



Mitas Honors Top Young Farmer at CeresAward Ceremony

Berlin, November 2021 – Trelleborg Wheel Systems sponsors two Ceres awards, with Trelleborg honoring the farmer bringing the Best Business Concept, while Mitas supports the Young Farmer category.

Top talent from across Germany's farming community gathered to participate in the annual CeresAward ceremony, to see who would win one of the most prestigious prizes in agriculture. Farmers compete in ten categories, from organic farms to livestock husbandry, entrepreneurs to those harvesting renewable energy.

Rolf Christmann, Managing Director at Trelleborg Wheel Systems in Germany, says: "We are proud of all the candidates competing for the Ceres awards we sponsor. With the Young Farmer prize, Mitas looks to recognize rising stars, passionate about farming. Trelleborg supports innovative thinkers through the Best Business Concept Award by showcasing leading edge ideas for agriculture. Our Company is committed to sustainable business practices and we believe these awardees show that same commitment in their field."

The CeresAward 2021 for Best Business Concept went to Markus Zott in Ustersbach, who wanted to appeal to an increased consumer demand for plant-based foods. He came up with "Bayernglück", a locally sourced oat drink using only ingredients from Bavaria. The Young Farmer prize (under 40 years) went to Johannes Müller from Gleichen-Etzenborn, who started his organic farm in 2017. He is constantly looking for ways to improve crops, for example, introducing vegetable innovations like colorful carrots for schools and yellow beets.

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"Farmer of the Year 2021" was another organic farmer, Christoph Leiders, from the Stautenhof farm in Willich-Anrath. His farm combines sustainable farming with quality food.

The prestigious CeresAward serves to highlight the exceptional work farmers perform on a daily basis. Trelleborg Wheel Systems is committed to advancing a more sustainable world through innovation, better use of natural resources and greater efficiency – not only in agriculture, but in all the markets in which it plays an active part.

Mitas is one of Europe's leading tyre brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments.
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