

MILCH

WELT

The Official Magazine of the DMK

APRIL 2024

THE MANY FACETS OF MILK

What this staple
food means to us

Did you know?

The networker

“Milk processing facilities” are a key employer for rural regions throughout Europe. Some 90% of the 300,000 people working directly in the field live in very small communities. The local dairies work with around 650,000 dairy farms altogether.



I came, I saw, I ate

The word cheese comes from the Latin “caseus.” The term was adopted by German, English, Dutch, Italian, Spanish, Irish and Welsh-speaking peoples from the Romans in the eighth century at the latest – along with the cherished knowledge of how to make cheese.



Saving the day

Almost all of Germany’s farmers do some form of voluntary work. They are active in voluntary fire brigades, rural women’s organizations, politics and the church, according to a poll by the dlV market research panel agri EXPERTS. They spend an average of almost 15 hours a month, providing a valued service to their communities.

Sources: eda, SRF, Agrarheute



Our Chance.

Dear readers,

anyone who reads Milchwelt regularly knows that this magazine is not a five-minute read. It is not a medium that reports on the latest developments in daily working life - nor can it be, nor should it be. Our aim is to shed light on topics relating to DMK. We seek to explore the many facets of nutrition and the world around it, and how these are shaped by and reflected in social trends.

Milchwelt is our voice to the outside world because it shows how DMK captures and embodies the Zeitgeist, or spirit of the times. But internally, it also clarifies how and why we act the way we do throughout the company. Going forward, we want to provide information in a form that is compact yet comprehensive, twice a year. Feedback? We always welcome it! If you look at the current issue, you will see that we are dealing directly with what seem to be questions of survival. From politics to society and the economy, we are experiencing turbulent times, with mass demonstrations for climate protection, against international tensions and wars, plus opposing a shift to the right. And then came some ill-conceived knee-jerk political moves on top, all within the past few months. Naturally, all this affects how people think about the dairy and food industry, too.

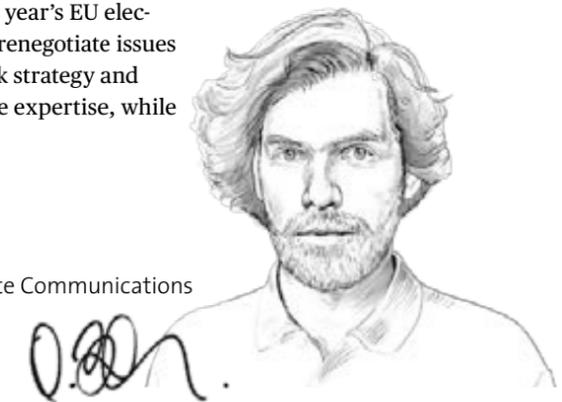
We are aware of the hurdles that this creates for farmers and companies. Instead of bringing us to the table as an important driving force on issues such as climate protection, the energy transition, future-proof nutrition or the preservation of rural areas, our industry is often treated as if the people in it don’t even understand their own trade. It’s no wonder that many people are losing their cool.

Agriculture has attracted the nation’s attention. For us as a dairy cooperative, it is important to handle this attention responsibly. Particularly in view of this year’s EU elections, we now have the opportunity to renegotiate issues such as the Green Deal, the farm-to-fork strategy and agricultural subsidies, with all the more expertise, while leaving populism behind.

We should seize this opportunity.

Yours

Oliver Bartelt
Global Head of Corporate Communications



THE MANY FACETS OF MILK

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A QUESTION OF TASTE

People who focus on a healthy diet have been criticizing milk lately – but on the other hand, it appeals to almost everyone. We took a look at the different views.



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A colleague shows us her handbag and talks us through the contents.

SURVEY:

The many facets of milk

Cheese, yoghurt or plant-based alternatives? We wanted to find out more about the role milk plays in people's daily lives. Is it purely about flavor? Does it conjure up childhood memories? Are concerns about animal welfare and sustainability affecting your enjoyment? How does milk measure up compared to plant-based alternatives? We headed out onto the streets to ask passers-by for their views. Their responses reveal diversity - as well as what we share when it comes to food.

Jannik Harland, 30.

"MILK MEANS HOME FOR ME"

"I come from the small community of Hiddenhausen in North Rhine Westphalia and grew up in a rural area. The country idyll: Fresh air, cows grazing on the pasture in summer and sometimes escaping from the barn, farmers churning out fresh milk. That really shaped who I am today. Dairy products are

an integral part of my diet, like yoghurt or soft cheese. That suits my professional life, as I also work at night so try to avoid heavy meals. It means eating less meat, though I do enjoy it. But I try to eat vegetarian food instead, and combined with dairy products, they give me the strength I need."

Theo Janssen.

" I LOVE CHEESE "

"In my mind, the word milk means something nourishing, something positive. I buy fresh cow's milk for my four-year-old son, who likes it with crunchy muesli. That brings back some of my childhood memories as that's how I used to like eating cornflakes when I was growing up. My diet has changed since then for various reasons. I don't drink cow's milk anymore but switched to plant-based alternatives. But I can't do without dairy products on a day-to-day basis, like butter and especially cheese. The thing is, I love France and the great variety of delicious cheeses there are."



“DAIRY PRODUCTS ARE A GOOD SOURCE OF NUTRITION”

“My whole family and I eat cheese, yoghurt and drink milk often. For me, that’s what is so special – how varied dairy products are. They give me a real feeling of satisfaction and enough energy for the whole day, too.”

Sil van Alphen, 19.



Silke Dreßler, 56.

I CARE ABOUT ANIMAL WELFARE AND SUSTAINABILITY”

“When I think about milk, I really only think about the cows, I don’t think about drinking it as a child or anything like that. What counts for me is animal welfare and sustainability when milk is produced. I just feel better if I buy products knowing the

cows are treated well. And I do have faith, I trust that producers are being transparent with me as a consumer. I love cows, I think they are beautiful animals and I love milk in all its varieties. Plant-based alternatives are not really my thing.”



Frank Dreßler, 60.

I LIKE DRINKING A WHOLE LITER OF MILK IN ONE GO”

“That’s the best thing for me, when I’ve been out partying then wake up the next day feeling thirsty. I open the fridge and drink a whole liter of cold milk all in one go. It’s tasty, satisfying and makes me feel happy.”



Esin Duman, 24.

“
**I ONLY DRINK
 PLANT-BASED
 ALTERNATIVES**
 ”

“My diet has changed a lot, I mainly eat vegetarian and vegan food these days. I loved milk when I was a child. Watching my grandma turn milk into delicious yoghurt by hand was something I really enjoyed. I don’t drink cow’s milk anymore, though, I only drink plant-based alternatives made with oats, soy and almonds. They are tastier and sweeter, I prefer them to cow’s milk. But I haven’t given up dairy products completely. I eat cheese, cream cheese and porridge. I’m not that radical when it comes to my diet, I make decisions based on what tastes good and also how products look. I’m more drawn to colorful and trendy designs when it comes to packaging, it’s more appealing. Maybe I would buy cow’s milk if the advertising was better. I also really value brand-name products.”



Maria Hain, 34.

“
**I ASSOCIATE
 MILK WITH
 INDULGENCE**
 ”

“I associate milk with indulgence. I used to have a little morning ritual at the weekend: hot chocolate in a mug with a picture of a cow on it. I loved that. And I always had milk when I was a student, in muesli or porridge. Good nutrition is a lot about feel-

ing good, for me, and over the past few years I started focusing more on what I eat. I cook for myself at home more and choose my ingredients more carefully. I use milk or cream when I make carrot soup myself. It tastes best when it’s made fresh.”



“
**THE
 WHITE
 ENGINE**
 ”

Jelle van der Werff, 47.

“I start my day with a glass of cold milk because it provides me with the protein, vitamins and minerals I need. I also make sure my family eats dairy products, as they’re an integral part of a healthy diet along with fruit and vegetables. You need variety in your meals. We make vegetarian meals regularly, though we haven’t cut out meat and fish completely.”

“VEGAN FOOD IS PART OF A HEALTHY DIET”

Fenna Boogaarts, 19.

“I am really choosy when it comes to dairy products. I only get yoghurt, crème fraîche or cream for cooking. The range of products in my kitchen is pretty small but I go for quality. For me, a healthy diet means not much sugar, and getting plenty of vegetables, fruit, healthy fats, fish and vegan food. Also, being focused when I shop helps reduce food waste.”

Janette Derkse, 57.

I USE MILK WHEN I COOK

“My husband and I don’t drink milk but we do eat dairy products on a daily basis. Our breakfast is a bowl of yoghurt with apricots, walnuts and blueberries. I use milk when I’m making mashed potatoes, for example. We always have Gouda in the house and when people come round, we like to serve that with gherkins - very Dutch!”



THE MANY FACETS OF MILK

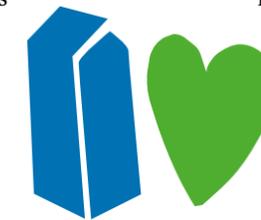
The crucial question

Nutrition is changing. What role will milk have in the future?

Taking stock of where we are – and where we are heading.

From television cookery shows to food influencers on social media and researching nutrition on our phones, we are more interested than ever before in food and consumption. Beyond finding new flavors and the food trends that are reshaping our kitchens, people also want to know more about how food is produced. Consumers are paying more attention to animal welfare and sustainable approaches to resources, and they also want to know more about health, which is closely linked to what we eat. And amid all this change, differing facts and opinions are floating around about what constitutes good nutrition.

This applies not least to milk, which is a staple food. But milk is coming in for its share of criticism as it is sometimes seen as an environmental problem or a health risk. But although there are plenty of prejudices out there, these are not reflected in people's shopping behavior. Despite dismal prophecies and doom and gloom about younger generations embracing plant-based alternatives, people are still buying milk and dairy products.



There are plenty of reasons for that, starting with the fact that milk and dairy products are not just foods but also play a psychological role in our lives. In our culture, they build a sense of belonging and identity. For many, milk conjures up fond memories of childhood, of moments, situations and rituals from the past. Many people have positive associations with the taste of milk, each recalling their own individual stories of when they were growing up.

Milk is also good for people's health, providing high-quality protein, calcium, potassium, vitamins and trace elements. It is much healthier than its reputation suggests when it comes to health issues such as cardiovascular disease. Milk does not trigger these kinds of diseases, according to an ongoing study by the University Medical Center in Freiburg. What is needed are facts to make all these discussions more objective. But the dairy industry must also face up to the criticism, introduce climate-neutral production methods and respond to consumer wishes and changing food trends. Over the following pages, we take a closer look at the role milk plays in our diet, and why it will remain a constant in what we eat.

MY
ITS
K



A mouthful of memories:
 Milk is our first formative
 taste experience.

The Hidden Power

What shapes our eating habits?

Doctor and nutritional psychologist

Thomas Ellrott describes our formative

experiences and the all-important

role played by milk.

Dr. Ellrott, do our childhood experiences shape our eating habits throughout our whole lives - how powerful are food preferences formed in infancy?

Babies like sweet, milky, vanilla flavors, innate preferences which are a good thing as they ensure newborn babies like breast milk. The nutrients given by a mother to her child while she is pregnant and later when breastfeeding also shapes a child's preferences. Youngsters grow to prefer what they tasted earlier, through the amniotic fluid and breast milk. This influence, along with later experiences eating as a child at home, form a lifelong foundation. But later, if a person's social and cultural environment changes, their new habits reshape that earlier basis.

Is there such a thing as a culinary sense of belonging and what role does milk play in this?

There are indeed foods that convey a cultural sense of belonging. That applies first and foremost to foods and drinks consumed by almost everyone in a particular culture, across the generations. Here in Germany, that includes milk and dairy products. Traditional foods like these create a sense of belonging and identity.

The history of mankind is tied to milk - but how far do people value milk these days?

There are likely considerable regional and cultural differences here, but the fact is that milk is particularly rich in nutrients and is a good source of high-quality protein, calcium and potassium, vitamins and trace elements, no matter what culture you are from. The scarcer the regional supply of these vital nutrients, the more important is the contribution of milk. But if many alternatives to milk are available and are in plentiful supply, then the value of milk may decrease.

What do you think about younger consumers' preference for plant-based alternatives?

Climate change, animal welfare and issues like these are particularly important to Generation Z. From that point of view, there are good arguments in favor of plant-based substitutes to milk, such as drinks made from oats, peas and soya. When young people choose these products, they feel able to consume them with a clear conscience, unlike cow's milk. On top of that comes the fact that these days, it is fashionable to pick milk substitutes like these. Selecting them shows you are part of a politically correct group, especially for people who live in large cities. However, if people are going to enjoy drinking substitute products, they must be as close as possible to the flavor profile of cow's milk, as this preference lives on inside us.

People are drinking less milk nowadays but dairy products such as cheese, butter and yoghurt are still popular. How does that make sense?

Milk as a drink is strongly associated with childhood, precisely because children consume considerably more milk on its own than adults. On the other hand, cheese, butter, yoghurt and so on are milk products that adults tend to consume more,

and people enjoy them throughout their lives. Unrelated to the climate debate, there are also good health arguments for fermented milk products such as yoghurt and cheese. Plus, there are also compromises from a climate protection perspective, like special climate milk farms that release fewer greenhouse gases per liter of milk.

But people criticize milk production, while milk and dairy products are still popular - why is that?

People often don't see this as a contradiction as they can tolerate several viewpoints at the same time. One of these would be a critical view of modern animal husbandry and agriculture. Another entirely separate view is that of the traditional consumer who values and appreciates the food and drink they grew up to know and love.



Dr Thomas Ellrott is Head of the Institute for Nutritional Psychology at the Georg August University of Göttingen. He is also scientific director of the German Nutrition Society e.V., Lower Saxony section, and a board member of the Nutrition and Exercise Platform. Last year, he was appointed to the Scientific Advisory Board of the Citizens' Council "Nutrition in Transition".

Milk under the microscope

Separating the myths from the facts: Scientists working on the “Update Milk” project are figuring out how milk and dairy products affect our health.



Does milk make us healthier? Does it make us fat? How does it affect our blood pressure? Let's get one thing straight right away: It is not bad for our hearts, according to interim results from the Institute for Evidence in Medicine at the Freiburg University Medical Center, which carried out a network meta-analysis. With more than 1,400 people tested, scientists found milk and dairy products like cheese and yoghurt do not negatively influence blood pressure, cholesterol levels, or other risk factors for cardiovascular disease. It made no difference whether participants picked low-fat or full-fat products, nor whether they consumed more than the recommended two portions. Nutrition experts recommend 250 milliliters of milk or a dairy product, such as yoghurt, and two slices of cheese per day for adults.

“Milk is completely safe for most people and is a valuable food.”

Prof. Dr. Hans Hauner,
Director of the Else
Kröner-Fresenius-Center
for Nutritional Medicine.

Split on milk

The study is part of the “Update: Milk - News from Science” study, which is looking into people's prejudices about milk. Launched a year ago, it also involves the Competence Centre for Nutrition in Freising and the Institute for Nutritional Medicine at the Technical University of Munich. “The topic of milk and milk consumption is becoming increasingly controversial, and objectivity is being lost,” says Hans Hauner, nutritional physician and head of the Munich research group. The scientists are pooling knowledge to create an overview of the latest findings. After all, there are plenty of observational studies about connections between milk consumption and disease risks out there, but scientists need more data. Update: Milk takes an empirical approach, finding evidence to supplement what other studies have observed.

The study seeks to provide scientifically sound results in order to counteract some of the emotionally charged discussions found in social media, for example. “People listen more to those who shout the loudest rather than those who stay calm and objective,” says Hauner, who frequently sees statements that are not backed up by evidence.

