

Landgeflügel

QUALITY • RESPONSIBILITY • EFFICIENCY

www.landgefluegel.de

WELCOME TO LANDGEFLÜGEL



Welcome to Landgeflügel – a company of the Rothkötter Group.

The Rothkötter Group was founded in 1959 as a feed trading business. Today, the group employs around 4,500 people across six production sites in Northern Germany.

The Rothkötter Group includes, among others, the three Rothkötter feed mills in Meppen, Haren, and Boizenburg, the Emsland Hatchery in Dohren, as well as two chicken processing plants: Emsland Frischgeflügel in Haren and Celler Land Frischgeflügel in Wietze. The sales company Landgeflügel is responsible for the distribution and logistics of fresh and frozen chicken products.

The Rothkötter Group is committed to the values of quality, responsibility, and efficiency, and safeguards these values through vertical integration.

„Our actions are guided by our responsibility to our customers, with whom we seek long-term partnerships, to our employees and suppliers, to the well-being of the animals, and to consumers who have the right to a healthy source of food.“

Franz-Josef Rothkötter



Franz-Josef Rothkötter



Jan-Niklas Rothkötter



Stefan Thoben



Alexander Morthorst



Norbert Hagengers



**OUR
PRODUCTS**

Our product range includes not only fresh cuts, but also a wide variety of marinated and further processed products such as skewers and oven-ready trays. Tailored to individual needs – made to meet the requirements of our customers.

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01 THE ROTHKÖTTER GROUP

... vertically integrated



Landgeflügel



SALES & LOGISTICS

Our international team markets chicken products throughout Europe.



Emsland
Frischgeflügel



Celler Land
Frischgeflügel

SLAUGHTERHOUSES & PROCESSING PLANTS

Each day, around 1 million retail packs leave our two chicken processing plants.



Rothkötter
Mischfutterwerk



FEED MILLS

Our three feed mills produce more than 1.2 million tons of chicken and pig feed.



CHICKEN FARMING
IN AGRICULTURAL COMPANIES

Around 400 independent chicken farmers raise the chickens on their farms.



Emsland
Brüterei



HATCHERY

At our hatchery, chicks hatch after 21 days of incubation and are transported to the farms on the very same day.



PARENT STOCK FARMING
IN AGRICULTURAL COMPANIES

Our parent stock farmers form the foundation of our vertical integration by supplying hatching eggs to our hatchery in Dohren.

02 SAFETY

... at every stage of the process



ON THE FARM



WITH OUR STAFF



IN PROCESSING



IN THE FINAL PRODUCT

... through continuous monitoring

All products and processes – from parent stock to the finished product – are carefully monitored. This includes animal health, feed and raw material quality, as well as hygiene at every stage of production, and an uninterrupted cold chain. In-house checks, regular internal and third-party audits, as well as official veterinary inspections, ensure the highest possible safety standards for our products.





... high standards of animal welfare

Chicken farming in Germany is subject to strict regulations. What matters most is that housing conditions are designed around the needs and well-being of each individual animal. Representatives from agriculture, the meat industry, and food retail work together under the “Initiative Tierwohl” (Animal Welfare Initiative), in which we also participate, to strengthen animal welfare standards in Germany.



03 ANIMAL WELFARE

... at the center of what we do

High animal welfare standards are a given – not only for us, but also for our farmers. Ensuring the health and well-being of the animals requires close cooperation between chicken farmers, our chicken farming advisors, internal and external veterinarians, and official veterinary authorities.

The basic needs of every chicken include sufficient feed and water as well as undisturbed rest in a natural posture. For our farmers, ensuring the well-being of their flocks is a top priority. They observe the appearance, behavior, and condition of their chickens closely every day. Farmers are supported not only by our chicken advisors and regular internal and external audits, but also by modern technology and detailed documentation. Using computerized systems, they continuously monitor air circulation, light, temperature, and feed consumption.

Animal welfare remains a key priority during slaughter as well. All employees who handle live birds receive specialized training. Birds may only be slaughtered once they have been stunned. Since the opening of our first processing plant in 2003, Landgeflügel has relied on gentle CO₂ stunning methods.

04 QUALITY



... in products that meet today's needs

According to the German Consumer Information Act, consumers should be able to make informed and independent choices based on reliable information. For every product that leaves our company, we make a commitment to quality. Alongside taste and appearance, we place particular emphasis on the microbiological and sensory quality of our products.

The quality of our products is confirmed by independent institutes, such as in 2021 by Stiftung Warentest in its large chicken drumstick test.

The trend toward fresh chicken – offered cut, portioned, equalized, or refined – continues to grow. Developing innovative, modern, and competitive products is at the core of our product development team's mission. Their goal is to turn new product ideas into reality while anticipating social, health-related, and technological developments.

To detect trends and changing eating habits at an early stage, both national and international product scouting is carried out. Our core range is available in many standard packaging units.





05 CONSUMER PROTECTION

... good to know

Every product is fully traceable.



DOCUMENTATION

Our packaging provides full transparency: when, where, and by whom our high-quality products were produced. Each product is documented throughout the entire production chain – from the finished retail pack all the way back to the parent stock. We offer a wide range of chicken products in 5xD quality. This means: the feed comes from our own feed mills, the hatching eggs are sourced from parent flocks raised in Germany, the chicks hatch in our own hatchery, and are raised by family-run farms. Processing takes place exclusively in Germany, in our own facilities – ensuring short transport times and top quality.

... the customer decides

Chicken not only tastes delicious and can be prepared in countless ways, but it also provides essential nutrients, making it a valuable part of a balanced diet. That's why the trend toward chicken consumption remains strong.



