



Das bin ich.

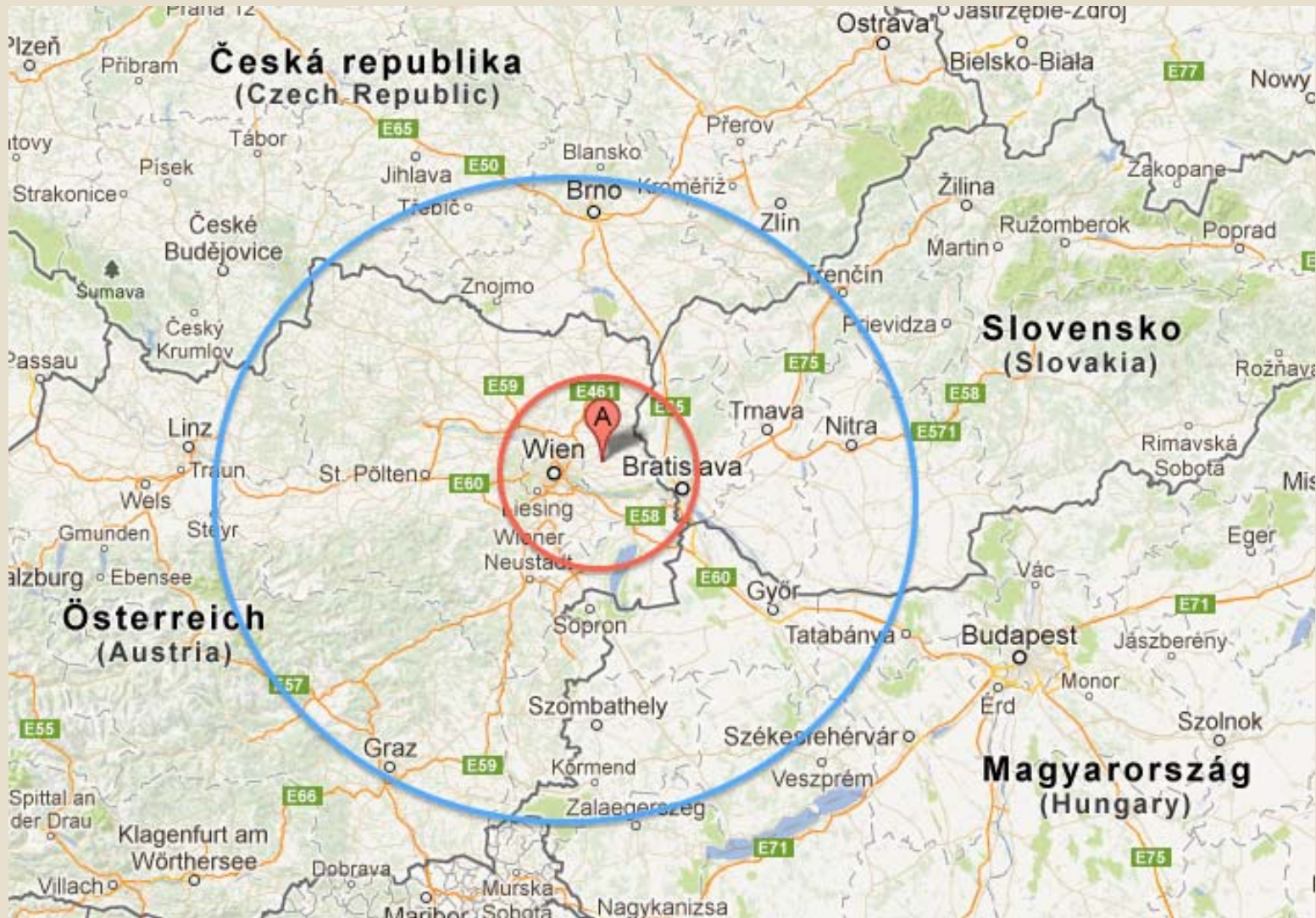
a success story of innovative
direct marketing

ADAMAH BioHof



10km outside Vienna, located in the Marchfeld region

Das bin ich.



ADAMAH BioHof



Das bin ich.



sustainable operation

- **ECOLOGY** - resource conservation
(soil, biodiversity, climate)
- **ECONOMY** - added values through direct marketing, regional networks and cooperation, fair trade
- **SOCIAL** – integration of social disadvantaged people, direct customer contact

Organic Farm



Das bin ich.

