



COOPERATIVE MARKETING

Today and in future

Landgard®

WELCOME TO THE LAND OF WIDE

HORIZONS



Fresh perspectives for quality and diversity every day – regional, national and international: Landgard is the sustainable and successfully marketing producer cooperative for flowers and plants as well as fruit and vegetables that offers additional value for customers and producers. We are Landgard.

IN OUR COMPANY,

COHESION

IS THE WAY OF LIFE



As a cooperative, we attach great importance to close cooperation with our approximately 2,500 member companies. The Producer Management team at Landgard is your competent contact person for the companies.



ACHIEVING MORE TOGETHER.

Our cooperative orientation makes us a reliable partner. We focus on successful and long-term partnerships with our members, producers, employees and customers. In this way, we combine enthusiasm with success every day, and ensure cohesion that promotes growth.

We can achieve more when we are together: we have competent contact persons available to you for all questions regarding delivery, volume planning, product range development and marketing. This means that we are always fully informed about market requirements, sales opportunities and the wishes of our customers.

THE LANDGARD EFFECT. MORE VARIETY OF OPPORTUNITIES. MORE EXPERIENCE FOR THE RIGHT ACTION. MORE SUCCESS IN THE MARKET. MORE GOALS ACHIEVED FOR ALL OF US.





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**» We cultivate regionally out of conviction,
using sustainable and resource-conserving methods.
With 120 gerbera varieties, we at Landgard always
find the right distribution channel. «**

Thomas van Megen





Partnership with the
producers



National and
international
supply base



Marketing and
services
with additional
value



Partnership
with the retail
market

WORKING SHOULDER-TO-SHOULDER TO CREATE ADDED VALUE.

We work with all market participants in a responsible, respectful, honest and cooperative manner. We develop concepts, marketing strategies and product ideas together, and also implement them together. In this way, we ensure that we provide services with real added value for all stakeholders along the entire value chain. We are active nationally and internationally and are constantly optimising our services. This makes us the right partner for producers from all over the world and all customer groups – from specialist retailers to organised wholesale customers.

Together, we benefit from our diverse experience and expertise from more than 100 years of cooperative marketing. We know the market, the needs of our customers and the wishes of the consumers and thus open up a wide range of market opportunities for our producers and customers. Thanks to the large number of our members and customers, we have a broad base that makes us all strong.

THE LANDGARD EFFECT. MORE CUSTOMER SATISFACTION. MORE PLANNING AND MARKETING SECURITY. MORE BENEFITS AND OPPORTUNITIES FOR SUCCESS FOR ALL OF US ALONG THE ENTIRE VALUE CHAIN.



WE HAVE A LOT OF SPACE FOR

GROWING





Our highly-specialised fresh logistics brings the products of producer companies to their intended locations in a temperature-controlled manner and via the most direct route. In this way, we ensure quality that is fresh from the fields.





EXPERIENCE WHAT BRINGS GROWTH.

The success of our producers and customers forms the backbone of our success. That is why we offer our producers a wide range of marketing opportunities and our customers first-hand access to goods and tailor-made product and service concepts. The internationalisation of our procurement base complements our national core segment.

Our modern fresh food logistics deliver everything quickly and reliably to its destination. Sophisticated distribution guarantees that the products reach the retail market in the fastest possible way.

THE LANDGARD EFFECT. MORE INDIVIDUALITY. MORE FRESHNESS AND QUALITY. MORE MARKET KNOWLEDGE.



DIVERSITY NEEDS STRONG ROOTS.

Our customer base is just as varied as the products we sell. In addition to specialist wholesalers and retailers, we serve all sectors of the retail trade, from garden centres to discount stores. As a link between customers and producers, we provide the right distribution channels for every need. In addition to standardised central warehouse and branch deliveries, we offer modern and flexible solutions in e-commerce and through our sales units.

In addition, with 29 Cash & Carry stores in Germany and Austria, we serve the specialist trade's visual purchase for flowers and plants and, with the only flower and plant auction in Germany, we also provide direct access to national and international assortments. In this way, we create reliable and strong structures that support the success of our producers, customers and partners everywhere and at all times.

THE LANDGARD EFFECT. MORE TO OFFER FOR OUR CUSTOMERS. MORE SALES CHANNELS FOR OUR PRODUCERS. MORE VARIETY FOR ALL.



WE LOVE

FRESHNESS



For us, quality is not just a promise, but an integral part of our philosophy. Our quality management guarantees the highest quality standards and product safety.



QUALITY IS OUR TOP PRIORITY.

