

# MILCHWELT

AUGUST 2023

The Official Magazine of the DMK Group



*The facts about food:*  
**Desire +  
Reality**



**Our search for meaning.**

# Did you know?

## Heating milk removes the nutrients! Doesn't it?

Hygiene regulations require raw milk to be heated briefly to kill any germs. But don't worry, pasteurized milk – like raw milk – contains lots of vitamins, panthotenic acid and biotin. It is only the ultra-high temperature treatment for UHT milk that reduces these substances slightly.



## Too much milk is bad for your bones! No?

A look at the science proves this statement is untrue, as no single foodstuff reduces bone mass, which is affected by a combination of age, gender, health care and other factors. You can improve bone health through vitamin D and by exercising in the fresh air, starting from a young age. People who maintain these healthy habits into their twenties build up good bone density and can retain it for longer.



## Fashion out of poo! Can this be true?

Dutch designer Jalila Essaïdi turns cow dung into clothing, fashioning a sustainable production method in the process. Cow dung contains cellulose, which she uses to create the fabrics for her collections.



Sources: Malte Rubach „88 Ernährungsmythen“, 2022, Knauer Verlag/ Süddeutsche Zeitung



**W**e are not featuring an editorial in this issue – instead, this shopping cart sums up our focus: Our attitude, knowledge and approach to the dynamics shaping the world at the moment, from nutrition to sustainability and corporate culture.  
**We hope you enjoy reading this issue!**

KEEPING WITH THE TIMES

Being more aware about how we eat, live and work: Cultural changes are shaping our daily lives. How are we handling them and how are they affecting our outlook?

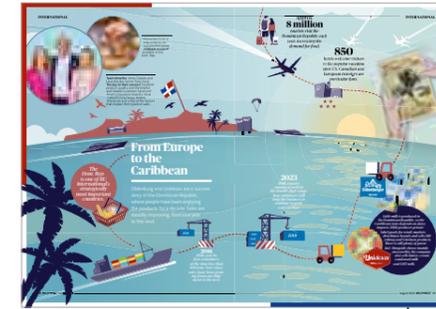
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## PHOTO 5

...times a week, Carmen Hermes, a trainee professional driver, passes these fields at Norddeich in her milk collection truck. In springtime, the rapeseed glows a golden yellow color that shines even more brightly against the deep blue sky. One day she seized the moment, pulled over and took this perfect shot, before heading to the Edeweicht plant to deliver a full load of milk.

# 1

... day of filming and countless interesting conversations for our anual report 2022. Together with our farmers and specialists from outside the company, we sum up our progress so far and take a look at the future.

HALLO 2030



From up to down:  
Ines Krummacker HEAD OF HR  
DMK GROUP , Florian Stümmler  
DMK farmer, Cedric Engels  
YOUTUBER DR WHATSON .

LINK  
Scan here for more information:

CONTEST

Want to come and visit the Porridge Bar? We are raffling 5x2 tickets. Send us an email with the subject line "We're porridge people" by August 6 [porridge.supercandy@dmk.de](mailto:porridge.supercandy@dmk.de).



# SUPERCANDY!



# 77

days to explore the MILRAM Porridge Bar at the Supercandy Pop-up Museum in Cologne – something to look forward to after the summer. Have fun taking pictures alongside porridge products or even inside a giant bowl of porridge, surrounded by flying bananas and cherries overhead. It's open July 28 until September 10. Don't miss your chance!

For more information about the MILRAM Porridge Bar, see page 52.



Bananas about porridge: Having fun with MILRAM's sizeable porridge bowl are (from left to right) Daniela Mathmann (Brand Manager), Lina Heusmann (Junior Digital Marketing Manager) and Hanna Sumbel (Senior Brand Manager).



Our search for meaning and how that is affecting food and nutrition.

# Desire and Reality

Do you live in Germany? Then you may be getting a letter from parliament. The Bundestag is writing to members of the public as part of a study on “The changing face of nutrition: between private concerns and government responsibilities.” Whether or not you are among the 20,000 people randomly chosen to take part, it’s a question that is relevant to us all.

Those involved in the study can apply to join the first ever citizens’ council, set up to address questions such about food and the environment. How far should the state steer the food cycle? How can we reduce food waste? Would higher taxes on unhealthy foods make sense? The 160-member council is due to present its recommendations to parliament early next year. Lawmakers are looking for feedback from our dinner tables as food and nutrition increasingly represent our changing views and values. Was everything better in the past? Probably not, but they were different, for sure. In the past, society was shaped more by material concerns, in my view. Nowadays we are searching for deeper meaning. We used to pick cars by checking a technical catalogue. These days, we focus more on lifestyle factors, their appearance and how they feel to drive. While the older generation is still shaped by the “work first, pleasure later” maxim, younger people almost always take the opposite approach. To say it more simply, we have travelled from a “world of things” to a “world of meaning.” As we search for a place in this new world, we also take a stance on the questions of the day. We are more aware about the way we live and eat, we pay more attention to whether products are made sustainably. But let’s be realistic and a bit more self-critical. We buy apples grown locally, but we also buy avocados from Chile. We ride our bikes instead of driving our cars, but we also buy our toothbrushes online. We care about water consumption, reducing plastic waste and our carbon footprint. But we also fly to wherever we go on holiday. All these contradictions are part of our reality.

Our desire for socio-economic change translates into new demands on society and the economy. In 2022, people bought around 900 grams less milk per capita on average, compared to the year before which was marked by the pandemic. Those who criticize the dairy industry call this a “record low,” though they are forgetting the impact of higher inflation on household budgets. Plant-based alternatives are continuing to evolve in

terms of taste and sales volumes - but as a supplement, not replacing milk. Are consumers turning away from milk and dairy products? No. On average, we buy about 46 liters per capita per year. Nine out of ten consumers have dairy products in their fridge. And more than half say they will still be drinking cow’s milk ten years from now, according to a survey at the start of the year. Does that mean there is no need to worry? Sadly, problems remain. As an industry, we are faced with the demands of a society that is both aware and ambivalent.

Consumers are more flexible when buying animal and plant proteins and are less dogmatic about this question. For DMK employees and farmers, all this means we have to respond to this search for meaning, amid the transformation of the food industry - and of all other areas of our lives. For us at DMK, we need to make the right decisions as we navigate these times that are marked by firmly held beliefs and convictions. We may be up against strong headwinds, but shouting, preaching or throwing in the towel won’t help. What we need to do is understand these dynamics and respond by developing solutions. “Change can also be fun” - that may sound like a joke, but it is the best answer to these challenges, across the board. Take recruitment. We don’t win employees because we are perfect in all we do - we need to explain what we stand for as DMK, within the company and to the world outside. After all, young employees are quick to ask, why does DMK exist?

We supply millions of people with high-quality food, is our answer. They follow up by asking many more questions, addressing issues such as climate change, animal welfare or livestock housing. We respond by talking about our sustainability initiatives at our sites and with our farmers. What we are learning from all this is that candidates are not bothered by the fact that we are not perfect - they just want us to have a vision. We can work on our future together and it’s up to us whether we choose to be aggressive and dogmatic in these debates or if we keep an open mind and embrace a complex and exciting search for meaning and seek solutions together. This is the only way that the next generation can take the helm at farms, dairies and companies.

Working as equals, in the spirit of the times. Keeping the dialogue going.

Oliver Bartelt,  
Global Head Of Corporate  
Communications.

## Desire &amp; Reality



# The consumer paradox

Our diets are in flux. In contrast to the older generation, younger consumers seek pleasure, joie de vivre and sustainability, says market researcher Robert Kecskes. These desires come with some contradictions.



Robert Kecskes,  
Insights Director  
Germany, GfK.

# “We have an unprecedented depth of information”

Science journalist Jakob Vicari approves of the new transparency among food producers. It creates trust and openness for consumers – and the media.

“Food has become complicated because we are questioning things more and more:

Where does our food come from and how was produced? In ‘Super Cows’, a project for broadcaster WDR, we told the story of agriculture from the perspective of three cows.

Technology gave the cows a voice. We used sensor technology to measure their feeding behavior, internal body temperature, rumen pH and activity and created stories out of these.

There was a cow chatbot for example. The viewers were present, from calving to milking, from hoof care to a visit to the vet.

Transparency is the key word. Producers must step up, in my view: Transparency requires courage and a new openness on the part of producers. It means real work. Above all, they have to be prepared to show the non-glamorous side of production too. Together, we can provide an unprecedented depth of information about food.

Consumers appreciate this courage and effort. They want to know what is in a yogurt, but also whether it was made sustainably, where and under what conditions. Digitalization can help with these changes. Our job is to unpack and explain the volumes of data available. Just as we do videoconferencing, consumers can connect to encounter food in digital ways.

Consumers don’t expect a perfect world of advertising, they expect an honest exchange. In my view, every farmer, every cow and every apple tree should be available on Messenger or Instagram. I have so many questions!”

For the entire interview, visit [www.dmk.de](http://www.dmk.de).



Jakob Vicari  
is a science journalist and co-founder of tactile.news. He is currently working on a project on public relations in the dairy industry.

“The question is not whether to drink milk, what we should be asking is how it was produced.”

Robert Kecskes,  
Market Researcher

Mr. Kecskes, what changes are you seeing in consumers’ eating habits?

There are clear differences in how people eat. Take the iBrains generation, generation Z, born between 1997 and 2011.

Increasingly, they are embracing a planetary health lifestyle, an exciting, sensual, visionary approach that aims to avoid further depleting the planet’s resources. A planetary health diet means protecting human health and the health of the planet plays a major role in what you eat. However, the planetary health diet is not guided by a logic of renunciation, but of enrichment. For these young people, technologies, new forms of communication, joie de vivre, enjoyment and thrills all matter. They are less interested in the way that the baby boomers, the older generation, approached these issues. They see Germany’s Reformhaus health food stores as a bit of a boring problem-solving approach rooted in the past.

... and how can you unite sensuality and sustainability when people are buying strawberries grown in Egypt in the winter?

Ah, strawberries from Egypt in winter, people ask me about this a lot. But the interesting thing is that no one was talking about this a decade ago. No indeed! The decisive factor is time for any development. These days, people who buy strawberries from Egypt in winter, or who call themselves a ‘classic meat eater,’ are expected to be accountable, which was not the case ten years ago. That clearly shows how the trend is developing. What we are seeing now is a poetic revolution. Young people are uniting hedonism with a sense of responsibility for planet Earth, which distinguishes them from Generation X, for example,



when they were the same age as the iBrains are now. For them, hedonism was simply all about an all-encompassing culture of fun.

What does all this mean for milk and dairy products?

Milk is a natural product and it is still important, even for young people. The question is not whether we should be drinking milk at all, what we should be asking is how it was produced. Consumers are paying much more attention to animal welfare, the carbon footprint and fair dealings with producers. That also applies to cheese and other dairy products.

How important are plant-based alternatives?

Many iBrains see plant-based substitutes as an alternative to milk. Older people are less interested. But plant-based products will become part of the mainstream, though that doesn’t mean people will turn away from milk completely. But the balance between animal and plant proteins will change.

How should food producers respond to these changes?

First of all, young people are not asking manufacturers to react, they want them to act and become planetary health brands. The products and services young people are excited about appeal to their senses, excite them, communicate values, act, intervene and convey a vision of a better world in future. They do not speak to the consumer, but to people. For young people, these are the brands of a poetic revolution. They are brands in a world of meaning, leaving behind the logic of growth of the old world of things.