90ha cropping farm - 100% organic since 1997

- Root vegetables (carrots, seleriac, potatoes)
- Lettuce, leafy vegetables
- Cereals, specialised crops (rarities)



Direct Marketing



Das bin ich.

- ADAMAH BioBox
- BioMarket – Booths & BioFarmshop
- BioSchoolfruits & BioSchoolbuffets
- BioCatering & BioGastronomy

ADAMAH BioBox



Das bin ich.

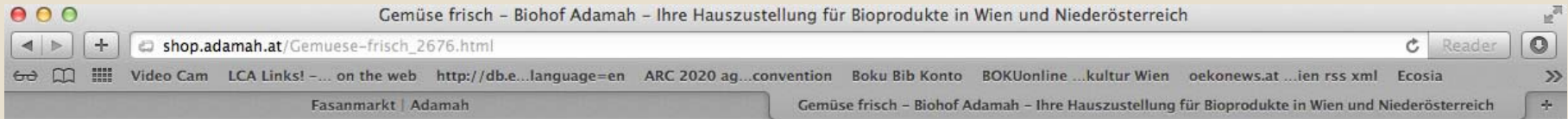
- Home delivery of a wide range of organic products (greater area of Vienna)
- Ø 5.500 deliveries per week (over 20% growth pa.)
- Products from the own farm, regional partners and wholesale



BioBox - Webshop



Das bin ich.



Bio direkt nach Hause.
Willkommen in unserem Webshop



ADAMAH
BioHof
Das bin ich.

Einloggen > Liefertermin auswählen > Warenkorb bearbeiten > Warenkorb bestätigen

zur Schnellansicht wechseln Webshop > Frisches > Gemüse frisch Impressum | AGB | Kontakt

Webshop
NEU IM SHOP
Weihnachtliches
Griechische Spezialitäten
Brauhaus GUSSWERK
HIEL vegetarische Feinkost
Regionale Lieferanten
▶ Wochenrezepte & Zutaten

- ▼ Frisches
- ▼ **Gemüse frisch**
 - Blatt- und Stielgemüse
 - Fruchtgemüse
 - Kohlgemüse
 - Kräuter und Sprossen
 - Lauch- und Zwiebelgemüse
 - Pilze
 - Salat
 - Wurzel- und Knollengemüse
- ▶ Obst frisch
- ▶ ADAMAH-Kistln und -pakete
- ▶ Brot und Backwaren frisch

▶ **Gekühltes**

▶ **Haltbares**

▶ **Getränke**

<p>Blatt- und Stielgemüse</p> 	<p>Fruchtgemüse</p> 	<p>Kohlgemüse</p> 	<p>Kräuter und Sprossen</p> 
<p>Lauch- und Zwiebelgemüse</p> 	<p>Pilze</p> 	<p>Salat</p> 	<p>Wurzel- und Knollengemüse</p> 

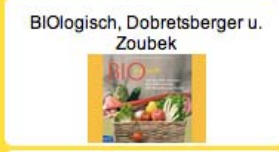
Email / Kundennummer:

Passwort:

Neukunde? Jetzt Registrieren!

[Passwort anfordern](#)

[Aktionen](#)



*Kaffee Mokka Fairtrade (Bohne)

BioBox - Logistics



Das bin ich.



Mon-Thur daily up to 1.500 BioBoxes
commissioned with IT support.

Delivery with 17 cooled vans



BioMarket – Booths



Das bin ich.

14 BioMarket – Booths in the greater area of Vienna,
local supply of fruits & veg, bread, gourmet food



BioFarmshop



Das bin ich.



BioFarmshop

(10km outside Vienna @ the farm)



BioSchoolfruits & BioSchoolbuffets



Das bin ich.



Schoolfruits – partially subsidised up to 50% by EU programmes.



BioCatering & BioGastronomy



Das bin ich.



ADAMAH solar electricity

investment in cooperation with customers



Das bin ich.

- ADAMAH „solar token“ from € 100,- Ø 7% pa. return in food
- solar electricity investment from € 3.000,- 5% return in food



- continuous improvements in logistics
 - master thesis
 - Cooperation with logistics experts, software companies
- organic carott breeding
 - cooperation with research science (FiBI, BOKU-Vienna)
- partner for research projects
 - resilience of organic networks,
 - CO₂ emissions of organic produce distribution modells