

GOLDSCHMAUS GROUP

A COMMUNITY
WORTH ITS WEIGHT IN GOLD.



Goldschmaus Gruppe
Die Marke der Bauern.



Andreas Schmies with his daughter Veronika; the business is now under second generation management, taken over by Veronika.

“AT GOLDSCHMAUS,
AGRICULTURE
RUNS IN THE FAMILY.”

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EVERYTHING UNDER ONE ROOF.



SEVEN DIVISIONS WITH ONE OBJECTIVE

The Goldschmaus Group is a regional network system unique in Germany, which produces beef and pork products. With our ‘Goldschmaus Bauern’, ‘Böseler Goldschmaus’, ‘Goldschmaus Natur’, ‘Goldschmaus Logistik’, ‘Goldschmaus Export’ and ‘Goldschmaus – Die Marke der Bauern’ divisions, we combine all of the stages in meat production under one roof: the

Goldschmaus Group. We work together to achieve one goal: providing end consumers, purchasers, producers and importers with the highest-quality meat and sausages with controlled origin using an unbroken value chain. The Goldschmaus farmers are therefore laying the foundations for the high level of product quality.

10%

80%

10%

RURAL DISTRICTS
The Goldschmaus Group has maintained close contact with its farmers for years. 90% of supplier businesses can be found within a radius of approximately 100 km.

THREE TERMS FOR ONE VIEWPOINT

Regional, controlled, guaranteed – these three terms distinguish the Goldschmaus Group, making it stand out from other meat-processing businesses on the market.

REGIONAL.
The animals primarily originate from the regions of Oldenburger Münsterland and East Friesland. A proportion of the animals originate from Schleswig-Holstein. The farmers are organised into regional producer groups.

CONTROLLED.
The term 5xG stands for an uninterrupted value chain within Germany, i.e. seamless control from farm to shop.

GUARANTEED.
We guarantee not only regional and controlled meat and sausage products, but also the highest quality – from feed to the finished product.

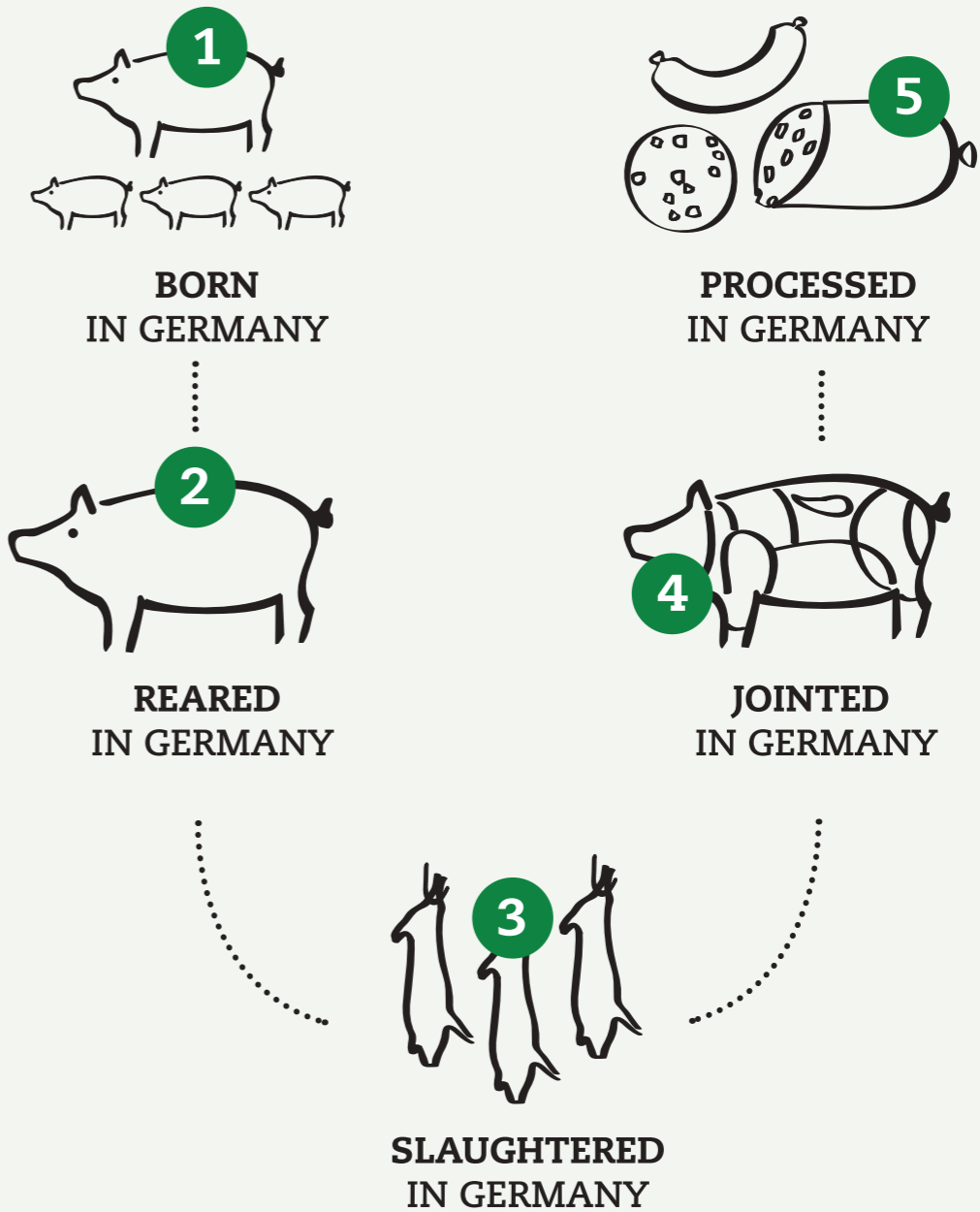
SEAMLESS CONTROL FROM FARM TO SHOP.

