



THIS IS WHERE SOLIDARITY BECOMES A REALITY

Landgard – your marketing
producer cooperative.

Landgard[®]



WE ARE LANDGARD.

Landgard is the sustainable and successful marketing cooperative for flowers and plants as well as fruit and vegetables that offers additional value for customers and producers. It is wholly-owned by the 3,000 or so member companies, who deliver their fresh products daily, either to the Landgard locations or directly to the customer. With more than 100 years of tradition, we have comprehensive expertise in the dynamic fresh products market. Our customers are as diverse as our product range: Alongside specialist retailers and wholesalers, we serve all segments of the chain-store retailing, from garden centres and DIY stores to food retailers and discount retailers.





» I am a committed member of the Landgard producer cooperative. Here I have the best marketing opportunities – regionally and throughout Germany. «

Marcel Blum

MARKETING MEANS MORE THAN SELLING.

As a producer company, your membership of the producer cooperative Landgard is your admission ticket to the national and international market. Contact with existing and potential customers is the top priority here, across all distribution channels. Thanks to the wide variety of marketing channels at Landgard, our flexibility in the marketing of your products is unique in the market. We operate internationally, but at the same time we have a strong regional focus. The producer cooperative thus opens up many opportunities for you as a member company, and simultaneously meets the needs of the retail industry and consumers.





AT THE PRODUCERS' SIDE.

As a cooperative, Landgard puts great emphasis on close cooperation with the producer companies. In this process we focus on long-term partnerships. For all questions relating to delivery, volume planning and product range development, our competent consultants are at your disposal. Through your membership, you gain a comprehensive overview of market requirements, sales opportunities, and the wishes of customers. The bundling of product ranges opens up markets, ensures customer satisfaction, and gives you the greatest possible degree of planning and marketing security.



ACHIEVE MORE TOGETHER.

As a member, you benefit from the experience and market competence of our producer cooperative. Thanks to the wide range of information gathered from the market, Landgard is capable of transparently depicting the entire market. Landgard, as a producer cooperative with so many members, occupies a central market position, which makes you strong as a member company. By getting involved in the committees at Landgard, you can help to define the direction taken by the company. We also lobby professional organisations, public authorities and political bodies for the interests of our member companies.



Partnership with
the producers



National and
international
supply base



Marketing and
services with added
value



Partnership



CONTINUITY AND SECURITY.

In addition to sales security, membership in the producer cooperative also offers a range of other benefits. Regulated sales mean financial security and greater planning possibilities for you when drafting your own company strategy. A transparent accounting system allows you to check the current situation at any time. As a recognised producer cooperative, Landgard also offers you support with investments by applying for and utilising subsidies. This is an important prerequisite for a stable basis in the further development of businesses in the market of the future.





QUALITY IS CAPITAL.

As a producer cooperative, Landgard is the link between producers and customers. Customerspecific requirements are interpreted in a practice-oriented manner, and the producer companies are supported through the implementation process. This also includes the certification of the companies, e.g. according to GlobalG.A.P./QS-GAP. The implementation of quality assurance measures – from culture testing to customer-specific residue monitoring – is as much a part of the service as crisis prevention and management.

SERVICE PROVIDER WITH ADDED VALUE.

Landgard offers individual production and distribution plans to you, including but not limited to marketing and sales promotion measures, which can even be tailored to individual customers. This also includes the presentation of products to customers. In addition, our services include product scouting, and the identification of promising new ideas and innovations. Furthermore, centralised contract handling and the provision of logistics, empties, customer-specific packaging, and label printing are just a few of the advantages which Landgard offers the member companies. This allows you to focus on production, and when it comes to marketing, to benefit from the experience, the market competence, and the wide variety of support services provided by your producer cooperative.

THE LANDGARD EFFECT. MORE JOINT MARKETING AND TOP-QUALITY SERVICES – TO THE BENEFIT OF OUR MEMBERS, EMPLOYEES AND CUSTOMERS.



» We cultivate regionally out of conviction, using sustainable and resource-conserving methods. With 120 gerbera varieties, we at Landgard always find the right distribution channel. «

Thomas van Megen



Are you interested in membership of Germany's largest producer cooperative for flowers and plants, fruit and vegetables?
Then contact Landgard's producer support service:

Landgard producer support

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