Neutral to positive effects

Good news came out of the meta-network analysis presented last year. The researchers proved that low-fat and high-fat dairy products slightly improve systolic blood pressure, which measures the pressure of the heartbeat when the heart muscle contracts and pumps oxygen-rich blood into the blood vessels. Fermented products like yoghurt had even more positive effects. Moderate consumption of the products did not lead to an increase in body weight and barely affected blood lipid levels. These factors are markers for diseases such as circulatory disorders, heart attacks, strokes and diabetes. Cardiovascular diseases are the leading cause of death in Germany, accounting for around 40% of all deaths.

“We can see that milk and dairy products offer relatively good protection against colon cancer,” says Hauner. It is possible that the protective function is related to the calcium they contain, he adds. The scientists plan to study this area next. They are also investigating the effects of milk consumption on carcinomas and diabetes. “Milk is completely safe for most people and is a valuable food,” he says, noting it is also a good source of protein, vitamins and iodine.



Prof Dr Hans Hauner
is Director of the Else
Kröner-Fresenius-Center for
Nutritional Medicine, at the
TUM Rechts der Isar Hospital
and the Weihenstephan
Science Center. His research
focuses on chronic nutrition-
related diseases such as obesity
and type 2 diabetes.

Tastes, Trends and Transformations

How will food culture change in the future?

In “Foodreport 2024”, nutritionist Hanni Rützler sheds light on the latest developments in the industry.

Different kinds of meals, new technology to make food and ever more plant-based alternatives: These three topics are in focus for food trend researcher Hanni Rützler, author of an annual report on how our eating patterns are changing. Climate change and the moralization of food are putting plants front and center in food culture, she says in “Plants for Future,” in her latest publication. “Climate discourse is changing the way we look at our world, at nature and our role within it,” says Rützler. People are eating differently, consuming fewer animal products and opting for plant-based diets instead. Plants are the raw materials for vegan food that people are picking to conserve the planet’s resources, she says. Culinary trendsetters like professional chefs are also moving with the times, putting vegetables, pulses and fruit at the heart of the dishes they make, instead of a piece of meat or fish.

The rise of the snack

The next area that Hanni Rützler looks at in her food report is “The New Job Normal”. Changing employment environments are also altering our eating patterns, says Rützler of her next area of focus. Meal structures are adapting to the new world of work. “Anyone who spends the day doing knowledge work, whether at home or in the office, sitting alone in front of the computer, who shares their remote working space with their partner and children, or who travels a lot for work will appreciate company restaurants that meet the new requirements of work-life blending,” she says. The pandemic accelerated change in the world of work and also transformed our eating behavior to some extent. More and more consumers tended to eat smaller, sporadic meals in-between meals before the coronavirus broke out, instead of three meals a day, in a trend known as “snackification.”

But people started cooking at home again during lockdowns. They also started ordering food, leading to a boom for delivery services. The combination of those trends created a hybrid form of eating that poses a bigger challenge to company catering. Main dishes are being replaced by smaller dishes. Food culture is becoming more varied and of higher quality. That gives company canteens an important role in the new culture of work, as places where employees working in the office or at home can gather in smaller groups, for team meetings or informal get-togethers. Canteens are also creating take-away options for employees who come into work then head home to continue working there. Workplace cafeterias are increasingly becoming all-day service companies.

Technology as opportunity

“The Green Taste of the Future” is Rützler’s third area of focus, as science creates whole new worlds of flavor. She sees a paradigm shift in production towards novel food, meaning products that were virtually unknown in the European Union before 1997. Unlike traditional foods, these need to be authorized first.

“Climate discourse is changing the way we look at our world, at nature and our role within it.”

Hanni Rützler,
food trend researcher.

“Many farmers see our food traditions as being jeopardized by novel foods,” she says. “But new technologies can help to preserve them in the long term.” Her observations come as the agricultural and food industry struggle with climate change and the need to find ways to cut their emissions and conserve resources. In the world of food production, innovative technologies may offer a solution.

Hanni Rützler is a nutritionist, health psychologist and food trend researcher from Austria. She tracks changes in food culture in her annual “Foodreport”.

Order the **Foodreport 2024** online:



Source:
zukunftsinstitut.de

Innovation on the Menu

We are milk specialists, but we are rocking plant-based alternatives, too.
Two product developers share insights into their work.

Ms. Schomacker, Ms. Bode, how do you come up with new products, what does the process look like?

Marina Schomacker: “A long corporate process is involved. That starts off with developing ideas and concepts then evaluating them and prioritizing them, to bring new or improved products to market maturity. A lot of areas within the company need to come together to move the process forward, including marketing, production, purchasing, logistics, food law, product and packaging developers.

During the project, we are continually asking ourselves, are we on the right track, can we achieve our goal, are we within the time schedule and the set budget? All employees can learn more about the process by looking at the DMK process portal. Everyone can see who is responsible for what and which checks and approvals are needed.”

Katja Bode: “To develop new food products successfully, it is essential that operational development and the overarching Centre of Expertise Research & Technology (CoE R&T) cooperate together. So for example during the development of new spreads (plant-based spreads for bread), we as the Science & IP team from the CoE R&T developed the analytical tools for characterizing and predicting the storage stability of the products.

THE MILK FACE OF MILK



That meant analyzing new plant-based raw materials like beans or peas and assessing how well they would work in the final product. That accelerated the development process and saved on development costs. CoE input is also important for considering raw materials and trying out alternatives during the development process. One key thing to consider is ensuring the ingredients are available, for example, so we needed an alternative raw material for a stabilizer in buttermilk and found one by working together with the development department. By carrying out targeted tests during the development process, we could avoid using some resources unnecessarily.”

How much does teamwork matter?

Marina Schomacker: “Each and every one of us is a source of ideas! It is not only employees in research and development. We are very well connected with our suppliers and the supply industry. They tell us all about their projects and products, which we might be able to incorporate into our recipes. We also talk regularly with our marketing colleagues and discuss trends are they seeing and what consumers

“We are particularly keen to work things out early on so we can maintain a high level of quality.”

Dr. Katja Bode.

want. We learn a lot from customer and visitor feedback at trade fairs in Germany and abroad and use that to optimize our products and create new ones.”

What is product development focusing on in terms of dairy and vegan product trends?

Marina Schomacker: “Consumers are paying more attention to nutrition and health is more important to them. Regardless of whether our products are dairy or plant-based, we are paying attention to the ingredients and additives we use, and make sure we only add what is really necessary. There’s a big sign in our Brand unit encouraging that approach, it says, MILRAM without any frills! What’s more, when we develop new products, we try and reduce the amount of carbohydrates as far as possible. Even though many people like the taste of sweet products, as a society we need to rethink, and reduce our sugar consumption to a minimum for health reasons. That also applies to salt, which is not healthy from a nutritional point of view.”

What are you working on right now?

Katja Bode: “We are developing testing systems to help us predict product stability and raw material functionality in both plant-based and dairy-based products as soon as possible in the process. We want and need to understand better the interplay between raw materials, enzymes, the production process and storage parameters. We are particularly keen to work all this out early on so we can maintain product stability and a high level of quality.”

“Consumers are paying more attention to nutrition and health is more important to them.”

Marina Schomacker.

Marina Schomacker: “We are just about to launch our wild herb quark onto the market. It involves a whole new flavor experience thanks to ingredients like dandelion leaves, marigold petals and lovage. My message to the DMK team is you can already look forward to it, it’s going to be really tasty! We are also working on a vegan sour cream alternative that will be used for tarte flambée - a sort of flatbread pizza from western Germany and the Alsace region. That’s a special challenge, as the product gets hot and needs to brown slightly in the oven during the baking process.”

What has given you a particular sense of achievement?

Marina Schomacker: “Last year we introduced mandarin flavor MILRAM fruit buttermilk. Thanks to our research, we thought it would be popular. But the fact that it went down so well was a real surprise for us. And we also won a bronze award from Lebensmittelpraxis magazine for this great new launch.”



Dr Katja Bode,
Team Leader Science &
IP Center of Expertise –
Research & Technology.



Marina Schomacker,
Head of Research and
Development
BU BRAND.

What's hot and what's not

How much is the market changing for milk? What the latest data tells us about consumer preferences.

Variety, flavor, a source of essential proteins - milk and dairy products are still very popular among shoppers. A record **94%** of people include milk and dairy products as part of their diet, according to a representative poll in 2023. Some **three quarters** of respondents said they value the wide range of uses of dairy products, though this varies by age group. Dairy goods like **cheese and butter** are consumed less by 20 to 29-year-olds than by 40 to 68-year-olds. People in the younger generation are also far less likely to drink a plain glass of milk, with **two thirds** opting for **plant-based alternatives** instead. Their main reasons they pick vegan products are **animal welfare concerns, climate protection** and believing they have a **better carbon balance**.

Source: Bonsai Research

72%

... of respondents buy **Butter**.



68% of 20 to 29-year-olds
72% of 40 to 68-year-olds

14%

... pick plant-based alternatives to show they are **living more consciously**



87%

... of respondents buy **cheese**.

78% of 20 to 29-year-olds
90% of 40 to 68-year-olds

74%

... say milk & dairy products can be used in the most **diverse ways**.



53%

... say animal welfare is their main reason for picking **plant-based alternatives**.



70%

... say milk and dairy products taste **delicious**.



94%

... of those polled consume **milk and dairy products**.



50%

... drink milk **on its own**.

42% of 20 to 29-year-olds

52% of 40 to 68-year-olds

60%

... see milk and dairy products as sources of **high-quality proteins**.



34%

... eat **cream**.

44%

... see milk and dairy products as the **best value for money**, a proportion that's growing.



42% of the respondents ... say **climate protection and carbon efficiency** are why they pick plant-based alternatives.

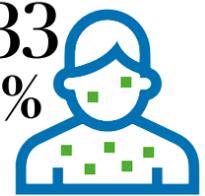
47%

... buy plant-based **alternatives to milk**.



33%

... see milk as a source of **allergies or intolerance**, a proportion that is steadily shrinking.



“A SOLID START TO THE YEAR 2024”

The milk market is much calmer now after being high volatile for some time. Supply and demand are returning to normal thanks to the lessening impact of the war in Ukraine and inflation. As we start the year, the market is looking more balanced than it has in recent years. Prices on the commodity and product markets are also stable, particularly as the supply of finished goods is lower, preventing prices from falling as they did in previous years. All that means we are getting off to a good start for 2024. But what's next?

“The markets are more balanced again.”

Andreas Gorn, Head of Insights & Dairy Markets DMK.

Robust market

Higher costs and more regulation are still reducing the production of milk, alongside the further decline in dairy cow numbers. We are also likely to see a fall in feed quantities and quality after a lot of land in Germany was flooded during the winter, particularly in the north. On the global market, major exporters of raw materials are also supplying less than last year. These trends seem set to continue or increase slightly in 2024. With demand expected to be robust, much of our raw materials will keep flowing into making cheese this year. As milk volumes are falling, this is likely to lead to lower production of butter and powder products, meaning less of these will be available, including abroad. We are already seeing the effects of the increased allocation of milk to cheese production, which is leading to shortages of other products. That suggests a robust market in 2024. However, demand has not yet recovered fully, with lower demand for milk and dairy products in China, the world's largest importer.

Andreas Gorn, CSSI (Corporate Strategy Sustainability & Innovation) at the DMK Group. An agricultural economist and agricultural engineer, this market researcher shares an overview of where the industry is going.

Less milk, stable markets – Andreas Gorn, Head of Insights & Dairy Markets DMK, is optimistic about the year ahead.

Uncertainties remain

All in all, prices in 2024 are likely to be more stable compared to past years, also thanks to the very stable outlook for oil prices, which impact agricultural commodities like skimmed milk powder. Products for the retail trade should continue to perform better than standard goods. But some uncertainties remain, such as economic and political instability or adverse weather patterns so we cannot rule out stronger price fluctuations. Stronger demand and reduced supply may also have an impact.



1.8 billion
EUROS
in extra sales thanks to private label goods

67%
OF SALES
of dairy products and cheese came from private labels

38*
% OF FMCG SALES
came from discounters

+ 9.2%
INCREASE IN SALES
for brands and private labels (dairy products and cheese)

Last year's high inflation was a shock for consumers. Despite the German government's countermeasures to cushion the financial impact of the war in Ukraine with the electricity and gas price brakes, consumer sentiment weakened. We saw the psychological effects reflected in consumer price sensitivity. When people went shopping, their top priority was saving money, which led to a boost to private label products. Shoppers also opted more for retailers' own brands for dairy products and cheese, which are important categories for DMK. That shift didn't only apply to lower price segments, but also to premium and organic products. While prices for private label goods rose significantly in percentage terms compared to branded products, private label goods saw minimal growth in sales and significant increases in turnover. In contrast, manufacturers' brands, or products positioned by the company towards shoppers, are losing volume, despite significantly more sales promotions.

Brand strength

Perception of private label goods has changed, and they are now seen as an acceptable alternative, while brands are basically seen as more replaceable. But private label goods are not necessarily going to rescue the situation as shoppers still find manufacturer brands appealing, seeing them as objects of desire. Consumers, hungry for ways to escape everyday stress and the anxieties of daily life, are still buying branded goods. But more than ever, brands need to prove themselves and show they offer additional value. They also need to have a clear and reliable profile. Brands that lack these features quickly come under pressure.

Communication is king

One successful example is MILRAM's sliced cheese segment. Its brand identity was standardized in 2022 following a design relaunch of cheese varieties only available from MILRAM. These factors, plus ongoing investment in communication about the brand, helped

MILRAM maintain its position as the clear market leader for sliced cheese in 2023. When it comes to sustainability, market researchers see a slight decline for brands. In contrast to other trends such as health, consumers are basically not really ready to pay more for sustainable products. Nonetheless, private labels are growing. Sales in the overall dairy and cheese market increased by over 10% last year, but private label goods grew by 14%. That growth comes although the prices of private label goods increased significantly more in percentage terms. Overall, consumers are likely to keep focusing on price, say market observers. Shoppers are unsettled by crises and wars as well as persistently high inflation, and all this is hampering an improvement in consumer sentiment. That means people are likely to continue to pay increased attention to special offers in 2024. All in all, further boosting the consumption of branded products will likely to be among this year's key challenges.

*FMCG means fast-moving consumer goods, which are products that are sold quickly and cost less.

More than just a logo

Brands must do more to show they deliver quality – DMK's view of market developments in 2023.



Susanne Rusch, CSSI DMK Group.

RECIPES

COOL CLASSICS BECOME HOT TRENDS

A healthy diet is important but so is having fun. Why not try out some of these new takes on classic dishes?

Red Fruit Pudding WITH VANILLA SAUCE

Everybody loves this classic northern German dessert. It's a fruit-packed dish topped with creamy goodness!

INGREDIENTS

- 125 g raspberries
- 125 g blueberries
- 250 g strawberries
- 250 g redcurrants
- 500 ml sour cherries
- 2 tbsp sugar
- 1 tbsp cornflour
- 5 stalks of lemon balm
- 500 ml vanilla sauce

INSTRUCTIONS

Wash and dry the berries. Hull the strawberries and cut them into halves or quarters depending on their size. Remove the stems from the redcurrants.

Place 100 ml of sour cherry juice in a cup and mix in the sugar and cornflour, then pour the remaining sour cherry juice into a pan and bring slowly to the boil. Add the cornflour mixture and whisk together. Keep stirring and simmer for two minutes until the juice thickens.

Add the berries and simmer for another two minutes. Add the lemon balm and remove the pan from the heat. Leave your red fruit mix to cool for around an hour, to reach room temperature or put it in the fridge if you prefer. Take out the lemon balm and serve your red fruit pudding with the vanilla sauce.



Heavenly APPLE CAKE

A perfect dish, this German apple cake combines a yummy crumb topping with creamy vanilla custard.

