

Welcome to Erdbeerhof Kaack

-Constantin Kaack-

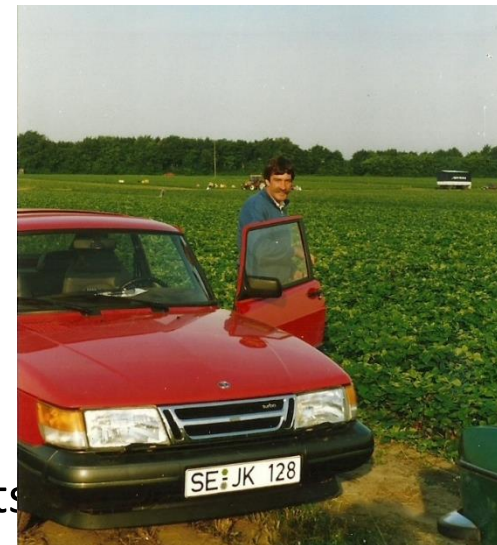


Frisch
vom **Feld**



History Kaack

- **1983** – *first strawberry harvest (turkey s. workers)*
- **1985** – strawberries for jam production
- **1986** – First supply of own produced strawberry plants
- **1988** – experience with a strawberry picking machine
- **1990** – *first polish seasonal workers*
- **1995** – propagation of lily of the valley flower pips
- **2008** – acquisition, introduction to tunneling, *first romanian seasonal workers*
- **2011** – construction of our hall in 2011
- **2014** - *experience with first Ukraine seasonal workers (students)*



Strawberry production



www.erdbeerhof-kaack.de



www.kaack-pflanzenvermehrung.de



www.muquet-griffes.com



Strawberry production

40 ha of strawberry production

Commercialisation:

exclusively direct selling in Schleswig-Holstein

- 20 sales booths
- Supply of owner-managed supermarkets

Saisonalität:

by combining tunnel and field production, harvesting period from beginning of May until the end of September



Strawberry production

sales booths

several deliveries of strawberries per day!



Strawberry production



- a perfect fruit quality is our main objective!
- several deliveries per day, each fruit is picked and sold the same day
100% freshness guarantee
- the taste of the strawberries is very important, we produce many different, well tasting varieties



Strawberry production

2 ha moving tunnels with raised beds:

Flair



1,5 ha stable tunnels with substrate beds:

Ines



Aim: uniform seasonal progress

2 ha stable tunnels with table tops:

**Ines,
Magnum**



Strawberry production

4, 5 ha double covering with fleece+ plastic (1harvest):

**Magnum,
Kimberly,
Honeoye**



2,5 ha fleece covering (1 harvest):

**Ines,
Magnum**



Aim: uniform seasonal progress

4 ha main season (50%, 1 and 2 year harvest):

**Ines,
Magnum,
Elegance,
Deluxe**



Strawberry production

3 ha late season (50%, 1 and 2 year harvest):

**Florence,
Faith,
Polka**



3,5 ha very late fruits (50% 1 and 2 year harvest):

Malwina



Aim: uniform seasonal progress

3,5 ha stable tunnels with table tops (second harvest):

Marigquette



+ Ca. 15 ha frigo new plantation



Strawberry production

Self picking

2 sites (4,5 + 2 ha)

end of May – end of July



Raspberry production

Paris/Versailles/Kwanza

- Primocane/floricane harvest of autumn varieties
- **2,5 ha stable tunnels:** harvest starts 15.05 until the end of September!
- substrate beds and soil production



Kaack plant propagation



www.kaack-pflanzenvermehrung.de



www.muguet-griffes.com

**Frisch
vom
Feld**



www.erdbeerhof-kaack.de



Kaack plant propagation

Main business: production of 15.000000 frigoplants

trading area: Germany, Scandinavia, Baltic states



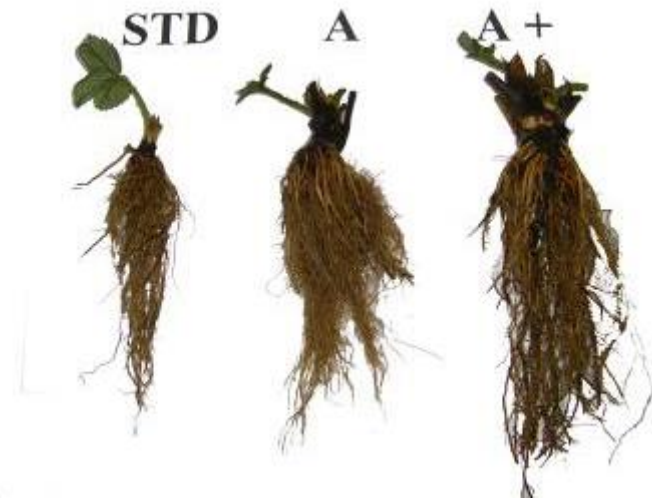
13.11.2018



Kaack plant propagation

frigo plants

- production for professional producers
- harvest and grading while dormancy (November – February)
- storage at -2°C
- 3 different grades:
 - STD (7-9mm)
 - A (9-14mm)
 - A+ (>15mm)



