



Non-GMO - local Retailer





In the middle of Germany



1947 funded by
Theo Gutberlet

292 markets

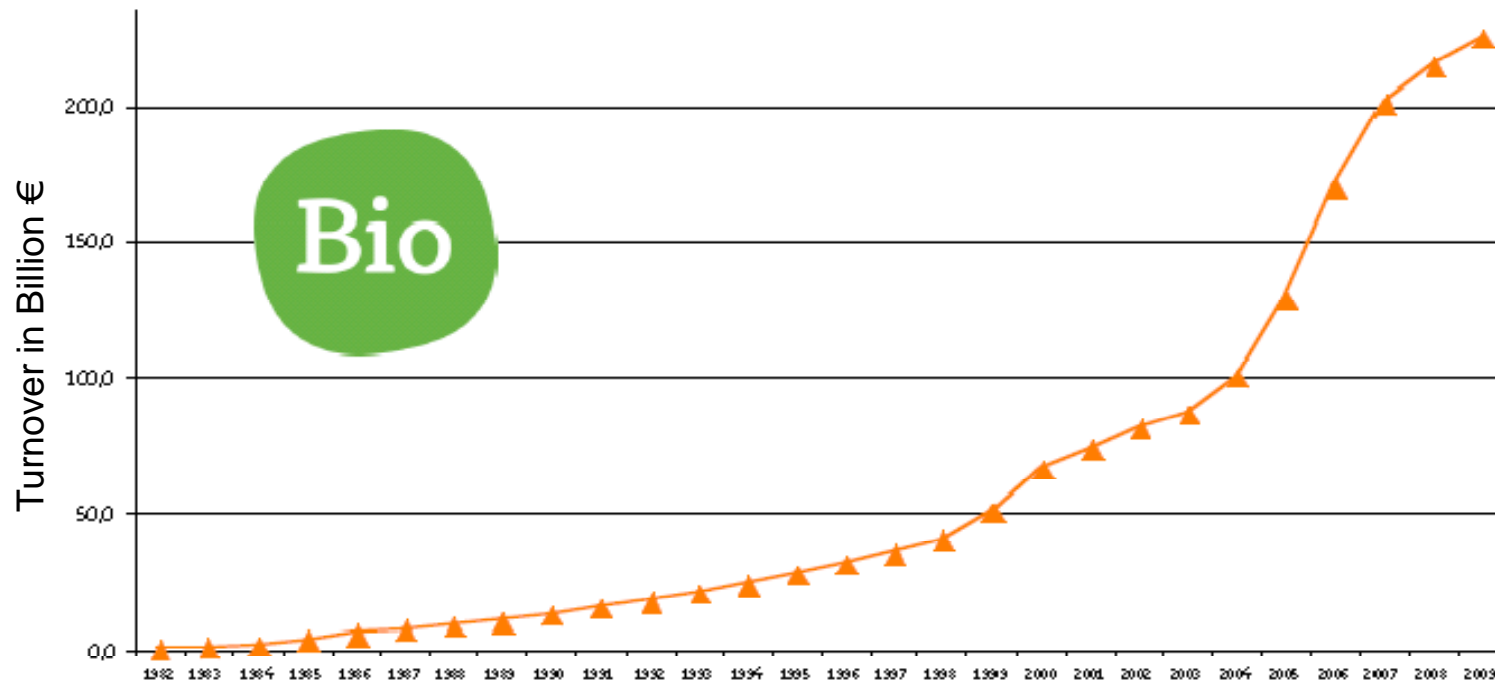
more than 6.000
employees

1 Billion turnover

tegut...
gute Lebensmittel



Organic development



Around 3000 organic products



What do our customers say?



Meinung der Kunden war gefragt...

