

# Eco-products and eco-packaging – a perfect match.

When Ökodorf Brodowin was founded in 1991, concern for the environment was a vital issue. Today, this concern lives on in the form of a complete “eco-village” where Brodowin continuously extends its range of eco-smart products. Consumers’ fast-growing interest in ecological products, a strong brand and eco-milk in Ecolean packaging have made Brodowin a well-known name in today’s kitchens of Berlin.



**THE BRODOWIN ECO-VILLAGE** is not only a production facility. Here, visitors are welcomed to study the activities at close quarters and see the farm’s animals, fields and production facilities – including the Ecolean filling machine – and visit the farm shop. This probably contributes to Brodowin’s strong brand; a research study showed that it is the most well-known regional trademark (Berlin and Brandenburg area).

Every year, Brodowin produces 2 million litres milk, but also goat milk, mozzarella, cottage cheese, butter and vegetables. The farm’s 200 goats secure the production of goat milk which contains less lactose than cow milk.

You can say that Brodowin lives its brand. As a local producer, Brodowin offers fresh quality products; “harvested today, on your table tomorrow”. The short transport distances favour the environment and saves valuable time. Transparency is vital; anyone is welcome to study the production – which naturally put sustainability in focus.

Consumers find their Brodowin products in 200 organic stores; e.g. Bio Company, Bio Supermarkets and Viv – many of these are family owned. But an increasing number of consumers order their eco-products from the web shop. Every week, milk, butter, groceries and recipes are delivered to the doorstep of about 2,000 households.



**In addition to presenting a practical packaging solution to the consumers, the Ecolean concept is in line with the environmental values of Ökodorf Brodowin.**

## SHORT FACTS

### Ökodorf Brodowin, Germany

- **Ökodorf Brodowin is an ecological dairy farm outside Berlin.**
- **It started its activities in 1991 and was formed by two large crop and animal production cooperatives of the former GDR.**
- **Sixty employees work on this 1,200 hectare bio-dynamic farm where cereals, vegetables, sunflowers and other crops for oil production are grown.**
- **Ökodorf Brodowin also has dairy cows and undertakes on-farm processing.**
- **The farm is engaged in nature conservation.**

# THE ECOLEAN Case stories



**The lightweight Ecolean packaging provides benefits to both Brodowin and its consumers. In TV commercials, Brodowin conveys its values and thoughts on ecological farming.**

**MARKET OVERVIEW** Brodowin offers ecological cow milk and goat milk with a 20% market share in the Berlin area. Brodowin's dairy products are made purely of Demeter milk and thereby more expensive than competing products. Brodowin's competitor, Gläserne Meirei ("Glass Dairy"), produces various sorts of milk – organic, Demeter, bio-H and UHT – all carton-packed.

**BRODOWIN AND ECOLEAN** Brodowin started using Ecolean packages in 2007. The milk was sold in heavy, returnable glass bottles. The alternative, lightweight Ecolean packaging, favoured both consumers and producer. Brodowin continued with the glass bottles, but introduced Ecolean packages as well. In 2008, with prices almost identical, Ecolean packaging increased by 20% as glass bottles decreased.

Local TV commercials and newspaper ads strengthen Brodowin's well-known brand name. But naturally, Brodowin meets most consumers in food stores and at fairs. At in-store tastings and consumer evenings, Brodowin promotes products, introduce novelties and demonstrate the advantages of the Ecolean packages. This instant feedback from present and new consumers is of course very valuable.

**NEXT PHASE** In 2010, the grand opening of a new dairy will become a great public relations event and add to the farm's goodwill. Thousands of people and even foreign politicians are expected to attend. Brodowin also sees a great potential in digital media; e.g. to use Google for advertising and develop Brodowin's presence in social media.

## SUCCESS FACTORS

**Brodowin is a strong and well-known brand. The openness to the public gives goodwill. Products are seen in TV commercials, newspaper ads and in-store promotions. Close consumer contact in stores and at fairs gives valuable feedback and facilitates the introduction of Ecolean packaging. Brodowin's website is central in today's and tomorrow's communication with consumers; it's virtually loaded with a wide variety of useful information – from basic values to recipes.**

*ecolean*  
a lighter approach to packaging