GUARANTEED GERMAN ORIGIN

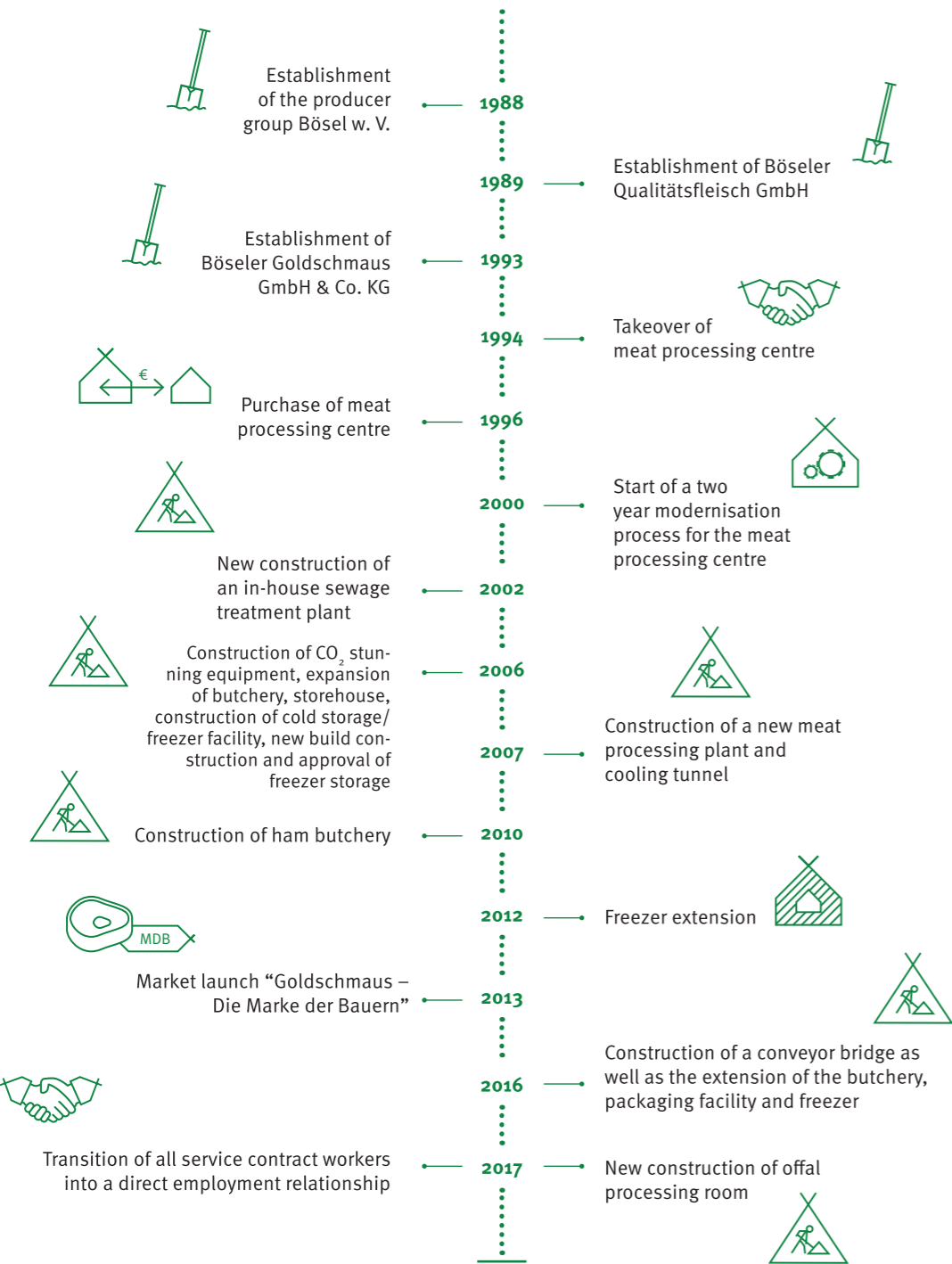
The 5 Gs – these five letters stand for “born in Germany”, “fatted in Germany”, “slaughtered in Germany”, “butchered in Germany” and “processed in Germany”. These 5 areas mean that breeding, production, transport, slaughtering, cooling, butch-

