CASE STUDY

Organic produce directly from the farm to the customer

Modern, sustainable, organic farming is increasingly focusing on customers’ needs in order to survive in competition with the established food industry. The supply of organic boxes directly from the farm to the customer is a service that continues to grow in popularity. Gut Wulksfelde, located to the north of Hamburg, runs an organic farm and supplies over 2,000 customers with various types of product boxes and individually composed boxes. The reliable supply of fresh, delicate products requires particular care during transportation as well as high flexibility in the case of seasonal shipping peaks. GO! Express & Logistics supports the logistics team to ensure the reliable supply of organic products at all times.
Organic products in fresh boxes

Since 1989, Gut Wulksfelde has been systematically following an organic farming approach that does not use genetic engineering or chemically synthesised agents, and satisfies the increasing demand for regional, healthy products. The product range offered by Gut Wulksfelde Lieferservice GmbH has now grown to include over 2,200 items and also features pharmacy products and spices from certified partner companies in addition to farm-produced products such as vegetables, potatoes, strawberries, bread and meat. This enables customers who do not visit the farm store to regularly get the products they need delivered to their homes or to a location of their choice. They can choose from various product boxes or put together an individual fresh box in the online shop. In addition to private customers, companies, catering enterprises and kindergartens are also subscribers.

Highlighting the value of organic quality

The owner-operated enterprise knows its customers well and therefore offers products based on their specific needs. A mother-and-child box is available as well as an office box and a smoothie box. Transparency is held in high regard at Gut Wulksfelde, and customers can get to know the company first-hand at any time with a guided tour of the farm. A small zoo, seasonal markets, fields where visitors can pick their own food products, and holiday camps draw thousands of people across all age groups every year.

To run the agricultural enterprise, garden centre, farm store, delivery service, bakery and restaurant, the staff numbers have now grown to 160 employees. An independent logistics department with 13 drivers ensures the punctual delivery of environmentally friendly deposit return boxes. As a logistics partner, the express service provider GO! prevents any delays during peak times or in the case of bottlenecks due to illnesses or holidays.

‘We count on GO! in cases of emergency and are yet to be disappointed. The predominantly same-day deliveries were fulfilled 100%,' says Marc Kern, logistics manager at Gut Wulksfelde. ‘A personal point of contact is always available at GO! and they naturally also get in contact with us. This is what I expect from a logistics provider,’ Kern continues. Over 100 consignments have already been delivered this year by GO! Express & Logistics.
About Gut Wulksfelde

Gut Wulksfelde is located just outside Hamburg. Founded in 1989, an organic farm is run here by a team of 160 employees, who look after animals and the processing and distribution of organic products. 472 hectares of land, 250 cattle, 220 pigs as well as hens and sheep are managed. There is also a garden centre, a farm store, a zoo and a farm restaurant. Over 2,000 customers in the Greater Hamburg area are regularly supplied with fresh, organic produce by our own delivery service. The product range includes over 2,200 items.

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.

True to the corporate philosophy IT’S ALL ABOUT TIME, 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.