

German organic-brewery



SUMMARY Neumarkter Lammsbräu, Gebr. Ehrnsperger KG is an organic beverage producer located in Neumarkt/Oberpfalz. Neumarkter Lammsbräu is committed to sustainable production. In addition to organic beer, they also produce organic lemonade and mineral water. Within the production of organic beverages, they set great value on water and soil protection, regionality and fair treatment of all parties. That makes Neumarkter Lammsbräu one of the most sustainable organic beverage producers worldwide. As early as 1977, the family-run, medium-sized company drew up its own environmental guidelines, which it continues to develop and implement on a daily basis.

Contract Type



Value-chain

Public Goods

SOIL

WATER

BIODIVERSITY

OBJECTIVES

Ecological objectives:

- Corporate environmental protection, careful use of resources, preference of renewable materials, support and use of organic raw materials

Economic objectives:

- Compliance with organic production guidelines, fair pricing and high product quality, regional production cycles and strong partnerships

Social objectives:

- Creation of socially sustainable living spaces, promotion of awareness of the social necessity of a sustainable lifestyle and support of sustainable initiatives

Location



Markets



CONTRACT DETAILS

Participation & involved parties Neumarkter Lammsbräu identifies 17 different stakeholder groups. They distinguish between internal stakeholders, such as the management, the works council and employees, and external stakeholders. These include suppliers, the Producer Association for Organic Brewing Raw Materials (EZÖB), companies in the region, competitors, associations, direct consumers, end users and many more. The company has nearly 500 active suppliers from whom it purchases goods directly. Almost all of them are located in Germany, the majority even directly in the region of Neumarkt such as the approximately 170 farmers of the EZÖB. Stakeholder proximity is particularly important to the company. Therefore, they founded the Neumarkter Lammsbräu Stakeholder Circle, where current trends are discussed and sustainable developments promoted.

Requirements for participation Neumarkter Lammsbräu purchases the raw materials for beer, if possible, exclusively from the EZÖB - the farmers of the region around Neumarkt. The members commit themselves to cultivate the raw materials according to the strict guidelines of the organic farming associations.

Basis of Payment



- Action-based
- Result-based

Involved contract takers



- Collective



- Individual

Important requirements for the cooperation are therefore the location and the production method. Furthermore, the company expects its suppliers to adhere to their code of conduct. It defines the basic requirements in the areas of human rights & working conditions, environmental standards and business integrity.

Nature of cooperation & contract stability The supply chains are characterised by longstanding and trusted cooperation. This allows for a high degree of transparency and reliability. This partnership-based approach is fixed in the brewery's corporate and procurement policy. The cooperation using the example of the EZÖB and the farmers: The brewery concludes a framework agreement with the EZÖB, which binds the individual farmers. In addition, an individual contract is concluded with each farmer for the quantity of each year. The farmers are thus guaranteed that the quantities grown are purchased at a precisely defined price. The prices are above the usual market level.

Advice & support Every year, the company supports two of its EZÖB members in the development and implementation of a cultural land plan (Kulturlandplan). This is an individual nature conservation plan, tailored to the respective farm and designed for several years. The implementation is supported by a Bioland consultant. In addition, Neumarkter Lammsbräu offers seminars and other opportunities to further educate the members of the EZÖB.

Environmental monitoring & control Regular on-site audits are carried out on the farms of the EZÖB to monitor how well the farmers implement ecological guidelines. For other very important suppliers, random audits ensure that they comply with the code of conduct. Minor important suppliers report this through self-disclosure. Especially in the production of organic lemonade, many suppliers are located outside Germany, which makes it more difficult to monitor. Therefore, a „Sustainability Hot Spot Analysis“ was conducted for that supply chain, but it did not reveal any critical points. Nevertheless, if a supplier performs very poorly in the audits, Neumarkter Lammsbräu would consider alternative, more sustainable sources of supply.

SUCCESS FACTORS

- As few intermediaries as possible
- Direct contact to producers and suppliers creates a high level of transparency
- Reliable partnerships with long-term contracts
- Greater awareness in the region and high level of trust

www.lammsbraeu.de



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