



Case Study: organic produce direct from the farm to the customer.

Gut Wulksfelde, located north of Hamburg, practises organic farming and delivers a range of ready- and custom-assorted boxes of produce to more than 2,000 customers. Reliable delivery of fresh, delicate produce requires not just particular care during transportation, but also a high degree of flexibility at seasonal peak shipping times. GO! Express & Logistics augments the logistics team to ensure reliable delivery of these organic products at all times.

Modern-day, sustainable organic farming is increasingly focusing on meeting customer wants, in order to weather the competition against the established food retailers. The delivery of organic produce boxes direct from farm to customer is a service offering that's becoming increasingly popular. Gut Wulksfelde has been consistently focusing since 1989 on organic farming, which does not involve genetic engineering and chemical-synthetic agents, and is thus meeting an increasing demand for regional, healthy products. The range of produce offered by Gut Wulksfelde Liefer-service GmbH has now grown to more than 2,200 items and, in addition to the farm's own produce like vegetables, potatoes, strawberries, bread and meat, also includes, for example, 'drugstore' items or spices from certified partner businesses. Therefore customers, who



do not buy products in the farm shop, can have them regularly delivered to their homes or to a place of their choice. They can choose from different ready-assorted boxes or assort their own freshness box in the online shop. Subscribers include private individuals, companies, catering businesses as well as kindergartens.

Turning organic quality into an experience

The owner-managed business knows its customers inside out and therefore offers products, which meet buyers' needs. Offerings include a mother / child box, an office box or a smoothie box. Transparency is writ large on the farm, and customers always have the opportunity to gain a personal impression of what the company does by going on a farm tour. A small zoological garden, seasonal markets, fields where visitors can pick their own produce and even holiday



camp attract thousands of people of all ages every year. In order to run the farm, the garden centre, the farm shop, the delivery service, the bakery and the restaurant, the headcount has now grown to 160 employees. An in-house logistics department with 13 drivers handles the on-time delivery of the environmentally compatible returnable boxes. In its logistics partner role, GO! prevents delays at peak times or in the event of illness- or holiday-related bottlenecks. "We rely on GO! in these emergencies and to date it has never let us down. Our partner has accomplished these mostly same-day deliveries 100 per cent", says Marc Kern, Gut Wulksfelde's head of logistics, "while a dedicated personal contact at GO! is always available and they also get proactively in touch with us. Those are characteristics that I expect of a logistics service provider." This year more than 100 consignments have been delivered by GO! Express & Logistics.

About Gut Wulksfelde

Gut Wulksfelde is located right on Hamburg's doorstep. Established in 1989, 160 employees practise organic farming and animal husbandry as well process and market organic products. 472 hectares of land, 250 cattle, 220 fattening pigs as well as laying hens and sheep are looked after. A garden centre, farm shop, a zoological garden as well as a self-managed restaurant complete the offering. More than 2,000 customers are regularly supplied with fresh organic produce by the business's own delivery service in the Hamburg metropolitan region. The range includes more than 2,200 items.



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.

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