Rapunzel

Project author or developer:
Cittadellarte

Where:
DE / Germania / Svevia

Website:
https://www.rapunzel.de/en/

Rapunzel is one of the leading organic food producers in Europe.

Corporate structure - "We are an authentic, mid-sized family company with a broad management structure, a high level of individual responsibility and quick decision-making channels".Organics with love â€“ "this statement is not just an advertising slogan that is printed on the labels of Rapunzel products and is used in our booklets but it signifies our leading principle and our company motto. This simple, short slogan expresses our deeply-felt conviction that there is more to the production of healthy, environmentally and socially-sound foods than controlled organic cultivation.Organics with love articulates our belief that foods that are healthy and holistic in an ethereal sense can only be cultivated, produced and processed by healthy, happy people".Sustainability - "Sustainability has been a popular term for quite some time â€“ and many companies gladly use it as an effective marketing slogan. But what does sustainability really mean? And what does sustainable work and sustainable management in the AllgÃ¤u region and around the world with all farming partners mean in the Rapunzel context?
Our current Sustainability Report 2013-17 gives answers to these questions. The report describes in a transparent way the ecological, economic, social and political principles that dominate the daily activities at Rapunzel.
During the compilation of the first report in 2012 and during the work on the new report 2017 we realized once again: the basis for sustainable action in today's understanding has always been our work at Rapunzel Naturkost as well as our motivation. The only difference is that in 1974, nobody would have called this sustainable".

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