



Case Study: Fresh, organic meat direct to your door.

Aberdeen Angus roulades or a Charolais roasting joint – if you buy meat at the supermarket counter nowadays, you are often unaware of its origin. Organic meat marketer MyCow does things differently: the beef, lamb and pork it sells are sourced from selected organic-certified farms in Mecklenburg-West Pomerania and Brandenburg. One mouse click and organic meat is delivered by GO! Express & Logistics direct to your home.

Since February 2010 gourmets have been able to purchase fresh organic meat, especially different types of beef via mycow.de. The customer can not only select the breed – Angus, Charolais or Galloway – that is to end up on their plate, but also the animal's organic farm of origin in Mecklenburg-West Pomerania and Brandenburg. The cattle are lovingly and work-intensively reared on all MyCow's partner farms, where organic-only husbandry is practiced. As a result, MyCow focuses on environmentally conscious consumption of meat.

Thus, the company only offer packs of meat that include different cuts from the beef. The customer has a choice of seven meat-pack versions each weighing five kilogrammes. Every order includes a detailed product description and the delivery time, which depends on one key factor: when the animal is slaughtered. That's because the meat packs are freshly assorted and only on the condition that the whole animal is used. The packs are then always shipped via GO! solely on a certain fixed date per animal.

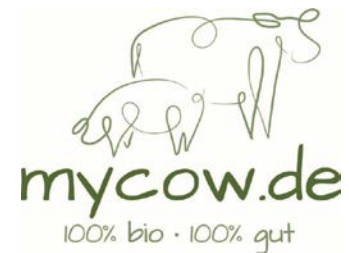
Production and shipping transparency

Once the meat is sufficiently aged, it is vacuum-insulated and packed well chilled into special polystyrene boxes featuring frigidors. The organic meat pack is then shipped in a sturdy outer carton by express and courier service provider GO! to the customer. GO! picks up these chilled consignments by 3.00 pm directly from organic butcher MyCow and delivers them nationwide by Overnight Express to customers by no later than 12.00 noon the next day. MyCow gets proactive online and provides prompt notification of shipping status and de-

livery. Shipping preparations are also 100 per cent transparent. "The quality that GO! provides is superb, the working relationship with the local station is very personal, high-quality and extremely professional", says CEO Lisa Sinz. MyCow and GO! have been working together since 2011 and have jointly developed a specific shipping and delivery concept, which provides the customer with the necessary flexibility and reliability in relation to the transportation of their sensitive consignments.

About MyCow

Online meat marketer MyCow gives meat fans the opportunity to select their organic beef by breed and organic farm and to have it delivered fresh to their homes. To this end, the company has been partnering since it was founded in 2010 with organic farmers from Mecklenburg-West Pomerania and Brandenburg, who lovingly and work-intensively rear their cattle organically. Customers have a choice of various meat packs, which are professionally cut, vacuum-packed and delivered securely chilled direct to their homes.



About GO! Express & Logistics

GO! Express & Logistics is Europe's largest independent express and courier service provider. The global partner network was founded in 1984 and currently comprises over 100 GO! stations in Europe. Approximately 1,400 employees and 1,700 drivers and couriers work hard every day to transport over 9.2 million shipments per year (2021).



Under the motto "beyond limits", GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.