“Consumers do not expect a perfect world of advertising, they expect an honest exchange.”  
Jakob Vicari, science journalist.

Jakob Vicari,  
science journalist.



# “As a dairy, we have to listen.”

Geopolitical crises, plant-based nutrition trends, the shortage of skilled workers – in a perfect storm, Ingo Müller is confident when he thinks about DMK’s future. For the CEO, transforming the company with Strategy 2030 is turning out to be the right way forward.

“I’m sure that I would be very unhappy if I had to do the same job over and over again. I constantly feel a hunger for change, innovation and improvement. I get inspired by the people around me. And I am not only talking about my international network of people active in different industries. I also listen closely when I spend time with my family, old friends or neighbours, when we sit down together and chat. Sometimes we might be talking about a branch that’s hanging over the fence in someone’s garden. Other times, we turn to issues that are bothering us, and consider solutions together. What I notice is that as long as we keep talking, that reduces the pressure a bit and we find doors opening that we hadn’t seen before.

As a dairy, we must listen to what consumers want in exactly the same way. Animal welfare, climate protection, changing dietary habits have all become mainstream issues. We cannot close our eyes and ears to these concerns. Also, even if plant-based alternatives are becoming more popular, we must hold onto the awareness that our job is to be a reliable provider of milk, a key nutritional building block that contains important vitamins, enzymes and carbohydrates.

“The absolute determination to change makes me feel positive.”

Ingo Müller, CEO.

By 2050, there will be around 10 billion people in the world who will need to be fed, scientists say. That cannot be done with vegan food alone - it would require an enormous circular economy to convert fields into arable land. That would be impossible. So, what we need is a balance between plant and animal proteins. And as we combat climate change, the answer is also not to have fewer cows. We are working on a range of ways for farmers to minimize their CO2 footprint and are testing Net-Zero Farms. Modified feed can reduce cows’ carbon dioxide emissions by 30 percent, for example.

That’s one of the challenges we face as a company. But I find all this encouraging and it shows me that there are many ways you can be part of change. Strategy 2030 is no exception: the absolute determination to change makes me feel positive, because digitization is helping us become more flexible and respond even faster to crises, from the pandemic to supply bottlenecks caused by the war in Ukraine. That makes us authentic as a company and embedded in our DNA. A culture of feedback is also part of this, with an annual employee survey, for example. What do you want to talk about? What do older and younger colleagues say is missing from their working lives? What are our responsibilities as a company? The ability to accept criticism and make change increases everyone’s resilience and that makes DMK stronger as a whole, as it benefits from motivated employees. In my view, all this should be fun.”

Dr. Frank Claassen, CFO.

“Individuals can have a greater impact in flat hierarchies.”

## “Be honest with yourself”

“For me, change always has a positive connotation. It’s what drives me to get out of bed every day. If you want to be a leader, you must be able to communicate your values and also want to work with people. For me, it works best when I am honest with myself: What is important to me? What do I stand for? Managers should ask themselves these questions on a regular basis, because at every level of the company, there is a growing need to inspire employees to do new things and embrace new ways of working. The pace of cultural change is accelerating, which means we not only need to have highly motivated teams, but also qualified employees who complement each other across the board, beyond each different unit. As managers, making this happen is an important task. I think that all the crises have shown us that individuals can have a greater impact in flat hierarchies.”

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# “The future lies in humanity.”



How are HR managers supporting transformation? Tijen Onaran, entrepreneur and diversity expert discusses the changing world of work with Ines Krummacker, Chief Human Resources Officer DMK.

**Ms. Onaran, Ms. Krummacker, how do you personally handle change and development in the workplace?**

*Tijen Onaran:* I always pick one main theme to focus on each year. On New Year's Eve, I sit down and think about what that will be, for the next 12 months. In 2022, I decided this year, my theme would be courage.

*Ines Krummacker:* I take a different approach. I set myself a

challenge for each month, but I don't define it by a specific term. I try and test myself and leave my comfort zone - it's important because I want to keep developing myself.

**Let's talk about corporate culture. What's one major issue for you at the moment?**

*Ines Krummacker:* The shortage of skilled workers is certainly something people are talking about. But what's the point of complaining? That is the easy way out - it is not motivating. What we must do is think about what we can change. Which target groups should we be focusing on? We need to be open to immigration and attracting skilled workers from abroad. And often, teams need to think about certain questions, such as do we absolutely need to fill a certain position? What can we do differently to distribute the work efficiently? We also need to make our processes more digital and that is something employees need to be made aware of.

Older colleagues can learn from younger ones, just

as younger staff can benefit from the experience of their elders.

**How has the job market changed over the past few years?**

*Tijen Onaran:* When I look around, no matter what industry I look at, I see changes in motivation. Young people are asking themselves about their role at work and are looking for meaningful tasks. This is an interesting development for me, as things were different when I was growing up. When I was younger, the emphasis was always on performance and professional success was automatically reflected in money, promotion and status. It isn't like that anymore. Young professionals are focused on how they deal with their managers and are calling for different values. What are you offering me? Will you involve me? Can you help me think in a visionary way?

*Ines Krummacker:* The way we approach candidates has changed. We launched a campaign using the WhatsApp messaging service to simplify the application process for young people. They don't want things

**“Young talents want leaders to have different values.”**

Tijen Onaran.

*Tijen Onaran,* Entrepreneur and transformation, diversity and equality expert.

*Ines Krummacker,* CHRO.

to be as complicated as they were in the past, so that makes it easier for them to reach us more quickly.

**What do all these changes mean for managers?**

*Ines Krummacker:* We developed a management program called “From Boss to Coach,” to help our managers become inspiring leaders and be less hierarchical. The idea is to make our managers aware of employees' strengths and promote team spirit in order to achieve shared goals. We basically want to make the company more successful, while always dealing with one another as equals. Anything else is no longer in keeping with the times.

**Is the company seen differently if teams are mixed?**

*Tijen Onaran:* For the diversity generation, this is immensely important. Having employees with different backgrounds is part of the new normal. Living diversity is one of the keys to being an attrac-

tive employer, and heterogeneous teams mean greater success.

*Ines Krummacker:* We want to become much more mixed, that is another one of DMK's goals. We benefit from different cultures, genders and the life experiences of employees with handicaps. One way we promote integration is by providing a sponsor for employees from other countries - we are doing that with our staff from Ukraine right now. We hope this means refugees of all generations are able to feel more at ease in the company and find their way more quickly. It helps people come together and feel as though they are part of the company.

**Where do you see women in the new world of work?**

*Tijen Onaran:* I notice that young women are paying more attention to role models who manage to balance their personal and professional lives. My mother is my best role model. She said to me, “Be independent and earn your own money!” That

helped me a lot. Listening to myself more helped me filter out external influences. I was shaped by my strong mother and my father, who is a true feminist. I have met a lot of people who define themselves solely by their job, their position and how important they are. What happens to them when all that falls away?

*Ines Krummacker:* I think it's good that there are more and more role models for women managers. And I do think that we women can afford to be stronger in the way we behave and present ourselves.

**What is important in this transformation process?**

*Ines Krummacker:* The future lies in humanity in the company. We are supporting our employees. We realize the world of work has changed and we are really driven by the desire to keep on developing. That involves learning to listen to each other again and figuring out how to reconcile people's needs with the culture of work.

The milking system provides real-time data and it is easy to make quick adjustments.

You can access the data any time with a smartphone, increasing transparency.

Play time: The next generation lends a hand on the farm.

Farming is all about family, teamwork and pulling together.

## Desire & Reality

# In Eco-Mode

# FARM NET ZERO%

DMK is seeking ways to help slash emissions on farms in the Net Zero Farming initiative. One farmer who is testing the measures and project manager Marlin Dammann share insights about their progress so far.

**Florian Stümmler**, farmer

“This project means I can help reduce the dairy industry’s CO2 footprint. German farms are already doing well, with the carbon footprint of an average German dairy farm only about half the global average. My farm’s is even a bit lower I am proud to say. I spent several years focusing on how to create a climate-neutral farm, as other farms can replicate any significant improvements we make. That will make us more stable in future and more appealing to younger consumers. I am totally sure about that. That’s why I didn’t hesitate for a second when DMK asked if I wanted to join the Net Zero Farming project. After doing some planning last fall, we launched our first measures in the spring, in fodder cultivation, for example. Some new maize varieties require less fertilizer to produce the same yields. We’re focusing on a more efficient forage base. That is important so nutri-

ents are not lost, as that drives up the CO2 footprint. Also, I would have to buy more feed, which would also increase my emissions.

### Better animal welfare

We have always worked to give our cows the best possible care. As part of the project, we get advice from a veterinary practice, alongside care by our regular veterinarian. That puts each individual animal in focus, cows and calves alike. Together, we adapt their feeding to the climate criteria while making sure that doesn’t have a negative impact on the animal’s health. Because the most important thing to me is that my cows are always well.

### High-tech soil check

One of the things I appreciate about the project is that not only are we trying out new things, we are also being supported by specialists. We just don’t have the technical means to measure nitrous oxide in soil compaction on the farm. That’s very important though, as you find nitrous oxide in nitrogen fertilizers. We learn a lot by measuring that, and that is what counts, gathering a lot of data helps us consider our next steps to cut our carbon dioxide

emissions even further. Out in the fields, tractors have modern precision technology to help us apply fertilizer to each plant individually, which reduces the amount of fertilizer we use overall. That helps reduce emissions. It is a big investment and a challenge for a small farm like us. What we need are solutions, so that’s what we are developing in Net Zero Farming.

**Marlin Dammann**, Manager Business Acceleration & Innovation

“We have two core objectives we are pursuing with this project, basically. How can we implement in practice some of the measures tested by scientists, and what costs are involved for farmers? We also want to find out whether it is possible to make dairy farms climate-neutral by 2045. We are trying out some of these things on three pilot farms in Lower Saxony and North Rhine-Westphalia. We’re looking at the way the farmers work and then figure out how to proceed, together with scientific experts and our cooperation partners. Some of the areas we are focusing on include feed, grass and maize silage, the cows’ life expectancy and when they calve for the first time. All this requires time and patience. Step by step, we must consider many variables, as it’s different if cows have straw bedding or move around freely, for example. Can cows graze all year round or only for a limited period? We must always remember that as long as we keep cows, we are going to have emissions - our approach is to look at the farm as a whole and find other ways to capture methane emitted by the animals. The great thing is that our farmers are very keen to find solutions and are actively pushing the project forward. Their passion for their profession includes working on this issue.”



Marlin Dammann, Projektmanagement Acceleration & Innovation.

“I appreciate the fact that specialists are supporting us.”

Florian Stümmler, farmer.



## Desire &amp; Reality

## A sea change

There is too much plastic in the world's waters. With the OCEAN project, DMK aims to develop and create more sustainable packaging.

The world's oceans are polluted by around 150 million tons of plastic debris and the level is increasing every day. Plastic particles are killing marine animals and microplastics are making their way through the food chain into people's bodies. We cannot accurately assess what impact this will have on our health yet, but countermeasures are urgently needed. DMK has set up several research projects to reduce plastic, including at the Edeweicht site, where the development team is proud of its new cheese packaging.