INGREDIENTS

- 450 g flour
- 145 g sugar
- 2 sachets of vanilla sugar
- 1 pinch of salt
- 250 g margarine
- 1 untreated lemon
- 2 apples
- 330 g vanilla custard

INSTRUCTIONS

Put the flour, sugar, vanilla sugar, salt and margarine in a bowl and knead it together until you have a smooth short crust pastry. Remove a third of the dough for your crumble topping later on. Finely grate the lemon zest and knead it into your dough. Wrap the pieces of dough in clingfilm and place it in the fridge for 30 minutes to chill.

Preheat the oven to 180 °C. Wash, dry and core the apples, then slice into small pieces. Sprinkle with a little lemon juice. Line a baking tray (30 x 30 cm) with baking paper. Take the larger piece of dough and press it evenly into the base of the tray, with a small crust up the sides.

Spread the vanilla pudding and pieces of apple across your pastry base. Then take the other piece of pastry and crumble it over the top. Bake your apple cake in the center of the oven for around 40 minutes.



Chilled Coffee WITH CARAMEL TOPPING

If you are hankering for a refreshment, look no further. As the days warm up, this cool, creamy drink will revive you in no time.

INGREDIENTS

- 150 ml fresh whipping cream 30 % fat
- 20 ml caramel syrup
- 8 scoops of ice cream, e.g. vanilla
- 500 ml chilled coffee
- Caramel sauce

INSTRUCTIONS

Place the whipped cream and caramel syrup in a bowl and whisk until frothy.

Put two scoops of ice cream each in four cups or glasses then pour over the chilled coffee.

Add a generous dollop of the whisked caramel cream, then pour over the caramel sauce before serving.





Fruity BUTTERMILK ICE LOLLIES

These raspberry peach buttermilk ice creams easy peasy to make and will go down a treat with your family and friends.

INGREDIENTS

- 750 ml peach buttermilk
- 100 g frozen raspberries, defrosted (or fresh raspberries)
- 2 peaches

INSTRUCTIONS

Wash and slice the peaches, removing the stone. Puree the pieces together with the peach-flavor buttermilk drink.

Put the raspberries in the ice pop molds then fill in the peach mixture on top.

Place the sticks in the ice pop molds then close. Chill your ice pops in the freezer for at least six hours (or overnight).



Power Up WITH BIRCHER MUESLI



Transforming the original with porridge and crunchy apple chips for a turbo boost of energy.

INGREDIENTS

For the bowl

- 200g natural porridge
- 100g unsweetened apple-pear sauce
- 1 tsp cinnamon powder or gingerbread spice
- Maple syrup to taste

For the topping

- 2 tbsp blueberries
- 4 crispy apple chips
- 1 tbsp hazelnuts, roughly chopped
- 1 tbsp salted caramel brittle

INSTRUCTIONS

Place the porridge, apple-pear sauce, cinnamon, or gingerbread spice in a bowl and mix in the maple syrup. Then top with blueberries, crumble over the apple chips, hazelnuts and salted caramel brittle. You can always top your Bircher muesli with a little cinnamon or drizzle over some maple syrup for maximum wow effect.

Creamy Broccoli PASTA BAKE

Dive into this epic vegetarian bake with an irresistible cheese topping.

INGREDIENTS

- 400 g broccoli
- 1 pinch of salt
- 1 pinch of pepper
- 1 pinch of freshly grated nutmeg
- 1 onion
- 250 g cherry tomatoes
- 150 g grated cheese

INSTRUCTIONS

Wash the broccoli, cut into florets and cook in salted water for 12 minutes.

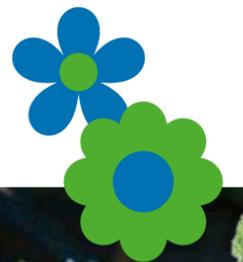
Wash and halve the tomatoes, peel and chop the onion.

Fry the onion in oil until it's translucent. Add the flour, sauté, then add the stock and cream, stirring constantly to create a creamy sauce. Bring to the boil and season with salt, pepper and nutmeg.

- 1 dash of oil
- 40g flour
- 375 ml vegetable stock
- 125 ml fresh whipping cream 30% fat
- 400g macaroni
- 1 tsp butter

Cook the pasta in salted water for eight minutes, then drain.

Grease your casserole dish then put in the broccoli, pasta and tomatoes. Pour over your cream sauce, sprinkle with cheese then bake for 20 minutes in a preheated oven at 175 °C until it's cooked through.



Much of Maria and Carsten Schnakenberg's farm was inundated back in January. There was water everywhere, with only trees sticking out like skeletons. Their stables were completely flooded, leaving their horses huddling round a hay rack on a patch of land that was dry. "Some 60% to 70% of our farm was under water," says Schnakenberg. His hometown was only accessible by one road at times. But he was lucky. His farmhouse and stables stayed dry as they are built on slightly higher ground.

Waiting for flood to ebb

Three months on, he looks back and takes stock. He had sown a catch crop on his arable land which meant there was less impact on his crops, but even now, he is watching how the grassland is growing. So far, it looks pretty bleak. "But let's see how it turns out," he says. The machine shed was worse hit, with water leaking in. The bottom layer of the hay barn was soaked through, so the hay could no longer be used as fodder. He is grateful he could move his calves to the farm in time. "All we could do was wait until the water receded." The calves and cows huddled together during the worst part of the crisis. "Even when you go to bed, you can't really wind down," he says.

Necessity, mother of invention

People in many parts of Germany battled the floods, including numerous DMK farmers. They fought tirelessly to save their farms, their animals and themselves from the seemingly unending masses of water. They struggled hard with their farms flooded, fields submerged, and animals needing to be evacuated.



“You’re full of Adrenalin”

Many parts of Germany were flooded after heavy rainfall at the start of the year. That didn't stop dairy farmer Schnakenberg, who kept his business going – and even managed to help others as a fire department volunteer.

The floods meant many long days and sleepless nights for Bremen's Carsten Schnakenberg but he wasn't going to give up.

"The milk was collected but it was an immense challenge. It only worked out thanks to the massive efforts of the farms which were affected and the DMK vehicle fleet," he says. Farmers had to be creative. Some towed mobile tanks with tractors to bring their milk to bigger roads that were not affected by the floods. There was only one farm where milk could not be collected for a week due to the high waters. Schnakenberg says he came so well through the flooding thanks to all the help and support from other farmers and the community.

When crisis hits, people always help each other out, he says, pointing to another dairy farm nearby. They needed to evacuate the premises and found people to help by using WhatsApp. They managed to organize eight trailers to transport all their animals and also found places that were willing to take them in. It was done in a flash, too. "We evacuated 200 cows in about four hours," says Schnakenberg.

Farmer Schnakenberg says 60% to 70% of the farm was under water. Some of the fodder was no longer usable

Volunteering, a lifeline

Many farmers do voluntary work in their communities and at times of crisis, that pays off. Schnakenberg volunteers with the local fire department, and the job is close to his heart. "During the flooding, we managed to move a neighbor's cows to another farm which was still dry and had sufficient capacity," he says. Otherwise, they spent the time dragging and packing sandbags to protect farms and dikes nearby. Schnakenberg is also honorary vice president of the Bremen Agricultural Association. "I want to make a difference and be involved in key decisions, not bury my head in the sand," he says.

Giving up: Not an option

He got off lightly during the floods, he says. "We were still able to drive to the farm any time we needed to, and our milk could be collected." There was just one time when he had to guide the milk tanker through the village as the regular route was flooded. That worked out too, though, he says. The main thing was that no one was hurt.

"We can't change the situation. No matter what happens, we have to try and keep operations running as normally as possible." Sometimes he is surprised by his own optimism, he says. If the same thing happened again with another flood like that, all the same things would apply, he says dryly. Get stuck in, tackle the job, carry on. Never give up.



There was only a halfway dry patch of land left for the horses for a while.

“There is enormous solidarity within the farming community.”



Right at the start of the floods, the calves had to be brought into the cowshed as it was not damaged.



Were it not for the destruction, it would look like a wintry lagoon landscape.

“Here, people focus on employee health.”

Madlen Knospe, Lab Technician, DMK.

“That’s why we work here”

At DMK’s Altentreptow site, 380 employees in three plants churn out sliced cheese, cream and whey derivatives every day. Some have been doing so for decades. But who are they and what makes them tick? Twelve shared their stories.



Madlen Knospe, 41, Lab Technician, DMK

“I’m a trained food technician and have been working in Altentreptow for almost two years. I check incoming goods and carry out microbial analyses of cheese samples. As soon as I joined the company, I noticed that people here really focus on the health of employees. That wasn’t something I’d experienced anywhere else. Where I used to work, it felt like they wanted 180% from me. I never really had a break. It’s different here as everything is so structured.”

Robert Steltner, 33, trainee electronics technician, DMK

“I’m doing my second apprenticeship, as an electrician. It’s really exciting. I am actually a car mechanic and I was hired as an assistant electrician at DMK 10 years ago. It meant I could only carry out certain tasks such as replacing lamps or fuses. But I wanted more, as things were changing for me at home, I got married, had two children, and built a house. It was time for me to develop and move forward professionally, so I applied for a job as an electrician. Basically, the job means making sure that the plant’s electrical infrastructure keeps on working.”

Now I’m in my early 30s and I’m doing an apprenticeship again. But I don’t see it as a step backwards. I can stay in a great working environment and my position will be waiting for me when I complete my training. I’m very happy knowing I can stay working here. My employer is doing something really special for me, it’s not a matter of course.”

Sandro Wichmann, 37, Team Coordinator Packaging / ripening warehouse, DMK

“As Team Coordinator, I am in charge of production planning and time management in the packaging area. That can be pretty challenging when there’s an outbreak of flu or the coronavirus. I originally come from dairy farming, but I didn’t want to keep working on a farm. But I wound up here 20 years ago working in milk production. Not only is the working atmosphere good, but also the pay, which is above average in the region. We also do weekend shifts but I’m in an industry that offers me security. After all, people always need food!”



“I’m very happy knowing I can stay working here.”

Robert Steltner, apprentice electronics technician, DMK.



“People always need food!”

Sandro Wichmann, Team Coordinator, Packaging / Ripening Warehouse, DMK.



“That’s led to some really close friendships.”

Norman Hensel,
Team Leader Production,
wheyco.

**Norman Hensel, 36,
Team Leader Production, wheyco**

“I’m team leader of 14 colleagues and oversee production in what’s called the liquid area. We work with whey that is produced during cheese production and extract whey proteins and lactose, which are used in baby food. The job comes with some responsibility. What I bring is a good overview of production as I worked on the production lines myself for a long time and I’m familiar with the challenges my team faces every day. After more than 20 years at the company, dealing with my colleagues and their well-being is really important to me. I can talk openly with everyone, and we sometimes spend time together after work. That’s led to some really close friendships.”

Andrea Finner, 59, Lab Technician, wheyco

“I started as a lab technician almost five years ago and basically learned the profession while on the job. I’m actually a dairy technician, but my employer had faith in me that I could do the job. When I got the job, I literally cried for joy. The whole team reached out to help me right from day one until I understood all the processes. Now, I check the whey concentrate that is delivered and check the quality of the lactose powder. The great thing is that I feel how much my work is appreciated every single day, in one-to-one meetings with my supervisors. That really boosts my confidence.”

Jirka Rosellen, 51, Operator Plant Warehouse, Euro Cheese Vertriebs-GmbH

“Originally I trained as a bricklayer and ended up at DMK 22 years ago after retraining, through a temporary employment agency. As a forklift driver, I make sure that the goods are shunted correctly every day, and as a team coordinator I jump in to help if someone is off sick. None of that is difficult for me as I my team fully supports me. The positive working atmosphere has also persuaded other members of my family to work here: My wife and oldest son are also part of the DMK family now.”

“The whole team reached out to help me right from day one.”

Andrea Finner,
Lab Technician, wheyco.



“I am proud of what I have achieved.”

Jirka Rosellen,
Operator Plant
Warehouse, Euro Cheese
Vertriebs-GmbH.

“I’ve been working here since 1996.”

Christa Hildebrandt-Schütze,
Specialist Production Planning,
Euro Cheese Vertriebs-GmbH.

Christa Hildebrandt-Schütze, 62, Specialist Production Planning, Euro Cheese Vertriebs-GmbH

“I’m a real veteran here. I worked at the dairy here when it used to be East Germany, I was in cheese packaging. After that closed down and I changed career, I came back when the plant reopened in 1996 and former colleagues asked if I would like to re-join the team. That speaks volumes for how close we are even after all that time. I also appreciate the fact that I can continue developing. I was chair of the works council for 16 years so I really got to know all the processes in the plant. I also had plenty of support during the transition to digitalization - that wasn’t always easy for me, but I never felt under pressure. Now, as operations assistant, I handle data entry, attend recruitment interviews and oversee personnel planning. That also gives me a chance to meet a lot of people from abroad who want to work for us. It’s fun and it challenges me. There is never a dull moment.”

Stefan Lutzke, 35, Operator Production, DMK

“DMK employees often came into my mum’s snack bar. They told me there were openings for apprentices. I liked

all they said about their work so that’s how I came to train to be a dairy technologist 22 years ago. In my team, I supervise the separation of raw milk into curds and whey. It’s a complex process that needs a lot of focus. I have to pay attention to things like temperature, flow

rate and quality. I can’t imagine working anywhere else because I get on really well with the whole team, including the managers. That’s really important to me as I spend eight hours a day with them. We should always work together rather than against each other.”



The Altentreptow plant, where DMK, wheyco and Euro Cheese Vertriebs-GmbH churn out dairy products.

Sascha Marks, 34, Operator Packing, Euro Cheese Vertriebs-GmbH

“Coming here was the ultimate honor for me. I’ve been here for over two years now and recently got a contract. I’m so happy about that. I work in the packaging department in the cheese area and make sure that the labels and coding on the films match. I also take regular samples for quality checks. And I also try to make sure that all my colleagues are feeling good, so everything runs smoothly. Now I have a full contract, I can plan my working hours up to year in advance. That’s worth its weight in gold as I’m a father, with very young twins. You can have a good work-life balance here, you can reconcile the job with your family life really well.”

Max Heyne, 37, Dairy technologist, wheyco

“I like the fact that employee programs are on offer so you can advance in your career. I’ve been working here for more than 20 years and am thinking about becoming a team coordinator. I know that my managers will support



“Coming here was the ultimate honor for me.”

Sascha Marks, Operator Packing, Euro Cheese Vertriebs-GmbH.

me if I do. The position appeals to me, because I would like to stay here, I feel at ease in this environment. I have made many friends and some of us have even rented a houseboat together for the weekend. Where else can you do that? The team spirit also helps during the early shifts at six o’clock in the morning, when you’re not in the best of moods. We always support and motivate each other.”

