

Press release

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fenaco acquires bird feed manufacturer Rolli-Pet in Austria

fenaco has acquired Rolli-Pet Tiernahrung GmbH, a leading European producer of wild bird feed, from the Erbo Group. This move enables the agricultural cooperative to broaden its activities in the animal feed and animal health business.

Rolli-Pet Tiernahrung GmbH was established in 1999 and is part of the Swiss Erbo Group. The company produces wild bird feed for customers in many European countries, including the LANDI stores. Rolli-Pet distributes its product range under its customers' private labels as well as its own brand Peddy. The company has around 50 employees and operates a modern production facility in Hargelsberg, Austria.

Rounding out the existing business with growth potential

fenaco has acquired all the shares in Rolli-Pet Tiernahrung GmbH. The parties have agreed not to disclose the purchase price. The market for animal feed and animal health, both in Switzerland and internationally, shows great promise and is experiencing robust growth rates. As Markus Hämmerli, the designated Head of the Agro Division at fenaco, points out: 'Rolli-Pet's activities are an ideal match for our existing animal feed business.' fenaco also hopes that the acquisition will create synergies in international raw materials procurement and provide fresh impetus for cross-border knowledge transfer.

Succession planning solution sought and found

The sale of the company to fenaco is an ideal scenario for the Erbo Group. The Group has decided to focus its strategy on applications of its spray technology and expanding its worldwide feed additive business. It was therefore seeking to make succession arrangements for Rolli-Pet. 'We share the same values. Both companies are known for being dynamic and proactive,' says Albert Blaser, Chairman of the Board of Directors of Erbo Group. 'Rolli-Pet will be able to spread its wings within fenaco.' The Rolli-Pet employees will be retained. In organisational terms, Rolli-Pet will be integrated into fenaco as an independent subsidiary.

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About fenaco cooperative

fenaco is an agricultural cooperative based on a 150-year-old idea. It is owned by 137 LANDIs and their 40,000 members, including over 23,000 active Swiss farmers. The company operates in the Agro, Food Industry, Retail Trade and Energy business fields. It ensures that healthy, safe, high-quality, sustainably produced food gets to the customer – de la terre à la table. And it supplies the population with everyday goods and energy. fenaco includes well-known brands such as UFA, RAMSEIER, Volg, LANDI and AGROLA. The Bern-based fenaco cooperative employs more than 11,000 people and generated net sales of CHF 7.29 billion in 2024.

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