**Prime example**

The innovation may only have an impact in the micrometer range, but it is one example of how DMK is working to become more sustainable. The company has managed to reduce the thickness of the film used in trays for cheese packaging, in the thinner bottom film project. That sees DMK implementing what is set out to do with its OCEAN project, namely reducing the amount of plastic in

use, improving recyclability and using renewable and/or compostable raw materials in packaging. The goal is to halt the collapse of ecosystems in the ocean, as there could be more plastic than fish in the sea by 2050, according to the Ellen McArthur Foundation, an awful prospect.

**Consumer demands in focus**

By reducing plastic waste, DMK is not only implementing requirements set out by a packaging law established four years ago. It is also responding to consumer calls for more sustainable packaging. "The days when consumers only cared about protecting the product inside are long gone," says Dr. Ralf Zink, head of the overarching research and development department Center of Expertise (CoE). "But we cannot compromise on product quality, safety and the requirements of the market when it comes to functionality." Families still want products that taste good, and they also care about factors such as the best-before date and price. Shifting towards recyclable forms of storage may not come at the expense of people's household budgets. So DMK

joined OCEAN, getting involved in a range of research projects, commissioning studies, workshops and pilot projects and setting up a global network of universities and companies.

**Cheaper, more efficient**

The new thinner bottom film for packaging does not only help the environment. "It also cuts costs, as plastic prices are steadily increasing," says Zink. Now, in Edeweicht, all MILRAM and BU Private Label articles are being adjusted, with a 15 percent reduction in packaging film. It saves 17 tons of plastic for every ten million cheese trays produced - the equivalent to the weight of about three elephants. Similar developments are also underway at the Altentreptow and Georgsmarienhütte sites. They are not only reducing the film in cheese packaging but are also introducing more recyclable materials. In 2020, switching to mono-material solutions made of polypropylene, known as mono-PP, made it possible to recycle 95 percent of cups and lids for blended spreads, a quantum leap.

**Transparent communication**

Some 650 metric tons of packaging waste can now be recycled. Plus, the paper sleeves on plastic cups can be removed more easily, helping people to separate their trash. The transparent snap-on lids on yogurt are also gone. And OCEAN's longer-term development projects include developing biobased plastics, made from whey or seaweed, for example. They are just as recyclable as the plastics previously in use but are made from renewable raw materials and would be the final step in decoupling from chemical materials. OCEAN is also about communicating and being more transparent with consumers. Consumers can find out more about all types of plastics, receive recycling tips on packaging, and follow all these changes on DMK's social media channels. We can only succeed by working together with consumers to reduce plastic pollution in our oceans, to give marine animals a chance to survive this man-made catastrophe.

**"We cannot compromise on product quality."**

Dr. Ralf Zink.

Dr. Ralf Zink, Director Research & Technology.



Desire & Reality

# Sisters running the show



Marieke and Laura Allers are set to run a fourth-generation family farm. They are taking over the dairy – and discarding traditional gender roles.

**L**aura smiles as she watches the bulls feeding. The Galloway fattening bulls are eating hay, but a gust of wind blows a bale onto one of the animals. He waits patiently until it falls off his back, a diverting moment on the family farm. “There’s always something fun going on here,” says Laura, 20. Each family member has their own role and Laura’s job is to look after the milking machines, cows and calves. Her sister Marieke, 22, handles the paperwork and other duties. She does not interfere with Laura’s work – which is what successful teamwork means, if you ask the two sisters. They are alike, with similarities that go beyond their appearance. “We share the same interests,” says Marieke. Animals, nature, technology, working out in the open air – and they both have the same goal, to run their grandfather’s farm in Cappel, Lower Saxony, home to 150 animals. “After we left school, we realized this is what we really wanted to do, but only if we do it together.” Even though they made their decision fairly late compared to other farms nearby, their reasoning is sound. Good workers are hard to find so the

sisters can divide up the jobs that need doing or handle them together. That gives them more free time and a better work-life balance, something that also matters to them both. It was not necessarily a matter of course that Laura and Marieke Allers would take over the farm. Not many women run farms in Germany, where just 11 percent of all farms are managed by women. That proportion has changed little over recent decades. And yet more and more young women are showing interest in the profession, says Germany’s Federal Statistical Office. The share of women with new training contracts has risen to 22 percent since 2011. So the job is becoming more attractive, though not the job of farm management, something the two sisters cannot explain. “We don’t feel like we have a different perspective as women,” says Laura. Actually, it doesn’t matter whether a man or a woman runs the business, what matters is that you love the job, and keep the farm going, she adds. “But of course, it would be good if more women took the plunge and ran farms.” Laura and Marieke are preparing to take over the farm by training at

the vocational school for agriculture in Schiffdorf and are due to finish their studies in summer. Next comes the master craftsman’s examination at the technical college in two years’ time. Their classmates see the Allers sisters as role models and even the people they know who aren’t involved in agriculture respect what they plan to do. “Everyone tells us that we’re so brave, and they often say it’s because they would not be able to handle the early working hours,” says Marieke. That was something she had to get used to as well, but her passion for the animals always gets her out of bed. She and her sister are also optimistic about the future. They are aware that dairy farming is facing enormous challenges when it comes to implementing animal welfare guidelines and sustainable production. Their aim is to show people how farming really works. “Consumers have a very old-fashioned image of dairy

farms,” says Laura. “They really need to learn more earlier on, to know that we are at the cutting edge of technology and that we are doing more for the environment than many people think.” She says that makes it all the more important to listen to what farmers have to say. That is something the Allers sisters plan to achieve through projects such as showing children and trainee teachers why milk is so valuable. “They need to see that behind the product is an animal who eats, drinks and needs a place to sleep.” And that comes at a price. It is not yet clear exactly when Marieke and Laura will take over the farm. The whole family discusses major decisions about farming methods and bigger investments. “We just don’t have the experience,” the sisters say. Their father Hauke has plenty of experience though, and he is very proud that his daughters are going to run the business for another generation.

**“After school, we realized that this is what we really wanted.”**

Landwirtin **Marieke Allers**, 22.



**Laura Allers** (far left) feeds the fattening bulls while **Marieke Allers** (far right) sets up the milking machine.

-  Cappel (Lower Saxony)
-  The Allers family, 4th generation
-  150 animals

**What makes the ambassadors from #TeamDMK so special?**

- 1. Visibility:**  
Corporate influencers increase our company's visibility in social media. Plus, employees' networks help new target groups find out more about the company.
- 2. Authenticity:**  
Employees' posts tend to be more accessible and credible than company posts, as they tell the stories of the people behind the profiles. Authenticity is one of the most important factors in building trust and influencers are seen as most authentic when they are genuine and sincere, according to a PwC study. That means posts that convey personal views rather than marketing.
- 3. Content:**  
The ambassadors help create lively and varied content, telling unique stories with emotional appeal. Each employee shares their own views and ideas, generating a substantial amount of high-quality material.
- 4. Employer Branding:**  
Corporate influencers help build a strong corporate brand with a positive image.
- 5. Corporate culture:**  
Corporate influencers also have a positive impact internally, actively shaping the company's culture and identity.

# It's people who make the difference

Everyone is an ambassador, whether on **social media** or over the garden fence.



**E**mployees who advertise their employer on social media? This might seem too good to be true but happily, it need not be wishful thinking, in a positive workplace. After all, it is the people who work at DMK who make up the company - and who enable those outside to learn more about the business. It is people who make the difference, who drive change at any company and shape the corporate culture.

That makes it less surprising that some are brand ambassadors, influencers from within the company. They share personal content on company topics in their own social media channels, providing authentic insights into the workplace. After all, #TeamDMK is made up of the team but also of each and every individual.

Greater authenticity, more content, broader access to target groups and a further reach all mean the team's voice has an important advantage over classic marketing forms. Particularly when it comes to authenticity and credibility, corporate influencers are almost unbeatable. Only a fraction of the workforce needs to share their passion for the company and that can infect everyone, as enthusiasm is contagious.

"As a company, we are active on platforms such as Instagram, LinkedIn or Twitter and share insights about the business. Stories from our trainees, new projects or just the power of the DMK team - all this adds up to create a bigger picture. But it's not companies that change. It is the people who work in the company who change," says Oliver Bartelt, Head of Communications at DMK. All this would just be background noise if it were not for the fact that

more and more employees and farmers are talking about DMK. "Of course, we offer advice and can help if someone has questions or uncertainties. And you need guidelines as well.

But really, in the end, it is more about letting people go ahead and do their thing," says Justine Platter, Junior Social Media Manager, who is responsible for content on DMK's social media channels. "Just like horses, they don't like it when you hold their reins too tight, but they still need clear direction," says Platter. At DMK, that direction is shaped by the major issues facing the company. The team is at the heart of everything, while the focus is on topics such as nutrition, climate protection and the new world of work.

That combination is working, as young people in particular want to see more personal content online. Furthermore, digital natives and Generation Z no longer tend to rely on traditional media.

*"It's not companies that change. It is the people who work in companies who change."*

Also, when looking for a suitable employer, they are keen to hear more about company values. "These days, corporate communication is no longer confined to a single department. What counts is that what you say reflects how things are on the inside. To put it differently: As employees, we give people a picture of what things are like behind the scenes, tell real stories and give the company a face," says Bartelt of the ambassadors' role. "My team has more than 10,000 people."

# Go ahead and do it!

Increase efficiency, reduce trash – three things we can all do better right away.



Tobias Wagener, Global Head of Continuous Improvement.

*“Continuous improvement is an integral part of our corporate philosophy and enables us to do better, step by step. Through a feedback culture and by streamlining processes, we are finding ways to increase efficiency, reduce errors and optimize quality. That improves operational processes, increases customer satisfaction and makes DMK more competitive. Motivated employees are the key to success as they look for innovative solutions every day and implement them independently.”*

## 01 Reduce trash



Our trashcans are filling up with waste, such as open plastic cups or leaking UHT milk cartons. To become more sustainable, BU Private Label took a closer look at how we handle production waste and came up with a good solution. Bins packed with faulty products weigh 120 kilos on average, and it costs an average of 200 euros to produce the lost contents. The aim is to encourage employees to be aware of this and help reduce product losses. To that end, stickers are being stuck onto DMK’s bins to remind people and raise awareness of the problem. So far, there are 80 of these bins in Erfurt, and five to ten different reminder slogans are planned, to motivate employees to avoid unnecessary waste. Open cups can be avoided by using the right settings for the cup seal or by cleaning or replacing sealing heads, for example.



**WHO?** All employees in the plants, in production and throughout the whole company.  
**WHEN?** Since July 2023.  
**WHY?** Adjusting the settings sooner and regular cleaning and repairs prevent waste. In the plants, paying attention and adjusting the machines and equipment carefully can prevent product waste.

## 02 Use Office 365



May brought in a lot of changes – an upsetting idea for some and an opportunity for others, depending on how you see things. One change is MS 365 for use by all employees. It makes sense, as once you start, that reduces the amount of processing for your computer. Microsoft 365 always gives you the latest version of Microsoft Office for use on your computer, laptop, tablet or smartphone. That not only works for Windows operating systems, but also for macOS, iOS and Android. Even better, each user receives an additional terabyte of storage space on Microsoft’s cloud service OneDrive. DMK is also providing training: In T&D (Training & Development) or in many helpful articles plus further support by the IT Helpdesk. You can also find a page on the intranet about Digital Collaboration 2030 with simple instructions on how to use it. Try and get yourself started!



**WHO?** Every DMK employee. No excuses!  
**WHEN?** It is already available.  
**WHY?** Smoother workflows, simple operation, lots of support - and everyone can do it themselves.

