



## Case Study: Prime Galloway beef served up by Express.

“EinStückLand”, a business that was only set up in March 2017, has since gained a foothold in the online premium meat provider market by taking a sustainability-aware animal husbandry approach.

Gourmets and amateur chefs love the high quality of this meat. Galloway cattle are only sent for slaughter once all the predefined meat packs from one animal have been sold. That is a guarantee of absolute freshness. Since a few month, there is also an online meat counter where every customer can put their own package of frozen meat. To ensure that

the superb quality of the products is maintained until they reach consumers, great importance is attached to partnering with a qualified logistics service provider. GO! Express & Logistics contributes to the start-up’s success by providing its on-time and reliable Overnight shipping service.

### Choice of agricultural partner companies based on proprietary standards



Hinrich and Lina Carstensen success formula consists of being a marketplace for quality-conscious customers and farmers. Animal welfare-focused husbandry is time-consuming, expensive and requires a great deal of patience. The choice of agricultural companies they partner with is based on specified standards, which both owners have themselves set. These include a closeness to and respect for the animal, as well as feeding it solely on natural products. What characterises the farmers that are linked into this marketplace is that they practice suckler cow herd husbandry, i.e. calves are raised in the company of their mothers. Both founders have established a network that backs their vision within a very short period.

Hinrich and Lina Carstensen, like the farmers involved in this network, regard factory farming as an alien concept. The products provided by "EinStückLand" are meeting an increasing need for responsible meat consumption, fairer rearing and regionality along the entire value chain from breeding to slaughtering. More and more customers no longer wish to forego this supreme quality and are looking for appropriate offerings.



## Sustainable online ordering and reliable overnight shipping

The young companies from the north assort pre-defined meat packs containing various cuts of Galloway beef, e.g. filet, roulade and chuck, which can be ordered in advance via the online store. There are also boxes with chicken and meat from pigs. With "cowfunding" process ensures that beef, pork or chicken are sold in whole pieces before it is sent for slaughter. This means that no part of the animal is wasted. Together with natural animal husbandry practices results in highly sustainable consumption. As far as transport packaging is concerned, polystyrene is dispensed with entirely. The shipping boxes are lined on the inside with compacted straw, which insulates just as well as plastic, but which can be easily disposed of on the compost heap or used as winter protection for pot plants after use. "Many customers also send the boxes back to us so that we can use them again," says Carstensen. The only method of cooling used is frozen water in bags or in case of frozen meat, dry ice. The water can then simply be disposed of by pouring it down the drain and the bags can be reused. Furthermore, shipping is an

important driver of quality. GO! enables the shipping of these valuable meat packs to be reduced to minimum time slots. Consignments are picked up by GO! in the evening and delivered to customers nationwide by 12.00 noon the following day. Express service provider GO! has partnered with the start-up from the very start. "We want to create an awareness of responsible meat consumption in the minds of our customers. Eating meat should again be something special. When choosing our service provider, we attached great importance to it being fast, reliable and flexible and handling consignments with care. We opted for GO!, because it delivers these valuable consignments to consumers overnight. GO!'s professionalism means we don't get returns or complaints about non-delivered or damaged products. "This enables us to concentrate 100 per cent on our core business", Carstensen explains.

## About "EinStückLand"

"EinStückLand" was established in 2017. The company regards itself as a broker of premium quality, fair-bred meat, intermediating between farmers and quality-aware consumers. Prime cuts of Galloway beef from Schleswig-Holstein are assorted into packs of meat and offered for sale on the Internet using the "cowfunding" process. The animal is only sent for slaughter once all its cuts have been sold. Both owners guarantee 100 per cent natural enjoyment in line with their motto "Iss besonders" (which can roughly be translated as "an exceptional (tr)eat").

## 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 10 million consignments per year (2023).



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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