

TAGWERK

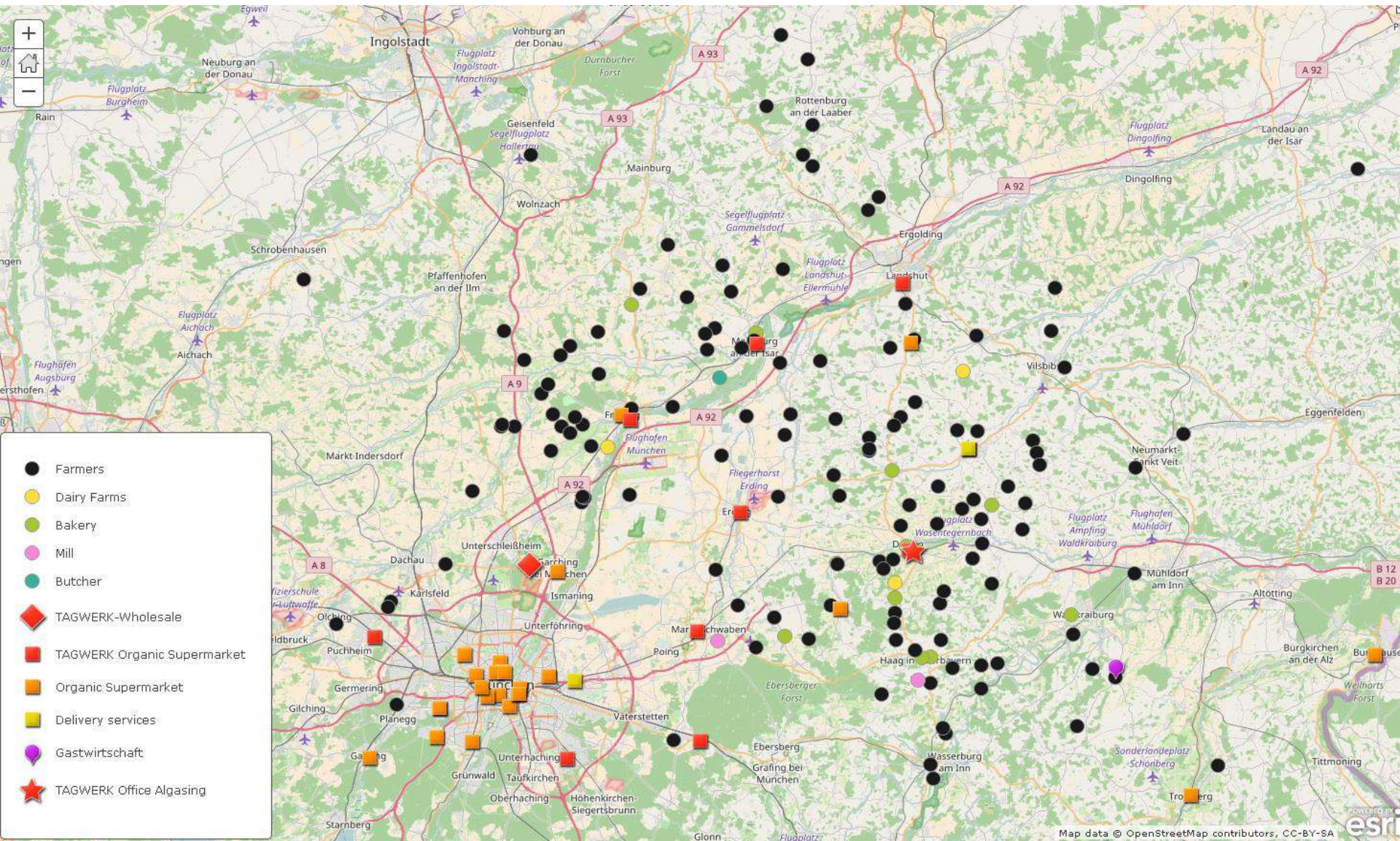
„Regional organic products” – a partnership of producers and consumers

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TAGWERK-Förderverein e.V.

Good to know from where the food comes from



The area of TAGWERK



The beginning



TAGWERK today



TAGWERK Cooperative

The central organization in the TAGWERK network

Founded: 1984

920 members

Shares: 989.000 €

14 employees

Main Tasks:

- Development of the TAGWERK brand
- Marketing
- Transportlogistics (6 trucks (15 t), 45.000 roll container per year, 300 deliveries per week, distance of delivery: 297.322 km, 11,14 km/roll container)
- Involvement to different TAGWERK companies (TAGWERK butchery, TAGWERK organic shops, TAGWERK wholeseller)



TAGWERK Wholesale

TAGWERK Großhandel für Naturkost GmbH, Garching near München

Product range focus:

**Fruit & vegetable, meat, sausages
cheese, regional products**

- ca. 2.000 articles permanent range, including 740 TAGWERK products
- ca. 250 fruits & vegetables
- 42 employees
- 200 supplied customers
- 2300 m² storage area, including 700 m² cooling
- 16,7 Mio. Euro annual turnover