## 03 Use paths



“The journey is the goal” – this was the guiding principle of Chinese philosopher Confucius, and ours too, as on the production site, lots of employees cover many routes, often intersecting in a limited amount of space. Pedestrians, lifting platform operators, forklift truck drivers and lorry drivers are all on the move, meaning blind spots are high-risk areas. To make sure everyone reaches their destination safely and avoid accidents, there are pavement markings at critical points to show the walking and traffic routes. The safety guidance is being expanded, under the motto “We bring TIGER onto the road.” At the Holdorf site, tiger paws and footprints now highlight the walkways in areas where vehicles and pedestrians meet. All employees should feel part of raising awareness about occupational safety and preventing accidents. Plus, safety experts and the Walk Together Safely initiative need support.



**WHO?** All employees and people who move around the company premises.  
**WHEN?** Since June.  
**WHY?** Greater awareness of traffic on site, clear routes for people walking on the premises, fewer accidents at work, a general commitment to the fact that safety at work is also a Tiger issue.



Marco Bode, European Football Champion



## How do we want to live?

Everything was better in the past! We hear this sentence in all areas of life – and mostly, it isn’t true. In fact, it never is. On the contrary: Objectively speaking, facts show that many things were worse in the past compared to today, especially worldwide. You can find out more about this in “Factfulness,” a book by Hans Rosling, a Swedish professor of global health.

This column is almost always about football and nutrition, and these are also areas where subjective perceptions don’t always match up with reality. Or wishes and reality! Here, too, we often hear the phrase that things were supposedly better in the past. Take food. These days, people have a lot of expectations that didn’t matter in the past: They feel that food should not only fill you up, but also should taste good, look cool, be healthy and be produced sustainably. Objectively speaking, food today is certainly better and more diverse than it used to be – but do we always feel that way?

It is the same with football. The stadiums are safer and more modern, sports media

is much more professional, players score more goals and the game has become more appealing. Nevertheless, we occasionally feel as though it used to be more fun, more exciting and that more “guys” were playing than now! The truth is more likely that sometimes, our memories play tricks on us, and we overvalue positive memories and tend to forget negative experiences. On the other hand, our subjective perceptions are not entirely wrong. Things are less fair in some areas of football. Money has become too important and that has made contests more predictable. And when it comes to food, too, more and more options and possibilities do not always lead to greater satisfaction. Sometimes, too many choices can be confusing and frightening. Less is sometimes more. Nevertheless, we should not fool ourselves that the past is the goal we should be striving for, but rather decide as rationally as possible how we really want to live.

*“Sometimes, too many choices can be confusing.”*

## Podcast



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





We would not have yoghurt, quark or cheese without them – but few people know that the job of a dairy technologist is varied, technically highly demanding and packed with potential. Tobias Hüttel, 21, is rising rapidly in this field.



Tobias Hüttel, 21, completed his apprenticeship at DMK in Zeven and did his courses in Oldenburg.

# ream job

## Dairy technologist

**“The job gives me a lot of self-confidence.”**

Tobias Hüttel, 21, Dairy technologist.

For a long time, I really wasn't sure what I was going to do. When I was in eleventh grade, I wanted to leave school and do something else. My uncle runs a dairy farm and I've always found that fascinating, so it felt natural to go into the dairy business. I started an apprenticeship at DMK - and that's where I really prospered.

**Meaningful, challenging work**

As a dairy technologist, my job is to process the milk into cheese, yoghurt and other great products. That involves operating large and expensive machines and equipment. I take care of every step along the way, from the milk reception point right the way through to a supermarket-ready product. It's demanding and varied. For the first time in my life, I really have a lot of responsibility and that means a great deal to me. I need to be precise in my work as otherwise, it will affect the taste of the products, for example. Plus there is also the health aspect, so I always have to focus on the purity. It is really exciting to operate the technical equipment but dealing with the data digitally also needs a lot of intuition and good organization.

**Avoiding shortages**

I completed my training as a dairy technologist last year. That was a very exciting time, and amazingly, learning and studying was suddenly much easier than it was at school. In the future, knowledge of dairy technology

needs to be passed on to lots more people. Dairy technologists are in demand throughout Germany. That's why a high level of training is so important.

**Reaching for the stars**

I am happy with my degree, but I still have a long way to go before I reach my goal. I am going to keep developing professionally to become a food technologist, which means two years of further training at DMK, as well as going to vocational school. I completed my training as a dairy technologist with a dream grade of 1.6, which made me one of the 32 best to receive a scholarship from the Chamber of Agriculture in Lower Saxony. That is a really helpful source of financial support. On the one hand, it pays for my technical schooling and on the other, it means I can get the digital technology I need. Now, a lot of doors are open to me. I can become a state-certified technologist, a master technologist or an engineer. I would never have dreamed of any of that in eleventh grade.

**Being motivated**

Your school leaving certificate does not matter when it comes to learning the profession of a dairy technologist and later perhaps becoming an engineer. What counts is your motivation! I am sure that anyone who is interested in the job will be able to find the right company. For myself, I can only say that the job gives me a lot of self-confidence.”

Dairy technologists have a lot of technical and digital skills.



**Turbo boost for trainees**

Cash is available for students: Hannover University of Applied Sciences and companies throughout Germany are supporting students in the dairy food technology field in a bid to increase the number of students, prevent a shortage of skilled workers and bring research and practice closer together. To this end, DMK Group, frischli Milchwerke, Uelzena Group, SIG Combibloc and GEA Group are giving selected students a monthly sum of up to 1,200 euros. Anyone with a university entrance qualification and matriculation in Dairy Food Technology is eligible to apply. The program can also be extended to the Food Packaging Technology degree program. You can find more details at: [ProStudium-HSH.de](http://ProStudium-HSH.de)

LINK

More about how to apply:



# Doing it your way



Having one job plus another on the side, returning to work sooner after parental leave or whatever else you can imagine. No matter how what you want to do in life, it is most probably possible at DMK.

**“Because the two jobs bring me joy.”**

Daniela Lenz, milk collection truck driver and farmer.

**“I** am living two lives. In one, I drive a milk collection truck and I work the night shift from 6 p.m. to 6 a.m. In the other, I am a farmer. The day starts at 6 a.m. While my parents-in-law do the milking, I give the calves food and water. I always do that on my days off, as it is something I really enjoy. I grew up with farming. I manage to combine these two jobs by gradually reducing my working hours from 200 to 80 per month. DMK made that possible, without any problems at all.

Originally, I was not planning to become a farmer. I have worked for DMK since February 2016 and have been collecting milk from one farm for some time, without ever having met the farmer, until the day there was an accident in his hometown. He’s a member of the volunteer fire

brigade so he stepped in to manage traffic safety on the county road that night. It was just my luck that I was stuck in the traffic and unable to pass, so we wound up having a long conversation. At the end, he asked me out to dinner. And we got married in 2019! My “double life” has a lot of advantages. On the one hand, at DMK I enjoy being in touch with my colleagues in the milk collection department and the milk producers. But on the other, as a farmer I can organize my daily life even more flexibly, so I can take care of things for myself and my family.

But what both jobs have in common is that I’m contributing to the production of high-quality food and helping secure the food supply. For me, that is really meaningful - alongside the fact that occasionally I am able to be my own boss.”

Daniela Lenz met her husband by chance. Now she helps on the farm and works as a milk collection truck driver, too.

**“One year of parental leave was enough for me.”**

Merle Niewert, 35, Head of HR Digitalization & Business Analytics.

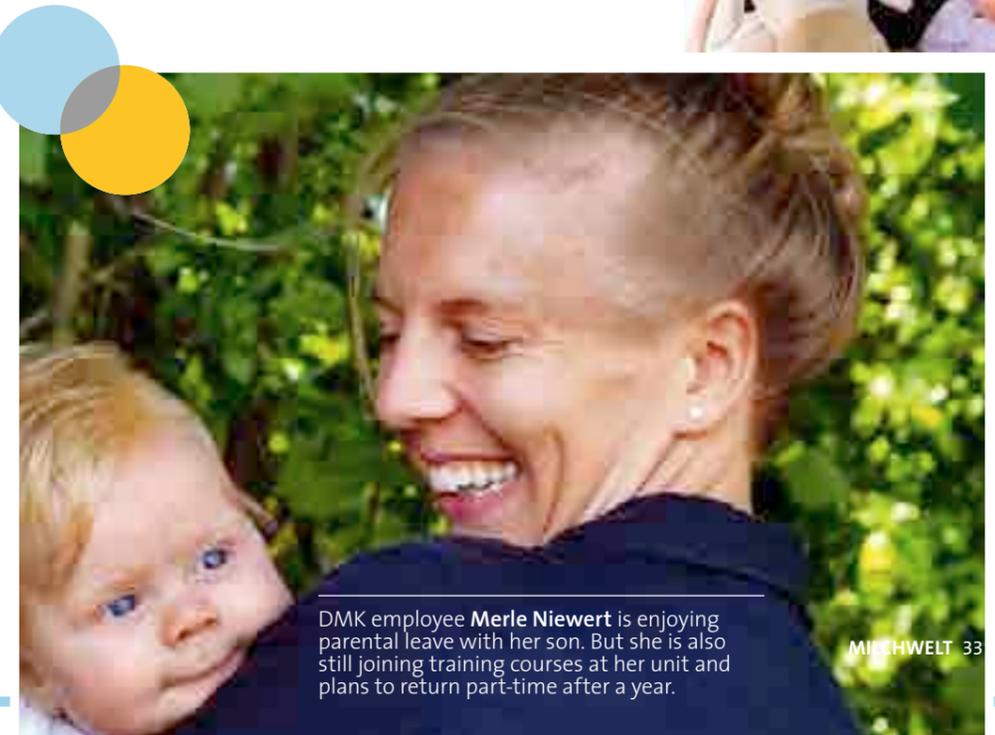
**“B**eing on parental leave is so different from professional life. It was almost like coming to a standstill. Being busy all day at work and then suddenly being unable to plan and manage things was my biggest challenge as a mother. At work, I was used to setting myself a tight schedule each day. Now I’m on parental leave, my son dictates the day’s events and you have to be flexible and spontaneous in order to get things done. During my time on parental leave, I am really doing everything I can to focus on my son and the family and use our time together as intensely as possible.

**Demanding phase**

All mothers and fathers know that caring for a child can be exhausting and stressful at times. On the other hand, you will never get more honest feedback. It is a very special time, enjoying my child’s developmental progress and I have a lot of real laughs. But I also miss my job and plan to take a maximum of one year of parental leave, then go back to work part-time at the beginning of February 2024. I am keeping up in the meantime. I will be joining workshops and offsites this year to plan for 2024. I am glad to be in active touch with my colleagues during my parental leave, so I’m in the picture about the important issues when I am back. I am also pleased that many of the projects I was responsible for have been making progress during my parental leave.

**Doing justice to both**

I spent a long time thinking about how work would be as a mother, and whether I would be able to even keep doing my job. How do I do justice to both my child and my job? I think it’s important to start communicating early. I made it clear from the start that I would be coming back to work part-time so I could keep caring for my son. It means I will have to give up some of my duties. But I still aim never to stand still and to keep finding new solutions. Leading my team is a real privilege for me. So I am really glad I will be able to share with my colleagues a strategic picture of our area when I am back. There’s still a lot of discussion in society about being a mother and pursuing a career at the same time, it can be pretty controversial. I thought long and hard about how to reconcile having a child and a career. In my partnership, equality has always been important to me, and that both parents share the responsibilities, so my husband and I decided that after this period of parental leave, we will both work part-time and share caring for our son. DMK and my boss Ines Krummacker have been really supportive of all my decisions and very flexible and creative about organizing my work in the future.



