinks survived Napoleon, the Eighty Years' War, Spanish flu, two World Wars and the pandemic. Whenever we find ourselves in another tough patch, I always come back to that. My grandparents kept ducks, chickens, geese, pigs, sheep, cows and horses. Plus they produced grain, turnips, grass, hay and wood. To manage all that, they employed four farmhands who also lived with them.

Over the decades, the farm became more specialized. My father dropped the chickens, the geese and part of the arable farming and focused on sows, fattening pigs and cows. Every generation gets rid of something and builds up something else in its place. I took over the farm in 2002 and demolished

the pigsties and the tie stall. In 2015 we built a new milking parlor and put in a cubicle system for 128 cows. But we still need more sources of income to be able to run the business so we rent out two holiday flats on the farm. We don't see hosting guests as a tiresome sideline, it is actually a family tradition that dates back to World War II. My grandmother took people in from the west who had been severely weakened by the famine. That helped them regain their strength and they were very grateful to her. One of the families, now the fourth generation, still comes back to us every year.

We have two sons and a daughter who one day will hopefully follow in our footsteps. My wife handles the flats, she does the bookkeeping, manages the reservations and keeps the apartments clean. We want our guests to feel comfortable and we make sure there's always coffee and raisin bread on the table. They make their own

breakfast themselves, so it's not too much work.

My wife is then free to help out on the farm or take care of the children. Hosting people is interesting and we learn a lot. We always have people who have never seen cows up close and suddenly find themselves, practically living among them. So we explain how often we milk them, why the cows are in the pasture or the barn, where the milk is delivered and what the difference is between a regular farm and factory farming. They learn something and they also get a chance to taste fresh milk at the same time. Some guests already know how life on a farm works, and we even get some farmers, who prefer to have this kind of a break and value the peace and relaxation in the region, instead of say going to a holiday park.

We actually never run out of ideas. At the moment we are setting up a natural burial ground in our 13 hectares of forest on the banks of the

“The Zanderinks survived Napoleon, the Eighty Years' War, Spanish flu, two World Wars and the pandemic.”



“We no longer solely rely on agriculture. Times are too uncertain.”

Dinkel. Over the past four years, we also took soil probes, did ecological investigations of the flora and fauna and checked the nitrogen emissions, soil types and groundwater levels.

We are looking into how our cemetery plan can be integrated into the council’s spatial development guidelines. I think that we have enough room for a good number of graves. The one-time costs for a place in a natural cemetery partly go into a fund to care for and maintain the grounds, which ensures the cemetery can keep going for a long time - and hopefully our farm will too.



De Lutte
(Netherlands)



Leonie and Frans Zanderink,
7th generation



Average 9,315 liters of milk. Fat and protein content 4.3 and 3.55 percent, respectively. Full grazing. 56 hectares of land for grass and corn. The farm is slowly starting to raise young animals again and has four at the moment.

Can the dream come true? Tomorrow's dairy farms are to be carbon neutral and the Net Zero Farming project aims to prove this is possible. Environmental analyst Franz-Theo Gottwald is supporting these activities and shared some insights with us.

The Küick family's dairy farm in Lower Saxony has been part of the Net Zero Farm project for three years.



FARM NET ZERO%

“These are sea changes”

Three farms are providing the blueprint in a pilot project for climate-neutral dairy farming that is under way in Germany. The three operations are involved in Net Zero Farming, which DMK is helping to organize. The Küick family's dairy farm in Gnarrenburg, Lower Saxony, is one of those taking part. They are among the approximately 5,200 farms producing raw milk for DMK. The Küicks decided to join the project last year, aiming to modernize their farm for the future in the hopes that their children will be able to live off the business. Net Zero involves making sensible changes to feed and energy management and growing arable fodder. It also means adopting measures to build humus in the soil, cultivate native protein crops or use feed additives to reduce methane. Scientific institutes are involved in the project, alongside a plant breeding company, a digitalization expert for milk production, an animal nutrition specialist, an agricultural trading company, a management consultancy and Mars Wrigley, a long-time DMK customer.

Mr. Gottwald, you are an environmental scientist supporting the Net Zero Farming project. Why is it important to develop concepts for sustainable dairy farming?

Because dairy farming is still a major emitter of CO₂. As part of agriculture, it is one of the few industries that has not been able to reduce CO₂ much since 1990, compared to the waste and energy industries, for example. That's because post-war agriculture has mainly focused on maximizing returns, and cultivation systems and practices for raising animals developed involving high emissions levels.

Why is that?

Over the years, farmers optimized their processes in line with the incentives set by politicians and guided by science. That makes changing the system

doubly challenging, in practical terms as farms need to continue to be able to make a living, but also psychologically, because farmers wind up asking themselves: Have we been doing everything wrong up until now?

