

FDM WENT ONLINE

THE BRIDGE TO THE FUTURE

WATCH FDM 2021

FDM goes

 **ONLINE**



Due to the ongoing Corona travel restrictions, which unfortunately continued into 2021, we had to postpone our Franchise Distributor Meeting which was originally scheduled to take place in Hamburg in June. However, **we didn't want to disappoint our customers and colleagues**, so we put our heads together to come up with a new concept and date.

It didn't take long to come up with a solution.

New date | 28 - 29.09.2021

New concept | Be together but stay healthy FDM goes ONLINE!

The motto didn't cause us any problems either: The Bridge to the Future. Nothing fits LOHMANN better, especially this year. We are already known for our innovation and forward thinking, while also staying committed to our proven quality and performance standards, our new vision for the internal structure within LOHMANN demonstrates this more than ever.

LIVE LIVE LIVE

As our **Franchise Distributor Meeting** is always something special, we naturally wanted to stand out from the crowd of the usual online events and **offer our customers something completely new and exciting.**

So, we came up with:

Two days, everything live: live debate - live discussions - live statements. And, of course, everything simultaneously translated - live.

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DAY 1 | 28.09.2021

Live Debate - The bridge to the future - opportunities in the layer market

A broad topic that we knew would spark interest from all our customers and prompt some excellent and valuable discussions. **We were able to attract 7 well-known and highly regarded participants** from within the poultry industry to our debate, each an expert in their own field.

[VIEW SPEAKERS](#)



Ms. Dawn Neo
*Senior Manager, Corporate Engagement at
Global Food Partners in Singapore*

Mr. Chris Pierce
*President of Heritage
Poultry Management
Services, Inc. in Annville,
Pennsylvania, United States*

**Mr. Daniel Fernandes
Mohallem**
*Founder of Planalto
Ovos in Brazil*

Mr. Hendrik Albertus Lourens
*CEO Quantum Foods Ltd. in
South Africa*

Mr. Bernd Meerpohl
*CEO Big Dutchman AG in
Vechta-Calveslage, Germany*

Mr. Mark Williams
*Chief Executive British Egg
Industry Council in London,
United Kingdom*

Mr. Jörg Hurlin
*Group Coordinator Technical Solutions EW
GROUP Holding in Visbek, Germany
Managing Director Agri Advanced
Technologies (AAT) in Visbek, Germany*

This enabled us to discuss pertinent topics related to our industry from different perspectives around the world. A great interactive day.

DAY 2 | 29.09.2021

**LOHMANN DAY – The bridge to the future
- Have a look behind the scenes!**

FDM went ONLINE The bridge to the Future

EVENTS



Finally, the time had come for our own experts to have the floor. And of course, it was our new management structure that started it all! Introduced by our former **Managing Director Mr. Javier Ramírez**, the new LOHMANN dual leadership now had the opportunity to introduce themselves: **Jörg Heier, Managing Director Operations** and **Christoffer Ernst, Managing Director Sales**.

Afterwards, there was an update from the **Genetics, Production, Logistics, Technical Service and Sales departments**.



As it should be, the **marketing department** came up with something special and provided an engaging video to keep our participants well versed in the culinary world of eggs and local recipes, because as we know, **the culinary delights are an integral part of our FDM meetings**.

[VIEW RECIPE](#)



A real LOHMANN chick

For two days, the program was led by **Ms. Annette Yashpon** who we were able to win over as our presenter for the conference. And she was tasked with presenting a special surprise as an introduction to open the conference, and she did not disappoint.

We were all overjoyed to hear our new LOHMANN song composed especially for us: A real Lohmann Chick.



*Ms. Annette Yashpon
MC/TV Presenter, Pianist & Singer
and Voice artist*

PLAY VIDEO



“A REAL LOHMANN CHICK”
*58th FDM Lohmann Breeders Song
Text and music by Annette Yashpon*

Long ago in Cuxhaven it all began
Wise men got together, they had a plan
Chicks were given really cool DNA
This was indeed a very special day
And I'm happy to say I was born to this team -
As a Lohmann chick I'm held in great esteem
So they gave me all I needed nice and quick
And I became a Lohmann Super Chick!

*I'm a Lohmann Breeder
a global leader
a Lohmann Layer
a global player
Adapting to your needs and nothing less!
I'm a Lohmann Breeder
a global leader
a Lohmann Layer
a global player
With DNA bred just for your success!*

I'm easy to manage, not moody or rough
I don't even eat much but lay more than enough
I lay really good eggs, loads of them too
Great mass, nice strong shell and they taste good, it's true!
I'm so lucky to be the best I can be
A Lohmann super chick with performance guarantee
Whether an LSL, a silver, a brown or cream breed
My siblings and I'll give you just what you need!

*I'm a Lohmann Breeder,
a global leader
a Lohmann Layer,
a global player
Adapting to your needs and nothing less!
I'm a Lohmann Breeder,
a global leader
a Lohmann Layer,
a global player
With DNA bred just for your success
(x2)
With Lohmann chicks bred just for your success!*

We hope to sing it all together at our next Franchise Distributor Meeting in Hamburg. When hopefully it will no longer have to be called FDM goes ONLINE but can finally be named FDM goes to Hamburg! We will keep you informed in the near future.

PLAY VIDEO 

EVENTS | FDM went ONLINE The bridge to the Future



