

# MEET THE TEAM! AFRICA



**FARHAD MOZAFAR**  
**Commercial Technical  
Manager Africa & Middle East**  
*Region: Turkey & Iran*

INFOLOUNGE | Team Africa — Farhad Mozafar

## Technical implementation at customer level

“ You work very closely with one of our largest customers in Turkey and are heavily involved in technical service. From your experience, which technical factors are crucial to ensure that our LOHMANN hens reach their full performance potential on farm? ”

The key to later success is correct placement and consistently high-quality rearing. **This is where the majority of the performance level of our flocks is determined.**

## Service as part of the product

“ Our customers do not see LOHMANN only as a genetics supplier, but also as a technical partner. How do you support customers in practice – from the start of the flock through to continuous optimization? ”

Our customers are true professionals themselves and know exactly how to work with our birds to achieve top results.

**Our role is more that of an observer and partner, working closely with the customer to examine every detail together in order to achieve the optimum.**

## Long-term success with key accounts

“ Especially with large customers, continuous technical support is crucial. In your view, what makes the difference between a good cooperation and a long-term successful partnership? ”

The decisive difference lies in trust and transparency.

**Only when both sides recognize a true win-win situation can a long-term successful partnership develop.**

“ What does LOHMANN mean to you personally – and why do you enjoy working for the company every day? ”

**For me, LOHMANN is not just an employer – LOHMANN is family.**



**LOHMANN**  
BREEDERS