Have they?

It is not as simple as that. You have to consider the circumstances, because the system that emerged over the last 70 years has made a decisive contribution to the nation's food security. But it also caused collateral damage to the environment. So we have reached a point that some are calling an agricultural transformation, or a systemic change. Now, we have to learn in a new way, to find answers to the big questions, namely environmental protection and biodiversity.

Would fewer animals be the solution?

It is more complicated than that. Mathematically it would work out, and it's the basis for some of the measures the German government is pursuing. They are talking about reducing the number of animals by 30 percent. But the tricky thing is that when it comes to consumer eating habits, shoppers are still highly focused on animal products. Transforming agriculture presupposes consumers will also change their behavior. But this change in terms of eating habits is only happening very slowly indeed.

How will farming be transformed and how long will it take until all farms are working in a climate-friendly way?

For agriculture, my guess is that it will take a very long time, like the food revolution, for example. After all, these are sea changes. As a society, we have to be honest. One glass of cow's milk is the equivalent to six minutes of streaming online, in terms of its carbon footprint. That shows us where we as individuals or households are creating problems. We cannot just point to the energy, construction and agricultural sectors and demand they change. We as consumers have to change too.

Germany is making massive changes in the transition to clean energy. Are we going to see a similar change when it comes to restructuring agriculture?

You cannot compare the two. With the energy transition, Germany has a handful of large companies on the utility and grid operator side. But when it comes to agriculture in this country, we have around 170,000 farms that depend on animals. Changing agriculture is going to require a very careful process of development and transition. My message to politicians is: Bear in mind that the change is going to need to be managed at field level. After all, 170,000 farms are not nothing. We need to proceed with great care and ensure stability when it comes to land management so if things

“Few occupational groups are more adaptable than farmers!”

become difficult, Germany can maintain the same level of self-sufficiency. And also, it is about preserving knowledge. Some people imagine that drones will fly over fields and automatically run farms better than farmers can. That is a misconception.

Looking ahead into the future: Are young farmers committed to implementing environmental targets or will they just give up?

When I look at the young farmers I work with, I see highly competent agricultural managers. Few occupational groups are more adaptable than farmers - provided they are clear about where they are heading and have enough stability and legal clarity to be able to plan. If all that is in place, I'm not worried that fields might wind up lying fallow.

Franz-Theo Gottwald

Expert on sustainable agriculture and the food industry, honorary professor at the Humboldt University in Berlin, awarded the B.A.U.M. Environment and Sustainability Award, and management consultant. He is a member of the Klima Denkfabrik think tank which is providing scientific support to DMK's Net Zero Farming project.



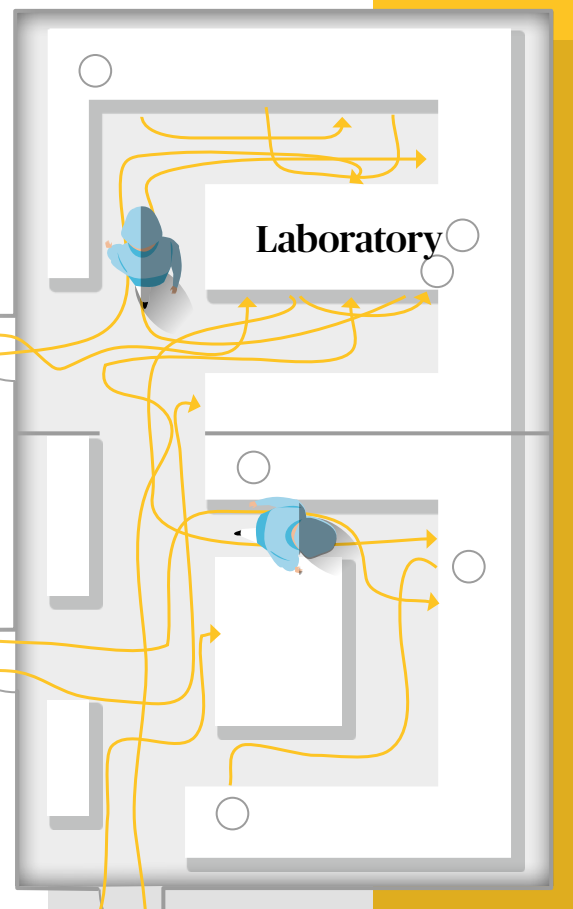
Foto © M. Wendt.