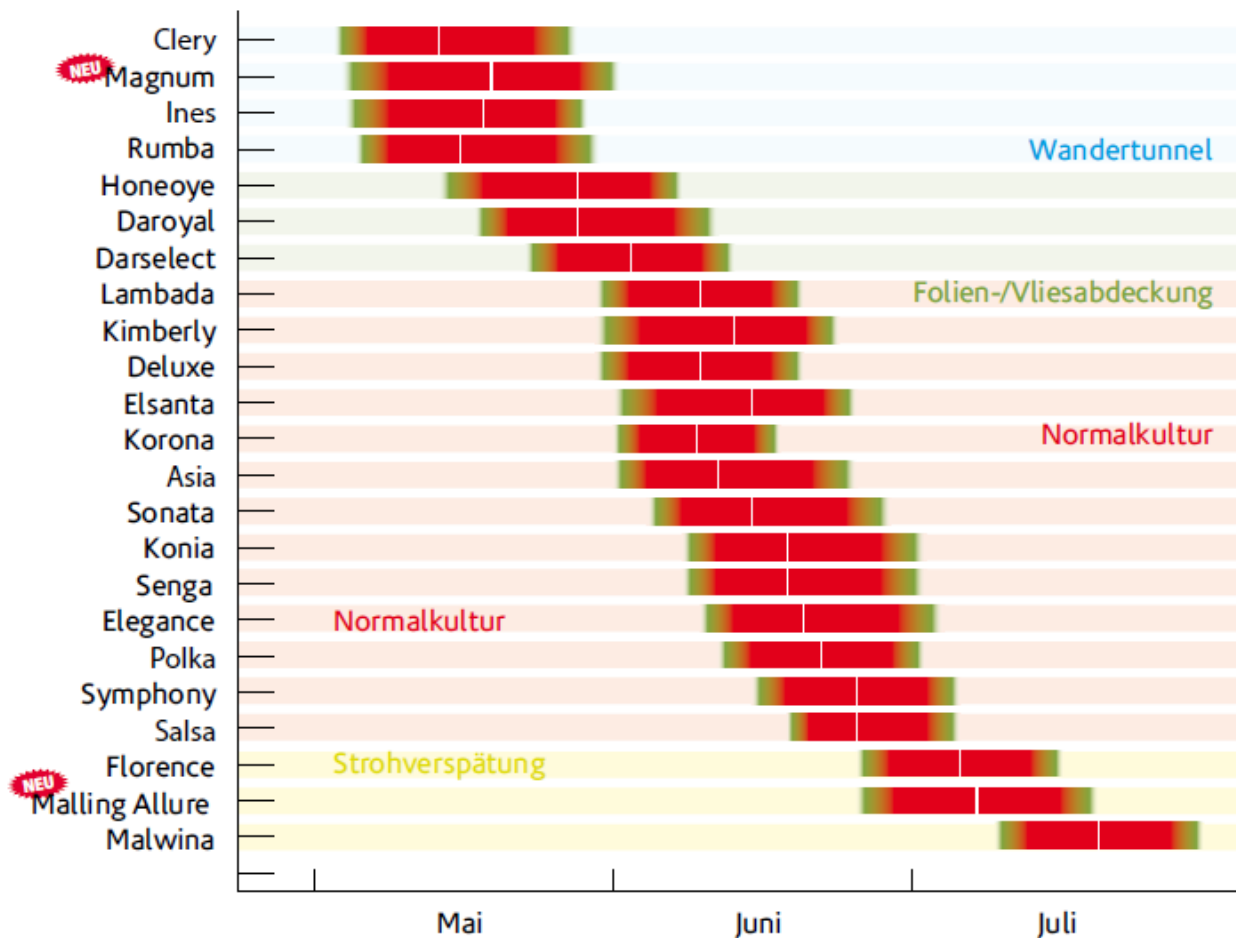
Kaack plant propagation



Kaack plant propagation



Kaack plant propagation



Kaack plant propagation

trials: looking for new, tasty varieties
with different characteristics



Lily of the valley



www.muguet-griffes.com

Frisch
vom
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www.erdbeerhof-kaack.de



