



The pursuit of Well-being of Stakeholders explained on the basis of **MÄRKISCHES LANDBROT**

Happiness and Wellbeing conference, 12.06.2012 Switzerland, St Gallen

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ES GIBT IMMER EINEN ANFANG FÜR DAS BESSERE.



DYNAMIC- ORGANIC - WHOLESOME



The pursuit of Well-being of Stakeholders

1. Motivation and Structure
2. Employees/ Suppliers
3. Customers
4. Origin of concern for Stakeholders?

LANDBROT FIBEL
Mythen und Fakten zu MÄRKISCHES LANDBROT





1. Motivation and structure

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What motives and values drive your entrepreneurial spirit?



our company's purpose is -

"... heal the soil with organic agriculture & serve the people with whole food".





How do you guide and ensure the commercial success of your company?



- **courage for gaps in products range**
- **focusing on core competence**
- **clear vision, mission, purpose & guidelines on - mid - long-term plans**





How do you decide the distribution of profit?



Basics:

- **max 15 % cash flow**
- **donation of min. 10 % of net profit / aft tax**
- **participation "public welfare economy" score board process to be published - chr felber/ attac**
- **maximize of sense versus max profits**
- **building on reaching company quota of 50 % of equity capital**
- **investing in co2 neutrality in 2020**
- **max 10.000 kg bread on average per day = max production quantity**



How do you assign an income to yourself and family members as contributors and as owners?



Priorities:

- **Ceo pay each appr. costing 100.000 € per year – now one Ceo working $\frac{3}{4}$**
- **company ness. investments - detailed 3 yr investment planning**
- **sustainable prices for grain for the farmers**
- **wages / upper third diff artisanal bakers : industrial work force, bonuses, decision of distribution of profits**
- **in acc to fixed retirement plan**
- **serve the world on all different levels - sponsoring**



What are your key levers to manage the company?



- **participation and active**
- **communication with all stakeholders**
- **acknowledging and respecting = understanding their needs & preferences**
- **supporting individuation- , consciousness development-, processes**
- **"management by love"**



What is the payback or in wider terms what are the results of your concern?

- **trust, effective communication, regional value added chain, personal contacts, transparency**
- **customers preferred choice of regional products & transparency, regional currency**





2. Employees/ Suppliers

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I What does your company do to support the well-being of its leadership and workforce?

- trainings in work skills & leadership & time management & ecology/ sustainability**





II What does your company do to support the well-being of its leadership and workforce?



- **transparency in communication & decision making processes**
- **management by walking around**
- **works council/ employee representative committee**
- **"our bread is boss" - we do all to serve its well being - ee hierarchy and organigramm**
- **incentive trekking tours, financial support for wellness, travel, education activities**

III What does your company do to support the well-being of its leadership and workforce?

- **regular meetings on all levels**
- **Bonuses**
- **payment and conditions more than average**





How does the leadership and the people on the factory floor react to this support



Leadership:

- **it's acknowledged as an incentive & serves as motivation, communication, leadership training & team building processes.**

Factory Floor:

- **different - all in all positive sic result questionnaire**
- **diana engel, masters degree in business**
- **no fluctuation**



And what is your concern for the well-being of your suppliers?



- initiative fair & regional
- prices according to the needs of farmers - sustainability - long term binding nature – liability

Unterzeichner der Charta (bis Dezember 2007):

Bauerngut Templin & Mitarbeiter (Demeter)	Baumschule am Butzelberg (Gärtnerei)
Beumer & Lutum (Vollkornbäckerei)	Biofleisch Nord Ost (Biofleischvertrieb)
Biokontakt Vertriebs GmbH (EZG Getreide)	Hof Gut Peetz (Demeter)
Gut Wilmersdorf (Bioland)	Landgut Pretschen (Demeter)
Lienig Wildfrucht (Verarbeiter)	LPG (Bio Supermarkt)
Märkisches Landbrot (Demeter)	Midgard (Demeter/Naturkost Großhandel)
Naturland Marktgemeinschaft GmbH	Ökodorf Brodowin (Demeter)
Öko-Mühle-Trossin	Viv-BioFrischeMarkt
Vollkern (Demeter Vollkornbäckerei)	Wulkower Hof (Demeter)

Unter www.fair-regional.de sind die einzelnen Betriebe mit ihren Websites verlinkt.



Weitere Infos unter: www.fair-regional.de

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Eine Initiative von Bio-Betrieben aus Berlin-Brandenburg

Bio-Produkte aus der Region & fairer Handel entlang der Wertschöpfungskette:

Qualität & Transparenz für die Verbraucher – Zukunftsperspektiven für die Bio-Landwirtschaft in Brandenburg.



3. Customers

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What does your company do to foster the well-being of its customers?

Integral approach on all levels &



Whole grain



healthy products



What do customers notice-what is unbeknownst to them?



- **Product**
- **Info paper, internet, visits unbeknownst**
- **Details of economic calculation**



Would you get away with less effort and still keep your customers happy?



Yes absolutely see all the details of importance effort and criteria of

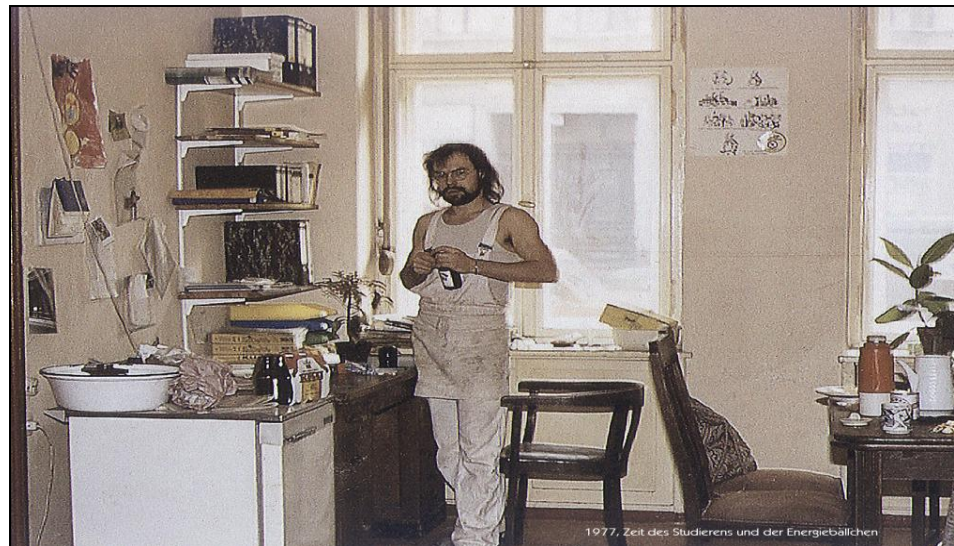
- a) Raw materials**
- b) Process of production**
- c) Spiritual background**



4. Origin of concern for Stakeholders?

How come you have developed a management model that honours value creation for your stakeholders?

- **knowledge from studies of economics, working in two bakery collectives**



- **spiritual education,-studies, -beliefs, personal coaches, studies eg ken wilber integral theories**



KORN

ZIEHT

KREISE



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