



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Contents

- Personal Introduction
- Portrait of „Okodorf Brodowin“
- Presentation
- Marketing
- Distribution

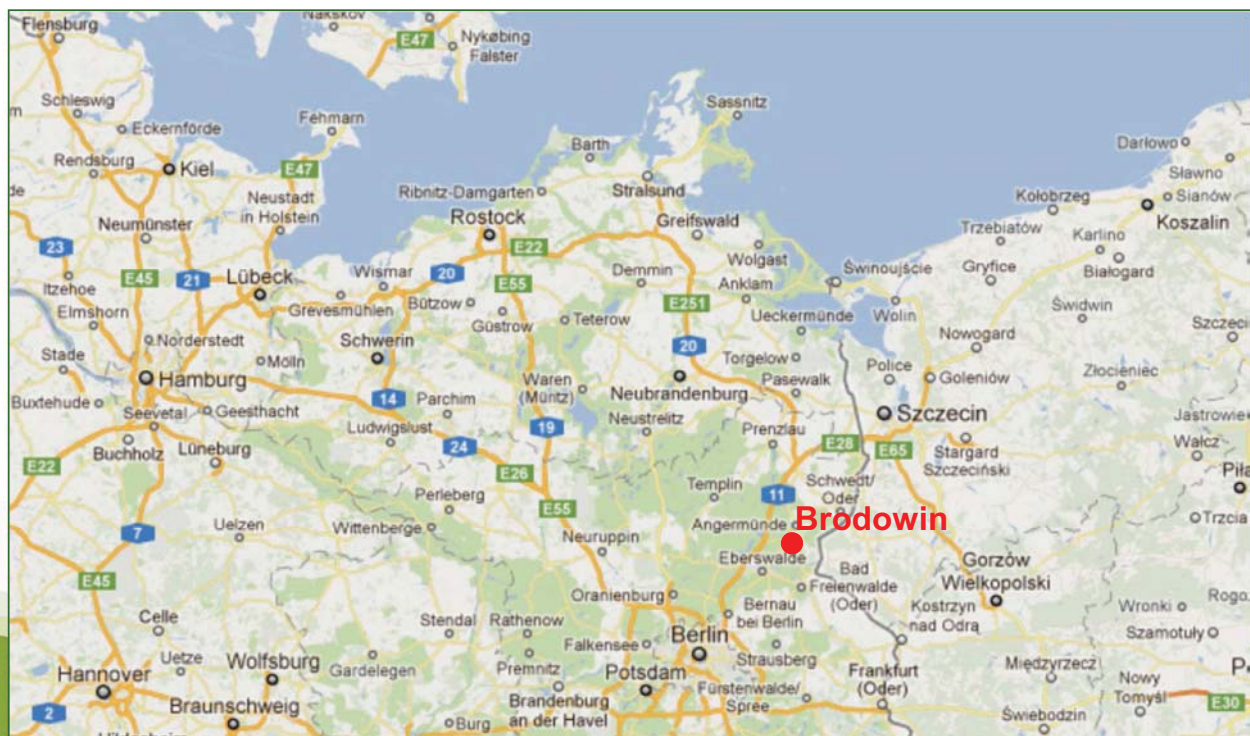


**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## *Personal Introduction*



- Ludolf von Maltzan
- since 2006 owner and manager



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## *Portrait of „Ökodorf Brodowin“*



- **1.200 ha arable farmland**
- 30 ha vegetables
- 0,2 ha greenhouses
- 100 ha forestry
- 400 heads of cattle (175 lactating)
- 200 goats
- 400 chicken





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“



- 1.200 ha arable farmland
- **30 ha vegetables**
- 0,2 ha greenhouses
- 100 ha forestry
- 400 heads of cattle  
(175 lactating)
- 200 goats
- 400 chicken



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“



- 1.200 ha arable farmland
- 30 ha vegetables
- 0,2 ha greenhouses
- 100 ha forestry
- **400 heads of cattle  
(175 lactating)**
- 200 goats
- 400 chicken