Path through the jungle

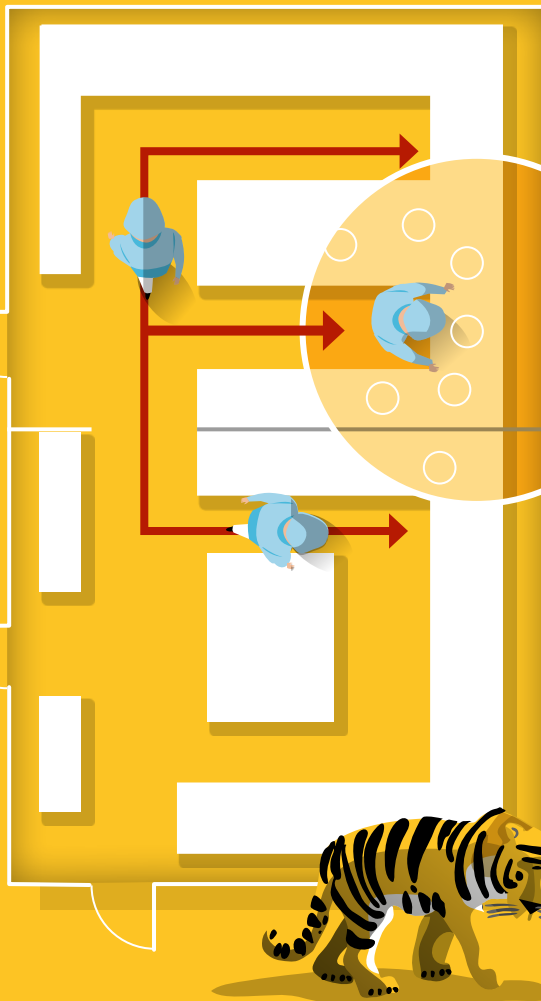
Before TIGER

Less walking, less measuring and fewer things to carry: the TIGER project Quality 2030 is freeing up time for people in the laboratories and beyond. Good teamwork led to important changes, large and small.



Quality 2030 project colleagues supervise the laboratory technicians as they optimize their work processes.

After TIGER



Reorganization is key!

Saving time in the laboratories: Lots of test tubes, sample dishes, measuring instruments and chemical solutions were piling up on shelves, in drawers and across surfaces throughout the laboratories. That meant people were having to walk unnecessarily long distances. The Quality 2030 team was made up of laboratory employees, quality assurance and quality manage-

ment staff and continuous improvement engineers. The team observed similar situations in all the laboratories at DMK plants then found a solution, following feedback discussions. Now, all the equipment is placed beside the areas where it is used instead of being put away, so lab technicians always have their tools to hand. That saves them time and means they don't have to walk around to find what they need – a simple but effective solution.

Saved:
0,5h
per week

Easier to count!



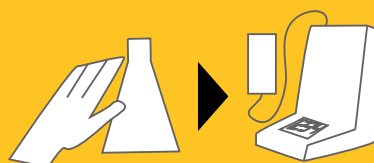
Petri dish

SphereFlash

Saved:
10h
per week

One time-consuming task in the laboratory was carrying out the microbiological evaluation of samples by hand. Now, this is done by the automatic colony counter SphereFlash, which is currently being tested. The results are immediately available on the WinLaisy: a digital database that gathers the results and makes them available to all the lab technicians.

Smart assistance!



Testing by hand

Smart Dilutor

Saved:
5h
per week

Whether cheese, butter or ice cream, samples are diluted with a liquid in order to assess their quality. Now, the Smart Dilutor figures out the correct ratio of the mixture. The device combines a scale and a dosing unit and means staff do not have to add the fluid manually, reducing the risk of contamination and saving time.

Cheese on the move!



Carried by hand

Backpack

Saved:
0,5h
per week

Cheese sandwiches reach quality control in a backpack similar to those carried by food delivery workers. In the past, they were carried by hand as employees could not use a trolley due to the stairs in the building. The new approach minimizes the walking distances involved, as several samples fit into the backpack – a win for occupational safety, as people's hands are free while they carry the goods.

MILRAM, the sweet taste of spring

MILRAM's new buttermilk flavors are bringing fresh deliciousness to supermarkets in 2023.

Spring is here, with all its colorful glory and right at the start, MILRAM brought out two new buttermilk flavors in March. The refreshingly fruity flavors are peach and tangerine and both are available in the tried-and-tested 750g Tetra-Top bottle. They are here after consumers were asked online what other flavors they would like to see. MILRAM responded by coming up with the goods so check out these winning flavors. As summer comes, let the good times roll!

Hello, winning duo:
The peach and tangerine buttermilk drinks came out top in a test, winning out against all the rest.