Mario Gatz, 49, Operator Plant Warehouse, DMK

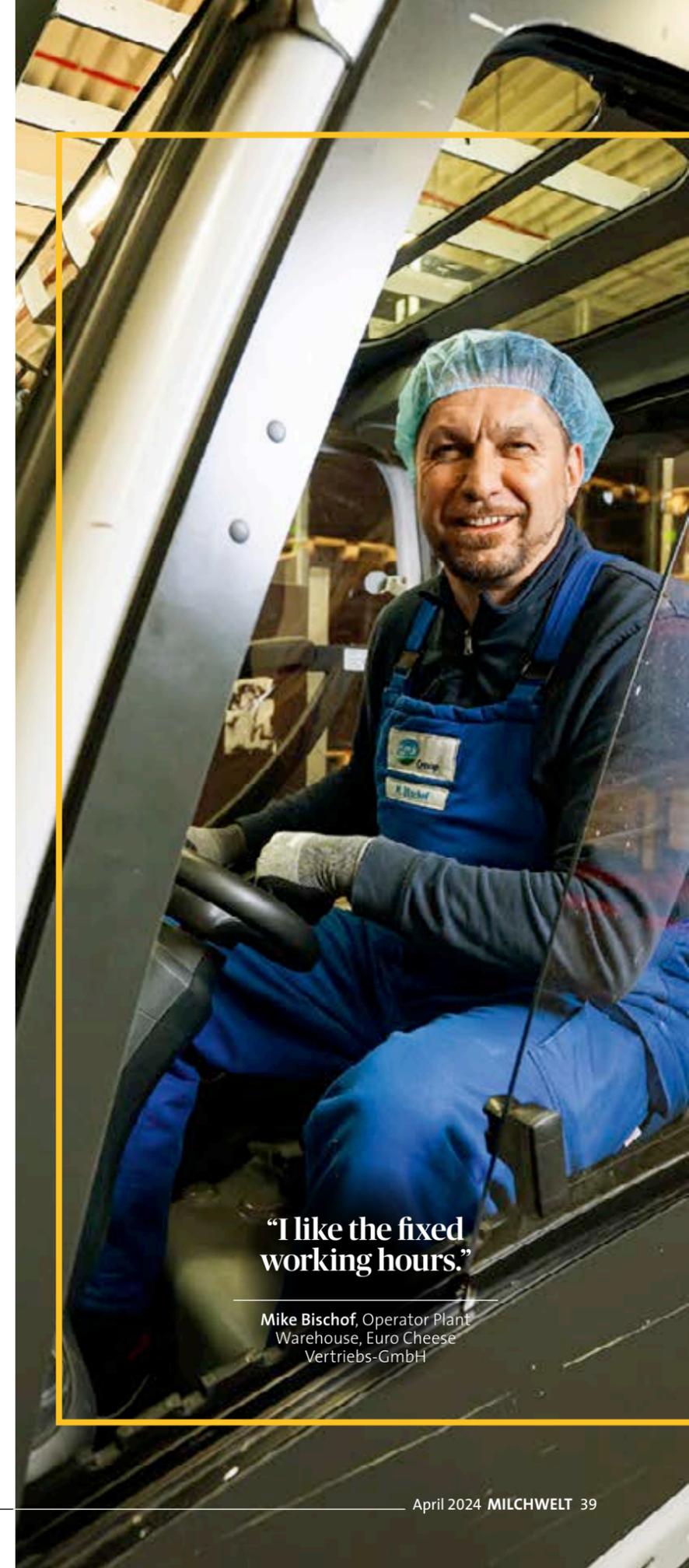
“I prepare the whey derivatives we make for dispatch by me. I pack it in big packs or sacks that can weigh anywhere between 20 and 1,000 kilograms. Fortunately, the machines lift them, the heavy sacks are moved by forklift truck. All in all, I like the job a lot, the pay is good, and the working atmosphere is great. I can also plan my free-time

activities, unlike at my old job as a bricklayer when my working hours really varied. My wife works here too, she’s a laboratory technician.”

Mike Bischof, 51, Plant Warehouse Operator, Euro-Cheese Vertriebs-GmbH

“I remember very well how I came to work at DMK. My sister also works here and one day back in 2001, she asked me if I would like to come by. I was totally sure, based on what she’d told me about the production conditions. I knew right away I wanted to work here.

As a forklift driver, I not only value the fixed working hours and benefits, I also really like how much fun I have with my colleagues. Everyone is really good humored. Sometimes, we even give each other appreciation certificates if we’re feeling particularly upbeat.”



“I like the fixed working hours.”

Mike Bischof, Operator Plant Warehouse, Euro Cheese Vertriebs-GmbH



“We always motivate each other.”

Max Heyne, Dairy technologist, wheyco.



“I can’t even imagine working anywhere else.”

Stefan Lutzke, Operator Production, DMK.



“I’m able to plan my free time activities.”

Mario Gatz, Operator Plant Warehouse, DMK.

Good team. Doing good: A promise to employees



Good team. Doing good.
A passion for DMK.

Jobseekers,
“we are what you are looking for”.

In our training, we emphasise respectful and cooperative collaboration. We make every effort to ensure that our trainees enjoy joining us – to develop a passion for their work and our shared vision.

DMK's production pledge:
A promise to employees and trainees.



DMK's corporate culture has long centered on caring for each individual person. Now, that's part of the employer brand

What makes a meaningful employer? All companies ask themselves this question as it has a major effect on employees' sense of belonging, their pride in the workplace, their achievements and how they shape the business going forward, day by day.

For Irina Appelhoff, Head of Recruiting & Employer Branding, the core of how far people identify with the company lies in the development opportunities offered by DMK as well as in the employees themselves. “We have always placed great value on our culture at DMK, because only when our employees give their best with passion and team spirit can we create the best products,” she says. “Colleagues who do their best for DMK every day and put their hearts and minds into their work help make this promise a reality.”

That means participation and a sense of belonging are not just empty words at DMK. To show this, the company set up a comprehensive survey, the DMK Strengths Compass. It asked targeted questions to find out what motivates colleagues and what they expect from DMK as an employer, seeking to better understand how DMK differs from other companies. The results show how employees work and cooperate with passion every day at DMK. “That is a big difference to our competitors,” she says.

“The promise to our current and future employees: ‘Good team. Doing good. Passionate about DMK.’ reflects our values exactly and emphasises our commitment



The heart of the action:
Our trainees at the photo shoot at DMK's headquarters and the Zeven site.



to our employees and customers.” DMK set up a photo shoot with employees from several departments to show examples of good cooperation and the visibly positive mood. The images clearly illustrate who makes all the difference at DMK: “A true team working with passion to give customers the best possible service and quality.”

“There is a lot of truth in the phrase, ‘it’s the employees who count!’”

Irina Appelhoff, Head of Recruiting & Employer Branding.

What has long been DMK's daily practice is now reflected in the company's new employer brand. DMK wants to find committed employees for team DMK through the new branding that explicitly reflects this powerful sense of belonging. “We believe that through our campaign, we will have a positive influence on our company.”



Andre Riechmann
(Warehouse Operator) picks the goods and prepares them for dispatch.



New promise, same quality – we look closely at our work, of course.

EVP (Employer Value Proposition) – this sums up what current and potential employees can expect when they work for the organization.



Stefan Rathjen (UHT Products Department) with the audit committee from Stade.



Teamwork on the daily agenda: arvaport participants Stefan Weber and Holger Gerken in the cream cheese dairy.



All participants successfully passed their exams.



Stefan Rathjen (UHT Products Department) with his certificate after passing his exam.

“Initially, you have to re-learn how to learn – later it was lots of fun with the group and teachers.”

Stefan Rathjen, UHT Products Department, Zeven.

Training: Smart and Strategic

DMK's development programs are taking on a whole new dimension with **arvaport**. Lena Herkenhoff, Apprentice Instructor in Zeven, shares some key facts about the new program.



“I can say personally that you're never too old to learn something new.”

Stefan Weber, Cream Cheese Department.

What is arvaport?

arvaport is a training provider for employees who have fewer skills to gain further knowledge in a specialized area. Fifteen people took part in the first round of the program which was made up of classroom teaching and practical elements, with arvaport providing support.

What qualifications can you get?

Employees who don't have a vocational qualification yet or have a different professional background can take part in the program. After they pass their exam, they are recognized as a plant and machine operator specializing in the food industry.

What are the prerequisites for taking part?

You need to be employed on a permanent contract and be eligible for funding. Once you pass the exam, you stay on and keep working as a DMK employee.

Who is eligible for sponsorship?

Unskilled workers, or employees who have not completed vocational training or who qualified at least four years ago and no longer work in that occupation and are considered unskilled in their current role.

Why should people join arvaport?

We want to counteract the shortage of skilled labor by training and developing people ourselves. By having skilled personnel, we want to ensure the company can sustain its economic success. We also want to raise employee satisfaction and loyalty so we can keep performing well as a company in the future.

How has the interest level been among employees so far?

Employees from the UHT Products Department and the cream Cheese/Dessert Department in Zeven were able to apply and we were overwhelmed by employees' level of interest!

What do participants have to do?

They need to complete a final written exam that focuses on production technology, production planning, and economics and

social studies. They are well prepared after all the teaching and training from the company and arvaport instructors. And there's a course in dairy basics that's carried out in their area of work. They also need to pass a practical exam. That takes place at their plant or machine where they work. The examinations are supervised by the Chamber of Industry and Commerce in Stade.

Did all the candidates pass?

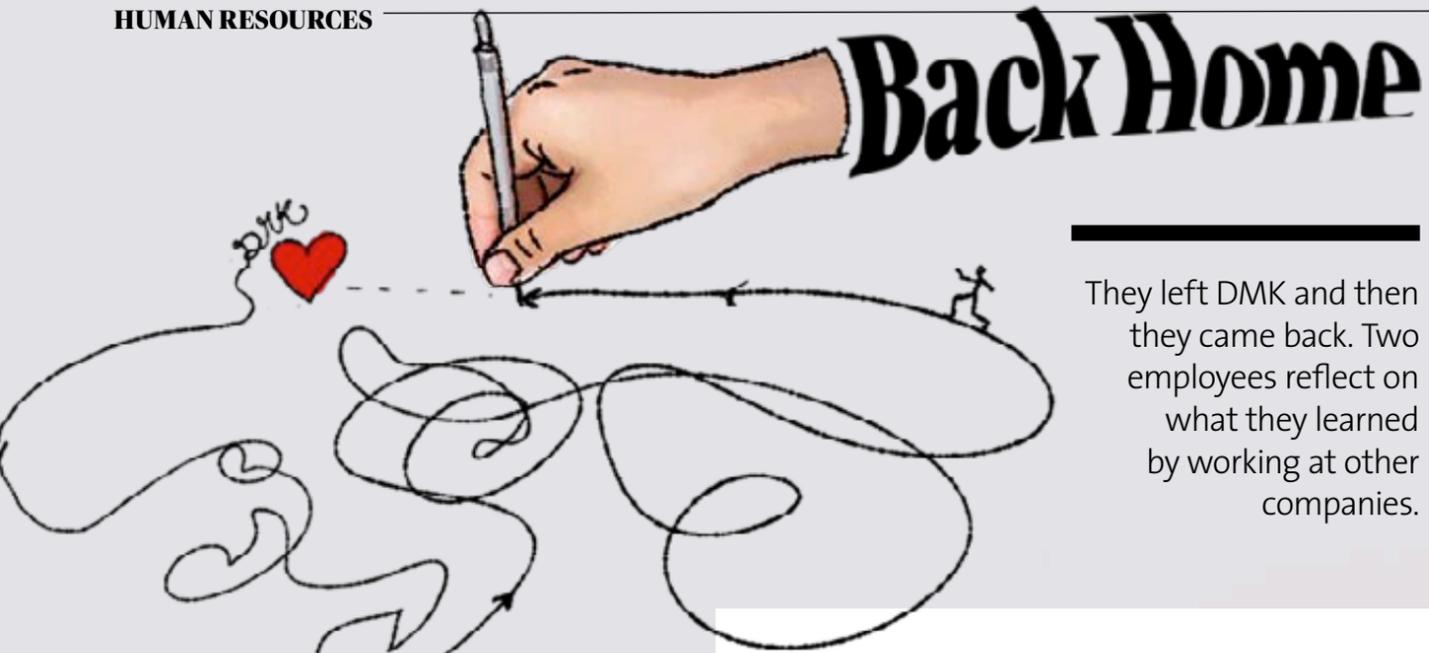
They all passed their exams, with an average grade of 1.6. We are very proud of that!

What did that give them?

They obtained a recognized vocational qualification as a plant and machine operator in the food industry. For the company, the aim was to ensure the material they studied went beyond a workplace qualification. Once they finish their training, employees can keep on developing themselves professionally – ideally at DMK! Some of the participants now want to become master craftsmen or women, which wouldn't have been possible for them before. Overall, these measures mean people can further develop themselves not only educationally but also personally.



Lena Herkenhoff, Apprentice Instructor, Zeven site.



Back Home

They left DMK and then they came back. Two employees reflect on what they learned by working at other companies.



“I wanted to discover this other world and have new experiences.”

Pierre Hempe, IT DevOps Engineer in Corporate IT at DMK in Seckenhausen.

I'm one of the people who left the company, only to turn around and come back again, and wholeheartedly embrace the company. As IT DevOps Engineer in Corporate IT, I helped automate technical processes and select suitable platforms. DevOps is an approach in IT that aims to improve collaboration between software developers and IT operations staff, to implement and use software faster and more reliably.

When I worked on myMilk, the digital platform for farmers, I learned about new systems, platforms and people. All that sparked my interest in cloud systems. I spent another three years developing and running myMilk, and after that I wanted to build on what I had learned. I got the chance to join an IT consultancy where I could get to know what it's like to be a consultant and the kind of challenges they face. I wanted more experience and to explore that whole new world, so I left DMK. As a Senior DevOps Expert at the consultancy, I was involved in customer projects where cloud architectures were needed, and new DevOps concepts introduced. My work included developing concepts for new, cloud-based applications and also testing and adapting current systems. A significant part of my work also involved working with customers as a DevOps engineer. The experience I gained working on myMilk really helped a lot.

And yet at some point I was drawn back to my former employer. Although constantly facing new customers and environments was always exciting, the frequent changes meant that I was unable



The IT specialist back at his workplace at DMK.



Sven Hashagen, milk tanker driver, Edeweicht.

“I missed the sense of togetherness we have at DMK.”

I work at the Edeweicht site as a milk tanker driver in the milk collection department, and I appreciate my job now more than ever. I started in Edeweicht in April 2018. There are two shifts there, a day and night shift. The day shift starts at 6 in the morning, the night shift starts at 6 pm, and there's a pre-departure check before you leave. We collect the milk from the farmers and clean the tanks. Once you complete your route, you take the milk to the dairy. The milk is checked for inhibitors and the pH value before being put into tanks.

I always enjoyed the job, but at some point, I felt I needed a more regular rhythm. In August 2020, I moved to a bakery wholesaler as a self-employed driver. My working hours were more regular, I was off on most public holidays and that was really good. The downside was the order situation as it fluctuated a lot. Financially, that's difficult and also makes it hard when it comes to timing and planning when you're self-employed. I wanted to go back to DMK after only five months. I missed working as a full-time milk tanker driver. I missed the team and sense of togetherness we have at DMK. You never feel like you're alone in the company, you're constantly in contact with others. And the schedule means I can at least organize my free time better.

“I felt I needed a more regular rhythm.”

to continuously improve or develop systems. In my previous post, I had always had a close relationship with the systems I was responsible for, which always motivated me to further improve and develop them. As a consultant for external systems, I didn't have that motivation as I was often only deployed for specific tasks.

I had kept in touch with DMK the whole time, too, regularly meeting up with my former colleagues and sharing our experiences. I learned new things about myself. That, and the chance to fully use my abilities in a redefined post at DMK, made me decide to come back to DMK. The prospect of realizing my ideas and visions in a familiar environment with greater scope for creativity was a decisive factor in what made me leave consulting. I returned to DMK after about six months.

“I returned to DMK after about six months.”

In my original position, I was able to build on my previous experience with modern systems such as myMilk, but now I can also design and test new concepts, just like when I was at the consultancy. At DMK, I appreciate being closely connected to the systems I work with and feeling responsible for them. Thanks to the corporate culture, the teamwork is really good and it's a supportive environment where I can keep developing my skills and strengths.

My time in consulting was very valuable. It had a profound impact on me, changing my view of the world of work. It helped me to better understand my priorities and what motivates me. Although the consulting work provided an excellent opportunity to expand my knowledge, ultimately the long-term commitment and deeper connection to the projects I feel at DMK mattered more to me.

Career at DMK:

“We are constantly evolving”

Same old same old? That’s not an option at DMK! The company enables every employee to further develop through individual measures. The approaches possible are many and varied.

