

From niche to volume with integrity and trust
CASE STUDY FACT SHEET

Landwege - Germany

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History

EVG Landwege e.G. is a producer-consumer-cooperative. It was created in a garage in 1988 and has grown into a retail business with five supermarkets, 600 consumer members and 30 organic farm members in the area around Lübeck, northern Germany. The short chain from producer to customer ensures a close connection between the two groups. Landwege has developed into a professional business, and avoided the trap of being too conventional. Significant problems have been solved during the company's development over the last 25 years through 'learning by doing' with support from diverse partners and experts.



Regional! From Landwege member farms located in Lübeck area

Landwege has a compelling interpretation of what it means to be regional. It is defined in their philosophy “organic from nearby” clearly linking farming to food consumption. The cooperative communicates its core value of organic food production through its logo 'Regional!' Landwege generates trust through the involvement of all chain partners under the umbrella of the registered cooperative (e.G.). The cooperative is also environmentally and socially active through its support of children's programmes, nature conservation projects, political initiatives and fair trade projects.

“The on-going professionalization of Landwege producer-consumer-community was a precondition for the survival of our initiative because a decision for ‘no-development’ can be the beginning of the end too.”
 (Landwege CEO in 2013, reflecting on the investment)



Landwege outlet and entrance area with bread and bakery area (Photo: Muenchhausen)

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Legal form:

Cooperative (e. G.)

Date of foundation:

1988 Landwege e. V.

Homepage:

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 (4th 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.

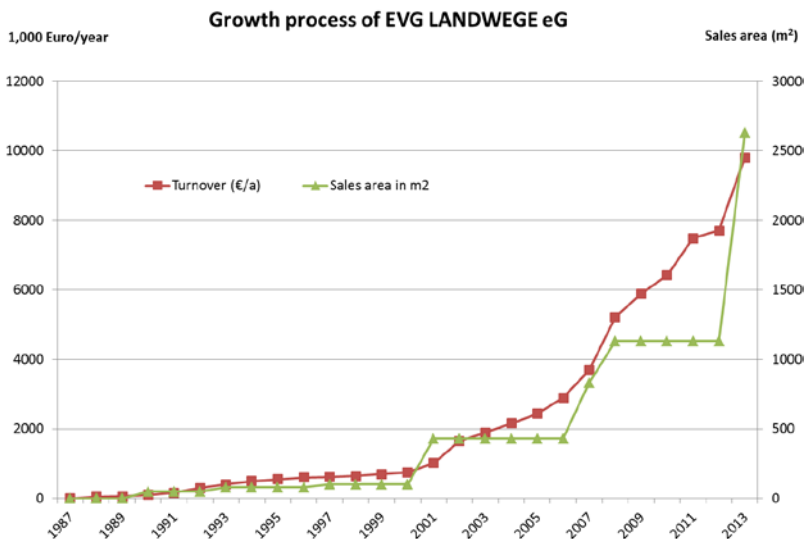


Figure 1: Turnover (100.000 Euro/year) and sales area (m²), 1987-2013

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