ON TRACK TO BE MORE SUSTAINABLE

An inseparable duo

The screw caps on MILRAM buttermilk and kefir drinks are to change to tethered caps at the end of April, in order to become more environmentally friendly. The new design means the caps stay attached to the bottle. It comes ahead of an EU regulation requiring caps to be firmly attached to all non-refillable beverage bottles of up to three liters throughout Europe as of July 2024. The rule aims reduce the number of loose plastic lids and raise recycling rates.



No more disposable lids

Sustainability matters greatly to the MILRAM brand, which aims to use recyclable packaging for products and reduce the amount of materials used as far as possible. Now, MILRAM sour cream and cottage cheese come without disposable lids, a step that saves around 39 tons of plastic every year. More information on the sustainability strategy will be available as of April on the lids themselves.



JELLY, BABY?



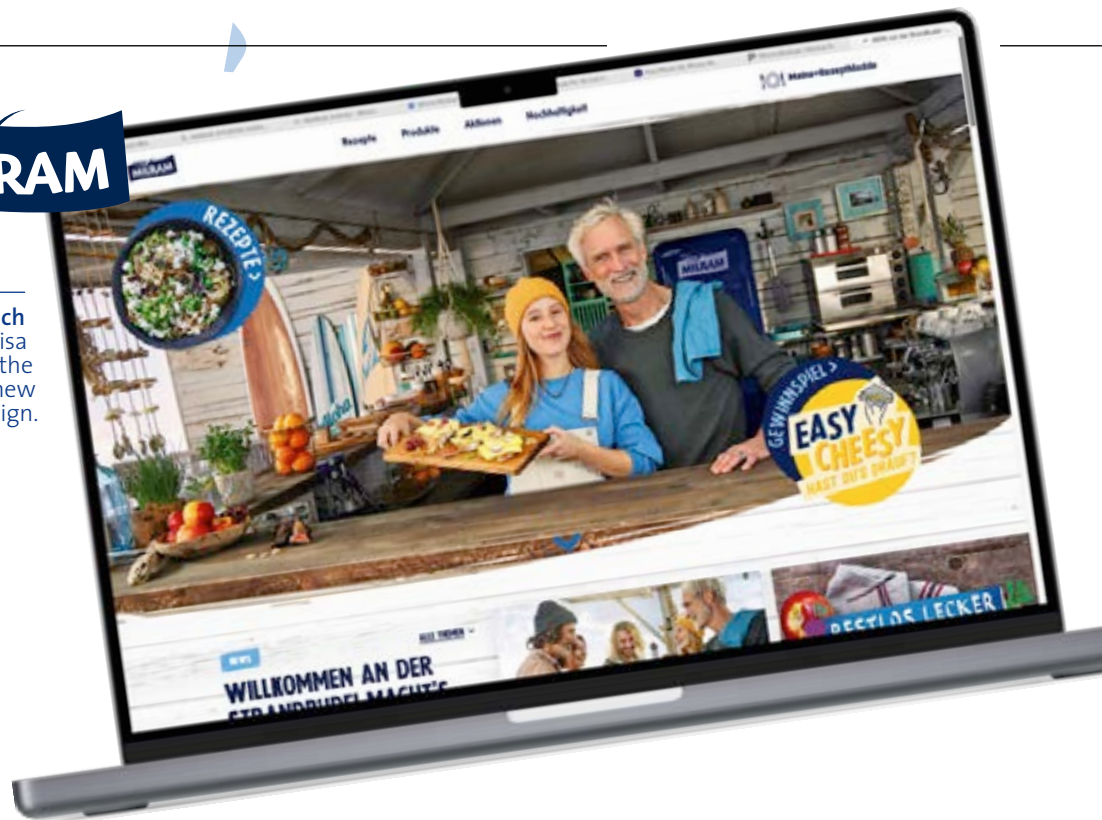
Try these fruity new flavors of the popular Osterland jelly dessert. A refreshing taste, bright translucent colors, plus that fun wobble that everyone enjoys. The new raspberry and woodruff flavors will go down a treat, available in supermarkets from May.





The MILRAM beach shack run by Lisa and Enno is at the heart of the new online campaign.

MILRAM sparkles with a new presence online



Click, discover and join in: Digital marketing is helping break through boundaries. More and more, MILRAM is using digital marketing to build customer loyalty while its packaging is also getting a fresh new design. The whole digital communications upgrade is thanks to Nicole Liedloff, Marketing Director Brand Retail, MILRAM.