Leading better
PASSION
 SPEED UP YOUR WAY

I joined DMK as team leader in the cheese dairy nearly three years ago. I was managing production and getting to know the processes and above all, the people and functions in the plant. That was a real boost. Then I moved to another role within the plant around a year ago. Now I am optimizing production as a process engineer and am implementing projects for the cheese dairy, butter-making plant and whey processing.

Thanks to the Passion program, I’m able to continue my personal development and figure out my individual strengths. **Passion is a development program for junior staff of all ages and career levels, who are excited about DMK and hope to take on more responsibility later in their career as a specialist or manager.** We learn about the different motives people have so we can better respond to them as individuals. That’s particularly important when there’s a conflict,

or in negotiations, in team and group work, whether you’re managing people or dealing with decision-makers.

After 17 months, we are in the second Passion year. We had two seminar modules that ran for several days that we attended in person, plus several online workshops, regular group meetings and I also have sessions with my personal mentor. Our exchanges help me sift through and process all that I am learning and get to know and understand other perspectives within DMK.

I want to be able to better navigate the world of DMK through the program, explore new professional avenues, understand myself better and feel more trust in myself. At the end of the day, the aim is to have a good match between my expectations, my drive and what a particular post requires.

Coming up, there’s another program module for me ahead plus some practical assignments in different parts of DMK. I am really looking forward to it!

Be brave

Growing up on a farm in Edeweicht in northern Germany, I learned early on what it means to lend a hand. I’ve always been very pragmatic ever since I was a child and I enjoy making things happen. Those abilities have really helped me a lot in my professional career.

I started out with an apprenticeship at DMK, as a dairy specialist in Edeweicht, then I became a master craftswoman. As I gained more and more experience, I was given more responsibility and rose to become production manager in Edeweicht. I took part in further training, including as a systemic business coach, then expanded my skills as a “Quality & Business” Partner for International & Brand.

When the company was looking for a plant manager at the Neubörger site, I applied for the job as it looked like it would be a challenge. The post is the highlight of my career so far and each day it spurs me on. Being flexible, thinking strategically and being able to make effective decisions

“The position spurs me on every day.”

Katrin Lücking, plant manager in Neubörger.

are all big parts of my role. I also need to develop standardized processes to optimize our potential and our use of resources.

I also want to develop a strong team and communicate and cooperate better with other departments and plants. The day-to-day operational tasks are not the hard part of

the job. For young managers, the main thing is to gain the trust of your colleagues and persuade them to do new things and break new ground. That involves everyone learning from each other and needs everyone to pull together.

My goal is to successfully manage the Neubörger site, to maximize our productivity, quality and efficiency. And I’m always coming up with new ideas. I would like to create a space for more open communication where people can share their concerns or suggestions for improving occupational safety, for example. As you can see, it’s all very exciting in my role which has so many different facets.



Katrin Lücking has completed several training programs at DMK. She is currently plant manager in Neubörger, the peak of her career so far.

Seize opportunities **STEP UP**

I started at DMK as a reception assistant in the Baby BU in 2019. I moved up rapidly after that. I joined the Service Management Team in the Global Business Service in 2021 and I work in project and process management. One of the areas that’s exciting right now is robotic process automation, where I look after our key users and am part of the decision-making committee. I model processes and join lean workshops and TIGER projects. It’s all really

fun because I have a lot of responsibility and am developing new skills every day. I joined the Step up training program some time ago through my line manager Carsten Klapproth. We analyzed my potential and decided I could develop in the projects and processes area by doing a degree. **Step up, formerly the Individual training program, provides employees with professional support if the measures they work on benefit the employee personally as well as DMK. Step up pays my tuition fees, which is crucial for me, as studying part-time is expensive.** I’m looking forward to using the knowledge I have gained for DMK in the future.



Anna Steinbach, Junior Manager Service Management Global Business Services.



Annika Pankow, Expert Process Engineering, Edeweicht plant.

On a mission to cut emissions

Several farmers are trying out ways to slash the carbon footprint on their farms as part of the Net Zero Farming project. Jörg Stottmeister shares some insights and revelations from his farm in Bösdorf, Saxony-Anhalt near Lower Saxony.

Jörg Stottmeister had already introduced several climate measures on his farm even before joining the Net Zero Farming project. They not only help his animals – he feels good about them too.

The Net Zero Project

Several farms in Germany have been testing a series of ways to reduce greenhouse gases in milk production for around a year. The farmers tried different methods depending on the characteristics of their farm. Their progress was continuously monitored, and the farmers were supported by others in the supply chain, plus specialists and DMK. The first positive and promising results are emerging, showing which measures are most effective. The project is ongoing and now includes a Dutch pilot farm too.



Five questions to Jörg Stottmeister

Why did you decide to take part in the Net Zero Farming project?

Sustainability in agriculture is about focusing on what is to come and as a farm, we want to be fit for the future and stay that way. We were delighted when we were approached about the Net Zero Farming project. We are taking part as climate protection is really close to our hearts and it brings the farm benefits as well.

How far have your expectations for the farm been fulfilled?

The arable farming measures in particular brought some valuable insights and side effects. With low-N maize, we are seeing better nitrogen efficiency. N efficiency means the proportion of nitrogen in the harvested product. We can also use the data from the farm balance sheet in other situations, for example to evaluate the figures in calf rearing.

What surprised you most during the project?

I was surprised that some measures are more cost-effective in terms of efficiency than I had previously thought. Also, analyzing a lot of data made it clear what we weren't using yet or what we tended to throw away

in the past, for example when it comes to the proportion of concentrated feed that ends up in the cow in relation to the amount of feed we actually buy. I also think it's great that we encounter whole new topics, like biochar, for example, which I wouldn't have known could be so beneficial throughout the farm.

Which measures seem most promising to you?

There is no single measure that will change everything. It is important to map all your processes and look from the field to the cow when it comes to finding ways to reduce greenhouse gases. In the end, you need a bundle of different measures. You have to bear in mind that we are dealing with animals, though, so naturally they do not always behave according to your plan or expectations. It's good to stay flexible.

What comes next for your farm in terms of Net Zero Farming?

We want to continue what we started, implementing the measures that work and trying out new ones. Sharing our experiences with the other pilot farms and hearing about what they have learned is very important, so we want to organize more frequent meetings with the other farms involved.

“As a farm, we want to make sure we're fit for the future!”

Jörg Stottmeister, farmer.



Support at exactly the right spots

Farmer Stottmeister was already working to protect the climate before he joined Net Zero Farming. Now he is finding measures to become even more efficient.

Farmer Jörg Stottmeister is firmly behind making changes to his farm in the name of climate protection. He tried out several measures in the past which proved beneficial but felt there was room for improvement, as is the case on many other farms in Germany. Targeted measures and technical innovation can help many to

further slash their greenhouse gases and become more efficient. Stottmeister managed to improve his farm's carbon footprint by around 6% in his first year, by applying a range of methods.

Low-N maize

Growing low-N maize keeps yields stable while reducing nitrogen fertilization by 30%. Cutting nitrogen in cultivation saves greenhouse gas emissions. In a further benefit, this variety of maize is particularly resistant to drought stress. With runner beans as well, this is additional pro-

tein and boosts biodiversity in the fields. Also, legumes like beans fix nitrogen from the air. In terms of greenhouse gas emissions, planting the two proved 10% better compared to conventional maize.

Feed to cut methane

Bovaer is a feed additive that reduces enteric methane emissions, meaning it directly improves the environmental performance of meat, milk and dairy products. In the rumen of a cow, microbes help break down food, and release hydrogen and carbon dioxide. An enzyme combines these gases to form methane. Bovaer is a feed additive which suppresses the enzyme so that less methane is produced. This improved the carbon footprint at Bösdorf by around 10%.

Catch crops

Some farms in Germany regularly cultivate catch crops, to cut down on nutrient leaching after the main crop, but there is room for improvement here, too. Alongside maintaining and improving soil structure and life, the build-up of humus binds carbon in the form of soil carbon.

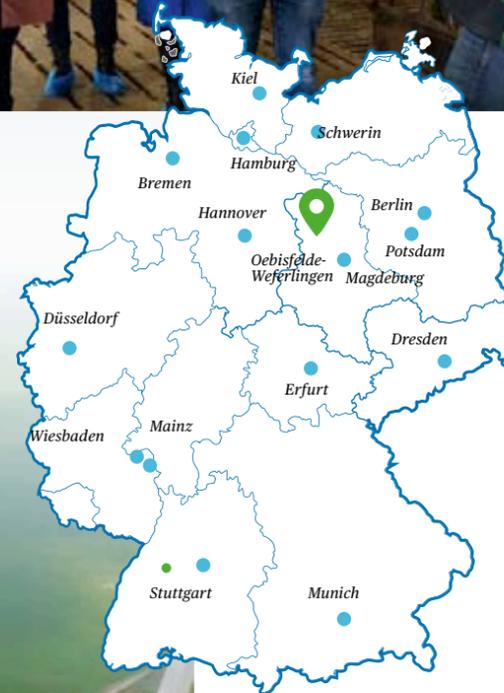
Progress in Bösdorf: All of the Net Zero Farm measures have proven effective so far. The goal has not yet been reached but energy efficiency is improving every day.



Corn and beans – using alternative varieties can reduce the carbon footprint and improve biodiversity.



Stottmeister and his visitors discuss the use of better feed additives.



Farmer Jörg Stottmeister is satisfied with the initial results of Net Zero Farming.



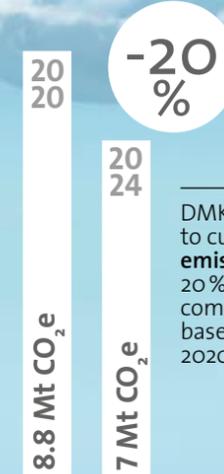
NET ZERO
in the Netherland

After the Net Zero project ran on three farms in Germany in a first successful year, the project is now expanding abroad with a further pilot farm from the Dutch DMK subsidiary DOC Kaas U.A..

Eco-friendly work at DMK:

Sustainability in sight

Protecting the climate is a top priority at DMK. The Product Carbon Footprint provides a transparent view of the company's progress so far.



DMK aims to cut CO₂ emissions by 20% by 2030 compared to base year 2020.

Climate protection has been a headline issue for years and many DMK customers have set themselves ambitious targets. They report on their emissions every year and in order to do that, they need data from their suppliers such as DMK. For some customers, up to two thirds of all their emissions come from milk and meat suppliers, making it all the more important for them to receive emissions data from DMK every year.



Maximilian Blum, Senior Manager, Strategy & Climate.

Data for visibility

For every single one of our products, we know the recipe and how much energy is consumed to create it. We use special databases to calculate the emissions involved in making each particular product. One important part of that is the data that comes from the farms we work with, transmitting the carbon footprint through the agri climate check. That data allows us to figure out the carbon footprint of our raw milk.

Emissions at a glance

Customized software solutions enable us to calculate and communicate the emissions generated for individual items as well as the total emissions involved in what customers buy from DMK. That helps us internally too as we can look closer at the ways we can cut greenhouse gas emissions.

Versatile IT needed

To give customers this information, we needed to establish and provide the Product Carbon Footprint for goods as simply as possible - along with finding ways to reduce emissions internally. Our production program is so varied that it is difficult to calculate the data manually, as greenhouse gas emissions naturally depend on the product in question. But software solutions proved the way to find the data needed.



"We are doing everything we can to reduce the CO₂ footprint at DMK."

Lucian Paxino, Senior Manager Climate Strategy.



Eco-friendly work at DMK:



Together? Tuurlijk!

Supermarket chain Jumbo and Uniekaas Holland are teaming up with cooperative DOC Kaas to promote the all-important issue of sustainability.

Uniekaas Holland and cooperative DOC Kaas have entered a long-term alliance with Jumbo supermarket chain which is set to benefit the environment. Farmers in the Tuurlijk! program are taking additional measures to ensure they produce milk in a particularly sustainable way.

They are focusing on animal health and welfare, land use and the environment, climate, biodiversity and general issues. Dairy farmers who gain high scores in these areas are rewarded with five euros per 100 kilos of milk, without a grazing supplement.

Team effort

"Dairy farmers interested in this program are currently being assessed and certified," says Guus Mensink, chairman of the board of the cooperative. DOC Kaas will make a wide range of cheese varieties from

the fresh stream of ultra-sustainable milk, and these will be sold under the Jumbo private label in Dutch stores. Production is starting in April 2024. Uniekaas Holland, which is leading the collaboration, is handling the ripening, slicing and packaging as well as the sale of the cheese. The sustainability program is not a solo effort but was developed by a team. The Jumbo supermarket chain and a working group that included dairy farmers together determined how to make milk production even more sustainable.

Greener, faster

"A wonderful step, with the three partners working together to make the cheese chain even more sustainable, from the dairy farmer to the consumer," says Ron Krekels, Managing Director of Uniekaas Holland.

Shoppers will find cheese made from the sustainable milk at Dutch supermarket chain Jumbo.



ANIMAL HEALTH & WELFARE



LAND USE & ENVIRONMENT



CLIMATE



BIODIVERSITY



GENERAL



Ever more efficient ...thanks to TIGER

Employees at DMK are increasing their productivity as more and more people help optimize processes in the workplace.

The TIGER program was rolled out at plants four years ago to optimize work processes, empower employees and encourage them to get involved in shaping the company more. Everyone can and should be involved in finding solutions to improve teamwork and the working environment, under the program. All may play a role in optimizing processes and improving workflows to make them more cost effective. The program is divided into six central topic areas, known as buckets: Safety at Work, Quality, Cost Management, Environment and Energy, Value Chain and Motivation.

“The Shop Floor Board helps.”

Imke von Aschwege,
Team Leader Laboratory.

Shop floor management ...

... is a lean management method to improve efficiency and productivity in the workplace. It is based on the simple principle that each team meets regularly to discuss issues in their department, talk through any deviations from their targets and agree on countermeasures they can take. The team meets either on site in front of a whiteboard, or through a digital format. They gather around a shop floor board that shows the most important information, including targets, key figures, current problems, priorities and measures, in a format that is visible to all. Each per-

son reports from their area of expertise and on their key figures. By pulling together everyone’s knowledge and information, the team can identify any problems and deviations more quickly and work out how to respond.

“Good shop floor management improves collaboration, creates transparency and helps managers to lead and coach,” says Imke von Aschwege, team leader at the Edeweicht plant. The laboratory team there has already

started working with shop floor management. Colleagues take it in turns to direct the process, each taking responsibility for the shop floor board. When they spot deviations, they define measures and agree on a time to look for the causes and figure out possible solutions. They document any recurring disruptive factors, discuss them as a team and work to counteract them. Their positive results are made visible to everyone on a separate success board, under the heading, “What we have already achieved.”

“There are very good results in the optimization of work processes, in working together and in solving problems independently,” says von Aschwege.

She points out that it is important for all colleagues to take responsibility for the measures. “This noticeably improves the speed of implementation and motivates the team.”



Working together at the shop floor meeting: Imke von Aschwege and her team seek solutions and are always glad to improve processes. The team reported 3,333 accident-free days in February.

“Actively involving employees adds value for each individual as well as for the company.” They aimed to think outside the box, discover new aspects and try out different things so visited DOC colleagues in the Netherlands in order to improve the exchange between the different plants.

Continuous improvement makes many things visible, above all waste. The team works together to minimize this to improve performance. “It’s important for DMK to introduce this method across the board,” says von Aschwege. “From Group management right through to every team in each area.” Good cooperation and being open to new ways of thinking is the key to success, she says.

DMK Logistics in Zeven was one of the first offices to start using TIGER, Continuous Improvement. They emphasized getting all the employees involved in learning what the program involves. It is a large department so 11 multipliers were trained up to help employees and managers introduce the measures and drive them forward. The team set up a digital shop floor board so it could be accessed from any location.

