

CUSTOMER

Target Customer

- Retailers, processors, end customers

Customer Relation

The relationship with the end customer is the closest; the relationship with retailers and processors has developed in many different ways.

Channel

- Face-to-face meeting
- online,
- open days

CORE

Mission

The production of high-quality food and renewable raw materials, and the increase in biodiversity and species diversity

Value Proposition

Circular economy, conserving resources and sustainable management

Competitive advantage

Our products stand out positively in terms of their carbon footprint and their impact on the environment

RESOURCES

Knowledge

From hands-on work to strategic planning, we work together

Technology

All technological innovations that will make people's lives easier are analysed and, if deemed appropriate, implemented

Revenue Streams

Alongside the cultivation and production of food and renewable raw materials, measures to protect nature and biodiversity form an integral part of the business as an additional 'line of production'

KEYS

Activities

- Produce as cheaply as possible and sell at a high price

Partnerships

- The food industry, commodity traders and renewable energy producers

Success factors

- Motivated staff

Company name:
Semundo Agrar Urban Jülich

Restoration Typology:

- Agricultural land and pasture
- Photovoltaic parks

Founding year:
 1992

Number Employees:
 Between 10 and 49 employees

Annual Turnover:
 Between € 1 million and €2 million

Location:
 Hadmersleben (Germany)

Web page:
www.urban-agrar.de



Positive Impact We strive to strike a balance between the constraints of economic production and the measures necessary to preserve species and biodiversity.

Drawbacks Politics, global trade under unequal production conditions (social standards, environmental standards, etc.) and the resulting economic disadvantages (high costs – low revenues).

Competitors Our products are traded worldwide and are therefore constantly subject to global competition; there are hardly any import restrictions that take these differences into account..