



**Legal form:**

Cooperative (e. G.)

**Date of foundation:**

1988 Landwege e. V.

**Homepage:**

[www.landwege.de](http://www.landwege.de)

**Logos:**



**Turnover:**

The turnover increased from 1 million € in 2001 to 11 million € in 2014.

**Product range:**

Full-range organic food and non-food assortment; fresh bakery goods, vegetables, fruit, potatoes, dairy products, fresh meat and meat products and eggs

**Number of employees:**

1 employee in 1988 to 100 employees in 2014

**Distribution channels:**

Landwege supermarkets in Lübeck city (4) and Bad Schwartau (1)

**Facebook likes:**

477 (4<sup>th</sup> March 2015)

## Supply chain organisation

Landwege sells the full range of supermarket products including fresh food, long-life food products and non-food products. The upstream partner farms and processors supply vegetables, fruits and juice, potatoes, cereals, bread and bakery products, cheese and other dairy products from cows, sheep and goats, fresh meat and meat products, and eggs. Only some farms sell all their products to the cooperative. Most member farms also use other marketing channels such as their own farm shops or organic wholesalers. The diversity of their procurement and marketing channels has grown over time and is an important factor in their success. Selection of member farms depends on the high-value product or product range they offer. Landwege cooperative is well-known by the organic farming community in the wider area around Lübeck because it's well established and easy for farmers and the cooperative to get in touch with each other. Organic wholesale businesses are Landwege's business partners for the procurement of products that are not locally produced or are not farm products. The organic wholesalers deliver fresh food, convenience and non-food products. Landwege kitchen prepares set meals for bistros and supermarkets and also processes unsold vegetables and fruits from stores.

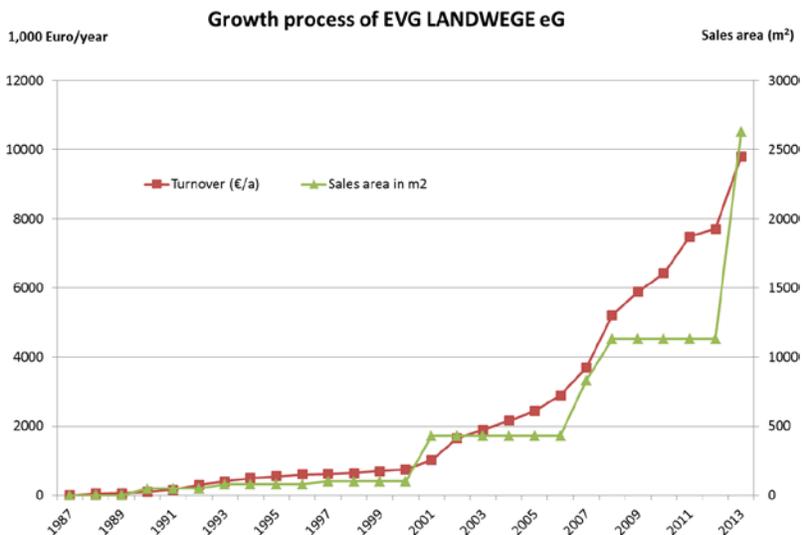


Figure 1: Turnover (100.000 Euro/year) and sales area (m<sup>2</sup>), 1987-2013

Funded by the German Ministry of Food and Agriculture with the Federal Program for Organic Agriculture and other forms of Sustainable Agriculture (BÖLN)



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