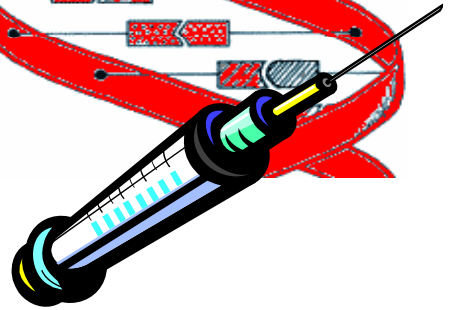
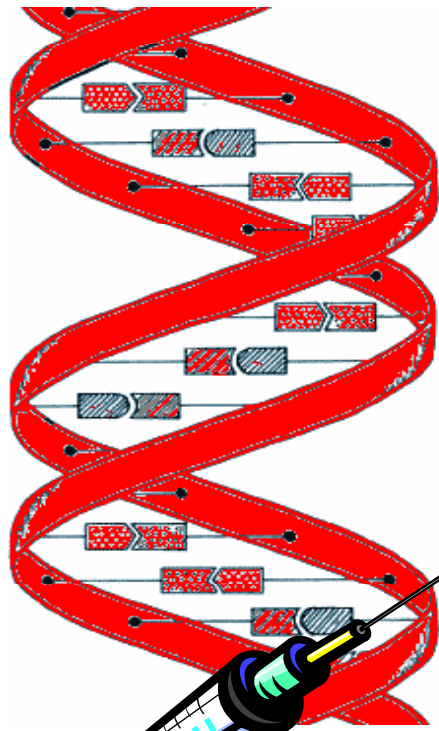
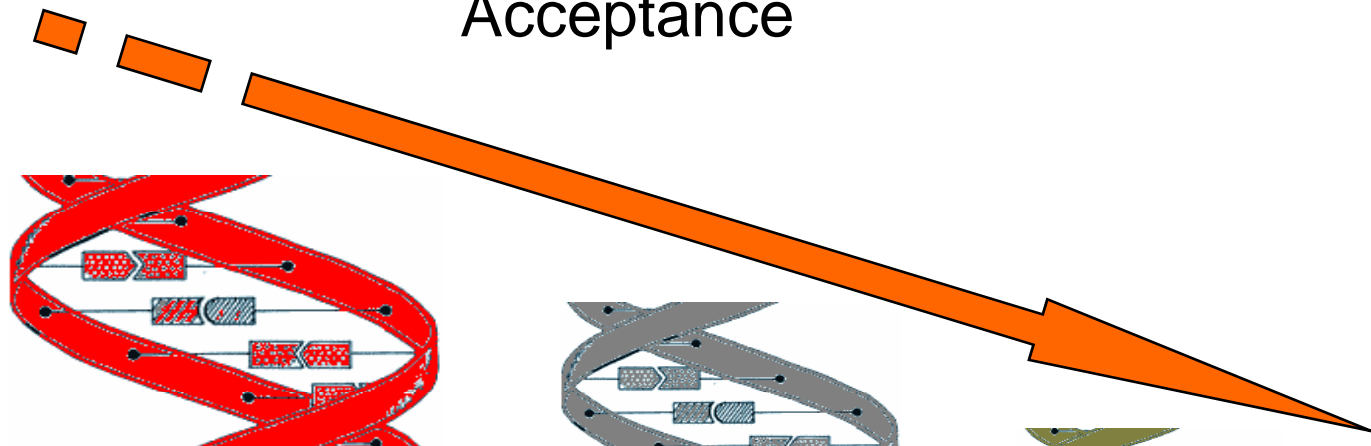
Im Rahmen einer Kundenumfrage zu dem Thema gentechnisch veränderte Organismen haben uns viele Zuschriften erreicht. Hier das Ergebnis:

Ich bin für den Anbau	355 (3%)	— Pro
Ich bin gegen den Anbau	11018 (96%)	— Contra
Ich habe keine Meinung	143 (1%)	— Without meaning

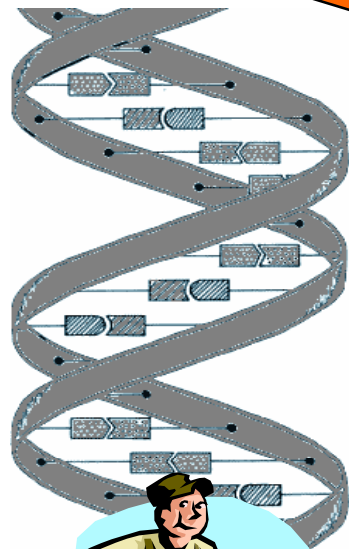




Acceptance

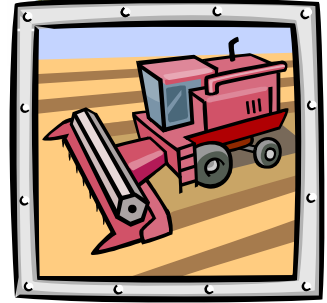
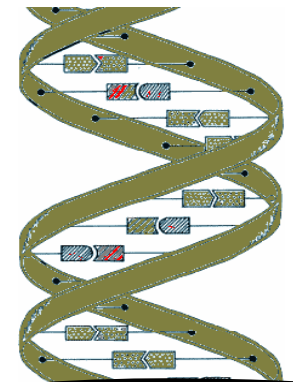