ering, processing and marketing are all covered. This also means ensuring a guaranteed origin, i.e. the seamless control from farm to shop, from piglet to meat.

GUARANTEED ORIGIN



TAKING A TRIP BACK
IN TIME WITH
GOLDSCHMAUS.



1 Aerial photographs taken after completing the conveyor bridge: the holdings of Bösel Goldschmaus, Goldschmaus Natur and the deep-freeze facilities can be seen.

2 A row of flags has decorated the Industriestraße since August 2016.

A DYNAMIC
DEVELOPMENT

Everything started in 1988 when a producer group consisting of 32 farmers from the Bösel region was founded. At the time, 30,000 pigs were sold to market every six months. A mid-sized business began to develop with a firm foothold in the marketplace. Today, the Goldschmaus Group slaughters and pro-

cesses approximately 35,000 pigs per week. The company now also has a processing centre and deep-freeze facility. All three operations are linked to one another by way of conveyor tunnels or bridges.



- 1 As a pre-slaughter worker in the slaughter of animals, paying special attention is key.
- 2 Every step must be learned. Pre-slaughter workers and slaughter workers operate hand in hand.
- 3 The greatest level of quality awareness is established when producing foodstuff.



COMPLETE CONTROL – COMPLETE RESPONSIBILITY

From outstanding genetics through to cutting-edge testing technology, from specialist feed composition through to the optimal maturity and refinement of our products – every effort is made to create first-class meat quality. The process is subject to continuous control: All areas in the unbroken value chain are QA-tested. During regular inspections, the animal welfare group TiPB ensures welfare-friendly conditions; comprehensive data recording ensures complete control, the sustainable monitoring and traceability of animals and feeds. The Group is also IFS-certified through this organisation for its

slaughtering and butchering operations. The Group also employs butchering techniques that comply with ORGANIC guidelines, for the benefit of its customers. It is not only important that all production steps are perfectly interlinked, but also that people within the Group work well together. The farmers and members of staff in the Goldschmaus Group form a community worth its weight in gold. In addition to its ecological responsibilities, the company also bears, above all, a social responsibility throughout the entire value chain.





A HEALTHY MIXTURE

Our animals are not given just any feed – our own “Goldschmaus feed” is of particularly high quality, healthy and nutritious. This is produced specifically for the Goldschmaus Group. The feed's primary ingredient is high quality grain, which is supplemented by protein sources, minerals and trace elements. We work together with selected feed mills from the

region. We can trace the origin of our feeds at all times; their composition and ingredients are regularly examined by an external laboratory. This ensures that the health of our animals and the quality of our products are permanently safeguarded. The feeds are, of course, QA-tested.

24 HOURS A DAY,
SEVEN DAYS A WEEK,
365 DAYS A YEAR.



- 1 Tobias Hempen at the feeder rearing.
- 2 Dairy cattle farming and fattening pigs are the mainstay of the Möller farm.
- 3 The Warnke family in front of its fattening house.
- 4 From piglet through to fattening pig: The Schmies family works in a closed system.

5 Willi Peters and Frank Eilers look together towards the future.

6 Anne Preut feeds sows, piglets and fattening pigs. She took over the farm from her father.

7 The Hatke farm operations include dairy cattle farming and fattening pigs.

8 Sabine Hempen checks on the well-being of animals several times a day.

9 The Werner family from Bösel has been a supplier to the Goldschmaus Group for years.

KNOW WHERE IT COMES FROM

When it comes to rearing and fattening our animals, the Goldschmaus farmers are our trusted partners. The animals originate from farms in the region, which are members of regional producer groups. In order to guarantee the high quality of our products, the Goldschmaus farmers are reviewed

annually during QA audits. Furthermore, there are special regulations, which are also checked annually by external auditors. But animal welfare is not just checked regularly by external parties; the farmers themselves are responsible for providing their animals with the best possible care every day.



