

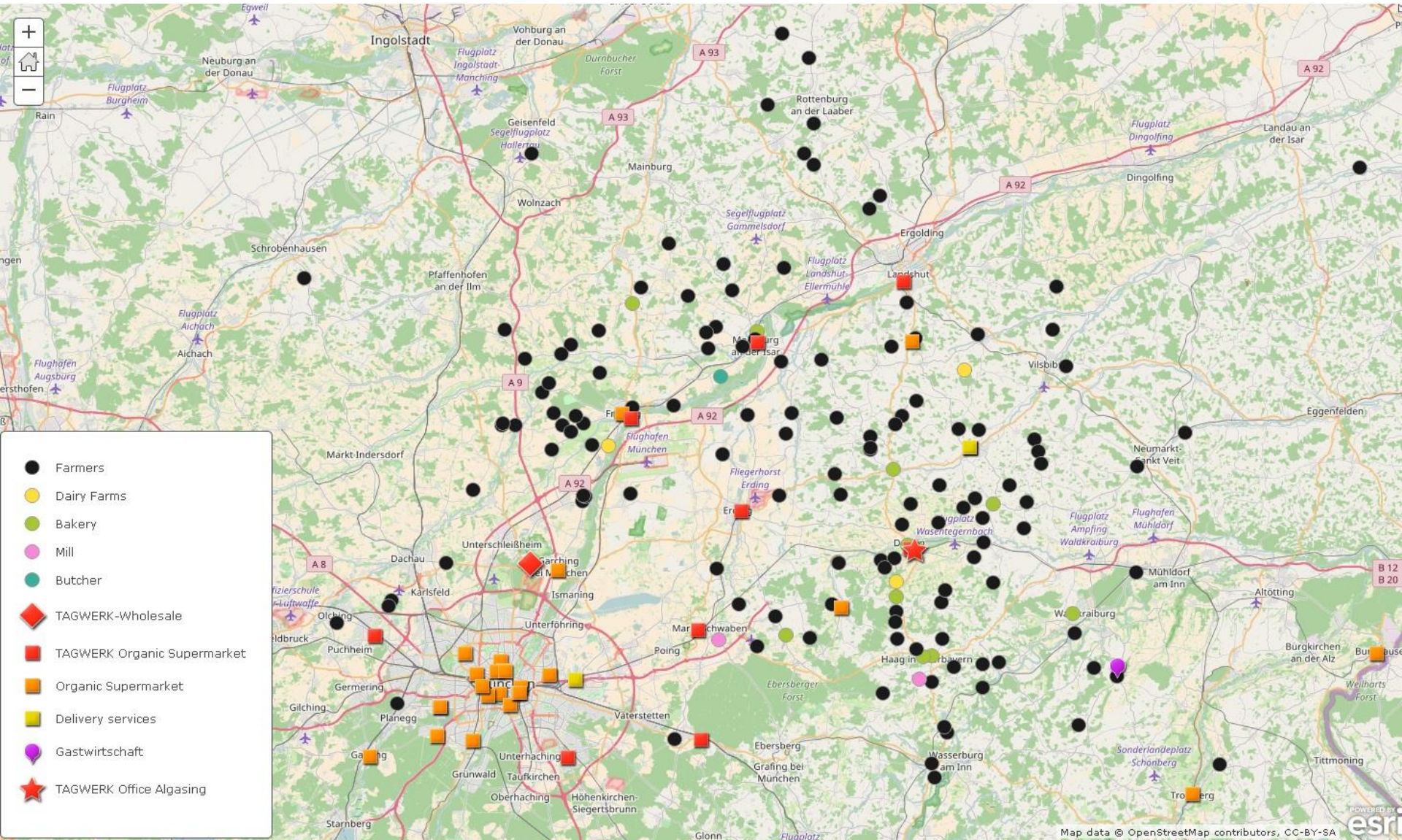
**TAGWERK**  
**„Regional organic products” –**  
**a partnership of producers and consumers**

Dr. Michael Rittershofer  
TAGWERK-Förderverein e.V.