We live the basic cooperative idea every day afresh. Our strength lies in our member companies which deliver their high-quality products fresh to us every day or directly to our customers. With our national and international producer structure, we offer first-hand sourcing all year round and can therefore meet the requirements of our customers at all times. To ensure the quality of our products in the long term, we use a wide range of instruments - from pre-harvest checks and customer-specific residue monitoring to crisis prevention and management.

Customer-specific requirements are implemented in a practice-oriented manner and the producers are supported in their realisation. This also includes the certification of the companies, for example according to GLOBALG.A.P. or QS-GAP.

**THE LANDGARD EFFECT. MORE FIELD-FRESH QUALITY – 365 DAYS A YEAR.
MORE PRACTICAL AND DIRECT SOLUTIONS FOR INDIVIDUAL NEEDS – AT ALL TIMES.**



BOUNDLESS OPPORTUNITIES FOR GOOD BUSINESS.

With our extensive procurement base, we offer our customers a high-quality range of products from regional, national and international production all year round. And that is exactly what distinguishes us: global, international strength, regional, local presence and personal, qualified proximity. In this way, we offer our customers not only special freshness and exceptional quality, but also comprehensive category solutions.

The assured availability of products in consistently high quality is of great importance for the organised retail market. In order to meet this demand and the requirements for freshness, product safety and quality at all times, our professional producer management is in close contact with our producers. This benefits everyone involved: our customers can rely on maximum availability of goods and we offer our producers the greatest possible sales security.

THE LANDGARD EFFECT. MORE VARIETY OF PRODUCTS. MORE CONTINUITY THROUGHOUT THE YEAR. MORE SECURITY FOR ALL.

**» With Landgard, everything is always in season.
I can source any type of produce throughout the
year – and with field-fresh and original quality.
This is what I call freedom. «**

Customer's voice







WE CREATE

IDEAS

Fresh ideas take all of us forward. Our innovative marketing and sales promotion concepts enable producers and customers to concentrate on their core business.





MARKETING IS MORE THAN SELLING.

Good products deserve the best marketing. That is why we do everything we can to conquer our customers' target groups. From visibility at the POS to eye-catching product displays as well as specialist retailers campaigns, licensing cooperations and brands to diverse online measures – we set standards in the green sector with our innovative marketing ideas.

Our professional market research activities form the basis of our market know-how. They show developments and trends and offer a variety of starting points for sales promotion. A win-win situation for producers and customers alike.

THE LANDGARD EFFECT. MORE STRATEGIES FOR INDIVIDUAL MARKET ACCESS. MORE IDEAS AND CONCEPTS FOR REAL ENTHUSIASM.



»I am a committed member of the Landgard producer cooperative. Here I have the best marketing opportunities – regionally and throughout Germany.«

Marcel Blum





CC-PARKPLATZ

STONSMIDE

SUKKULENTEN

ANGEBOT

SERVICE PROVIDER WITH ADDED VALUE.

Our customised product and service concepts reliably ensure high added value. Whether effective product and sales concepts or active product scouting: we take on everything that helps our producers and customers to concentrate on their core business. In addition, we inspire our customers to attractive presentations at the POS – in our cash & carry stores, at our order days and as part of our international trade fair appearances.

But our service does not end with pure marketing. Central contract processing, the provision of logistics, empties, customer-specific packaging and label printing are further services we offer our partners.

THE LANDGARD EFFECT. MORE SUPPORT THROUGH OUR PRODUCT AND SERVICE CONCEPTS. MORE TIME FOR THE ESSENTIALS – YOUR SUCCESS.





The central location in Straelen-Herongen is where all come together. Based on our core corporate values, we translate our vision into action every day from here and never lose sight of the good in everyday life.

THE GOOD THINGS

COUNT FOR US

KNOWING WHAT MATTERS TOMORROW.

Landgard is the sustainable and successfully marketing producer cooperative for flowers and plants as well as fruit and vegetables that offers additional value for customers and producers.

This is our vision, which we translate into action every day and bring to life on the basis of our core corporate values of respect, performance, partnership, loyalty and transparency. This combination of the basic cooperative idea and the advantages of a professionally managed marketing company makes us unique in the market. This is what guides us in every strategic decision we make.