For the team, one of the challenges was to establish suitable key figures as their work involves a significant

amount of manual effort. When new problems arise, the team immediately considers what a key performance indicator could be, to identify the issue more quickly in future and introduce countermeasures. “Many projects from our area are currently being implemented,” says Ron Geerds, Head of Transport Logistics at DMK. “You can see the success in the significant reduction in overtime, for example.”

At the plant in Dargun the team focused on improving people’s sense of involvement and responsibility, not necessarily a given, but the only way to continuously improve. “By introducing the shop floor boards to the teams, we were able to facilitate cross-departmental communication, which people wanted but had not been implemented in the past,” says plant manager Sebastian Strehlow.

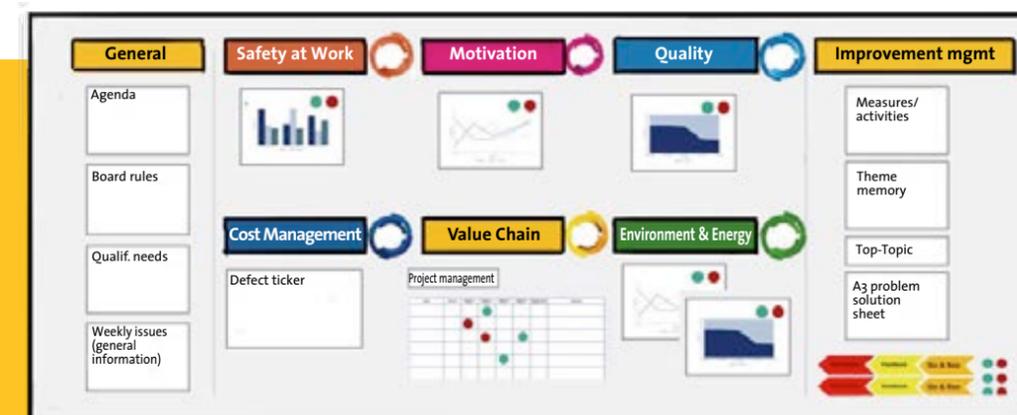
Transparent communication and good leadership of the daily meetings helped overcome people’s skepticism and doubts across departments, Strehlow adds. After a year of daily meetings, managers and CI engineers overhauled the board structure and meeting efficiency. “We expanded leadership skills and put a greater emphasis on daily loss-based process control so everyone is focused on that,” says CI Engineer Nicole Krüger.

Shop floor meeting in Neubörger: CI engineer Victoria Keil is supporting the team with shop floor management.



Board Structure

A shop floor board is **schematic structured** so that it systematically guides a project team through the whole process. The team develops the structure itself then works with it every day. The process always leads to an **improvement** compared to the original state.





As a global company employing people from more than 50 nations, DMK is taking a clear stand against exclusion and hate.

Some 100,000 people in Germany have been taking to the streets in recent months, carrying banners and posters to show their support for freedom and democracy, after a report about far-right plans to organize mass deportations of Germans with foreign roots. Rarely have so many people in the nation's towns and cities taken as clear a stand against racism and hate as they have since the turn of the year.

Quality thanks to diversity

DMK is also taking a very clear stand on the issue and has been doing so for a long time, not just since the recent revelations. "We are made up of thousands of colleagues, we operate everything from the most massive machines to the finest of sensors, we are young, middle-aged and mature. We are female, male, diverse and come from more than 50 nations," says Oliver Bartelt, Head of DMK Corporate Communications. "Even our cows are spotted." That is not to sound as though the company is taking the matter lightly. On the contrary, the breadth of its diversity is precisely what makes DMK so strong.

Discrimination and exclusion are not tolerated in any form at DMK. "We do not allow discrimination or insulting behavior based on people's origin, age, gender, religion, disability or sexual identity," says Bartelt. Discrimination is a broad field and does not only apply to obviously exclusionary behavior towards others. Offensive jokes, obscene gestures,

We live diversity

"The world of milk, powder, quark, ice cream or cheese is what counts for us. Absolutely! But one thing matters to us even more - that we are #TeamDMK."

pin-up calendars, an unsolicited hand on someone's shoulder - whether such acts are intended aggressively or as a joke, they have no place in teams that are serious about diversity.

"It doesn't matter what the sender meant, but how the person concerned perceives it," says Bartelt.

Tolerance has always been a top priority for DMK and the company aims to systematically prevent or eliminate exclusion through its clear code of conduct. "Of course, the best laws and rules depend on compliance. And where people come together, there is always misconduct," says HR Manager Ines Krummacker. "Like almost every company, we are some way off 100% diversity, but if we improve bit by bit, then we are on the right track."

"When we talk about 'we' and describe our values, it goes deeper than just posturing."

It is important to actively address disrespectful behavior within the company and have zero tolerance for misconduct, she says. A company that is a global player thrives on exchange, interaction,

and above all through the learning that comes from diversity. This is a great inspiration for a company that must cater to the tastes of millions of people every day. Bartelt says cultural diversity is an important opportunity for DMK and for the whole country. Last but not least, the company needs to ensure it remains an attractive place to work given the competition for talented young workers, no matter where they come from.

"We encounter many different perspectives every day, which is invaluable. Only together are WE strong!"

Excerpt from the Code of Conduct:

Always reflect on what you do and if in doubt, refrain from doing it.
DMK addresses violations of the code of conduct which can have disciplinary or other consequences. If you are affected by a violation, please report it to the appropriate offices.

We respect human rights worldwide and take into account generally accepted social norms and ethical standards.
DMK Group offers the same opportunities for all and does not tolerate any form of discrimination - whether based on age, gender, origin, religion, ideology, disability or political opinion.

We treat each other and our cultural differences with respect and courtesy.
We do not accept actions and conduct that are humiliating, intimidating or hostile in nature. This applies not only within the company, but also to the conduct of and towards business partners.



The strength of community

One thing that not many people know is that members of the cooperative are the ones who make all the important decisions in the company. Self-help, self-administration and self-responsibility: these basic cooperative principles apply to one of the largest food producers in Germany and Europe, and are a crucial foundation for DMK. Organizations that are cooperatives offer greater understanding, more stability and more mutual support. And all that makes for more equal opportunities.

With around 4,700 active farmers and cooperative owners, 6,600 employees and a turnover of 5.5 billion euros, the DMK Group is the largest dairy cooperative in Germany.

Same rights all round

On the ground, what that means is large and small dairy farms alike can find a home at DMK, where members stand up for each other. That is the only way it is possible to provide a significant level of support to smaller farms in particular. It makes no difference if they are located far away from major roads, they will still be served by milk tankers, just as reliably as any other farm. Such support makes all the difference when it comes to protecting jobs, purchasing power and diversity in remote and rural areas. That's the advantage of the cooperative model, which applies equally to all members, compared to

individual contracts as called for in connection with plans to implement Article 148 of the Common Market Organization (CMO). Smaller farms are often family-run, handed down from one generation to the next - and would likely struggle to find dairies to buy their milk under such contracts, making it hard for them to remain viable.

Volunteering is vital

The members of a cooperative determine the rules of cooperation themselves through democratic processes. Such structures need many committed people who hold voluntary positions on DMK's committees alongside their farming work. They form an important bridge between the company and the farmers. Of the approximately 4,700 members, more than 300 elected representatives are active in a wide range of committees, from the Representatives' Meeting to the Advisory Board, the Executive Board and the Supervisory Board. Their goal is always to make sure people are fairly treated, increase economic stability, and ensure agricultural businesses have a solid future ahead.

Digital booster

Increasing digitalization is a key driver for the cooperative model. Together with its members, DMK is continuously developing programs and services that guarantee sustainable value creation throughout the supply chain. The tools also ensure

information is shared transparently and enable people to participate in all company developments and broader market activity, no matter where they are. Not least, they ensure the cooperative will be viable in the future, too.

DMK farmers use the myMilk.de digital communication platform to access all the services they need to work together with the dairy. DMK has implemented a slew of measures in this area together with the cooperative to give farmers the best possible assessment of the market. That way, dairy farmers have the entrepreneurial freedom to adjust their own supply behavior after weighing up the available forecasts as to how the milk price is likely to develop.

The price farmers receive for their raw material, milk, is and remains critical.

To minimize the impact of sometimes extreme market fluctuations and the liquidity risk that means for farmers, DMK introduced the Fixed Price model with its cooperative bodies. It is an important way of further developing the relationship with members and here, too, the focus is on the cooperative idea of mutual support. The DMK Group calculates a guaranteed fixed price for the coming 12 months based on the market value of milk. The farmer decides whether and how much he or she wants to hedge. The next step is that DMK hedges the fixed price offer in the context of commodity future sales. The farmer supplies their milk and receives the fixed price for the volume confirmed with the milk

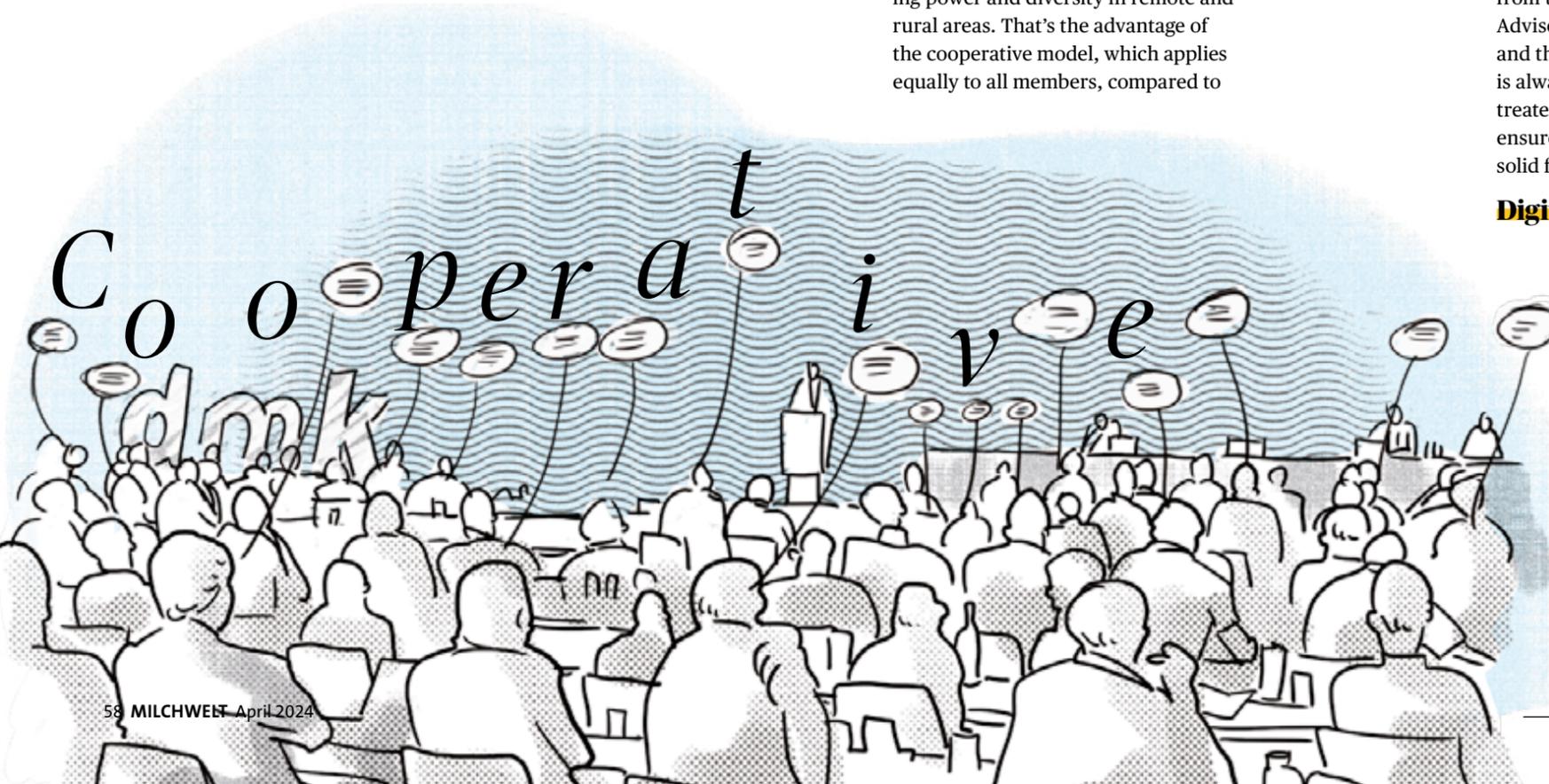
bill. Fixed prices are an important way to secure the liquidity of dairy farms, particularly when prices are low.

To help with planning, monthly milk price statements are supplemented by market forecasts from the IGMilch barometer and market data and payment forecasts in the Fixed Price model. All that means DMK provides an estimate about milk prices in the medium term, helping farmers assess how the market may develop.

Defined by diversity

Flexibility is another core feature of cooperatives like DMK, and this is especially important when it comes to supply relationships. In 2017, members of Deutsches Milchkontor eG passed a resolution agreeing to make supply relationships more flexible, expanding members' scope for action after an internal cooperative decision-making process. When terminating their membership, they can apply to shorten the delivery obligation from two years to one.

All these measures show cooperatives like DMK are important drivers amid the largest transformation of agriculture since the industrial revolution, while also protecting their members. What defines them is their focus on fairness not destructive competition, competence not ideology, experience rather than knowing better, participation not monopoly, and ultimately, us instead of me. The formula is proving crucial for everyone's success and while it may be 150 years old, it is now more relevant than ever.





Packed with promise

Vietnam is a growing market for DMK. The local sales team now has more manpower for a closer and more targeted focus.



Sweetened UHT milk is popular in Vietnam, where people buy DMK's Oldenburger brand.



The DDV team gathered with sales partners and customers at DMK's Oldenburger stand at Food&Hotel in Hanoi.

Tropics, temples, a turbulent past and a rich culture: Vietnam, known for misty mountains, forests and tropical beaches, matters ever more to DMK as a key strategic market. Located centrally in Southeast Asia, it is the ideal place to do business throughout the region. Vietnam is shaped a little like a bamboo pole holding two rice bowls: To the north and south are two fertile river deltas packed with rice fields, while central Vietnam is narrower, drier and full of forest and mountains. Bordering Thailand, Cambodia, Laos and the South China Sea, Vietnam is not only strategically well placed for DMK, but its growing population of 100 million also offers significant potential.

Profitable growth

"Vietnam has the third-largest population in the region after Indonesia and the Philippines," says Tom Groot, GM DMK Asia Pacific & America. "Its GDP is growing, it is relatively stable and it has a free trade agreement with the EU. All good reasons to enter the market." Seven DMK employees are based in an office in Ho Chi Min City, formerly known as Saigon, where they market and distribute the Oldenburger and Oldenburger Professional brands. They are activating the products for customers and consumers and preparing the launch of DMK Baby products in 2024.

Local power

"The team works day and night to get our products on the shelves of stores nationwide, ensure they reach food service channels and raise awareness of our Oldenburger brand," Groot says. Impeccable local distribution is the key to success, he adds. It also proved crucial to adapt to local tastes. "That's why we sell dairy products from Germany along with products that are made locally by a third-party partner." They sell the products at PoS and also online. The team works with regional distributors, DMK in Germany and local producers in Vietnam.

Hoa Dang, Country Manager (Vietnam/ Myanmar/ Cambodia/ Laos) and General Director DMK Dairy Vietnam.

DMK shares news about products on social media and promotes them directly, too.