THE PRIVATE LABEL WITH
100% GERMAN ORIGIN

In October 2013 the, Goldschmaus Group developed the brand: *Die Marke der Bauern* – *Goldschmaus*. The private label sums up the commitment of our farmers and members of staff. With a concept that represents regional produce with the best quality, the end

consumer is offered an honest product. The brand developed into a robust mainstay of the group of companies, and was able to establish itself commercially in 2016. Production is kept exclusively within the processing operations of the Goldschmaus Group.



- 1 The “Käseschmurgler” – a product innovation from 2016.
- 2 “Our farmers” - a part of the private label on the topic of (regional) origin.
- 3 “Our rural women” as a component part of the brand concept, which was established in 2016.



THE BEST QUALITY
WITH 100 %
GERMAN ORIGIN
FOR THE BEST TASTE.



1 The meat is butchered with the greatest level of care and processed in accordance with the customer's request.

2 The well being of our staff plays an important role. Every individual is part of a community.



THE UTMOST CARE DOWN TO THE SMALLEST DETAIL

Böseler Goldschmaus is the company division responsible for the slaughter and butchery of animals. Every year, 185,000 tonnes of pork is processed into cuts using the latest butchery technology at the Garrel production site. The strictest animal welfare and hygiene standards as well as QA and IFS requirements

are met during the slaughter and butchery process. At the same time, comprehensive data logging for optimised monitoring: from diagnostic data and slaughter results given to the farmers, to the traceability of the meat.

3 Animal welfare and protection is an important topic every single day. Significant value is placed on a sense of responsibility to the animal.

- 1 The seasoning mixtures are carefully selected.
- 2 Particular attention is paid to achieving the right consistency in sausage production.



THE BEST MEAT WITH THE GREATEST VARIETY.



- 3 The ready-filled casings are prepared for smoking.
- 4 Minced meat is issued with a label on the packaging line.

THE WIDEST VARIETY OF THE BEST MEAT

Goldschmaus Natur is where meat is made ready for the market and refined using the best ingredients. The pork used here originates exclusively from our own butchery and is forwarded for further processing via a direct link with the operating sites. Items are supplied to over 320 markets without detour. This company division also processes

15,000 tonnes of beef per year. In order to fulfil the quality requirements placed on our meat, Goldschmaus Natur needs a reliable partner who can take over the slaughtering of cattle. Since 2014, the business has worked together with the company Standard-Fleisch, which is an optimal fit with the regional concept.

ANIMAL-WELFARE-FRIENDLY TRANSPORT WITH VERY SHORT TRANSPORT DISTANCES.



1 The pigs are either collected by our own drivers, or the animals are brought by the farmers themselves to the slaughterhouse.
2 The animals disembark via the livestock ramp, and are led into the holding unit.



3 A proportion of the semi-trailers display private label advertising.
4 Since 2007, the fully automatic high-bay warehouse has been order-picking products for individual markets among other things.



DELIVERING THE BEST RESULTS

With our livestock vehicles and our own cooling trains, both our animals and our products are guaranteed to arrive safely anywhere. **Animal-welfare-friendly transport with very short transport distances is always our top priority.** In order that animal transport remains as stress-free as possible, the livestock drivers regularly par-

ticipate in training. In order to be able to supply individual markets, a fully automatic high-bay warehouse is in operation with a loading capacity of 11,000 cases. Every week, 200 tonnes of meat and sausage produce are order-picked. The products remain chilled at all times and are delivered fresh to the customer.



IN TOTAL, APPROX.
45 % OF OUR PORK
IS EXPORTED.

1 The cuts are prepared specifically in line with the customer's request.
2 A new export packaging facility was built in 2016. Processes and procedures were also optimised. The pigs' trotters are now packaged via an online operation.



EXCLUSIVELY FOR EXPORT

Goldschmaus – enjoyment knows no limits: In total, approximately 45% of pork is exported. The company's own deep-freeze facility with carton packaging, plate freezer and shock freezer was set up for export products. An individual carton freezer enables the fastest possible freezing of products.

We also organise all aspects of logistics – from customs-processing through to documents and Letters of Credit (LOC), as well as transport to the port and product loading onto the ship to customers throughout the world.



3 Special cartons were designed for export customers. Brand recognition value therefore also established in the Far East.



4 Already packaged and ready for transport.