Clear brand image

The MILRAM brand's central communications platform is the beach shack, familiar to many from a series of commercials. An appealing spot, it aims to convey a sense of trust in the MILRAM brand. The beach hut also appears on the new website where users can get to know Enno and Lisa, the likeable father and daughter who run the shack. They offer meals made with MILRAM's wide range of products that invite users to stop by, relax and enjoy a feeling

of community. "In the future, the website will offer customers a personalized experience," says Birte Backhaus, Digital Marketing Manager Brand Retail.

Young users in focus

In the digital world, what matters most is that brands focus on their customers' needs and desires and add value to the customer experience. When it comes to social media, it is important to identify the channels and websites where the young target group is spending time, to maximize the chance of reaching and interacting with them.

Targeting the individual

The next step is to target content to users' individual interests and behaviors on that channel, which requires collaborating with internal and external stakeholders to understand the consumers and align the content

The Experts:

The Marketing Team is bringing the new digital strategy to life.



Nicole Liedloff,
Marketing Director
Brand Retail.



Magnus Voß,
Team Lead
Digital Marketing.



Birte Backhaus,
Digital Marketing
Manager.

accordingly. In practice, this means moving from brand centricity to customer centricity, and providing what the consumer wants. But what makes good content? How does a video or an image go viral? The social media specialists on MILRAM's digital communications team use data and algorithms to make recommendations, including analyzing market trends and customer needs to make better decisions and improve marketing strategies. The digital team is also further developing data-driven marketing by focusing on how users interact online and looking at what resonates with social media users. "Looking at data is a reliable way to evaluate our content on social media. That's the only way to know what the target group is liking, sharing and commenting on, on the different channels," says Magnus Voß, Team Lead Digital Marketing.

The right channels

MILRAM will soon be on TikTok, the popular video portal where people share fun, offbeat content. "The social media world is very dynamic," says Lina Heusmann, Junior Digital Marketing Manager. It is important to focus on multiple channels at an early stage to stay relevant, especially for young target groups, she says. Communicating online through people like the father and daughter who users can engage with will attract users, engage them and create an emotional bond now and in the future.



On all channels: MILRAM is on Facebook, Instagram, Pinterest, YouTube and will soon be on TikTok too.

LINK
 Find more at www.milram.de
 Scan the QR code with your smartphone



Lina Heusmann,
 Junior Digital
 Marketing Manager.



Danica Henman,
 Digital Marketing
 Manager.

MILRAM Wow!

Experience plant-based perfection with these mouthwatering treats

MILRAM's three **new vegan spreads** are based on pea protein and coconut fat.



"You can't directly compare them, but they provide a whole new kind of flavor."

Carsten Habermann,
COO BU Brand.



So many reasons to celebrate: MILRAM's new 100 % plant-based spreads are here – perfect on bread, for cooking or as dips.

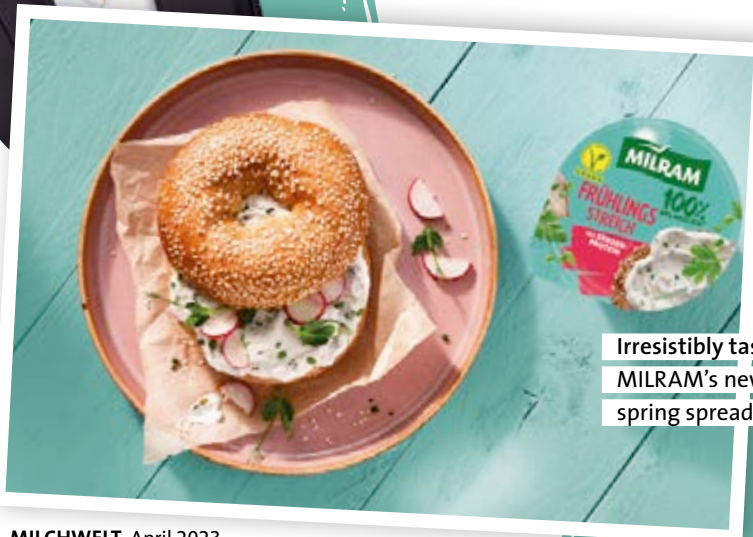
"Thanks to our classic, MILRAM spring quark, we have been the market leader in the seasoned quark category for more than 50 years," says Nina Rempe, Marketing Manager New Business BU Brand. "We are now trying to achieve a similar success with our 100% plant-based spreads." MILRAM is launching three varieties, first and foremost the plant-based spring spread. The new spreads are available in three tasty varieties, a spring spread, a paprika spread and a natural spread, bringing a good deal of variety to the dinner table. Made without artificial flavors or preservatives, they contain healthy ingredients including pea protein and coconut fat. They suit any setting from sandwiches to vegetarian barbecues or can play a starring role in a crunchy vegetable platter.

