

PRESS RELEASE**DLG-Imagebarometer 2016****Schaumann continues to lead**

As in previous years, animal producers rated Schaumann 1st in the DLG Image Barometer survey.

The new composition of the segment feedstuffs has changed a lot in the range of feedstuffs and production facilities (animals). However, farmers' confidence in the company's innovative strength and competence is as strong as ever. The departure of Raiffeisen due to the more clearly limitation of the sector had no influence.

SCHAUMANN's outstanding result is based on the company's ongoing, goal-oriented development of its innovative product range, its comprehensive expertise in all areas of animal and feed production, and its competent, customised technical consultancy.

The 2016 DLG Image Barometer involves a telephone survey among more than 700 farmers listed on the DLG panel. The survey was conducted by the Kleffmann Group in September 2016. The market researchers asked open questions without suggesting particular company names. The calculated brand index comprises four aspects: brand awareness, brand loyalty, brand performance and brand image. All four indices are weighted such that a maximum score of 25 can be achieved per index, resulting in a total maximum score of 100 points.

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