



Company Profile

Headquarters: Ostheim/Rhön, Germany
Major products: Non-alcoholic refreshment beverages
Further information: www.bionade.de

Ever since its origins in the 1980s, when the product BIONADE was invented, the company has embodied sustainable thinking and acting. BIONADE's roots are in the region and its headquarters is in the heart of the Rhön Biosphere Reserve in Germany. With a non-alcoholic refreshment drink, which is purely organically produced through fermentation and is of organic quality in accordance with the EU Eco-regulation, the company is aiming for a pioneering role in the refreshment beverage industry. On its path to international expansion, BIONADE also sees itself as an inspiration for other regions.

Challenges and How BIONADE Takes Responsibility

As a producer of ecologically sound refreshment drinks using natural organic raw materials, BIONADE is aware of the importance of maintaining and protecting biological diversity so that mankind can continue to live in an intact environment. Furthermore, biodiversity is crucial to the core business of the company to be able to use raw materials of high ecological quality in the longterm. Thus, the company takes responsibility for its actions and is taking steps to factor biodiversity into its business transactions. One step in helping BIONADE achieve its goals has been to sign the Leadership Declaration of the 'Biodiversity in Good Company' Initiative. As part of a continuous development process, the company has made and will continue to make improvements in this area. Current progress has yielded an environmental management system that has been successfully implemented, and with the help of experts and various studies conducted at BIONADE, a consistent biodiversity management system is being developed. It covers areas of activity in organisation, supply chain management and personnel. In addition, best practices examples from BIONADE reflect that sustainable development in terms of the Leadership Declaration is truly embodied at BIONADE.



Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



Best Practice: Regional Organic Farming – “Bio-Landbau Rhön”

The Issue

In its “Bio-Landbau Rhön” (Rhön Organic Farming) project, BIONADE combines ecologically sound actions with business activities for the benefit of biological diversity. Within this project, regional procurement is being optimised by the fact that the farmers producing elderberries for BIONADE grow these organically in the Rhön region itself.

The Response

When BIONADE and a regional organic farmer first had the idea for this project in 2005, they were entering completely uncharted territory. On the basis of long-term contracts, this

project ensures a permanent supply of locally grown organic raw materials for BIONADE, above all from the structurally weak Rhön region. This cooperation guarantees that the origin of the raw materials can be traced, their quality is guaranteed and extensive transport routes can be dispensed with. Moreover, the guidelines that BIONADE adheres to, such as those of Naturland e.V., are much stricter than those of the EU organic regulations.

The Results

Now, thanks to this project, BIONADE produces its high quality, organic refreshment beverages by procuring 100 % of its elderberries, malting barley and mint together with a portion of the quinces it needs from regional Rhön suppliers.