red



gray

genetic engineering



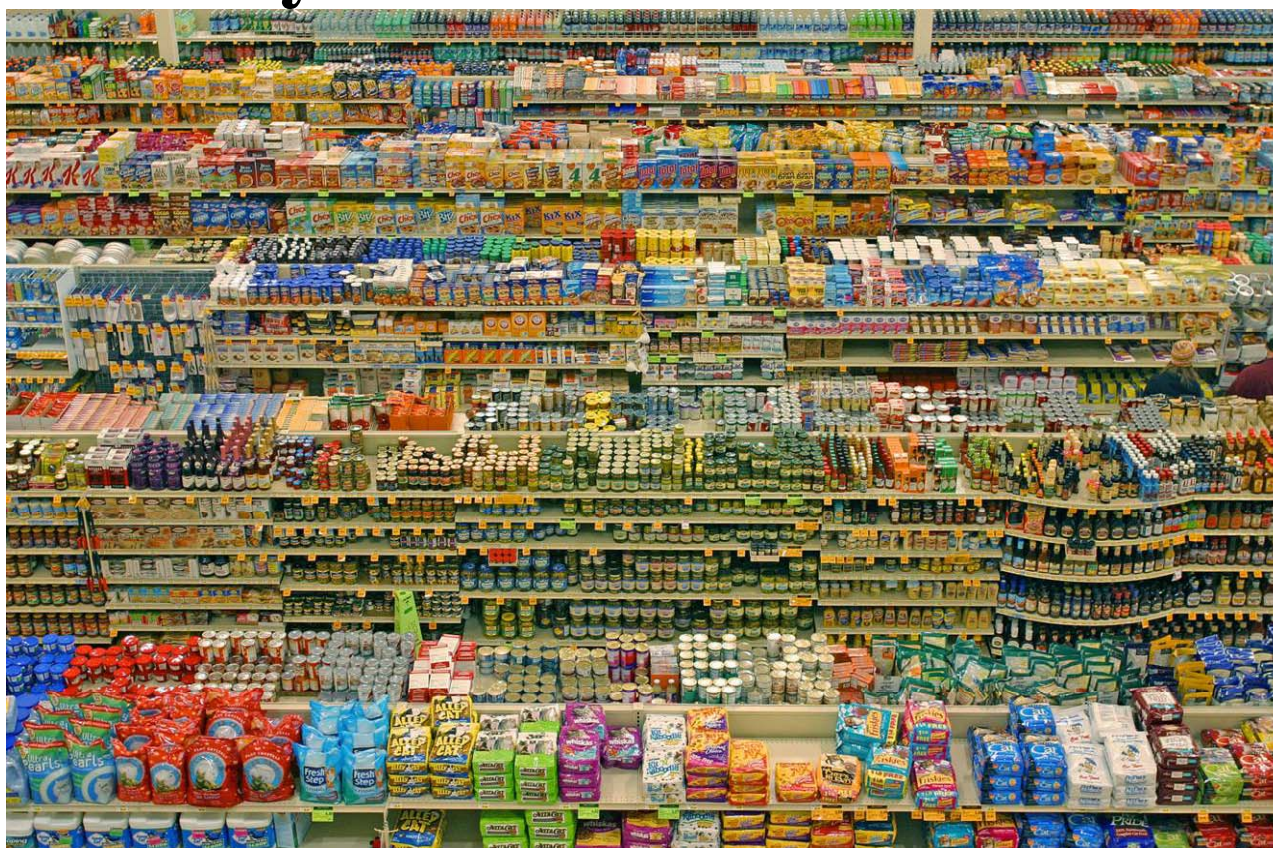
green



tegut...



Diversity ?



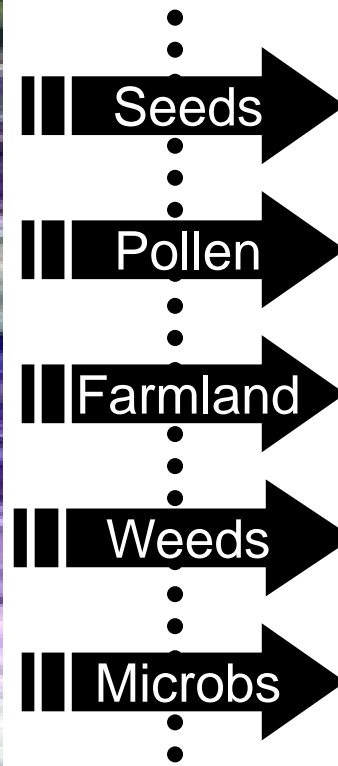


Poorness by equity





Coexistence is only judicial enable!



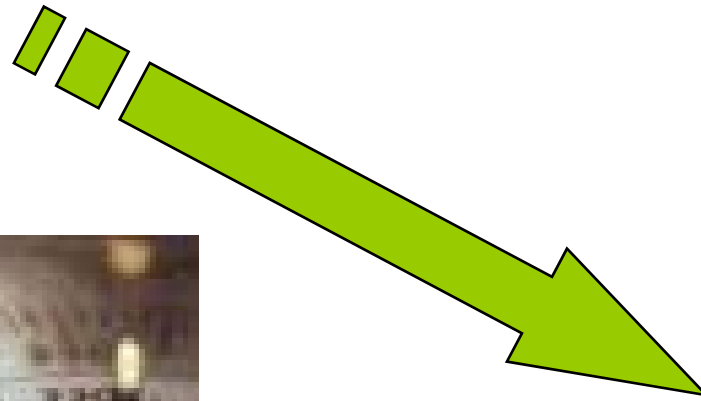


If I can't control 100%, counts
„The Good Will“





Process



Trend





Which are our questions?



- Traditional GMO-free food
- Biodiversity and diversity of species?
- Make customers judicious?





One of the initiators of the GMO-Free Region Rhön



Non-GMO-Labeling by tegut...



Eggs
Noodles
Meat
Milk and
Dairy products



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Convey Biodiversity

- Not (alone) as donation
- Product development
- Cultivars boost by farmers and customers



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Self-responsible Garden for one season





Basic requirements

- Self Control System
- Sourcing
- Traceability
- Labelling





Thanks for you attention!

Guido Frölich
quality management

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