The new trio of spreads provides a perfect vegan complement to Germany's popular spring quark. The recipes were created based on the desire to make appealing plant-based additions to the popular classics that are already available. "You can't directly compare them, but they provide a whole new kind of flavor," says Carsten Habermann, COO BU Brand. "What we wanted is for people to recognize the unmistakable creamy, fresh and delicious MILRAM flavor and the product development team has really succeeded in doing that." The market launch will be accompanied by a wide-ranging commercial on television and online plus a large-scale PR and social media campaign to bring the new products to the young target group. The only thing left to do is dig in!



LINK

Explore the vegan world:
www.milram.de



Irresistibly tasty:
MILRAM's new
spring spread



With **Grand Dessert** Vanilla and chocolate from Ehrmann, some of Germany's favorite desserts are now available as ice creams.

Combine MILRAM with **cinnamon pastries** for a fab new ice cream flavor that is bound to impress.



DMK has teamed up with **Manner** to develop an ice cream inspired by the confectionery producer's popular Neapolitan wafers.



Dangerously delicious new ice creams

DMK is getting ready for a magical ice cream season in 2023, launching new flavors with Manner, PEZ, Grand Dessert by Ehrmann and cinnamon pastries courtesy of MILRAM.

With three new licensing partnerships and a new in-house development, the DMK Group is starting the 2023 ice cream season with a bang. The new flavors see the company continuing on its course in the ice cream sector while further expanding its high-growth brand business. The DMK Ice Cream business unit licensed several top brands in recent years, and Manner, Grand Dessert by Ehrmann and PEZ are three further popular brands that can now be enjoyed as ice creams. The "Frantzbrötchen" ice cream from DMK's own MILRAM brand is another genuine ice cream innovation. The Danish pastry with cinnamon and sugar originates from Northern Germany and is popular all over the country – and comes right in time for the current cinnamon trend. All the new products are available as of April. Keep cool this summer with these cult culinary creations.



PEZ **vegan** ice cream compositions will win fans with the strawberry-lemon and cherry-banana flavors.

The maturity test

Assessing the **different degrees of maturity in cheese** production takes a great deal of experience and craftsmanship.

The Uniekaas specialists have a 99% success rate when it comes to ensuring that cheese ripened to different degrees reaches retailers at the right time. That is an impressive performance!



The cheeses ripen to the optimal point under the watchful eye of Uniekaas specialists.

FROM THE PLANTS



Where the action takes place: Kaatsheuvel in the Netherlands is home to the DMK site where Uniekaas specialists process ripened cheeses. Here, timing is everything. The challenge is to have the cheese ripened to the right degree, at the right time, in the right quantity, ready for delivery.

That means the 155 employees need a great deal of specialist knowledge about ripening processes, packaging options and supply chain management. Armed with that expertise, they can supply sufficient quantities of the right cheeses, aged between 4 to 50 weeks, in time for the 2023 Christmas season, for example. They are already preparing, staggering the cheese according to its age so it is ready at the right time.

But beyond that, customers are able to make a selection from the whole range of cheese products, in any shape and variety. That has become even more ambitious since the launch of the latest offering Uniekaas kookt, which involves three varieties of grated cheese with herbs, along with three other products: Flakes (shaved), finely or thickly grated.

For the head of Uniekaas Kaatsheuvel, Ron Krekels, the main factor in guaranteeing the company's continuing success is his team. "We can only manage these challenges together. That's why, for example, we've introduced regular coffee sessions where the management team discusses suggestions for improvement with all the production staff." And at Christmas, the management team serves lunch in the cafeteria, dressed up in Christmas outfits. "That is always a great event," says Krekels.

The second recipe for success is focusing on a strong partnership with local retailers, both for the private label business and the Uniekaas brand. The key word is customer focus. Uniekaas aims to establish long-term contracts with its retail partners and consistently uses the team's knowledge, experience and tradition in category management, marketing and sales to make the matured cheese ranges even more successful.



"The customers expect us to provide top quality 365 days a year. We can only achieve this with a perfectly coordinated team."

Ron Krekels, Managing Director Uniekaas Holland B.V.



155 employees make in cheese in Kaatsheuvel, ripening it for 4 to 50 weeks..



Top of mind

Nutritional trends always come in response to the big issues of the day. Food, once a marginal topic, is now front and center with consumers who are grappling with climate change, war and the pandemic.

We are just coming through a series of crises, while being unsure about what the future has in store. At times like these, people tend to want security and value things they can rely on and control - which often means what they eat. After all, food is an area where consumers can make choices that affect the climate, their carbon footprint, animal welfare and last but not least, their own health. Many people feel that by taking an active role when it comes to food, they can make changes, do good and have an impact in these areas. It gives them a sense of agency at a time of uncertainty.

