



# CONNECTING THE POULTRY WORLD LOHMANN ON LINKEDIN

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**Marketing**

2025 marked another year of growth and connection in LOHMANN BREEDERS' digital presence. With an ever-expanding global community, our LinkedIn page has become a true meeting point for knowledge sharing, innovation, and collaboration across the poultry industry.

As of November 19, 2025, our page proudly reached 12,849 followers, reflecting the growing international interest in LOHMANN's work, expertise, and global network.

In line with our **mission** to make expertise accessible worldwide, we introduced several new themed content series to make our communication even more dynamic and informative:

**Teggnical Insights** – practical know-how and scientific expertise from LOHMANN's global team of specialists, partially based on our TOOLBOX articles.



Each post connects science with practice, offering guidance that supports better decisions in layer management. From genetics to nutrition, flock management to biosecurity, Teggnical Insights helps transform knowledge into performance.



**Eggstraordinary Insights** – inspiring information about the nutritional, social, and environmental value of the egg — now also integrated into our official website for broader reach and easier access.



Designed to make science engaging and accessible, each post highlights why the egg remains one of the most efficient, sustainable, and nutrient-dense foods worldwide.



**LOHMANN Schools & Events** – highlights from our international training programs, conferences, and technical schools.



Here we share key learnings, expert insights, and memorable moments from our global activities, bringing together knowledge, practical experience, and strong partnerships across the poultry industry.

**LOHMANN on Tour** – real-world insights from our experts visiting customers, farms, and distributors worldwide.



It focuses on real on-site support, field visits, and technical consultations, where LOHMANN specialists work alongside our partners to solve challenges, improve flock performance, and build stronger cooperation.

Our LinkedIn channel now connects seamlessly with the LOHMANN website, allowing followers to access our articles, explore additional resources, and enjoy a new series of videos featuring global events, expert interviews, and success stories from the field.

With strong visuals, interactive posts, and meaningful content, we continue to bring the LOHMANN spirit to life online, highlighting the people, partnerships, and performance that drive LOHMANN story worldwide.

## LOHMANN BREEDERS — It's the egg