www.kaack-pflanzenvermehrung.de



Lily of the valley

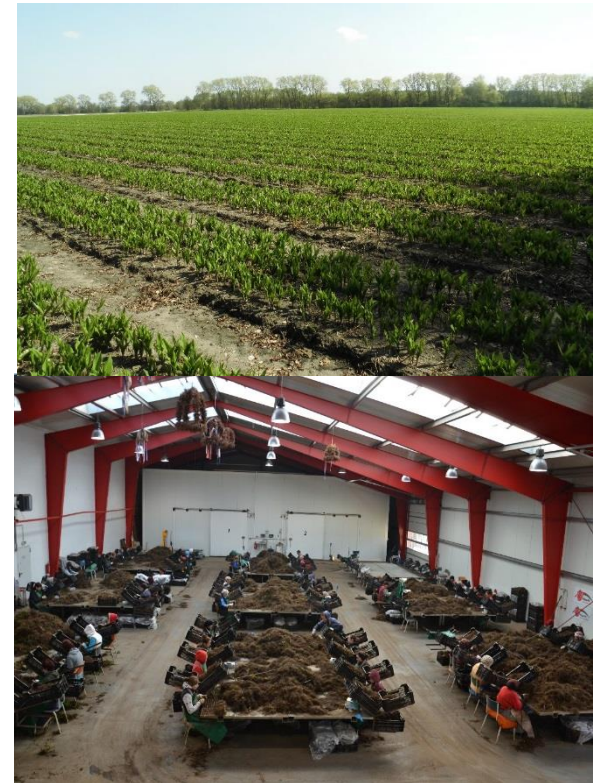
20 ha lily of the valley flower pip production

- selection of flower pips for pot and cut flower production
- selection of leaf pips for garden centers
- period: September-November, February
- sales region: France, Germany, Scandinavia



Culture

- 2 years production
- 4 varieties
- sorting of flower pips



Lily of the valley



Other activities

90 ha crops: rye, wheat, oats for adequate crop rotation

15 ha tagetes: catch crop before strawberries in order to improve soil activity



Frisch vom Feld



„coming together is a beginning,
staying together is progress,
working together is a success.“

Henry Ford

Who is working here?

- 25 permanent employees, (German, Polish supervisor)
- 110 Polish, Romanian and Ukrainian seasonal workers:
- 80 german regional seasonal workers to sell and supply our softfruits



Who is working here?

- **What the seasonal workers do?**
 - harvesting strawberries and raspberries (40 %, May-July)
 - grading lily of the valley plants (25 %, September-December)
 - grading strawberry plants (35 %, December-March)
- other works in different cultures

Who is working here?

Leitung			Verwaltung	Technik
<u>Constantin</u> Unternehmer/Betriebsleiter - Einkauf/Verkauf Pflanzen Skandinavien, DE - Finanzen - Lohn Landwirtschaft - Betriebsentwicklung/Strategie - Arbeitspläne - Produktion: Pflanzenvermehrung, Fruchtproduktion, Freiland/ Gewächshaus, Maiglöckchen, Mutterpflanzen - Selbstpflückfelder - Ausbilder	<u>Sebastian</u> Stellv. Betriebsleiter - Einkauf/Verkauf Pflanzen Lt, Gasa, DE, sonstige Maiglöckchen - Rechnungswesen - Marketing - Controlling - Global Gap - Versuchsanlage	<u>Tasja, Femke, Alina</u> Büroleitung - Personalwesen - Lohn KG - Buchhaltung - Rechnungswesen - Verkauf Erdbeerfrüchte - Standbetreuung - Verwaltung Saisonarbeiter- unterkünfte - Ausbildungsbeauftragte		<u>Sönke</u> Werkstattleiter - Wartung Fuhrpark - Bauarbeiten - Konstruktionen - Einkauf Ersatzteile <u>Halbtagskraft</u> Torben
  				
Produktion				
<u>Jan</u> - Stellv. Produktions-leiter - Logistik	<u>Hans-Werner</u> - Unterstützung Produktion - Speziell: Erdbeerfrucht		<u>Johnny</u> - Assistent - Unterstützung Produktion - Chef Bewässerung Freiland	<u>Iwona</u> - Qualitätskontrolle - Gruppenleitung - Stundenaufzeichnung SAK - Vorarbeit
<u>Artur</u> - Qualitätskontrolle - Chef Gruppenleitung - Arbeitsorganisation - Unterstützung Werkstatt				
<u>Bernd</u> Allg. Produktion	<u>Michael</u> - Allg. Produktion - Ordnung - Hackschnitzel - Müllabfuhr	<u>Monika</u> - Ernte Substrat-kulturen - Chef Tunnel-arbeiten - Qualitäts-kontrolle	Peter Hausmeister Erntehelfer SAK Verkäufer/ Lieferanten	

How to recruit seasonal worker?

