fair & regional-Charter for the Organic Sector in Berlin-Brandenburg

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Starting Points

- In general: Specialised organic retailers and enterprises that are organised into organic associations feel the need to differentiate themselves in the market place with special values and strengths.

- Regional: Historically Berlin still has a limited range of regional products. There is especially a lack of processors.
Starting Points

- The Initiators:
  - A group of dedicated entrepreneurs along the value-added chain („trendsetters“)
  - Associations (Demeter, Naturland)
  - A marketing expert: Food and Agrar Marketing GmbH (FAM)
  - Science (Berlin Institute for Technology)
Starting Points

- **Different Perspectives and Motivation:**
  - **Farmers:** fair trading conditions to be able to make a living, binding purchase guarantees
  - **Processors:** high quality raw products of regional origin, stable prices
  - **Retailers:** Differentiation in the market place, communication of unique selling points

  different priorities of the partners
Project Goals

- Strengthening regional farmers and processors who are organised into associations as well as specialised organic retailers
- Establishing new regional value-added chains
- Strengthening social responsibility in the organic sector
- Differentiation in the market place compared to the conventional trade
## The Charter

| Trading Relations                  | - Binding purchasing and delivering contracts  
|                                  | - Agreements on type and quantities of crops  
|                                  | - Paying fair prices which allow for ‘making a living’  
|                                  | - Mutual support in emergency situations  |
| Social Issues                    | - Offer training positions  
|                                  | - Offer on the job training  
|                                  | - Support regional or local social projects  
|                                  | - Measures for the exchange of knowledge and experience  |
| Environmental Issues             | - Support and use renewable energies  
|                                  | - Reduce packaging  
|                                  | - Publish environmental activities  |
| Transparency                     | - Guarantee transparency about the entrepreneurial activities  
|                                  | - Inform the public adequately  
|                                  | - Positioning to regional issues  |
| Regionality                      | - Use regional raw products  
|                                  | - Support regional producers  
|                                  | - Label regional products  
|                                  | - Communicate the advantages of regional products  |
The Charter

Subscribers to the Charter:

- Bauerngut Templin
- Landgut Pretschen
- Ökodorf Brodowin
- Biokorntakt
- Biofleisch Nord Ost
- Naturland Marktgesellschaft
- Gut Wilmersdorf
- Hofgut Peetzig
- Wulkower Hof
- Sonja Moor Landbau

- Apfeltraum Feldbau
- Baumschule am Butzelberg
- Öko-Mühle Trossin
- Lienig Widfrucht
- Beumer & Lutum
- Märkisches Landbrot
- Vollkern
- LPG
- Viv-BioFrische Markt
- Großhandel Mitgard
Methods of Communication

Website: www.regional-fair.de
Methods of Communication
Methods of Communication

List of fair & regional products
Methods of Communication

List of fair & regional products
### Methods of Communication

#### List of fair & regional products

<table>
<thead>
<tr>
<th>Product</th>
<th>Gewicht/Größe</th>
<th>Gebinde</th>
<th>Verband</th>
<th>Zuverlässigkeitsprüfung</th>
<th>Produktbeschreibung</th>
<th>Vollbestätigung</th>
<th>Herkunft</th>
<th>Rohware</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEISSES DINKEL</td>
<td>ca 50 g</td>
<td>1</td>
<td>Aussen</td>
<td>126% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>mild und weich</td>
<td>60% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>Bäckerei Vollkern</td>
<td>Regional &amp; Fair Partner</td>
</tr>
<tr>
<td>DINKEL WIENERZOPF</td>
<td>500 g</td>
<td>1</td>
<td>Aussen</td>
<td>126% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>mild, fein, weich,</td>
<td>60% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>Bäckerei Vollkern</td>
<td>Regional &amp; Fair Partner</td>
</tr>
<tr>
<td>DINKEL CIABATTA</td>
<td>ca 200 g</td>
<td>1</td>
<td>Aussen</td>
<td>126% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>dehnig, saftig, weich, für den nächsten Genußfest</td>
<td>60% Dinkelmehl, Wasser, Bio-Hefez, Acorel-Kernsamen, Stielmaiz.</td>
<td>Bäckerei Vollkern</td>
<td>Regional &amp; Fair Partner</td>
</tr>
</tbody>
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Challenges

- Keeping the standards alive, binding commitments of individual enterprises
- Visibility in the market place with few products and a small communication budget
- Balancing the different interests between the partners in the value-added chain