# Good to know from where the food comes from



# The area of TAGWERK



Map data © OpenStreetMap contributors, CC-BY-SA

# 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 m<sup>2</sup> storage area, including 700 m<sup>2</sup> 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 Kreuzer &  
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)



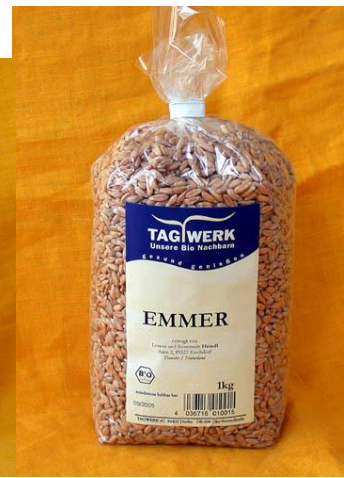
# The TAGWERK Product Brand

## 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



Nr. 164 Herbst 2024

**40 JAHRE TAGWERK**  
Unsere Bio Nachbarn

**TAGWERK ZEITUNG**

für umweltbewusste Verbraucher und Erzeugerinnen in der Region Isar – Isen – Inn

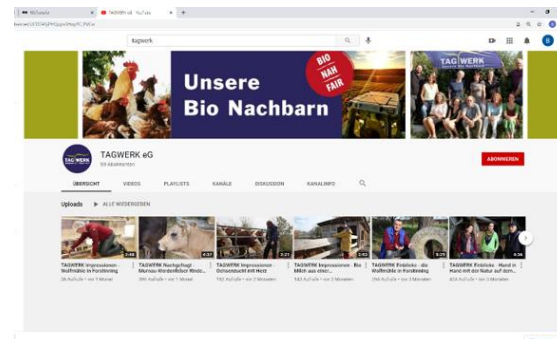
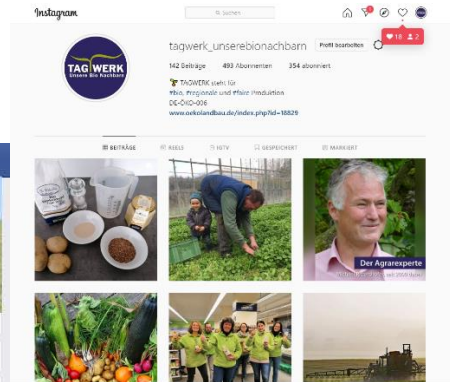
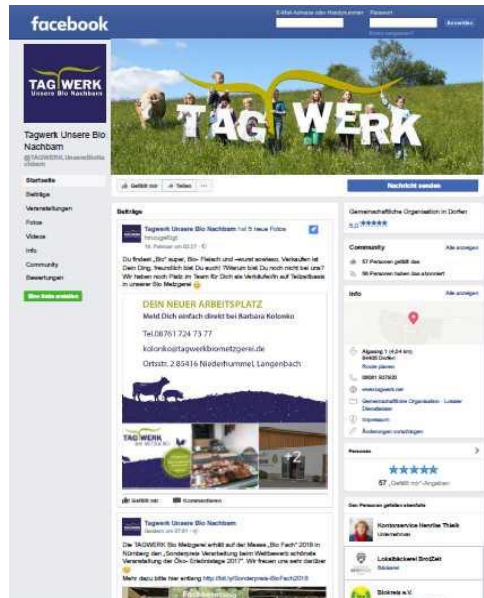
Thema **40 Jahre** Genossenschaft: TAGWERK mit Tiefenwirkung  
 Portrait Die Ölprinzen vom Vilstal: der TAGWERK-Betrieb Jahrstorfer  
 Landwirtschaft&Umwelt Was tun mit den Bio-Kälbern?  
 TAGWERK-Warenkorb Ein Loblied der Kartoffel

**... ein Grund zum Feiern!**

# The TAGWERK Brand in Media

## TAGWERK in online media

- TAGWERK Homepage [www.tagwerk.net](http://www.tagwerk.net)
- TAGWERK in Facebook, Instagram, YouTube, LinkedIn und Xing
- App







[www.tagwerk.net](http://www.tagwerk.net)