DMK employee Merle Niewert is enjoying parental leave with her son. But she is also still joining training courses at her unit and plans to return part-time after a year.



At job fairs, DMK presents itself as an employer that is open to every kind of candidate.

# What makes today's teens tick?



**“Personality is enormously important these days.”**

Irina Appelhoff, Head of Recruiting & Employer Branding.

Irina Appelhoff spends her days focusing on what interests teenagers these days – and how to get them excited about DMK.

“At job fairs, we at DMK always get a good sense of what teenagers today are interested in. Often, they have some prejudices when they come to our stand. They imagine that dairy farming is really old-fashioned, they think all farms are involved in factory farming and that the industry is all about the past, not the future. But on the other hand, they often tend to have a romantic image of farmers driving tractors across fields at sunrise, in an idealized world.

### Light in the darkness

When we start talking, they are often amazed by how mistaken they are. They don't realize how a modern dairy cooperative focuses on the zeitgeist in all areas of business. We really spend a lot of time thinking about trends: vegan food, product diversity, brand extensions. They often don't know that DMK works abroad and that the processes from farm to factory are largely digital and high-tech. That there is a whole range of jobs from farmer to milk technologist

to product developer, and that the milk that DMK farmers provide goes into making the grated cheese that tops their favorite pizza.

### Parallels and differences

Every teenager is different - and the teens of today are no better or worse than those of yesterday. It is just that they live in different worlds. These days, you even find introverts on Instagram and TikTok, who are active on social media and have learned to respond fast. Generally, they have a more comprehensive stance on things: they want to live more sustainably and are mindful of themselves. They have a clear take on political issues and are much more confident about that than their parents were at their age. Nevertheless, just like teenagers 30 years ago, they are riven with insecurities, fears and questions. Their personalities are not yet fully developed and they are searching. They worry about not fitting in, or being excluded from a community, and are sensitive to criticism at this stage.

### More coach than boss

Our generation grew up believing that we had to stand in line. You were one applicant among many, and companies weren't coming out looking for you. You had to have the right grades, you had to put up with the hierarchical environment and show respect and humility to your boss. These days, there is a shortage of skilled workers and companies are actively applying to the trainees. Today, a manager is a coach, not a boss. You have mentoring programs to promote the individual. You want staff to stay and to be happy about that. Young people these days may be freer as a result, but they also have to be much more active, quicker and more present than ever before, as they are expected to take part in decisions, fuel and accelerate developments and innovations. They have more responsibility right from the start, but mostly that is something they see as a challenge and an incentive.

### Broadening the horizons

As a company, this is something we must respond to. Applicants who don't initially appear to be a good fit as they have a D in math are not necessarily unsuitable for a job where you need some knowledge of science. Personality



**“Today's teenagers don't have fundamentally different needs than yesterday's teens, they can just articulate much more clearly what they need and what they don't want in a working relationship.”**

Friederike Holsten, Recruiting & Employer Branding Manager.

is enormously important these days. Trainers must learn to listen to applicants even more carefully. Who is this person I am dealing with? What are their hobbies, the interests and skills that I can't see on their CV? That soon leads you to discussing life beyond education. How do you rate yourself? What would your brother or sister say about you? That shows the candidate is self-reflective, that they want more and are eager to learn. That they will compensate for any lack of scientific knowledge themselves as long as they find their new job meaningful. You can see all this during the interview. Then we figure out together where we can best put the candidate.

### Retaining people longer

And how do you keep hold of these young people? By responding to their need for community, by providing a social environment, cultural openness, diversity, the opportunity for self-development, and flexible working hours. These are just a few key points. Teenagers - and any other worker for that matter - want someone who can guide them through their careers as an equal. Not someone who talks down to them. Not a boss but a coach.”





Career changers:

# “The working world has a similar structure to in Ukraine”

The Edewecht cheese dairy has taken on five refugees from Ukraine. The company is making a humanitarian contribution to integration while also benefitting from new employees.



## Artur Oleinykov

“My wife Valeriia and I fled Mariupol together. I used to work as an electrician in a factory. Here in Germany, I am employed in packaging in Edewecht. Later I can always retrain, there are lots of opportunities at DMK. I would very much like to stay in Germany forever. My family and I have settled in well and made friends. The German courses at DMK help me a lot to make progress, both professionally and personally.

Things I particularly like about my job include the well-timed work processes, the friendly team and my competent boss. All that really helps me integrate well. Living in Germany feels good. The social conditions are stable, the pay is good and we feel welcome here. And all that is in the context of a broad labor market and lots of opportunities for further training.”



## Valeriia Oleinykova

“I am actually a nurse, but after fleeing Mariupol, I was happy to have found work in Germany so quickly and with my not-so-perfect language skills. I am currently being trained as a dairy technologist at the Edewecht plant. My husband Artur also works at DMK, in packaging, so we can make ends meet with our two children. Each day I sit at computers that steer the work processes in the hall. We were given language coaches to help us get used to the occasionally very complicated, highly technical digital work processes. DMK looked for experienced employees in all the departments who can communicate in Russian or Ukrainian. That works very well and everyone is really committed. Another advantage is that the working world in Germany has a similar structure to in Ukraine. That makes it easier to integrate into most workplaces.”



## Artem Ivanov

“After I fled Ukraine, I trained at DMK as an Operator Packing. Actually, I am a trained cook, which is very different to my current position. At DMK, my work involves quality and hygiene awareness, having responsibility and being reliable. The machine operator has to implement the orders together with the assigned employees. That means you need to be able to manage the machine and delegate tasks. You must be prepared for unforeseeable stoppages and be able to respond with measures, working together with your superiors. Right from the first few weeks, I was given detailed instructions on the work involved, whether it was with the

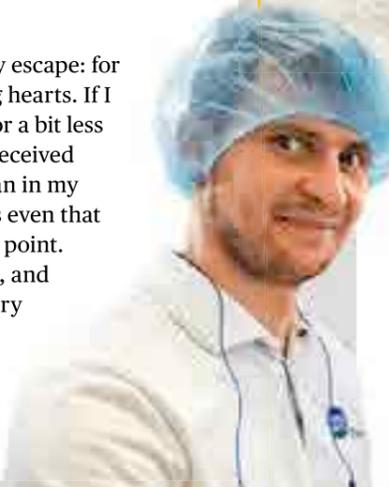
placer, who unpacks the 15-kilo blocks of cheese and places them on the production belts, or the multi-employee, who corrects the cut portions. The work is fun and I would like to stay here in Germany in the future. I now have lots of friends though it was not easy for me at first, settling in at work and in society. That was mainly due to my language difficulties but I now have a language mentor at DMK, he helps me ask my colleagues questions and also learn new words and phrases in German. I now feel more settled here, but I miss being with my friends and family in Ukraine.”



## Oleh Kovalchuk

“My most recent job was as a concrete and reinforced concrete builder in Lviv. I am a trained high-voltage and overhead line installer. At DMK, I am training to become a plant operator in the butter plant. The team works well and the people all pull together. They accepted me right away. I learn something new every day and I am also learning German along the way. I would stay in Germany if possible. I didn't feel that way at first, because everything was new and unfamiliar, the people and the culture and the language were all so different. But now I feel good, and even at the plant, it feels like I've been working here forever. I am grateful to the many people who gave me such a

warm and open welcome after my escape: for their help, their support, their big hearts. If I had one small wish, it would be for a bit less bureaucracy in Germany. I have received more letters since I came here than in my whole life before then. But I guess even that will probably feel normal at some point. What I really miss are my parents, and I talk with them on the phone every day. I still don't know when I will see them again though.”



## Sergej Kravchenko

“In Ukraine I was an electrician, today I work at DMK in the packaging department, I also do support work and am training to become a machine operator. I have made friends and settled in well. It is a relief that I am learning German at a DMK language course.

I like my colleagues' attitudes and their friendliness and I am enjoying living here with my wife and three children. But the feeling of homesickness does not go away so quickly and if it is ever possible, we will probably move back home.”





**1 MILK RECEPTION**

Collection trucks bring the raw milk from the farmers to the dairy.

Surrounded by bright, humming machines, food technologist Sven-Rainer Döhring stands in the heart of DMK's Milk Innovation Center (MIC) in Zeven, Lower Saxony. He heads this research and development unit, a mini-dairy on the premises of the large Zeven dairy. But it is also like a playground, set up to encourage people to explore and design new foods, in order to invent and develop new DMK products. Döhring supports teams from different business units who are breaking down milk into its constituent parts to understand it better. As a process engineer, he makes sure no problems intrude on these work processes - a task that he greatly enjoys. A former German Army officer, he is almost unstoppable when he starts talking about multifunctional heating systems, fermentation and interconnecting processes.

At the MIC, teams are developing and testing curd cheese for use in the gastronomy sector. "We need to know how our products work when they are being used in real settings," says Döhring. For example, it is important to know whether the curd contains too much water or acid. Is it stable enough for a chef to add strawberries? Developers are addressing these questions in order to improve production methods. Baby food, milk drinks and butter are also put to the test here before they are sent out to supermarkets. The researchers at the Milk Innovation Center keep to themselves, and not all employees at the Zeven plant may access the labs where these alchemists are exploring milk and all its ways. The building is part of the DMK Group's largest production site. More than 1,000 employees process more than 1 billion litres of milk per

year here, transforming it into fresh cheese, condensed milk, fruit buttermilk, powdered milk, UHT milk, coffee cream and pet food. Every day, around 150 milk trucks supply the plant with raw milk collected from the farms. The drivers carry out quality controls, checking for antibiotics and the PH value. Then the milk is pumped out and temporarily stored in the tall tanks that are visible from miles away. That is where the production journey begins. The process is ably guided by site manager Ulf Tabel, who has an eye on the workings of the whole site, in all its complexity.

**Chief of production**

Tabel, 59, has been with DMK for more than 30 years and has been running the Zeven site for 19 years. He ensures that the production routes work, that shift schedules are manageable and that the employees see themselves as part of a team. Like a father taking care of his family, he always knows what is going on and checks in with his colleagues to make sure everything is in order and there are no problems in the complex supply chains. When it comes to monitoring food production,



**3 MIC** Process Engineer Sven-Rainer Döhring at the Milk Innovation Center.

automated processes help, watched over by employees who track and steer the processes on screens. The process for making curd cheese, for example, starts in 100,000-liter tanks where the milk is stored after a special heating process. Next, microorganisms are added to convert the lactose into lactic acid. The coagulating protein forms the basis for the curd cheese, or quark. It is a long process that is meticulously monitored by staff to ensure that the product meets the highest quality standards. "Sometimes, the devil is in the details, but this is all under control," says Tabel. The finished curd cheese passes through large pipes to the packaging plant.



