



LOHMANN
BREEDERS



AFRICA'S FIERY SPIRIT

MEETS THE COLD NORTHERN WINTER LOHMANN'S AFRICA / MIDDLE EAST TEAM MEETING IN CUXHAVEN

Why one of the most dynamic and fast growing poultry markets came together at LOHMANN BREEDERS' headquarters – to shape ideas, share experiences and plan the future

Snow-covered fields, freezing temperatures and a true northern winter: when LOHMANN BREEDERS' Sales Team Africa gathered in Cuxhaven for a full week of meetings, workshops and brainstorming sessions, the contrast could hardly have been greater.

Accustomed to hot climates, intense sunlight and challenging production conditions, the team suddenly found itself surrounded by white landscapes – a setting far removed from their everyday work.

The unusual scenery quickly became part of the experience, captured in memorable photos and shared moments that reflected not only the weather, but the spirit of the week itself.



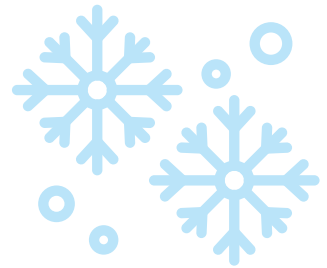
What brought the Africa team to northern Germany was more than just a change of scenery. The week was dedicated to intensive exchange: aligning strategies, discussing market developments, sharing on-the-ground experiences and working closely across regions. Bringing together perspectives from very different countries and production systems, the meeting underlined one key message – strong results are built through teamwork, open dialogue and a shared understanding of local realities.

The Africa/Middle East Team – In Conversation

From heat to snow: how did it feel to meet in Cuxhaven in the middle of winter?

Arriving in Cuxhaven and being welcomed by snow was a moment we will not forget. Most of our daily work takes place in warm or even extreme climatic conditions, so standing together in a winter landscape felt almost surreal.

But very quickly, the setting became part of the experience. It slowed things down in a positive way and created space for focus, reflection and exchange – exactly what we wanted from this week together.



Why was it important for the entire Africa team to come together in person?

Our regions are diverse, and so are the markets we work in. Coming together in person allowed us to connect experiences that are usually shared across long distances.

Workshops and brainstorming sessions helped us align strategies, but just as important were the informal conversations – sharing challenges, learning from each other and strengthening our sense of being one team, working towards the same goals.



Africa is often described as a challenging market. How do you see it from your daily work?

Africa is challenging – but above all, it is full of opportunity. Production systems, infrastructure and market maturity differ greatly from country to country.



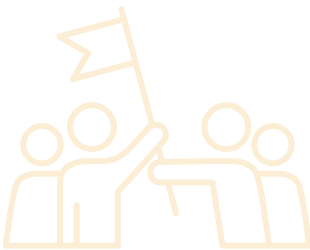
This requires flexibility, patience and a deep understanding of local conditions. At the same time, the commitment and ambition we see from customers and partners every day are incredibly motivating.

Progress happens step by step, and being part of that journey is what makes our work so rewarding.



What role does teamwork play in achieving success across such diverse regions?

Teamwork is essential. No single person has all the answers, especially in such a diverse environment. By sharing experiences – what worked, what didn't, and why – we learn faster and make better decisions.



The week in Cuxhaven reinforced how valuable it is to combine regional expertise with a shared LOHMANN mindset: practical, solution oriented and focused on long term partnerships.

What did you take back with you from this winter meeting?

Beyond strategies and action points, we took back a renewed sense of connection. Seeing the bigger picture, understanding each other's regions better and aligning our goals gave us fresh energy for the year ahead.

And of course, the memory of standing together in the snow will remain a symbol of what this team represents – adaptability, collaboration and the ability to feel at home in very different environments.



Each member of the Sales Team Africa brings a unique regional perspective, shaped by different markets, cultures and customer needs.

Through individual portraits, we introduce the team members one by one – highlighting their regions, their personal experiences and concrete success stories that show how local expertise, trust and collaboration translate into real progress on the ground.