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“



- 1.200 ha arable farmland
- 30 ha vegetables
- 0,2 ha greenhouses
- 100 ha forestry
- 400 heads of cattle  
(175 lactating)
- **200 goats**
- 400 chicken



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“



- 1.200 ha arable farmland
- 30 ha vegetables
- 0,2 ha greenhouses
- 100 ha forestry
- 400 heads of cattle  
(175 lactating)
- 200 goats
- **400 chicken**





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“



- **transparent  
dairy**

(milk, butter,  
mozzarella,  
goat and cattle  
cheese)



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Portait of „Ökodorf Brodowin“

- **farm stall**

- **delivery service**





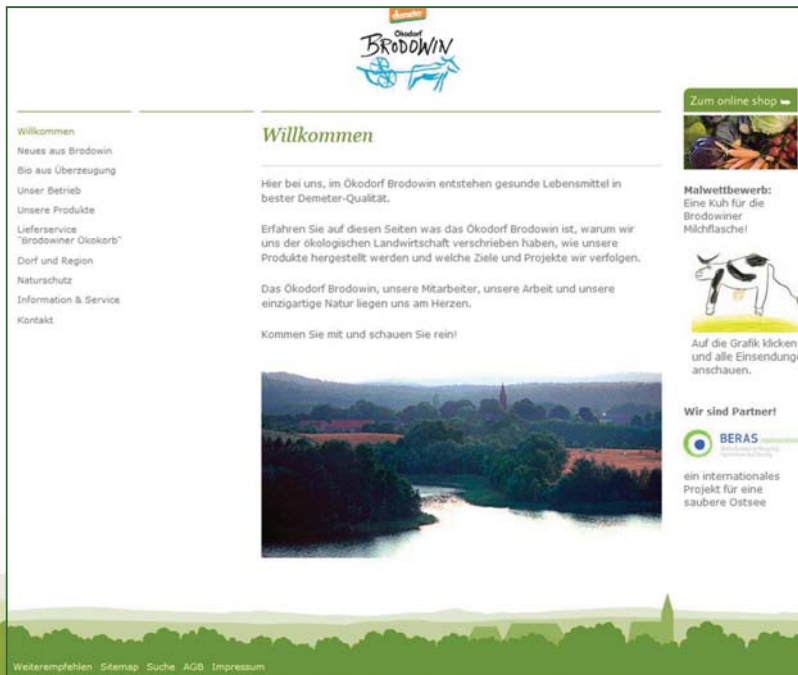
**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

# Presentation



- **website**
- newspaper
- journals
- radio, TV
- nature conservation
- farm stall
- guided tours
- farm festival



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

# Presentation



- website
- newspaper
- journals
- **radio, TV**
- nature conservation
- farm shop
- guided tours
- farm festival





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Presentation



- website
- newspaper
- journals
- radio, TV
- **nature conservation**
- farm stall
- guided tours
- farm festival



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Presentation



- website
- newspaper
- journals
- radio, TV
- nature conservation
- **farm stall**
- guided tours
- farm festival



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Presentation



- website
- newspaper
- journals
- radio, TV
- nature conservation
- farm stall
- **guided tours**
- farm festival



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Presentation



- website
- newspaper
- journals
- radio, TV
- nature conservation
- farm stall
- guided tours
- **farm festival**





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Marketing

### - **Corporate Identity**

- cooperations
- fair trade



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Marketing

- Corporate Identity
- **cooperations**
- fair trade





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Marketing



- Corporate Identity
- cooperations
- **fair trade**
- Grüne Woche
- Terra Trade Fair
- BioNord
- Heldenmarkt Berlin



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Distribution



- **Terra Handels KG/wholesaler**
- delivery service
- farm stall





**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Distribution



- Terra Handels KG/  
wholesaler
- **delivery service**  
(1500 families,  
kindergarten,  
schools, cafés)
- farm stall



**BERAS** implementation  
Baltic Ecological Recycling  
Agriculture and Society



**Baltic Sea Region**  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

## Distribution



- Terra Handels KG/  
wholesaler
- delivery service
- **farm stall**