**5 LOGISTICS** The warehouse is where the products are prepared for transportation.

**Ultimate logistics**

Tabel takes us to the packaging area, the heart of the Zeven plant that beats according to the rhythms of the many sizeable machines. He surveys the area proudly, occasionally pats a staff member on the back in approval or tapping a machine in satisfaction. The quark is placed in pots here, while other products such as coffee cream and cocoa drinks are poured into milk cartons, under aseptic conditions. It only takes a few seconds to place the product in its designated packaging, thanks to the many machines that work like clockwork. The pots then continue the journey on conveyor belts that sometimes rise up several levels in the hall. The goods are then collected on a pallet which is given a barcode, stating the production time and location at this point in the supply chain. Now, time is of the essence and the journey needs to pick up the pace. The heat-sensitive products are temporarily stored in the cold storage hall then moved by forklift to containers and trucks. From there, the dairy products are bound for supermarkets or retailers in Germany, or for markets abroad, such as China. But Ulf Tabel cannot stop to muse on these far-flung destinations. He wants to go and check on another production line. The day only has 24 hours, after all.

*"We need to know how our products work in real settings."*

# The Milky Way

Big, bigger, Zeven: This is where DMK makes goods not only for Germany and the international market, but also points the way for the company's new products. Time to make a visit.



**2 MANAGEMENT**

Ulf Tabel has been managing the Zeven plant for 19 years.



**2**

**3**

**1**

**5**

**4**

**4 FILLING MACHINE**



The old tank (top) is replaced with a new gas economizer (bottom) to recover heat more efficiently.

**D**MK is accelerating its commitment in sustainable energy efficiency and Edewecht is leading the way. A project team was set up to better use waste heat throughout the site. The improved hot water network is adapted to milk processing that requires high levels of heat. Waste heat is stored in a tank then connected to the dairy's heat sources and sinks through a new distribution network. This reduces the annual need for natural gas by around 24,800 megawatt hours, which reduces CO2 levels by 4,900 tons.

Cleaning the production facilities also requires a lot of heat. A new gas economizer and a waste heat cooler from a dairy evaporator serve as waste heat sources for the new heating system. The waste heat is stored in a new tank aided by a heat recovery system, then fed into the heating network.

## Using heat better

Efficiency, Edewecht style: The DMK site in Lower Saxony is setting up a system to use waste heat more efficiently.



Thinking entrepreneurially as an employee is one aim of an initiative *#Tellerrand* launched by BU Private Label. It is all about sharing insights between DMK departments and enjoying a lively exchange.

**H**ow do we avoid mistakes, work more quickly and become more motivated and committed? One way is to deepen our exchanges with other units, develop new goals to collaborate better and maintain a shared network. In BU Private Label's Marketing and Sales department, all these are part of a new measure called *#Tellerrand*, to encourage people to look beyond their horizons. Small teams visit plants and assembly sites that are part of BU Private Label Operations. The approach is already proving fruitful, for example in an exchange between quality management, logistics and purchasing. The measure also involved a farm visit which gave new employees in particular a chance to gain insights about the dairy industry.

### Major advantage

The teams are deliberately kept small so people can connect more easily. A visit to the CQM (Corporate Quality Management) was a recent highlight, with the area presenting itself as an interactive world café. The team set up a series of stands to explain the unit's tasks, giving an insight into their daily work and making a complex field more accessible. A further highlight was a trip to see Dirk Euwens and his R&D team in Edewecht, where the focus was on cheese production.

### Learning a lot

Dr Ralf Zink, Head of CoE Research & Technology, and his team provided deep insights into their field at the Milk Innovation Centre (MIC) in Zeven. He presented analysis methods at different stands, highlighting the complexity of milk as a raw material. These interdisciplinary exchanges are not confined to the sales and marketing team. A team from the Erfurt plant also won insights into the focus and working methods of the marketing and sales departments over two days. All these activities give employees a chance to see, feel and understand DMK from different perspectives, allowing them to gather lasting impressions and motivating many to think outside the box far more in future.



An interdisciplinary team at the MIC in Zeven learns more about research and development.



The Erfurt team on a trip to Bremen.

*Expand your horizons*

*"It was really well prepared, and I learned a great deal of new things."*

Participant after the visit to CQM (Corporate Quality Management).



Humana Italia Medical & Scientific Team.

## ITALIA

DMK Baby Division

...has three main pillars in Italy: Humana Italia, Sunval Italia (trade) and Inpharma (production). Humana Italia is the backbone of the brand business within Baby BU. When the company was founded in 1972, it began by selling infant milk. It broadened its portfolio in the 1990s to include food supplements. The product portfolio now also includes infant milk, infant foods, nutritional supplements and skin care products. The unit employs 170 people. Humana Italia is currently the market leader for infant milk and nutritional supplements such as sleep drops, Vitamin D for infants with infant colic and rehydration products and support for nursing mothers.



The INPHARMA plant ... is located in Casorate Primo near Milan and has 62 employees. This is where dietary supplements and products for all Humana brands of the DMK Group and third-party customers are made. The market for dietary supplements, specialty foods and medical products has changed significantly over the years. Inpharma has steadily kept up with these developments.

# “We really focus on visibility”

Lots of awards and impressive sales: Strategy and team spirit mean Humana is the market leader in Italy. We spoke with Aurora Landolo from Humana Italia about the journey and what's ahead.

**Humana is the baby milk market leader in Italy. Why are food products for infants so successful there?**

*AL: We are delighted that is the case! Italy has always been a country that values family and extended family and children are seen as a precious gift here. But change is coming to Italy, too. Many millennials became parents over the last 15 to 20 years and we see differences emerging. Birth rates are falling, and for many young couples, happiness does not depend on having children. They have other values and goals.*

**How can we stay profitable?**

*AL: Clear brand positioning, continual investment in the brand and visibility are the keys to success, combined with good packaging design and advertising that grabs people's attention. We invest in television and online campaigns, with 125 million contacts. We also won three awards over the past few years: the Brand Identity*



Jonathan Lorusso  
Maintainer  
Inpharma SpA.



The Inpharma team attending Vitafoods.

*Grand Prix 2016 (packaging for Humana baby care), the Interactive Key Award 2020 (Integrated digital spot for gender equality), and the Premio San Bernardino 2022 (Ethical and Responsible Advertising - Gen Z).*

**You really focus on credibility as a theme...**

*AL: In Italy we benefit from the fact that neonatal units in hospitals have been using our products for 50 years. We owe this to the efforts of our medical sales force! Pediatricians have been well served by our products for decades.*

**What difference do individual employees make when it comes to the brand's success?**

*AL: Without our employees, we would not be the market leader. Our people are the heart of the company, their passion, their cooperation, their sense of responsibility and integrity make us what we are. And we look for these same characteristics in new employees. We foster team spirit and cater to everyone's individual needs, such as smart working, or helping with work-life balance to retain people and keep growing together. We also focus on equality and support families who are expecting a child. The growth of our company goes hand in hand with the personal and professional development of our employees.*

**Do you have to keep on reinventing yourself? After all, Humana is already the market leader in Italy, so why do you need to constantly change?**

*AL: Because leadership is not a status, but a continuous process.*



**“What drives us? Passion for what we do, motivation and a great team spirit! We want to further expand our presence in the Italian market in the years to come.”**

Marco Scordia, Managing Director Humana Italia.



Highly visible on all platforms: Humana reaches the right target groups through different media channels.

**“INPHARMA develops and makes Humana products thanks to our significant technical and scientific expertise and knowledge of the field of nutritional supplements. We also aim to increase the business of third-party customers.”**



Daniele Arnoldi, Managing Director Inpharma.



**Team Amerika:** Anna Zaleska and Lena Bröcker, led by Tom Groot. **The key to their success?** Excellent product quality and the helpful and reliable Customer Service of America (Susanne Koenitz, Silvia Guttroff, Esra Özsoy, Helene Wiese) are just a few of the factors that explain their positive sales.



The Netherlands is only a trip to the supermarket away: **Uniekaas products** available in the Dom. Rep.



Approx. **8 million** tourists visit the Dominican Republic each year, increasing the demand for food.

**850**

hotels welcome visitors to the popular vacation spot. US, Canadian and European travelers are particular fans.

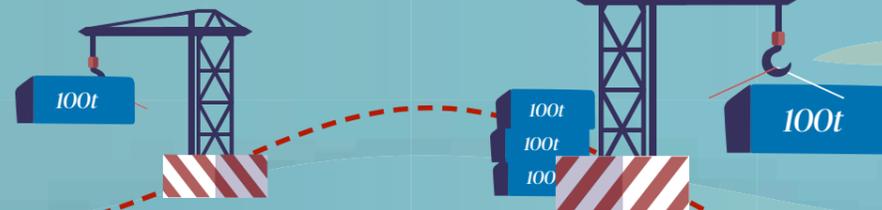


## From Europe to the Caribbean

The Dom. Rep. is one of BU International's strategically most important countries.

Oldenburg and Uniekaas are a success story in the Dominican Republic, where people have been enjoying the products for a decade. Sales are steadily improving, from one year to the next.

**2023**  
DMK reports annual growth in the double-digit range. New customers will help the business to continue to grow even further.



**2016**  
DMK sent its first containers, at the time less than 100 tons. Ever since, sales have been growing from one shipment to the next.



Little milk is produced in the Dominican Republic, so the Caribbean state depends on dairy imports. DMK produces private label goods for retail, markets distributor brands and sells Oldenburg and Uniekaas products. There is still plenty of potential. Alongside cheese (mainly mozzarella), the company also sells butter, cream, condensed milk and UHT milk.



# Making farming more fun

The De Tienmorgen dairy farm might look like any other, at first glance. But it is also a recreational site and a therapy center, giving it an appeal to many more people.

“We need to live in this place up!” Stef and Lenie of De Tienmorgen farm decided 30 years ago. At the time, they had 60 dairy cows on their remote site in the Dutch province of Noordbrabant. Life was good but they wanted to brighten things up and have a little more fun. But what is the recipe for a busier farm? Their aim was to appeal to people and encourage them to stick around a little longer than for just a brief guided tour. Perhaps they could persuade visitors to stay and enjoy the hustle and bustle of farming life and the tranquil countryside for days, maybe even weeks. They went ahead with their idea and wound up opening the first campsite on a dairy farm in the Netherlands.

**Going well**  
Today, it is mainly De Tienmorgen’s daughter Hanneke von Overbeek-Gosens who manages the house and farm. Together with her father Stef, husband Richard, brother Huub and sister-in-law Laura, she runs the mixed operation in Beers, the Netherlands. Her parents’ campsite managed to not only attract more guests and make life more fun, they also found the site would work as a therapy farm. Eventually, schools with children with special needs heard about the farm and began sending youngsters with mental or physical handicaps to benefit from the country air. The farm is now an official recreation site in the Netherlands.



Noordbrabant, Beers (Netherlands)



De Tienmorgen Holsteins, 3rd generation



30 dairy cows, 30 calves, 290,000 kilos of milk, 5.10% fat and 3.77% protein, 16 hectares grassland, 14 hectares Naturland organic production, 0.8 hectares maize cultivation, 2 hectares bought maize 50 tent pitches, some chalets 15 temporary farmers

The power of three: Hanneke and Richard from De Tienmorgen.

## Loving dairy farming

Ever since, dairy farming has become a sideline, though it is still significantly more than a hobby. “The dairy farming has to be profitable as an independent business,” says Hanneke. “We really had to figure all this out in the early days, especially because we produced so little milk,” she recalls. In 2014, they decided to become members of DOC Kaas and have been providing their milk ever since. “DOC Kaas was very supportive and collaborating together went really well right from the outset.” Her husband Richard von Overbeek-Gosens meanwhile oversees standards, making sure the milk is of the highest quality level. The dairy cattle farm, with 30 dairy cows and 30 calves, is now a serious business. The red Holsteins are strong, well-developed and beautiful - no wonder the family does so well at livestock shows. “Our highlight was in 2019, when we entered in the European championship and won in our group,” Hanneke says proudly. She recently presented two winning cows at another show.