PROTEIN



VITAMINS



MINERALS

HIGH-QUALITY PROTEIN ESSENTIAL VITAMINS
IMPORTANT MINERALS
A FAVORABLE FATTY ACID PROFILE

06 EFFICIENCY

... resource-conscious & economical



Automated, efficient processes and state-of-the-art machinery are key to the success and competitiveness of our company.

By focusing on in-line solutions, continuous improvements in efficiency, and process quality, we are able to maintain – and even enhance – our high standards while conserving resources. Good for our customers, and good for the environment.



INNOVATION

... future-ready through innovation

It isn't always necessary to reinvent the wheel – what matters is to keep moving forward. Within the Rothkötter Group, innovation has been one of the decisive factors in ensuring our strong, competitive market position. Our main priorities are the ongoing improvement of quality and the increase of efficiency.

At the same time, consumer protection, social responsibility, animal welfare, and environmental protection are equally important building blocks. Sometimes small ideas can have a big impact – such as the suggestions submitted by employees through our “TOPTIPPS” program. At other times, progress comes from new scientific insights or from close collaboration with suppliers.

In addition, our Innovation Management department is constantly searching for new ideas, developments, and improvements for machinery, processes, and products.



07 SERVICE

... for maximum customer satisfaction



Landgeflügel produces fresh and frozen chicken cuts in a wide variety of standard packaging sizes for both retail and wholesale customers, and also supplies the processing industry. Beyond the German market, we export our products to more than 30 European countries.

Together with our Rustivale sales office in Italy, we ensure the highest possible product quality through a vertically integrated system.



EXPERTISE & EXPERIENCE

Our sales team – both field and in-house – has been working together successfully for many years. They combine technical know-how, long-standing experience, and reliability, ensuring professional support and transparent handling of all business processes.



TRUST & RELIABILITY

The long-standing and often decades-long partnerships we have with our customers are proof of our reliability. They demonstrate not only our responsible business practices, but also our strict adherence to the high quality standards we uphold across the entire company.



LOGISTICS

A key factor in our performance is our own fleet of vehicles. Combined with a modern and efficient logistics system, it provides maximum flexibility and reliability.

08 EMPLOYEES & SOCIAL RESPONSIBILITY



TRAINING CENTERS IN HAREN & WIETZE

... a vital pillar of our success

Producing food is one of the most responsible professions in the world. Around 4,500 people in the Rothkötter Group are dedicated to this task. To us, fair pay, equal opportunities, and the highest possible workplace safety are essential.

TRAINING & EDUCATION

We offer training in a wide range of professions and provide long-term career prospects for:

Industrial clerks, freight forwarding and logistics clerks, industrial mechanics, mechatronics technicians, electronics technicians for industrial engineering, IT specialists, warehouse logistics specialists, machine and plant operators, food technology specialists, process technologists in milling and feed production, livestock farmers, wastewater technicians, truck drivers, commercial vehicle mechatronics technicians, security specialists.

In addition to numerous apprenticeships, we also offer trainee programs, dual study programs, and internships for students and graduates. Technical training takes place in dedicated training centers in Haren and Wietze, led by specially trained instructors. Thanks to this concept, our trainees consistently achieve excellent results.

... social commitment

CORPORATE HEALTH MANAGEMENT

Our health management program actively promotes the health and well-being of our employees. We offer courses, health days, and a bonus system that rewards participation in health-oriented activities – such as free admission to local swimming pools or regular visits to gyms.



GOOD IDEAS PAY OFF

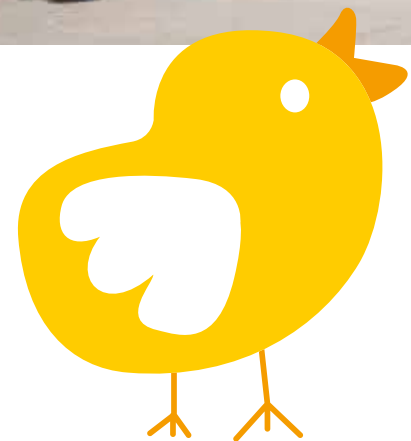
Valuable employee suggestions are encouraged and rewarded through our "TOPTIPPS" program.

Our employee magazine Korn&Co. provides regular updates on company news and developments. We also celebrate together at our annual company parties. Beyond our business, we support numerous social institutions and community organizations.



09 FAMILY & WORK

... under one roof



With our company-owned kindergarten "Küken & Friends", located opposite our processing plant, we offer childcare for children aged six months to six years.

www.kuekenandfriends.de

10 SUSTAINABILITY

Looking ahead, it is clear that demand for food of animal origin – and chicken in particular – will continue to grow. This increasing demand, combined with the global scarcity of resources, will further strengthen the need for efficient and resource-conscious production.

Modern agriculture must use scientific progress to benefit people, animals, and the environment, while minimizing the use of finite resources.



SUSTAINABILITY

*... economic,
ecological & social*

If sustainability is defined as “the minimal use of non-renewable resources such as soil, water, air, and fossil fuels,” then chicken is the most sustainable type of meat to produce. We are also committed to continuously reducing energy consumption and emissions in our production processes, and to recycling by-products in meaningful ways.

Our facilities are state-of-the-art and have even been selected by the German Federal Environment Agency as part of a Europe-wide benchmark study.



11 FAMILY BUSINESS

... *balancing tradition & future*



OUR DEVELOPMENT

“We look back on years of dynamic growth, made possible by our dedicated employees, loyal customers, and reliable suppliers. Current figures show that chicken consumption continues to rise. Our guiding principles – Quality, Responsibility, Efficiency – will remain the driving force of our growth in the future as well.”

Franz-Josef Rothkötter



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