Shareholder:

TAGWERK eG (50%)
Bodan GmbH (30%)
Management (20%)



TAGWERK Association

TAGWERK Förderverein e.V., Dorfen

- 470 members
- 2 managing directors, 8 members of the board, 4 employees
- Tasks: Consumer relationships, farmers working groups, educational projects, landscape conservation, build up supply chains



TAGWERK Producers

ca. **150 organic farms**, in an area not further than 100 km away from Erding
(95% of the TAGWERK Brand Products come from an area maximum
25 km away from Erding)



All farmers and gardeners are member in a german organic association
(Bioland, Demeter, Naturland, Biokreis)



Familie Lex,
Emling



Toni Wollschläger,
Langenpreising



Tom Girgnhuber,
Obergrashof,
Dachau



Claudia &
Hilarius Häusler
Gallenbach

TAGWERK Processors

Different businesses / farms are processing the regional products of the TAGWERK farmers.

- 2 butcheries, 8 cheese making farms, 2 mills, 10 bakeries, 1 Tofu production, 5 kitchens, 3 pasta productions, 1 cidery, 1 marmelade production



Christine &
Hugo Angermaier,
Walpertskirchen



Timo Kreutzer &
Joachim Schwarz,
JooTi, Gauting



Moritz Wiest,
GoodCrop,
München



Hubert Stadler,
Herrmannsdorf



Monika Drax,
Draxmühle,
Rechtmehring

The TAGWERK Brand



The TAGWERK brand – product brand for regional organic food

The TAGWERK Brand Products

Criteria

Production of Products:

Goods produced bei TAGWERK member farms

Products with more than one ingredient: More than 50% of the raw material come from member farms

Genuine Regionality:

TAGWERK brand products are produced in an area not further than 100 km away from Erding (95% of the TAGWERK Brand Products come from an area maximum 25 km away from Erding)

Regional origin is controlled by independent control authority

High Organic Quality:

All farmers and gardeners are member in a german organic association (Bioland, Demeter, Naturland, Biokreis)



The TAGWERK Product Brand

The Structure of TAGWERK branded labels:

- On the top you find the **brand/name of the farm or the processor**
- The **product name** is in the centre
- At the bottom is the blue TAGWERK wave with the TAGWERK logo



In comparison: The old TAGWERK brand



The TAGWERK Brand in Media

TAGWERK in Print Media

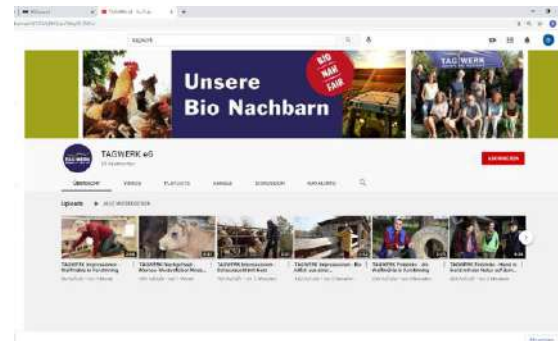
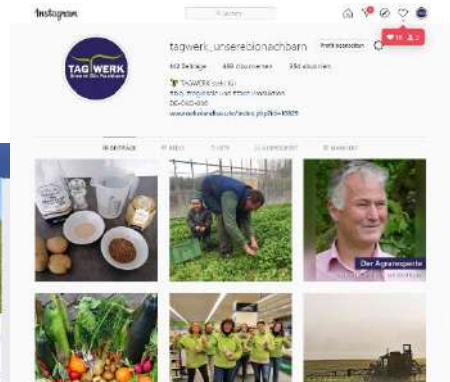
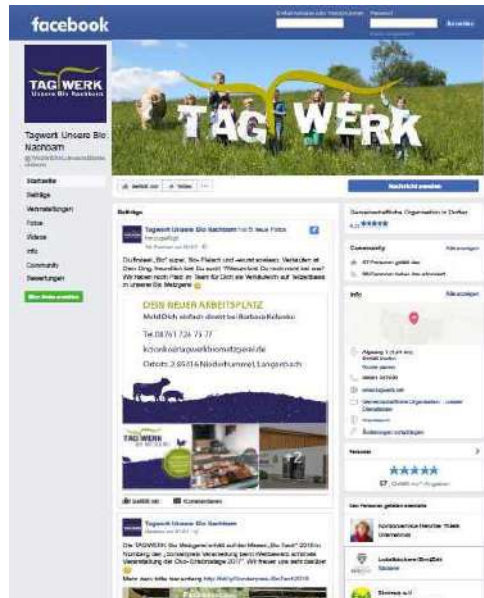
- TAGWERK News
- Editorial contributions



The TAGWERK Brand in Media

TAGWERK in online media

- TAGWERK Homepage www.tagwerk.net
- TAGWERK in Facebook, Instagram, YouTube, LinkedIn und Xing
- App





www.tagwerk.net