## Better bred

The red Holstein cows produce around 10,500 kilos of milk with 3.77 percent protein and 5.10 percent fat per year, on average. “We are not aiming for a maximum production target,” says Richard, who nevertheless provides nearly three tons of milk per year. The cows eat 75 percent green fodder and 25 percent corn, plus the animals get as much hay as they need. Richard transports the silage to the feed fence, and the assistant farmers provide the corn in a wheelbarrow. The cows get concentrated feed through a feed concentrate box, to ensure they always receive the right amount. “With good green forage, you get great milking results,” says Richard, who puts a lot of energy into grassland management. Thanks to extensive farm management plus bought corn, he can feed the animals all winter long. From mid-April to November, they have access to pasture, day and night. Meanwhile the dry cattle are outdoors all year round to make sure they get enough exercise. Despite the relatively old barn, the cows are housed in spacious deep-litter stalls covered with organic bedding, and the old milking



Together at the table: Children receiving therapy and their helpers relax together.

“We all have to find a way.”

Richard van Overbeek-Gosens.



Popular camp site: The farm hosts lots of new and returning guests every year.



parlor is still in use. The family has no plans to expand the dairy. “We want to show the way we work with relatively small-scale animal husbandry,” says Richard, who works with great care and dedication in all areas. “You have to do what you enjoy doing and what you’re good at - that’s the only way to succeed.”

## Perfect network

The secret to the family’s success at cattle shows lies in the careful division of labor throughout the farm. “Hanneke’s brother Huub milks the cows and temporary helpers support us at the shows,” says Richard. They also help him work on the grassland, so he does not always have to jump into the tractor himself. Meanwhile campers are always prepared to help with the hay harvest. There are almost always guests staying at the farm, thanks to the camp site that offers nearly 50 tent pitches plus chalets. Guests can also enjoy children’s parties or hikes nearby. “When a cow is calving, there are usually 25 to 30 people of all ages standing there, and

I explain why I’m separating the calf from the cow,” says Richard. “We are always open and honest about what we do, every step of the way.” The family’s finely tuned triangle has been working smoothly for 30 years. The farm’s unique model has helped them handle the industry’s ups and downs, with the different areas of business helping cushion the more challenging periods. Nonetheless, the farm is dedicated to positive dialogue between consumers and agriculture. “The guests who come back each year, the enthusiastic farming volunteers and the prize-winning cows all give a positive view of an industry that requires a great deal of improvisation and experimentation to handle the evolving situation,” Richard says. “We all have to find a way - but giving up is absolutely not an option for me and my family.”



Enjoying rural life: The campers and the youngsters receiving therapy all naturally lend a hand.



# Impressive appearance plus solid content.

Oldenburger Professional is launching a new website. It focuses on showing the product benefits and the way they work in practice.

Chefs are in focus on Oldenburger Professional's brand-new website.



**Christin Winter,**  
Product Manager  
Marketing International.



**Kathrina Lange,**  
Teamleader Foodservice  
Marketing International.



**Frauke Windolph,**  
Head of Marketing  
International.

Oldenburger Professional is DMK's foodservice brand for the international market beyond Europe. We have spent the past few years working hard to make this brand more appealing for professionals and create new solutions for chefs. The website has also been adapted to match the brand's new look. The focus is on the benefits of Oldenburger Professional products and how they can be used, as these are particularly directed towards chefs. Next, the packaging for Oldenburger Professional products will also be upgraded. The new website provides a lot of inspiration for chefs, in the form of recipes and videos. Heiko Antoniewicz, Oldenburger Professional's brand ambassador, developed some of these recipes and adapted them to local tastes and preferences. There is something here for every chef, from lemongrass crème brûlée to pizza to sweet dim sum with hazelnut milk.

Alongside inspiring recipes and videos, the site also provides step-by-step instructions for chefs. They show how to make a good pizza or perfectly whipped cream using Oldenburger Professional products. When chefs are making decisions about which product they want to use, one of the most important criteria is how well UHT cream can be whipped. The website now provides a cream calculator so professionals can decide which product is best suited to their needs and how much they could save by switching products.

Oldenburger Professional products are becoming increasingly popular with international chefs.



LINK

Find more on the new website:



## WOMEN TAKE THE STAGE

Three female chefs stood on the winner's podium for the first time.

To promote young chefs and help address the shortage of skilled workers, the Koch-Club Bremen, the Bremen school center at the Rübekamp and MILRAM Food Service set up the MILRAM Cup. The winner this year was Merle Erythropel, who served up deep-fried quail egg

accompanied by steamed spinach, spinach nage and a potato straw, and boiled beef and strawberry es-puma in sugar cannelloni. Saadia Horn served pink roasted veal tips in herbal marinade with grilled asparagus and potato and horseradish puree as her main course, winning her second place. Coming

in third, Lina Witte impressed the judges with a rice pudding ball with marinated strawberries and creamy rice pudding sauce. Thomas Czisch, Senior Brand Manager at MILRAM Food Service said, "This competition shows us every year that there's a lot of talent waiting out there."



Young, motivated and full of ideas: Seven apprentices created sophisticated dishes for the MILRAM Cup.

## FROM CONCEPT TO LAUNCH

Why MILRAM asks well-known chefs to develop and test new foodservice products.

Before new products reach wholesalers, they are first tested by our team of chefs in special test kitchens. The most important ingredient in all this is to keep focused on the way products work in practice, right from the very beginning. Experienced chefs

from a range of different professional backgrounds come together to work at MILRAM Food Service in Bremen and Nuremberg. They taste and experiment with new products in regular workshops to see whether they make the grade. That ensures only products that work

well in a professional setting make the final cut. Cooperating closely with professionals has made MILRAM the market leader in the out-of-home market. And users are coming to rely more and more on the growing product range provided by MILRAM Food Service.

Thomas Behrens, member of the MILRAM Food Service team of chefs.



### First point of call and provider of solutions

"For professionals in the trade, MILRAM Food Service is the first point of call and a great source of solutions to solve problems. It has creative suggestions for high-quality dairy and cheese products and plant-based alternatives. I was part of the team developing the Gouda vegan substitute and it was really important to me that it was easy to work with and also visually appealing."



MILRAM Food-Service's team of chefs in the north puts all new products through their paces before they reach wholesalers.

**MILRAM**

**100% PLANT-BASED**



**OUR NEW VEGAN SPREADS! 100% PLANT-BASED**

Tasty and totally versatile, with a flavor for every occasion.

## Eating together: More fun, more yum

MILRAM's new plant-based spreads are really taking off, powered by a major media campaign. Enjoy them together for a guaranteed good time.

Good food, good mood? Sure thing! And your meal will taste even better if you enjoy it with friends or family. After all, eating together is about so much more than just sharing a meal. MILRAM is putting the spirit of togetherness at the heart of its new campaign: Eating together. More fun, more yum – MILRAM Plate Dates bring people together to dip into the new MILRAM spreads. The exclusive MILRAM Plate-Date comes with a limited-edition deck of cards to inspire an exchange of ideas, plus lots of product samples to try and great prizes.

The company is raffling a hundred of these sets to play with. The campaign is being promoted through PR and in social media, media cooperations and working with influencers. In addition, TV/web TV, PR publications, recipe suggestions, sweepstakes, and advertising in retail are all going to get consumers excited about the new MILRAM spreads.

**LINK**

Follow to watch our ads:



## Hot and too good to miss

Golden crispy crust with an irresistible melted topping? Available in vegan form to enjoy from fall, when MILRAM's plant-based casserole topping and pizza toppings are set to hit the market and win friends.

Whether you're making pizza, casserole or lasagna, you can give them all a finishing touch with MILRAM's new 100% plant-based grated toppings to give your oven-baked goods a mouthwatering melted topping. Made of natural ingredients without any artificial flavors, colorings or preservatives, they are based on vegetable oils, potato starch and pea protein. Plant-based milk alternatives are the most dynamic category in the dairy products market. They are a real hit particularly among younger target groups who see them as symbolizing pleasure, variety, health and sustainability.

**NEW!**

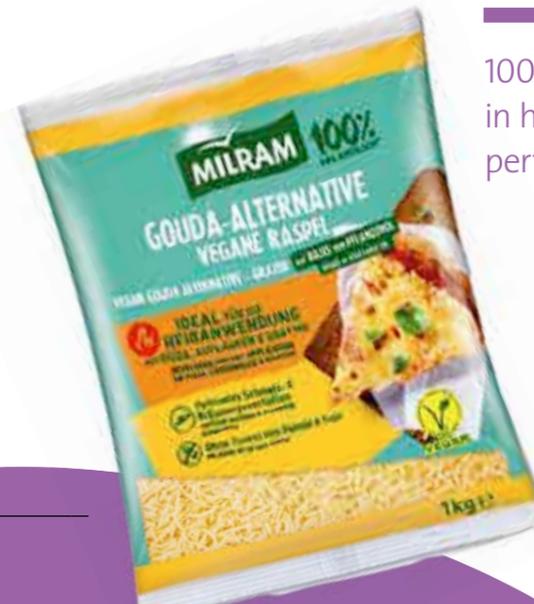
MILRAM's vegan **Auflauf-Zeit** und **casserole topping** and **pizza topping** are available in August in 150-gram bags. Find them in the refrigerated section!



## The perfect cheese substitute for professional chefs

100% plant-based. Ideal in hot application and perfect in taste.

More and more chefs are trying out our new plant-based graters. No wonder: they were developed in close cooperation with the MILRAM Food Service chef team especially for hot usage. And that's exactly what you notice: the taste as well as the melting and browning behaviour have been precisely adapted to the needs of the consumers and guests. This makes our plant-based graters particularly suitable for pizzas, casseroles and gratins. They can also be used as a base for creamy soups, (pasta) sauces, fillings and much more. The trendy product consists of natural ingredients and high-quality plant oils. It is produced without the addition of palm oil and soy, is free of allergens and therefore declaration-free.



MILRAM Gouda Alternative **Vegan Graters** available wholesale in 1 kg bags since April.



Winners from the MILRAM marketing team: Gabriele Siegmann and Nicole Liedloff.

## MILRAM is a Winner

The repositioning of MILRAM won the German Brand Award '23 in the category Excellent Brands – Fast Moving Consumer Goods. The move to the MILRAM beach shack successfully symbolizes the brand's new orientation,

the jury found. They said the move managed to really make the brand more expressive. Part of that was the credible expansion of MILRAM's product portfolio to include a plant-based range for new target groups. The German Brand Award has the widest reach of all marketing prizes in German-language countries.



MILRAM's proud team says thank you!

## Top Prize for a Top Brand

A major success for the MILRAM

cheese range. For the second time, it has won the coveted Top Brand industry prize, presented by the Lebensmittel Zeitung publication. The range won in the hard and semi-hard cheese category, having grown the most in terms of market share, according to GfK data. One in



every three households in Germany bought MILRAM cheese at least once last year. MILRAM was also the market leader in hard and semi-hard sliced cheese in 2022, according to Nielsen. A consistent brand strategy and emotional marketing campaign played an important role in #TeamDMK's success.



