**CASE STUDY**

**Finest Galloway meat – fresh and promptly on plates**

The company ‘EinStückLand’ was founded in March 2017 and has now established itself in the premium online meat provider market with its concept of sustainable animal farming. Foodies and amateur chefs are impressed by the high quality of the meat. Galloway cattle are only slaughtered once all the meat packages have been sold. This is a guarantee of absolute freshness. To ensure the product reaches the customer with this outstanding quality, maximum value is placed on having a competent logistics provider. GO! Express & Logistics contributes to the success of the young company with its punctual, reliable overnight delivery of these premium culinary products.

Selection of agricultural partner enterprises based on individual standards

The recipe for success of Hinrich Carstensen and his partner Lina Kypke is to be a marketplace for quality-conscious customers and farmers. Species-appropriate animal farming is time-consuming, expensive and requires a lot of patience. The agricultural partner enterprises are selected based on established standards set by the two owners themselves. These include closeness to, and respect for, the animals as well as supplementary feeding exclusively with natural products. The associated farmers also work with suckler herds, meaning that the calves
are reared by their mothers. The two founders quickly built up a network which supported their vision. For Hinrich Carstensen and Lina Kypke, and for the farmers involved, large-scale livestock farming is an unknown concept. The products offered by 'EinStückLand' meet the growing demand for responsible meat consumption, fair breeding and local values throughout the entire value supply chain, from breeding to slaughter. More and more customers want to sample this outstanding quality and are looking for corresponding offers.

Sustainable online orders and reliable overnight delivery

6.5 kg meat packages with various Galloway cuts, such as fillet, roulade and goulash, which can be ordered in advance via the online shop, are put together by the Hamburg-based company. In the case of 'cowfunding', each individual piece of the animal is first sold before it is subsequently slaughtered. This ensures that no piece of the animal is wasted. In conjunction with the natural farming approach, this ensures highly sustainable consumption. No styrofoam is used in the transport packaging. The shipping boxes are lined with pressed straw on the inside, which insulates just as efficiently as plastic, but which can be easily disposed on in compost heaps after use or alternatively used as winter protection for balcony plants. Cooling is exclusively carried out using frozen water in pouches. The water can then simply be disposed of down the drain and the pouches can be reused. Delivery is also an important quality driver. With GO!, the transportation of precious packages is reduced to a minimum timeframe. The consignments are picked up in the evening by GO! and are delivered to customers in economic centres by 10 a.m. on the following day, or anywhere in Germany by 12 p.m. on the following day. The express service provider GO! has been a partner to start-up businesses from the very beginning. ‘We want to raise awareness of responsible meat consumption among our customers. Eating meat should again be seen as a special experience. In choosing our service provider, it was very important that they be fast, reliable and flexible, and also handle our consignments very carefully.'
We chose GO! as it can deliver the precious consignments to the consumer overnight. Thanks to the high level of professionalism of GO!, we have never had any returns or complaints due to undelivered or damaged goods. This enables us to focus 100% on our core business activities,’ Carstensen explains.

About „EinStückLand“

‘EinStückLand‘ is a young start-up founded in spring 2017, which acts as a broker of premium meat from responsible breeding between farmers and quality-conscious consumers. The finest meat from Galloway cattle from Schleswig-Holstein is put together in meat packages online and offered in the form of ‘cowfunding’. Once all parts of an animal have been sold, the animal is slaughtered. Based on the motto of ‘Iss besonders’ (special dining experiences), the two owners guarantee 100 percent pure pleasure.

About GO! Express & Logistics

GO! Express & Logistics is Germany’s largest unaffiliated provider of express and courier services. The worldwide partner network was established in 1984 and currently includes over 100 GO! stations in Germany and Europe. Highly qualified employees and couriers transport more than 6 million shipments per year.

GO! offers regional courier transport and worldwide express delivery of goods, documents and particularly time-critical shipments round the clock 365 days a year. Customised supply chain solutions, tailor-made industry solutions and special services in response to complex customer requirements complete the portfolio.