**THE LANDGARD EFFECT. MORE MARKETING IN PARTNERSHIP
AND SERVICES OF THE HIGHEST QUALITY – FOR THE BENEFIT
OF OUR MEMBERS, EMPLOYEES AND CUSTOMERS.**



**»At Landgard, I can contribute and further
develop my personal competencies and skills.**

Versatile, productive and successful.«

Apprentice voice



A woman with long, light brown hair is smiling and looking towards the camera. She is wearing a black jacket and holding a bouquet of yellow flowers. The background is a blurred outdoor setting with some structures and foliage.

OUR MOST IMPORTANT RESOURCE.

Our committed employees are the basis of our success and deserve our full appreciation, because together we are Landgard. We work every day and with full commitment for the success of our producers and customers and for a successful future for Landgard. That is why attracting, promoting and retaining the best employees is one of our central strategic goals.



NEW HORIZONS – NEW OPPORTUNITIES.

Landgard stands for cohesion, growth, quality, ideas – and for the future. Our aim is to continue to expand our market position in the interests of our cooperative members, producers, employees and customers.

We are always opening up new perspectives, opportunities and possibilities. We draw the strength for this from the high quality of our products, our services and our ideas. With this and our personal commitment, we convince and win over new producers, new employees and new customers who support us in the strategic expansion of our business areas. The digitalisation of processes and work steps will also play an important role. Our target vision is a completely networked, digital supply chain from purchase to marketing. We look forward to shaping the future and achieving new goals together.

THE LANDGARD EFFECT. MORE OPPORTUNITIES. MORE PRODUCTIVITY. MORE IDEAS AND POSSIBILITIES.





1000 GOOD REASONS

In 2015, Landgard launched the “Flowers – 1000 good reasons” generic advertising initiative for the flower and plant sector. The initiative is committed to refreshing the image of the products, getting people more excited about flowers and plants again and showing them new, exciting occasions to buy. In 2019, the “Fruit & Vegetables – 1000 good reasons” generic advertising initiative was added for the entire fruit and vegetable sector in order to provide new incentives for young people in particular to get involved with fresh fruit and vegetables again and to refresh the image of the products themselves.



Since then, both initiatives have been running under the joint umbrella of “1000 good reasons”. To reach consumers, the initiatives talk to everyone about how great fresh greens and delicious fruit and vegetables really are. This happens on the street, at events and of course online every day on Facebook, Instagram, YouTube, etc. In addition, the initiatives show lots of ideas from professionals, bloggers and influencers for DIY and cooking. The Ideenwerkstatt (Ideas Workshop) is about creative decoration, flower arrangements, houseplants, garden and balcony. The Ideenküche (Idea Kitchen) brings you new recipes and food trends to try out.



In order to increase knowledge and understanding of the farms behind flowers, plants, fruit and vegetables, “1000 good reasons” regularly publishes producer stories with exciting insights into modern horticulture and production.



What has been achieved in the 10 years since 2015 clearly shows how much passion, creativity and collaboration has gone into this success story. The initiative presents some of the highlights on its website at [1000gutegruende.de/10-jahre](https://www.1000gutegruende.de/10-jahre). In addition, a highlight video summarises these 10 years in a vivid and entertaining way.



SUSTAINABLE BY NATURE.

Sustainability is more than a marketing strategy for us. Careful handling of limited natural resources and responsibility towards nature and the community are integral components of our system of values. The aim is to live up to its economical, ecological and social responsibility by acting responsibly and in partnership, now and in the future. As part of our sustainability strategy, we focus on projects beyond the legal basis. In a continuous process, we are dedicated to identifying and addressing the requirements in the fields of action of "Green Products", "Climate, Energy and Environment", "Employees" and "Society".

Landgard is the first company in the sector to push extensive generic advertising activities for flowers and plants with the "Flowers – 1000 good reasons" producer-financed initiative. The aim of the extensive activities is to sustainably anchor the products in the consumers' minds, to address new target groups and thus to secure the future of the industry. With the "Fruit & Vegetables – 1000 Good Reasons"

generic initiative, Landgard is also committed to the fruit and vegetable sector in a similar form. We maintain various cooperations with universities and thus make an important contribution to the development of qualified specialists for the green industry beyond the extensive training offers at Landgard. In order to protect the environment, we use innovative technologies in buildings, vehicle fleets and cultivation methods in our producer companies, and we are involved in joint projects with food retailers and nature conservation associations.

THE LANDGARD EFFECT. MORE ECONOMIC, ECOLOGICAL AND SOCIAL BALANCE. MORE LONG-TERM COMMITMENT TO THE DEMAND FOR OUR PRODUCTS.



Landgard



STRONG TOGETHER

RESPONSIBILITY, COHESION, SECURITY

IMPRINT

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