People are likely to stay highly interested in food throughout 2023, according to the latest Trend Report on Nutrition. The report gives us an update on the latest scientific and nutritional developments, according to the German Federal Center for Nutrition (BZfE) and the NUTRITION HUB.

We're eating better

People have developed a real interest in food over the past few years but one of the most striking developments is the growing gap between rich and poor due to inflation. People with lower incomes are less picky when they shop, making their decisions mainly according to price. At the same time, however, our diet is generally much healthier and more sustainable than in the past. The food industry is reacting to this trend by offering a greater variety of organic, vegan and vegetarian products and more sustainable, regional and healthy goods. All in all, our society is eating food that is more sustainable and climate-friendly than ever before.

There's more good news. We are also healthier when it comes to drinking. In the past, "zero alcohol" was seen as less appealing but it has now hit the mainstream, a development that brings us alcohol-free wines and beers. The trend looks set to gain further momentum among generations Y and Z.

Silver trendsetters

Older people are also becoming more aware of how much nutrition matters and value online nutritional counseling and therapy that can be accessed anywhere at any time. Consuming snackable content, as it is known, puts seniors bang in the trendsetter category as apps, big data and digital communication all play a growing role in nutrition therapy.

Less fast food

Flexibility and speed are increasingly important due to our changing lifestyles. We may be working from home and unable to pop to the canteen so turn to fast food - but not necessarily unhealthy food. Fast food is swiftly becoming a bad word and instead we tend to choose convenience meals and healthy food to take away, with bowls, salads, soups and sliced fruit available everywhere from supermarkets to gas stations. Thanks to this growing range of options, we are less tempted to reach for junk food.

Personalized nutrition

With people having such different lifestyles and activity levels, no single form of nutrition is optimal for everyone. More and more functional foods are coming onto the market in combination with digital offerings. Increasingly, apps provide suggestions about food or dietary supplements to suit individuals and

their own particular needs.

Electricity and gas costs

Health and sustainability are becoming ever more important but at the same time, conditions are changing and it has become harder to make food. Many people have become more anxious and frugal, gaining a sense of security by stocking up on staple foods. At times people built up stores of flour, rice and noodles at home, particularly when the war first broke out. Shoppers are paying more attention to goods that are on special offer or cost less. People worry about supply chains more. One positive effect of higher food prices is that more people are cooking at home and the number of searches for recipes online is growing. People are cooking batches of food in advance, using home-grown vegetables and looking for ways to avoid waste.

Responding to change

Large companies like DMK are monitoring these social changes and nutritional developments and adapting their products accordingly. All of these food trends were on view at international trade fairs this year from the Internorga food fair in Hamburg to the Gulfood in Dubai. DMK also presented a series of new products and was able to see firsthand how visitors liked them.



DMK presents MILRAM food ideas at the Internorga 2023. Below left: DMK showed off the Oldenburger brand at the Gulfood in Dubai.



The 10 most important nutritional trends in 2023

1. Climate-friendly and sustainable nutrition **48%**
2. Plant-based nutrition **39%**
3. Nutrition therapy online **26%**
4. Convenience foods and healthy food to take away **20%**
5. Personalized nutrition **19%**
6. Gut-friendly nutrition **19%**
7. Awareness of healthy eating **15%**
8. Mindful nutrition **13%**
9. Vegan diet **13%**
10. Alcohol-free products **12%**

Light and bright into spring

These tasty, colorful recipes will make you feel fresh and full of beans for the season ahead.

Smørrebrød with potatoes and two kinds of cheese, à la Miljuscha



A Scandinavian style snack: Smørrebrød are healthy, open-faced sandwiches and a real Danish classic.



Ingredients for 2 people:

- 2 slices of rye bread
- 4 slices of young Gouda
- 4 potatoes, boiled and sliced
- Mayonnaise
- 1 bag of paprika-flavor chips
- 5 spears of asparagus, cooked
- 50 grams of red onion, sliced
- 50 grams of lettuce
- 100 grams of aged Gouda, grated

Step 1:

Toast the bread, remove the crusts and spread with a thin layer of mayonnaise then top with a slice of young Gouda.

Step 2:

Slice the cooked potatoes then place on top of the Gouda slice, then top with another slice of Gouda.

Step 3:

Spread the mayonnaise on the top slices of Gouda, then add the chips. Cut the asparagus into small pieces then add these on top. Then add the red onion rings and shredded lettuce.

Step 4:

Finally, top with a sprinkling of grated aged Gouda and serve.

God Appetit!