- contact to employment agencies in Romania, Poland and Ukraine
- familiar contacts to polish people since 1991
- familiar contact to Romanian people since 2008

Behavior towards seasonal workers:

- clarify your expectations concerning work
- clear announcement
- fairness
- be strict but warm

How to recruit seasonal worker?

create good working conditions



How to commit seasonal workers with Kaack?

create good living conditions

the accommodations of Kaack

- our apartments are all new
- 4 people live in an apartment
- each apartment has a kitchen, a bathroom, a toilet and a bedroom
- an initial equipment is located in the apartments
- the employees pay a daily rent*

*(including electricity, WiFi, drive to shop, laundry washing + drying)

How to commit seasonal workers with Kaack?

clarify your expectations:

training for seasonal workers:

for example: behaviour in Kaack Hotel



Was ist zu beachten?

Rauchverbot in den Wohnungen!



Die Wohnungen sind **regelmäßig**
zu reinigen!

→ Küche, Bad, Toilette
Schlafraum



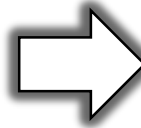
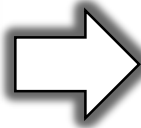
Wie sieht meine Küche aus?



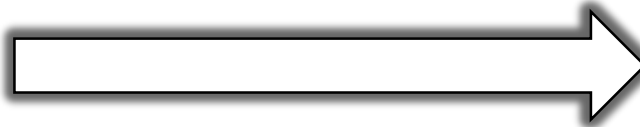
Wie trenne ich den Müll?



Plastik



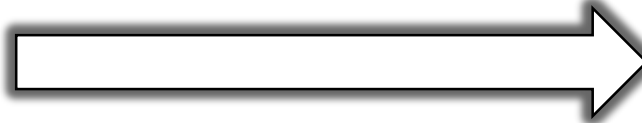
Bioabfall



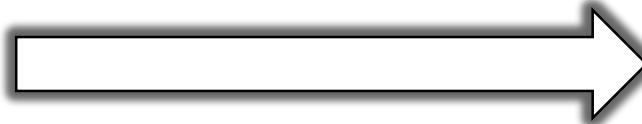
Wie trenne ich den Müll?



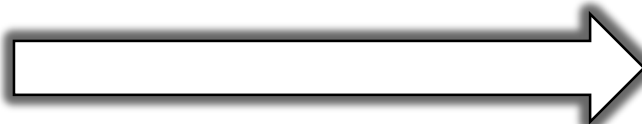
Glas



Restmüll



Papier

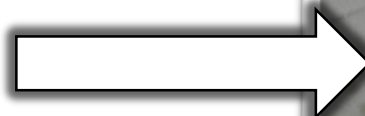


Was mache ich mit meiner Schmutzwäsche?

Die Wäsche wird gewaschen!

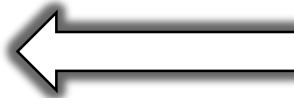
Keine Selbstbedienung im Waschraum!

Box mit Schmutzwäsche **vor** die Wohnungstür stellen!



Was beachte ich bevor ich abreise?

Endreinigung



Bettwäsche abziehen

Kühl- und Gefrierschrank leeren und ausstellen/abtauen



Leer & aus!



Mülleimer leeren



How to commit seasonal workers with Kaack?

Support with:

stable contact person

training

payment

working material



Shopping by bus
once a week



Shopping by bike
flexible shopping

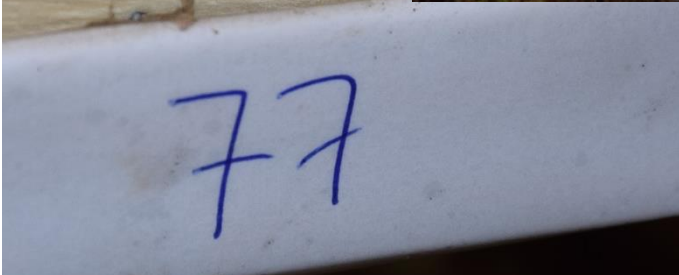


Care of the employees

- an employee takes care of the wishes of our colleagues



Before starting work,
all employees are
trained in small
groups!



How to commit seasonal workers with Kaack?

- Base for all employees:
labor performance and quality!
- **piece rate work:** no difference between employment with social insurance or without. (+42% social insurance)
- people with bad performance have to leave firm

How to commit seasonal workers with Kaack?

- **wage per hour:**
- **kombi-wage:** minimum wage + piecework bonus

(grading strawberry plants, picking strawberries)

- **piece rate wage**

(grading lily of the valley plants)





work material is provided





Saisonfeier 2018
Erdbeerhof Kaack



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Do you have any questions?



Thank you for your attention!



Frisch
vom
Feld