MILRAM's Walk-In Porridge Bar opened on June 13 in the Cologne Supercandy Pop-Up Museum.

"We're porridge people" is DMK's motto at Cologne's Supercandy Pop-Up Museum that features a set created exclusively for MILRAM Porridge. Visitors can drop by to explore the colorful world of one of the company's most popular new dairy products. The Porridge Bar provides lots of great photo opportunities amid the new flavors, chocolate-banana and cherry-cranberry. It is a chance to come over and play in an outside porridge bowl, sitting in a mirrored room with a walk-in refrigerator, a purple shopping cart,

plus flying bananas overhead. Plenty of surprises await and you are bound to take some fun photos. **Check out the MILRAM Porridge Bar:** Supercandy Pop-Up Museum, Oskar-Jäger-Strasse 145, 50825 Cologne-Ehrenfeld Mon, Tue, Fri: 12 to 8 pm Sat: 10 am to 8 pm Sun: 11 am to 6 pm

Want to visit the Porridge Bar? We are raffling 5x2 tickets on page 10!



The Porridge Bar at the SuperCandy Pop-Up Museum: A real hit right from the very first day.



Grated cheese with a mixture of herbs and spices. Baking vegetables, meat or fish with cheese is a trend in the Netherlands and Uniekaas makes it taste even more special.



# Taking cheese to a new level

Uniekaas is launching a new product in response to a growing trend in the Netherlands. Topping dishes with cheese.

Cooking with cheese grows more popular every year in the Netherlands, but so far there have not been many inspiring innovations on the market. That's changing as a new generation of consumers starts to shape the food landscape. Young people enjoy making their own meals but also value convenience and appreciate recipe ideas. Uniekaas is responding to the growing trend for turning dishes into gratins with a brand-new cooking-with-cheese concept. The new range suits consumers who



are enhancing pasta, pizza, potatoes, vegetables, meat and salads with cheese. This culinary solution is also helping expand the cheese category, together with retail partners. After being absent for some years, this brand new and innovative range puts Uniekaas back on the shelves of two major retail partners: Albert Heijn and Jumbo. The launch will be accompanied by a broad communications strategy that stars brand ambassador Miljuschka Witzenhausen, who is well-known in the Netherlands.



Just like pizza and cheese, you can also combine salads with cheese for a delicious meal. With this in mind, Uniekaas is now offering larger flakes which taste fantastic with pasta.



Grated cheese in larger flakes and slightly thicker than in the past – with an excellent melting quality.





## MINI VEGAN CHEESECAKES WITH TANGERINE CREAM FILLING

We can't get enough of these vegan cheesecake tartlets with a tasty tangerine cream filling! They are fresh, fruity, and just plain irresistible.

**Preparation time:**  
Around 30 minutes:

**Step 1**  
Heat the oven to 180° Celsius and grease a 6-cup muffin pan. Finely crush the cookies in a food processor. Melt the margarine and mix it with the cookie crumbs.

**Step 2**  
Put the cookie mixture into the muffin cups and press it down

firmly. Make an indentation in the center. Bake for 10 minutes in the middle of the oven. Remove from the oven and let the tartlets cool, then carefully remove them from the baking tin.

**Step 3**  
Put the MILRAM spread in a bowl. Juice the tangerine, then add the juice and mix it together. Add a little maple syrup to taste.

**Step 4**  
Fill your cheesecakes with the creamy fruit mixture then decorate with your toppings.

**Difficulty level:** Easy



**Ingredients for 6 portions**

- 200 grams vegan cookies
- 110 grams margarine
- 155 grams MILRAM NaturStreich spread
- 1 tangerine
- 2 tablespoons of maple syrup (or other sweetener of your choice)
- Berries, tangerines, mint for topping

LINK

Explore lots of new MILRAM 100% plant-based recipes:



## CHICKPEA PIZZA

Feeling hungry? Try this vegetarian chickpea pizza!

**Preparation time:**  
Around 60 minutes

**Step 1**  
To make the pizza base, mix the chickpea flour with 120 milliliters of lukewarm water, plus the olive oil, salt and spices, then set aside for 30 minutes.

**Step 2**  
Heat the oven to 200° Celsius. Line a 30 centimeter round pizza pan with baking paper and spread out the chickpea dough. Bake in center of the oven for 8-10 minutes until the base is firm.

**Step 3**  
Spread the MILRAM spread on the pizza base then add MILRAM pizza topping. Bake for a further 8-10 minutes until the topping is melted and browned.

**Step 4**  
Wash and dry your salad items then slice the radishes and prepare the arugula. Chop the avocado in half, remove the stone and slice it into wedges. Top your pizza with the avocado slices, radishes, arugula and chickpeas then season with salt and pepper.

**Difficulty level:** Easy

**Ingredients for 4 portions**

- 120 grams of chickpea flour
- 3 tablespoons of olive oil
- 1 pinch of salt, pepper
- 1/2 teaspoon of oriental spice mix (optional)
- 3-4 tablespoons MILRAM NaturStreich spread
- 100 grams of MILRAM grated pizza topping
- 1 handful of radishes
- 1 handful of arugula
- 1 avocado
- 100 grams of cooked chickpeas



## PULL-APART CHEESE BREAD

HELLO! MEET THE STAR OF YOUR NEXT PARTY ...

Cheese and bread: Already the perfect combination and it becomes even harder to resist when you heat it up and add a couple of toppings. The delicious melted Uniekaas cheese plus crispy bread sweeps you straight to Italy. It is the perfect side dish for your next barbecue – and may even steal the show!

**Preparation time:**  
Just under 20 minutes

**Step 1**  
Preheat the oven to 200° Celsius.

**Step 2**  
Cut the bread in diagonal slices but only go around 2 centimeters deep. Don't cut

all the way down, so you create the little squares for people to take later on.

**Step 3**  
Spread the cheese and tapenade on the bread and press it down into the slices.

**Step 4**  
Bake the bread on a rack for 15 minutes until the cheese has melted.

**Step 5**  
Sprinkle with the fresh basil and serve.

**Step 6**  
Dig in and enjoy!

**Difficulty level:** Easy

- Ingredients for 4 portions**
- 1 farmhouse loaf, unsliced
  - 1 block of young, mature Uniekaas cheese, sliced into pieces
  - 100 g tomato tapenade
  - A handful of fresh basil



CHEESY-PEASY



## VIRGIN FROZEN TANGERINES BUTTERMILK MARGARITA

Fancy a delicious non-alcoholic summer cocktail? Try stirring up a Virgin Frozen Margarita with our refreshing tangerine buttermilk drink.

**Instructions:**

**Step 1**  
To make the non-alcoholic buttermilk cocktail, pour the tangerine buttermilk drink and ice into a blender and mix. Pour half of the mixture into a container and put it aside. Blend the remainder with the raspberries, keeping a few aside to decorate the drinks later on.

**Ingredients for 4 portions**

- 750 milliliters MILRAM tangerine buttermilk
- 3 handfuls of crushed ice
- 150 grams of raspberries
- 1 tangerine
- 4 stems of basil

**Step 2**  
Divide the tangerine into segments and cut a slit in the middle of each one so you can place it on the rim of the glass. Pour the two buttermilk mixtures into the glasses in alternating layers, then garnish with the tangerine pieces, raspberries and basil.

**Difficulty level:** Easy

LINK

For even more tasty recipes, visit MILRAM.de



# Track down the treat

Yes! It's summertime at last and we're heading for the beach to relax and chill. When it's time for a cheeky snack, dip into the cool box and grab a **pot of chocolate or cherry porridge**, made by MILRAM. You can spot one of these tasty treats in the **picture of the beach** on the right. Just send us the correct **coordinates** (e.g. "C4") for a chance to win a wonderful prize.

Happy hunting!



## The prizes



### LANDMANN GRILL

This premium gas barbecue has a double-walled lid and a separate side burner for cooking additional dishes. The enameled cast iron cooking grates create perfect barbecue branding for meat, vegetables and anything else you choose.

**Send the solution**  
(Coordinates):

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

Eligible: Employees and cooperative members of the DMK Group

### MILRAM LOUDSPEAKER

Our portable battery-powered Bluetooth speaker is fully waterproof, so you can listen to your songs above and below water. Brace, brace, we're heading for the beach party!

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

### NOTEBOOK

If you are a fan of handwritten notes, this notebook is the perfect place to record experiences you want to hold onto, flashes of inspiration and ideas for what's next. Plus, no need to worry about batteries – it doesn't need a charger!

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

**Deadline for entries:**  
8/9/2023

# PHOTO CONTEST!

## Send us a picture:

The best reader's picture\*. Send us your favorite photo and briefly tell us who and what is in the picture. We would also love to hear why you like the image and what it means to you. Capture a **special moment**, whether it's an artistic still life, a lively group shot or a moment of joy – **your creativity knows no limits!**

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

## Here's how:

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

### Important:

1. Please include your first name and surname, address, job title and DMK location!!
2. The picture has to be high resolution and in landscape format.
3. No photo collages please!
4. **Deadline for entries**  
13/10/2023

# Readers' Pictures

## Your contact to the editors

Your contact for all MILCHWELT-related topics



**OLIVER BARTELT**  
Global Head of Corporate Communications  
oliver.bartelt@dmk.de



**KATRIN POPPE**  
Internal Communications Manager  
katrin.poppe@dmk.de

**DMK DEUTSCHES MILCHKONTOR GMBH**  
Flughafenallee 17,  
28199 Bremen, Germany

## Service for Employees

### FIRST LEVEL SUPPORT

Monday to Thursday, 8 am – 4 pm  
Friday, 8 am to 2 pm  
+ 49 428172 – 57100  
mitarbeiterservice@dmk.de

## MILCHWELT international

Alongside English, MILCHWELT Magazine is available in the original German language and in Dutch. All the editions are available for download as PDFs at [www.milchwelt.de](http://www.milchwelt.de)

## Masthead

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**Responsible for this magazine:** Oliver Bartelt  
**Project Management:** Andin Tegen  
**Art Direction:** Regina Bense **Editorial:** Katrin Poppe, Andin Tegen, Alexander von Tomberg, Henning Marten  
**Assistant:** Anika Gaudian **Editing:** Dr. Agnes Przewozny (Grünes Lektorat) **Graphics:** Regina Bense, Annette Kociemski, Irene Wilhelm **Illustration:** Regina Bense  
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## Congratulations to the winners of our last contest:

- 1 x Milram deckchair**  
Jos Hudepohl Weiteveen
- 3 x Ice cream maker**  
Kathleen Schomacker Kutenholz  
Jörg Eichler Troisdorf  
Anni Kamerhuis Getelo
- 10 x Milram beach towel**  
Jacob Rohwer Nindorf  
Heike Adouabou Zeven  
Ramona Leinbaum Waren/Müritzt  
Melina Pook Hude  
Alfred Frericks Meppen  
Anne Uhl Bremen  
Birke Meyer Rhadereistedt  
Gerrit Krenzer Bremen  
Diétrich Ketelsen Oldsum / Insel Föhr  
Aileen Kuck Ovelgönne

The solution for the last competition is:  
**B Cinnamon rolls**

# THE FUTURE BELONGS TO OUR COOPERATIVE



# DMK- YOUNG FARMERS' DAY

25/10/2023

9.00 – 17.00 O'CLOCK

HANNOVER (EXPOWAL)

Event exclusively for family members or employees of DMK  
member companies between the ages of 18 and 35