Specialist support

For Tom Groot, the advantages of a strong DMK presence in Vietnam are obvious especially given the local and cultural differences compared to Germany. DMK wants and needs its branch so it is closer to the market because "it's not easy to really find a connection in Vietnam as a European," he says. Groot, a market expert, says it is better to learn about cultural differences and customs through direct contact with local people. That is why DMK employs local staff who know the market, the region and all that is unique in the area. "That removes most of the hurdles," and gives DMK a clear picture, he says. The company has learned that its products are mainly consumed by working mothers aged between 25 and 40, who have children aged between 3 and 10. Meanwhile the main target group among professionals are chefs who specialize in European dishes and those who love home-cooked food. Generally, people prefer UHT milk that is sweetened. So far, DMK is already the market leader in the mozzarella segment. German products enjoy a very good reputation in Vietnam, a fact underlined by the slogan "German Dairy Excellence" for Oldenburger and Oldenburger Professional products.



"The team works day and night to place our products on shelves."

Tom Groot, GM DMK Asia Pacific & Americas.

Preferences in focus

Adapting the products to local tastes proved important and Groot and his team focus on that in their work, which brings advantages and disadvantages. "Vietnamese people prefer sweetened UHT milk," says Groot. "So we decided to produce this product under our Oldenburger brand with a local partner."

There is a distribution partner for retail or food service in every region of the country, ensuring close coordination with the office in HCMC to exploit sales potential.

Empathy and respect

At work and beyond, Tom Groot appreciates the country, saying Vietnam is very safe and friendly. "You always get a warm welcome with a smile, and I love the fantastic, diverse cuisine." Coming to a different society and culture is exciting, but not always easy. "It's difficult to really get close to the Vietnamese, as they are very friendly but also somewhat distant and conservative," he says. However, no matter where he finds himself in the world, one thing has always helped, he says. "Treating people with respect. That always opens the most doors."

The Vietnam team promotes Oldenburger Professional products through many out-of-home channels. Their marketing includes recipes that use Oldenburger Professional products to make meals that are popular in Vietnam.



What's new?

- DMK Dairy Vietnam (DDV) was founded in **February 2023**.
- The company established a production cooperation with local dairy **Evergrowth**, which makes UHT dairy products for DMK Dairy Vietnam.
- Evergrowth makes **sweetened and less sweetened milk** under the Oldenburger brand, products already being sold in Vietnam.
- The sales team signed **contracts** with new distribution partners for **the retail and food service channels** in five Vietnamese regions.
- New products such as Oldenburger Professional Performance **Whipped Cream and Crème Brulée** are currently being introduced to the Vietnamese food-service market.
- A **Vietnamese website** and a country-specific **Facebook page** were set up for Oldenburger to boost brand awareness.
- The DDV team is preparing to **launch Humana** this year.
- BU International plans to export the locally-made products to **countries neighboring Vietnam** too.

Around the world with DMK

DMK found fans and friends at eight national and international trade fairs in the first four months of the year alone. It was a chance to wow people worldwide with new products, services and a whole new stand.



1 Horecava – trade fair for the hospitality industry in Amsterdam
DMK's odyssey began in January at the HORECAVA in Amsterdam. Drawing some 61,000 visitors, it is the largest trade fair for the hospitality industry in the Netherlands. DMK positioned itself on the Dutch market by launching MILRAM Food Service with resounding success.

2 Intergastra – the leading trade fair for the hotel and gastronomy industry in Stuttgart
Next up was the INTERGASTRA in Stuttgart, the leading trade fair for the hotel and gastronomy industry, in February. The event covers 115,000 m² of exhibition space and with more than 1,200 exhibitors, it is the largest gathering of the industry in Germany. The focus was on three new products: MILRAM Hot Slices as a cheese alternative, VeJog alternative to yoghurt and the alternative sour cream.

3 Gulfood – the world's largest food fair in Dubai
DMK also headed to Gulfood to show new Oldenburger Professional products for food service specialists and chefs from all over the world: Red & White Cheddar, which are ideal for combining with burgers and have a perfect melting texture.

The company also presented its highly functional whipped and cooking creams. Plus, people saw the Oldenburger Professional Performance Sour Cream, a versatile product for use in sweet and savory dishes and can be served hot or cold.

4 Expo Sweet – Confectionery and ice cream trade fair in Warsaw
At the EXPO SWEET in Warsaw in February, DMK and Polish distributor Mlekoma Dairy promoted MILRAM Food Service as a partner, appealing to local professionals in the gastronomy industry. On offer: versatile, tried-and-tested brand products for day-to-day cooking and baking, tailor-made services and impressive recipes.

5 Internorga – Leading international trade fair for the restaurant and hospitality industry in Hamburg
In March, DMK hit the INTERNORGA in Hamburg, the only international catering trade fair in Germany, providing a full overview of the restaurant and hospitality industry. From the fever for plant-based products to the latest in packaging & delivery, new designs and tabletop trends, innovative digital tools or artificial intelligence, the INTERNORGA is the place to see the dynamic developments in the business.

6 Food Ingredients China (FIC) – the top trade fair for food ingredients and additives in Shanghai
The FIC was a further highlight in March, an internationally renowned trade fair for food ingredients and additives in China, drawing domestic and international companies alike to find out more about food science and technology. It is an important platform for DMK Industry's B2B ingredients business.

7 Food & Hotel Vietnam – trade fair for the hotel and catering industry in Ho Chi Minh City
FOOD & HOTEL Vietnam, also in March, is one of the leading trade fairs for food and beverages, hotels, bakeries, restaurants and the catering industry. The event attracted numerous retailers, investors and buyers, all on the lookout for innovation, business ideas, trends and technologies.

8 Food & Hotel Asia (FHA)
The FHA Food & Beverage is an annual trade fair held in Singapore in April that focuses on the dynamic food and beverage sector and brings together global suppliers and key buyers from throughout Asia and beyond. The event is a hub for exploring the latest fashions, innovations and top-quality products in the food and beverage industry.

Winning fans around the world: The newly designed stand and diverse DMK products.



The new trade fair stand is a lively spot for a world of encounters plus culinary delights.

A new stand for all seasons



Interview with Sascha Bischoff, Senior Fairs & Events Manager, on how DMK reinvented its new trade fair stand.

How long did you work on the new design approach?
We began the development process a good one and a half years ago in late summer 2022.

You created a basic set-up that is then tailored to the individual needs of each trade fair?
Exactly! Around six months before the trade fair starts, we choose the individual details that best reflect the personality of the business unit or brand being presented.

Does that create synergies across DMK?
Definitely. We can work faster and more effectively, thanks to the fact that it's centrally implemented by Corporate Communications.

What is the biggest challenge for you?
The first day of the trade fair. That is when everything must be ready. It needs perfect timing and project management from everyone involved.



Internorga // Hamburg
8.-12.3.2024

Horecava // Amsterdam
8.-11.1.2024

PLMA // Amsterdam
28.-29.05.2024

SIAL // Paris
19.-23.10.2024

Intergastra // Stuttgart
3.-7.2.2024

FIE // Frankfurt
19.-21.11.2024

Expo Sweet 2024 // Warsaw
25.02.-28.02.2024

Gulfood // Dubai
19.-23.3.2024

FIC // Shanghai
20.-22.3.2024

Bakery // Shanghai
21.-24.05.2024

Food & Hotel // Vietnam
19.-21.3.2024

FHA // Singapore
23.-26.4.2024



BORN TO BE WILD

WELCOMING MILRAM'S SPRING QUARK WITH WILD HERBS!

MILRAM's new spring quark is hitting the shelves in May. It will bring a whole new world of spring vibes to tables nationwide.

MILRAM's newest quark creation combines six new wild herbs with a few that will be familiar to fans of its original spring quark: chives, horseradish, onions and parsley. Now, they are combined with aromatic wild garlic, spicy rocket, tangy dandelion, mild nettle, sweet and spicy lovage and yellow marigold blossoms. The colorful mix of herbs lends the product a delicately spicy taste that clearly distinguishes it from other spring quark varieties.



Spring was never this spicy

The new recipe is perfect for a spontaneous picnic with friends, a refreshing and relaxing lunch or a barbecue with family and neighbors. Whether as a side dish with grilled melon straight off the grill or topped with feta and fresh mint: the creamy curd cheese quark perfectly accompanies whatever you're cooking up as a delicately spicy dip. Or why not try it on a bagel with sun-dried tomatoes, roasted chickpeas and crisp, fresh salad. If you'd like an extra burst of freshness in a quick lunch with family or colleagues, just add a dollop of spring quark with wild herbs into wild garlic soup, for an easy and enjoyable meal. There are even more delicious spring recipes to be found along with a world of quark flavors at the MILRAM beach hut at milram.de.

LINK

Explore tasty spring quark recipes on milram.de



Whether as a topping, side dish or to improve your main dish, MILRAM spring quark with wild herbs is guaranteed to make every meal an experience.

UPGRADE FOR THE FUTURE

MILRAM INVESTS IN HIGH-PERFORMANCE SYSTEM

Putting money into a high-performance system will give market leader MILRAM a further boost. The technology will keep the company at the cutting edge in the spring and spicy quark category.

MILRAM's revamp also includes a packaging upgrade. As of May, all spring and spice quarks in the 185 g pack are being sold in new tubs, in a move that modernizes the product and makes it more sustainable.

Good recyclability

By using only PP mono-material for the cup and lid of the product, consumers will only need to dispose of the aluminum layer separately, making it easier to recycle.

Less material

The packaging upgrade enables a material saving of 3 grams of packaging

weight compared to the previous 185 g cup. That will save a massive 175 tons of packaging material every year.

Shapely new shape

The new packaging shape is more elegant, dynamic and modern. A little "ear" shape shows where you open the lid – and the elongated tab and point elevation make it easier for people to hold the lid, too. A further new feature is the wave shape along the bottom edge of the cup, which lightens up the overall design of the packaging and serves to show the creaminess of its contents. The new system and new pot all lay the foundations for future packaging innovation and better recyclability of the materials used.



NEW POT

The new pot for quark is mainly made of mono materials, reduces the packaging weight, and has a whole new form, making it easier to handle while maximizing its sustainability.



The new MILRAM Spring Quark packaging is more modern and sustainable.



HORECAVA
MILRAM Food Service in the Netherlands kicked off with a new stand at the HORECAVA.



Good times guaranteed: Customers and the team raise their glasses to future success.



Some 40 delicious MILRAM products are on offer, including whipped cream, which is very popular among professional

Relax and treat yourself
MILRAM's products, from whipped cream to cooking cream and quark, yogurt and desserts, provide the perfect basis for culinary activity in any kitchen thanks to their consistent quality. Alongside the basic products, MILRAM's portfolio also includes a range of innovative offerings, including sour cream, lactose-free whipped cream and a range of convenience products.

MILRAM Food Service serves up in the Netherlands

An impressive showing at the largest Dutch trade fair for the hospitality industry HORECAVA in Amsterdam.



Drop by for a taste: The MILRAM show chefs at work.

From breakfast to dinner: Now Dutch chefs can also create healthy and delicious meals using MILRAM Food Service products, thanks to the launch of the new

NL Food Service. The products are developed for and by chefs, making them ideal for when dairy products are needed in the hospitality industry, catering and cafeteria kitchens and system catering.

Forty items available
MILRAM brings 40 branded articles onto the Dutch market launch, making it an interesting (dairy) partner for food service companies. Customers are the top priority for

MILRAM, as a professional supplier and service provider. Alongside the products, DMK is focusing above all on service offerings, investing in capabilities and data to ensure it can provide the new market with the right value-added offers. The good price-performance ratio is a further appealing factor.

"We are very happy to introduce MILRAM to the Dutch market. The new range really suits the needs and challenges of the clientele we have in focus," says Jan Peters, Sales Director Out of Home Benelux. The goal is to further expand the range together with customers, partly through discussing possibilities with them directly, and also through targeted communication through press releases, social media and a dedicated website. In the start-up phase, a small but strong team based in Bussum will initially focus on major customers, creating personnel synergies thanks to DMK Marketing, R&D and Uniekaas. The move started strong, with MILRAM Whipped Cream Lactose-Free nominated for an Innovation



Award in the Food & Beverage category at HORECAVA, the largest Dutch trade fair for the hospitality industry in Amsterdam, for the professional approach by a proven label.

"With our broad experience from our leadership of the German market, we believe we can offer the perfect service to our Dutch catering business customers," says Maarten Ploos van Amstel, Marketing Manager Out of Home Benelux.

LINK
Check out the Dutch MILRAM Food Service page.



PLANT-BASED FOODS ARE READY TO ROLL

Plant-based nutrition is flourishing – and is packed with growth potential. MILRAM Food Service and Retail is set to launch a slew of new MILRAM 100 % plant-based products in 2024.

The 100% Plant-based meets DMK project was launched four years ago, and back then it was a major challenge for all the developers involved. After all, milk had been their sole focus up until that point. The project required new products that had virtually the same texture, processing quality and flavor intensity as their milk-based role models. The team accepted the challenge, and they mastered it.

They are still churning out impressive plant-based alternatives with the latest of these the MILRAM Food Service alternative sour cream. There's also the alternative yoghurt VeJog and hot slices for burgers, sandwiches and more, all coming up for professionals this spring. Plus, the popular plant-based chocolate dessert will be available in a 5 kg bucket.

Innovation is also proceeding apace in retail. MILRAM 100 % plant-based spreads and grated cheese hit supermarket shelves last year. That portfolio is expanding with the MILRAM sour cream alternative for consumers as of March.



LINK

Eating together is more fun with MILRAM's vegan alternatives. Check out the inspiring recipes at milram.de



A crop of plant-based products for restaurateurs is popping up this spring.

A profusion of new Food-Service products

MILRAM Food Service will be offering the yoghurt alternative VeJog and the vegan chocolate dessert in handy 5 kg buckets for the catering trade starting in April. Based on vegetable oil and broad bean protein, MILRAM's VeJog is ideal for dips, dressings and muesli. A sour cream alternative is also set to win fans, for use in dips, sauces and tarte flambée, which is something between a flatbread and a pizza. The range of plant-based products also includes the vegan

cheese alternative MILRAM Hot Slices. That means restaurants, canteens and cafeterias can keep serving up appealing dishes with tasty toppings swiftly and easily. The alternative products are made using the same recipe as the popular MILRAM Gouda Alternative Vegan Grated. Specially developed for cooking, it melts perfectly, promising 100 % satisfaction when it comes to taste and quality.

Creamy all-rounder for consumers

Good news for lovers of tarte flambée, a Franco-German pizza-like dish that's topped with sour cream. MILRAM's range of 100% plant-based products is growing and that is promising news no matter what your preferences. The new vegan sour cream alternative gives each dish an extra dollop of irresistible creaminess.

The pots are packed with coconut and rapeseed oil combined with broad bean proteins and are made without any preservatives or artificial flavors. Dip into our sour cream – it's available now in supermarkets nationwide.



The MILRAM sour cream alternative for consumers.

Grate stuff: The Gouda Alternative Vegan Grated melts in your mouth.

MILRAM Gouda-Alternative wins two prizes

Vegan Grated grabs the Best Product Award plus the Show Star prize.

A specialist jury of seasoned professionals from the catering and gastronomy sectors presents the Best Product Awards for trade magazine KÜCHE every year. In the vegetarian/vegan category, the MILRAM Gouda Alternative Vegan Grated seized first place. The same product won the Show Star title in the cheese alternatives category, courtesy of trade magazine CONVENIENCE SHOP.





Uniekaas extends alliance with brand ambassador Miljuschkka

The company is taking its successful collaboration with one of the most popular Dutch influencers to a new level in 2024. Uniekaas wants to keep building the brand and expand its reach, together with Miljuschkka.