Difficulty level: Easy

Uniekaas has a new brand ambassador

Meet Miljuscha Witzhausen, who is now brand ambassador at Uniekaas. Her passion is good food. A famous food influencer and chef with more than a million followers on Instagram, she is the new face of DMK's successful brand from the Netherlands. This collaboration aims to take the repositioning of Uniekaas to the next level by providing

popular content that will attract retailers and customers in a friendly and down-to-earth way. Miljuscha's first films and stories for social media are already in the works. Miljuscha is also posting her own recipes on her website and the Uniekaas homepage – like the smørrebrød above, with potatoes and two kinds of cheese.



Miljuscha Witzhausen





RAINBOW VEGETABLE GRATIN

Ingredients for 4 people:

- 3 medium-size waxy potatoes
- 3 medium-size purple potatoes
- 1 small sweet potato
- 2 carrots (yellow, orange)
- 2 zucchini (yellow, green)
- 1 eggplant
- 2 tablespoons of flour (type 550)
- 300ml whole milk
- 2 tablespoons of butter
- 150g-pack of MILRAM grated cheese for casseroles
- salt, pepper
- 3 stalks of fresh parsley

You have never seen scalloped potatoes quite like these. Purple spuds, yellow and orange carrots and yellow and green zucchini make this colorful vegetarian dinner a true delight.

Preparation time: Around 60 minutes

Step 1:

Wash and dry the vegetables. Peel and thinly slice the potatoes and carrots. Next, don't peel but thinly slice the zucchini and eggplant. Arrange the vegetables in a baking dish so you can see the different colors.

small saucepan and adding the flour and mixing to a thick paste. Reduce the heat and gradually stir in the milk. Cook until the sauce reaches the desired consistency then add 50 g of MILRAM grated cheese. Add salt and pepper to taste.

MILRAM grated cheese. Bake on the lowest shelf in the oven for 35–40 minutes until golden brown. Wash, dry and finely chop the parsley then sprinkle over your casserole.

Enjoy your meal

Difficulty level: Medium

Step 2:

Preheat the oven to 200° Celsius. Make a béchamel sauce by melting the butter in a

Step 3:

Pour the béchamel sauce over the vegetables then sprinkle over the remaining



LINK

For even more delicious recipes, visit www.milram.de

PUZZLE

MILRAM is launching a new ice cream flavor this summer and it's a special one. Combining a classic northern German treat with the best from DMK's cool cows, our Ice Cream business unit has come up with something irresistible.

Question: Which ingredient makes the new MILRAM ice cream such an unforgettable experience?

A. Labskaus, a mix of beef, potatoes and beetroot

B. Cinnamon rolls

C. Hot toddy



What makes This Ice so nice?



1x

MILRAM deckchair

Put your feet up and enjoy the summer in this weatherproof deckchair. It will add a touch of elegance to any lawn thanks to its distinctive armrests and deep shape. The armrests are the perfect spot to park your meal or summer drink while the separate footrest guarantees maximum comfort.



10x

MILRAM beach towel

Take this eye-catching towel on your next trip to the beach. It's an essential for every MILRAM fan. Exclusively from here.



3x

Ice cream maker

The machine makes delicious fresh ice cream, yogurt or sorbet in 30 minutes. Simply pour the liquid into the chilled can then mix with the built-in electric stirrer for a delicious creamy dessert.

Congratulations to the winners of our last contest:

1 x Espresso machine

Maik Blohm Stade

10 x DMK insulated bottle

Marcus Deddner Erfurt
Anel Mujdzic Georgsmarienhütte
Frank Palluch Bremervörde
Franziska Beug Waren Müritz
Norbert Klosterkamp Warendorf
Peter Phillip Bielenberg Ockholm
Michael Bussmann Holdorf
Leandros van Dongen Rijen
Christa Hoefl Bassum
Katrin Walter Demmin

10 x DMK enamel cup

Jos Hudepohl Weiteveen
Elke Wordtmann Edeweicht
Sven Schimmel Neubrandenburg
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Nadine Ramke Strückhausen

Send the solution:

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

Eligible: Employees and cooperative members of the DMK Group

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:
22/05/2023

The solution for the last competition is: **PAGE 45**

PHOTO CONTEST!

Send us a picture:

The best reader's picture*. Send us your favorite photo and briefly 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. Capture a **special moment**, whether it's an artistic still life, a lively group shot or a moment of joy – **your creativity knows no limits!**

* (e.g. see "FACTS & FIGURES" pages 6–7). Eligible: Employees + cooperative members of the DMK Group

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!
4. Deadline for entries
22/05/2023

Readers' Pictures

Your contact to the editors

Your contact for all MILCHWELT-related topics



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Masthead

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