

Press Information

For extra performance: functional animal nutrition

Berg + Schmidt strengthens its animal nutrition segment, unveiling new branding for the first time at the British Pig & Poultry Fair

Hamburg (Germany), April 2024: Berg + Schmidt has split the company into the self-reliant divisions of Animal Nutrition, Care Ingredients and Performance Chemicals. To reflect the unique identity and vision, Animal Nutrition underwent an essential rebranding process that highlights the division's global presence and solidifies its position as a trusted partner for feed solutions. On April 19, Animal Nutrition will relaunch its website which reiterates the company's values.

At the British Fair on May 15 and 16, the company will showcase proven solutions tailored for the pig and poultry industry. Berg + Schmidt Animal Nutrition will also be displaying its new look and feel at the exhibition, and invites customers and partners to visit the booth to celebrate this collaborative milestone.

The rebranding demonstrates the company's ongoing commitment to setting new standards of excellence. Dirk Westphal, Global Managing Director at Berg + Schmidt Animal Nutrition, says: "The revitalised brand reflects our evolution and growth over the years while staying true to our core values and mission. As we continue to innovate and expand our offerings, we are committed to delivering high-quality feed ingredients that contribute to the improved health and performance of livestock. Trade ethics, care for the environment and reliable service are also key drivers of our mission statement."

About Berg + Schmidt

Berg + Schmidt Animal Nutrition GmbH & Co. KG offers the development and production of optimised and functional feed ingredients. The portfolio includes BergaFat fat powders, lecithins, LipoAktiv-coated nutrients and LipoVital functional lipids. The products benefit from 70 years of comprehensive expertise, continuous research, and a clear, customer-oriented approach. As a member of the independent, owner-managed Stern-Wywiol Group and since January 2024 operating as an independent company, Berg + Schmidt Animal Nutrition profits from various synergies such as the combined knowledge of around 100 R&D specialists in the large Stern Technology Center in Ahrensburg, with its extensive application technology. Customers also benefit from the group's international network, consisting of 12 sister companies, 19 subsidiaries and numerous qualified foreign representatives in important key markets, along with joint production and logistic facilities. With a turnover of over 672 million euros and over 1974 employees worldwide, the Stern-Wywiol Gruppe is one of the most successful internationally operating companies in the world of "Food & Feed Ingredients".

Company Contact

Berg + Schmidt GmbH & Co. KG
Animal Nutrition
Jessica Seib
An der Alster 81
20099 Hamburg

jseib@an.berg-schmidt.com

Press Contact

akp Communications
Christina Landgraf
Birkenauer Talstraße 9
69469 Weinheim

c.landgraf@akp-communications.com