Uniekaas plans to build on and deepen its partnership with the brand ambassador. The focus will be on younger target groups whose interest has been caught by the campaign, with the company aiming to grow and develop these customers. The whole Uniekaas product portfolio, including the cooking line, will be front and center, with Miljuschkka herself and her exciting recipes playing the starring role. The Uniekaas ambassador went down a treat with customers last year, when the Dutch DMK subsidiary celebrated the market launch of the innovative Uniekaas cooking line, together with Miljuschkka. Her tastiest and most original recipes were shared with consumers through a TikTok and social media campaign. Meanwhile on the sales floor, tasting events with the influencer strengthened the brand's image.

Particularly popular with the young target group: Miljuschkka will also be a Uniekaas brand ambassador in 2024.



Winning gold: Aldi Golden Mill by Uniekaas.

Aldi Golden Mill by Uniekaas is private label product of the year 2024

Aldi Golden Mill from Uniekaas, an Aldi Holland private label, was named Retail Brand Product of the Year 2024 after an independent assessment by 10,000 consumers. Thanks to the award, Aldi Holland will give the product an extra boost to attract shoppers' attention. The company may place the "Private Label of the Year" logo on the packaging for a year, which should give it extra visibility. Aldi, one of the largest discounters in the Netherlands, and Uniekaas are working closely together to further their private label partnership. This is good news for all consumers who appreciate great tasting food and a high level of quality.

LINK
Follow to find Miljuschkka's recipes:

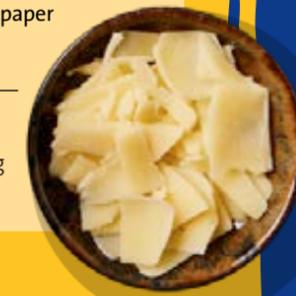


The real deal: A tasty meal in 35 minutes.

Ingredients for four people:
Preparation time: 35 minutes

- 4 chicken fillets
- 500g potatoes
- 1 large onion
- 8-10 small tomatoes
- 3 EL olive oil
- 1 TL dried oregano
- 1 TL paprika powder
- 2 EL honey
- 2 EL balsamic vinegar
- 150g Uniekaas Big Flakes
- Baking paper

Uniekaas Big Flakes are ideal for topping oven-baked dishes.



Miljuschkas "Chicken gratin on a bed of potatoes"

Here's how:

1. Preheat your oven to 200°C top/bottom heating.
2. Thinly slice the potatoes and onion.
3. Slice the chicken fillets crosswise to create a diamond pattern.
4. Combine the olive oil, balsamic vinegar, honey, dried oregano and paprika in a bowl to make the sauce.
5. Form the baking paper into four parcels and tie the ends together with cooking twine to stop the contents from leaking.
6. Place a layer of potato slices in the bottom of each parcel and then sprinkle the onion rings on top.
7. Next, place the chicken fillets on top of the potato and onion layer.
8. Pour over the sauce.
9. Sprinkle Uniekaas Big Flakes on top.
10. Lastly, divide the halved tomatoes evenly between your four parcels.
11. Shut the parcels tightly to prevent steam from escaping.
12. Place on a baking tray and slide it into the preheated oven.
13. Bake for 20 minutes.
14. Remove the parcels from the oven and open carefully – watching out for hot steam.
15. You can eat them directly from the paper parcels or transfer into plates.

Enjoy your meal!

With Uniekaas, you're guaranteed to find only the best in the bag.



New tie-up for DMK and Coop Trading



Back in December 2023, Coop Trading visited the DMK plants in Edewecht and Zeven to learn more about their high-quality standards and sustainability initiatives.

Coop Trading, a purchasing organization for four supermarket groups in Scandinavia, has chosen DMK Private Label from 750 suppliers to be one of its 75 partner suppliers. The customer sells its own brands to 27 million consumers in Denmark, Finland, Norway and Sweden. Sustainability is greatly important to Coop Trading, which has developed a 3-year growth plan together with DMK. The main areas in focus are reducing carbon emissions, decor harmonization, optimizing costs throughout the supply chain and even closer cooperation. "Our suppliers are of fundamental importance for innovation and successful categories with the ideal ratio of price to quality. DMK was chosen as a partner supplier because they share our goals, our way of working, our way of thinking and make us better every day," says Martin Philip Michaelsen, Coop Trading Nordic Buyer.



Alete bewusst's new plant-based meals can contribute to a balanced diet.

Three all-new Plant-Based Stews

Alete bewusst is launching meals for toddlers, with three new plant-based meals. "Potato chickpea stew with coconut milk", "spaghetti with lentil Bolognese" and "colorful vegetable rice with chickpeas" are on the menu this spring.

Vegan products for toddlers from the age of 1 are very much in demand right now, but for producers they are also a particular challenge. Youngsters below the age of three are developing fast and need a lot of nutrients, far more than adults in relation to their body weight. That's why food for infants and toddlers is subject to strict legal requirements. The tricky thing with plant-based recipes is that they are made without the familiar protein sources such as dairy products, meat and fish, but still need to have the legally required amount of protein. "Alete bewusst" has created three meals, "Potato chickpea stew with coconut milk", "Spaghetti with lentil Bolognese" and "Colorful vegetable rice with chickpeas", which

are all packed with pulses. Combined with potatoes, whole-meal pasta or whole-meal rice, they provide young kids with all-important protein. The label on the jars also suggests providing youngsters with some vitamin C-rich juice or fruit as a dessert after the meal to help them absorb the iron better. The meals come as people increasingly opt for plant-based diets. Some 12% of people in Germany no longer eat meat, according to a representative Forsa survey* in 2023. Some 3% are vegan. More and more Germans these days describe themselves as flexitarians, deciding to eat less animal-based food. People are changing their eating habits mainly out of concern for the environment, sustain-

* Source: www.bzfe.de

ability, and animal welfare, they say. No wonder demand for vegan products is growing steadily in all age groups. "Alete bewusst" is focusing on this nutritional trend with its new range of vegan meals,

The three new meals by Alete bewusst

- Potato chickpea stew with coconut milk, Spaghetti with lentil Bolognese and Colorful vegetable rice with chickpeas
- 100% plant-based proteins
- Protein from pulses, whole grains and potatoes
- No added salt or sugar*
- No added flavorings
- With chunks

* Contains naturally occurring sugars

ensuring that the product range has a balanced mix of plant-based and animal-based ingredients. After all, people who prefer plant-based diets are not categorically excluding animal-based foods. They are just trying to make sure that their diet focuses primarily on food from plants, in line with recommendations by the German Society for Nutrition. When the new meals are launched onto the market, they will be accompanied by a broad-based advertising campaign. There is a special website for

the new meals and shoppers can find a video there too, showing how to prepare the meals and providing further engaging background information. The website also features advice from the "Alete bewusst" family service nutritionists, who share helpful information about plant-based nutrition for young children (see right). In further awareness-raising measures, shoppers can read about the products in an advertorial in the Hallo Parents digital magazine. All that comes in addition to a major digital campaign

that has been running on all "Alete bewusst" social media channels

since last year, with a nutrition quiz, a survey, competitions, information about plant-based nutrition and influencer tasting boxes. It's well worth taking time for a taster.

Successful test run

The new vegan "Alete bewusst" meals were tested by 500 selected target persons on the "ohofttheday.com" online product testing platform, with significant success. Some 98% of the testers said they would recommend the products to others. They gave top ratings for the plant-based recipes, the flavor and the packaging. The testers' favorite variety was Spaghetti with lentil Bolognese. And 91% of those polled said they would replace their favorite plant-based product with Alete bewusst plant-based meals.

98% of all testers recommend the new vegan meals by Alete bewusst.



"Alete bewusst" has its finger on the pulse of the times with the natural plant-based meals.



You can find interviews and the preparation video here:



Find much more information about plant-based nutrition on the website here:



Check out the advertorial:



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!**

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
30/8/2024

1

PHOTO
CONTEST!

... bright wheatfield, halfway through the harvest, halted DMK employee Loreen Ruckick in her tracks as she was driving through Deven, Groß Plasten, last year. She saw three rainbows on that magical summer's day, their colors glowing with brilliant intensity.



Meet the Makers!

DMK employees and farmers do a great deal in their daily lives and when they aren't working, they are often getting stuck into even more projects. Christoph Hebler, HR Development Manager, loves animals and shares how to build a birdhouse.

1 Take some thin spruce boards or plywood as they are easy to work with. We had a couple that were large enough to make a birdhouse measuring 15 cm x 26 cm and approx. 22 cm high.

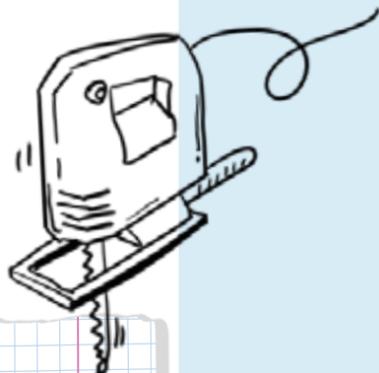


2 Cut the basic parts to size. Make sure that the dimensions of the opposing walls are identical. Cut out further openings as needed.

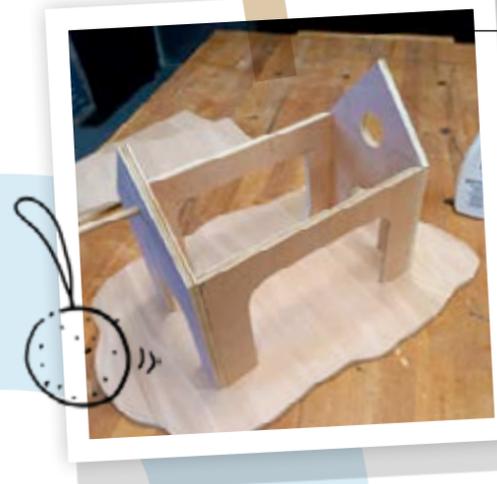
Tip: You can also use adhesive tape to temporarily join two boards together to form a "sandwich," so when you cut out the shapes, they will be identical, even if you don't have a professional saw handy.

3 Glue the side walls together and to the base using waterproof wood glue. Take thin nails and hammer them in from below to make your birdhouse more stable.

Tip: Trace the floor layout of the walls and pre-drill nail holes between the lines, so you can be sure you are hammering the nails straight into the center of the walls later on.



5 Glue the roof parts together then nail them together. Adding some small strips along the base prevents bird feed from spilling off down onto the ground.



4 Slowly but surely, our house is taking shape. We add a small pole in the façade, on the left, so we can hang up a seed ball for the birds afterwards.

Christoph Hebler, HR Development Manager.



6 Attach bamboo sticks to the house using waterproof glue or staple nails. Paint the roof using weatherproof paint. Congratulations!

?

Feeding birds in summer:

Yes, please! Feeding birds sensibly all through the year helps bird conservation, bird protection and to maintain biodiversity, according to the latest scientific research, says ornithologist Peter Berthold, a professor at the University of Constance*.

*Source: "Feeding birds, but the right way!" Kosmos publishing house, 193 pages

Do it yourself

Join in!!!

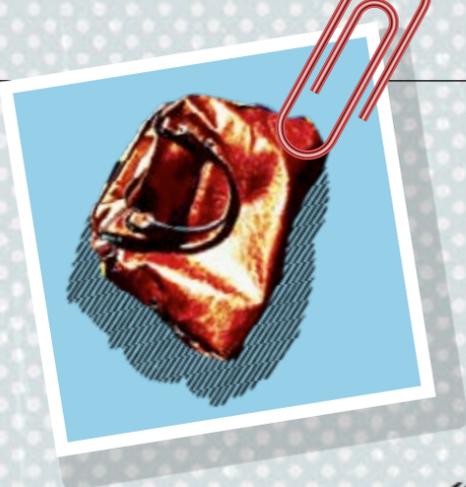
Do you want to share an uncomplicated and inexpensive DIY project for readers of all ages to make? Then please send your suggestion to us at the following address: milchwelt@dmk.de. We will get in touch with you as soon as possible. Thank you very much!





CO-WORKERS OPEN UP

EARRINGS:
A spare pair in case I lose one I'm wearing. Earrings are absolutely essential for me!



GLASSES
You can't get by without them at my age.

EARPHONES:
Always with me though often I forget to charge them...



CHARGING CABLE:
Plus adapter. Self-explanatory – though often it isn't actually mine.



KEYS:
With sound otherwise I'd never find them.



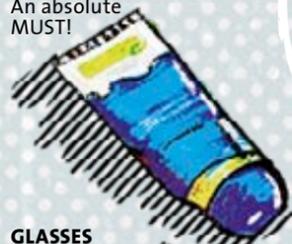
SHOW US Ms. Schrader!



Annika Schrader, Director Marketing, BU Baby.

Keys, thingummy-bobs and essentials: What do employees have in their bags? From the crucial to the surprising, what they carry provides some insights into their lives.

HAND CREAM:
An absolute MUST!



GLASSES CLEANER:
It's not usually very clean though as I just chuck it in my bag.



CHOCOLATE:
Sure! I ALWAYS have something to eat in in my bag...

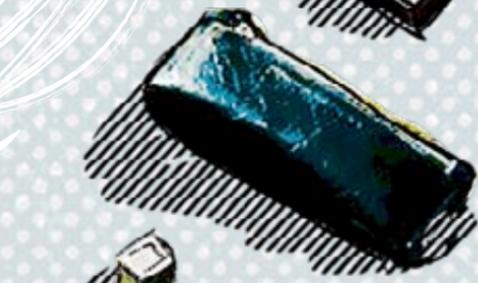
CELL PHONE:
I actually have two but I used one to take the picture. I keep my work life totally separate from my personal life.



DISINFECTANT WIPES
For my day-to-day phobias.



PURSE
Usually contains a lot of plastic and not much cash.



BITS AND BOBS:
Anything and everything, crammed into a bag, just in case.



BOOK:
I always have one, and sometimes read a page in the elevator.



Just how popular is milk?

You can find out in the current issue of this magazine. A representative poll on page 24 tells us that milk is extremely "IN" among consumers. Our question to you is: How many consumers include milk and dairy products as part of their diet?

- Is it
A 73 Percent?
B 85 Percent?
C 94 Percent?

Prizes



Easy Fry and Grill

The healthy 2-in-1 hot air fryer and grill creates crispy, golden-brown fries and much more besides, with little to no oil required. It bakes food twice as fast as a conventional oven and consumes up to 70% less energy.

Pizza Deliziosa

Bake your favorite pizzas like an Italian pizzaiole in just three to five minutes. This household oven contains a hotplate made of fireproof stone and can reach temperatures of up to 400°C. You can also use it to make frozen pizza, tarte flambée, rolls and sandwiches.

Buon appetito! **3X**



3X

Cool trendsetter

Our retro enamel mug has long been a cult favorite, as it's impact-resistant, scratch-resistant and easy to clean. Take this classic cup along to transform outdoor trips into adventures in style.

10X



Send the solution (letter)

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

Eligible: Employees + cooperative members of the DMK Group

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

Important:
 Please give your first and last name, address and DMK location!

Closing date for entries: **30/8/2024**

Congratulations to the winners of our last contest:

1 x Landmann grill
 Marc Wimmershoff Edewecht

10 x MILRAM loudspeaker
 Heinz Kröncke Stinstedt
 Maik Blohm Stade
 Günter Langen Neubörger
 Dominik Kühn Lingen
 Katharina Pöhlchen Wallenhorst
 Ingo Begunk Stuhr
 Jennifer Rußwinkel Georgsmarienhütte
 Stefanie Frerichs Edewecht
 Klaus Schröder Selsingen
 Lieke Fokkert Holthone

10 x Notebook
 Hergen von Häfen Ovelgönne
 Matthias Reins Jade
 Johannes Müller Damme
 Maren Schulz Langwedel
 Christoph Drösemeyer Sittensen
 Lilly Mathild Ipsen St. Peter-Ording
 Meike Nunnenkamp Pr. Oldendorf
 Ivonne de Ruijter Waalwijk
 Rainer Dohrmann Zeven
 Jörg Brinker Salzbergen

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Masthead

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