

# PROCESSING & DISTRIBUTION



# PROCESSING & DISTRIBUTION

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## HISTORIC DEVELOPMENT

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**COOP distribution**

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*ETH Studio Basel*  
Contemporary City Institute  
Priscilla Girelli, Gerlinde Zuber

Prof. Jacques Herzog, Prof. Pierre de Meuron  
Lisa Euler, Manuel Herz, Charlotte von Moos,  
Shadi Rahbaran

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## INTRODUCTION

We will analyse food processing and distribution, concentrating on Basel Stadt and Land, seeing how this mechanism influenced the city in the course of the years.

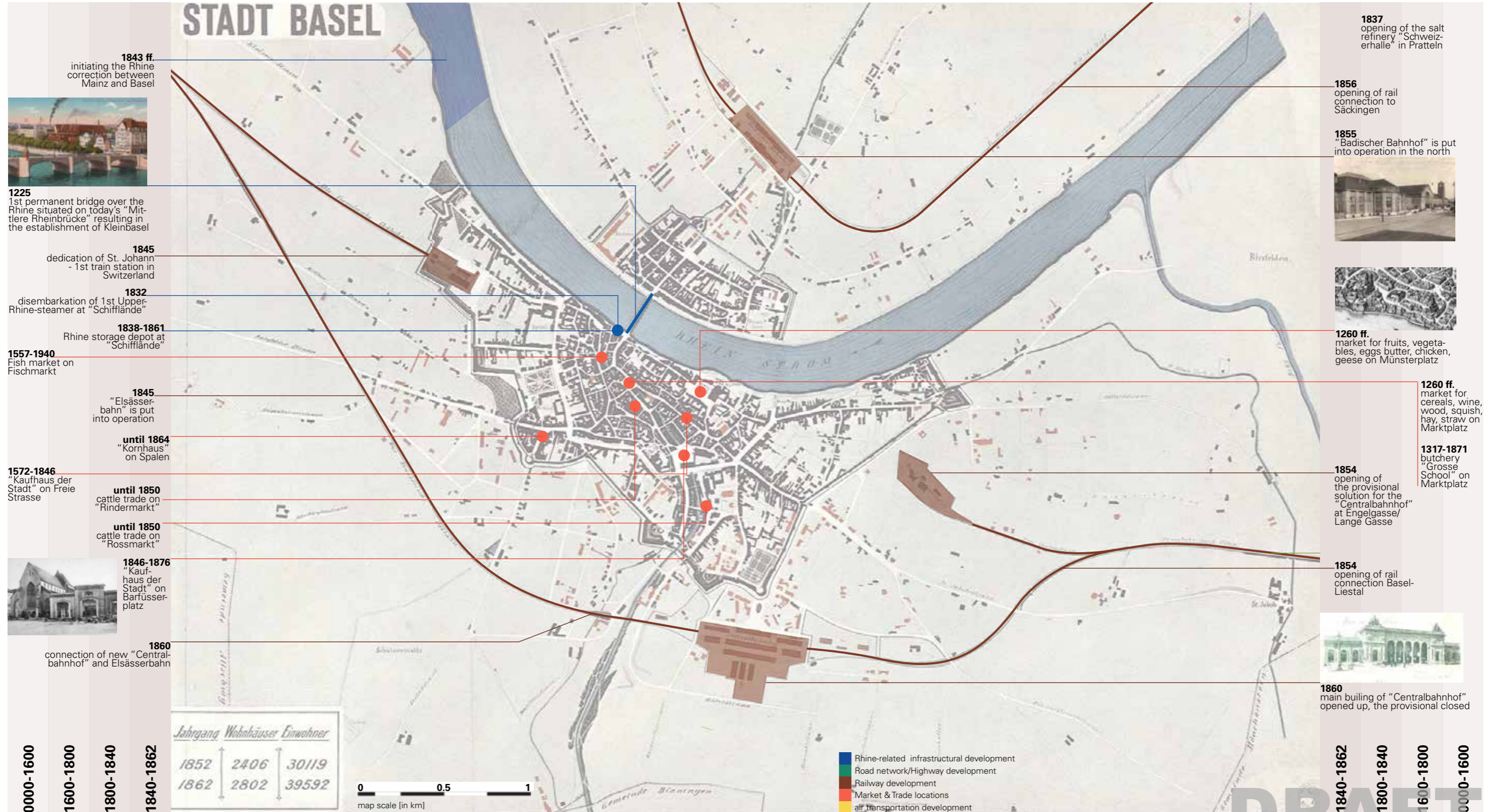
We want to give an overview of this mechanism trying to understand what is happening in Basel and the routes of the food before we can buy it in the shops. We will analyse certain companies that are involved in food processing and distribution that are specifically relevant for Metro-Basel.

We want to step back and get an understanding of the complexity of involvement of food logistics and look at it on the scale of Basel as well as of Switzerland.



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# HISTORICAL DEVELOPMENT

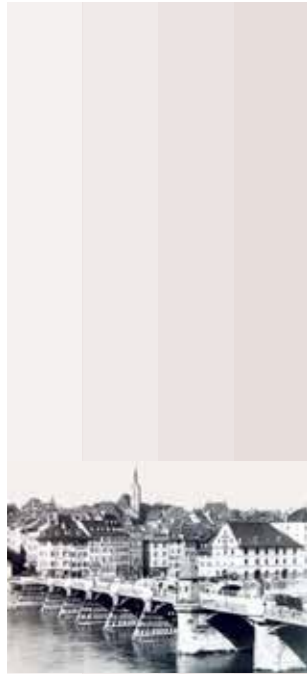


Means of transportation and places of trade until 1862

"INSA 1850-1920", Gesellschaft für Schweizerische Kunstgeschichte, Orell Füssli Verlag

„Basel einst und jetzt“, Walter Sulterlin, Buchverlag Baseler Zeitung

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1883 ff.  
relocation of the  
cattle trade to  
Elsässerstrasse

1861-1899  
production site  
on "Schifflande"

until 1864  
"Kornhaus"  
on Spalen

1883-1929  
wholesale  
for fruits and  
vegetables,  
pig trading  
market

1879  
construction of the  
"Wettsteinbrücke"

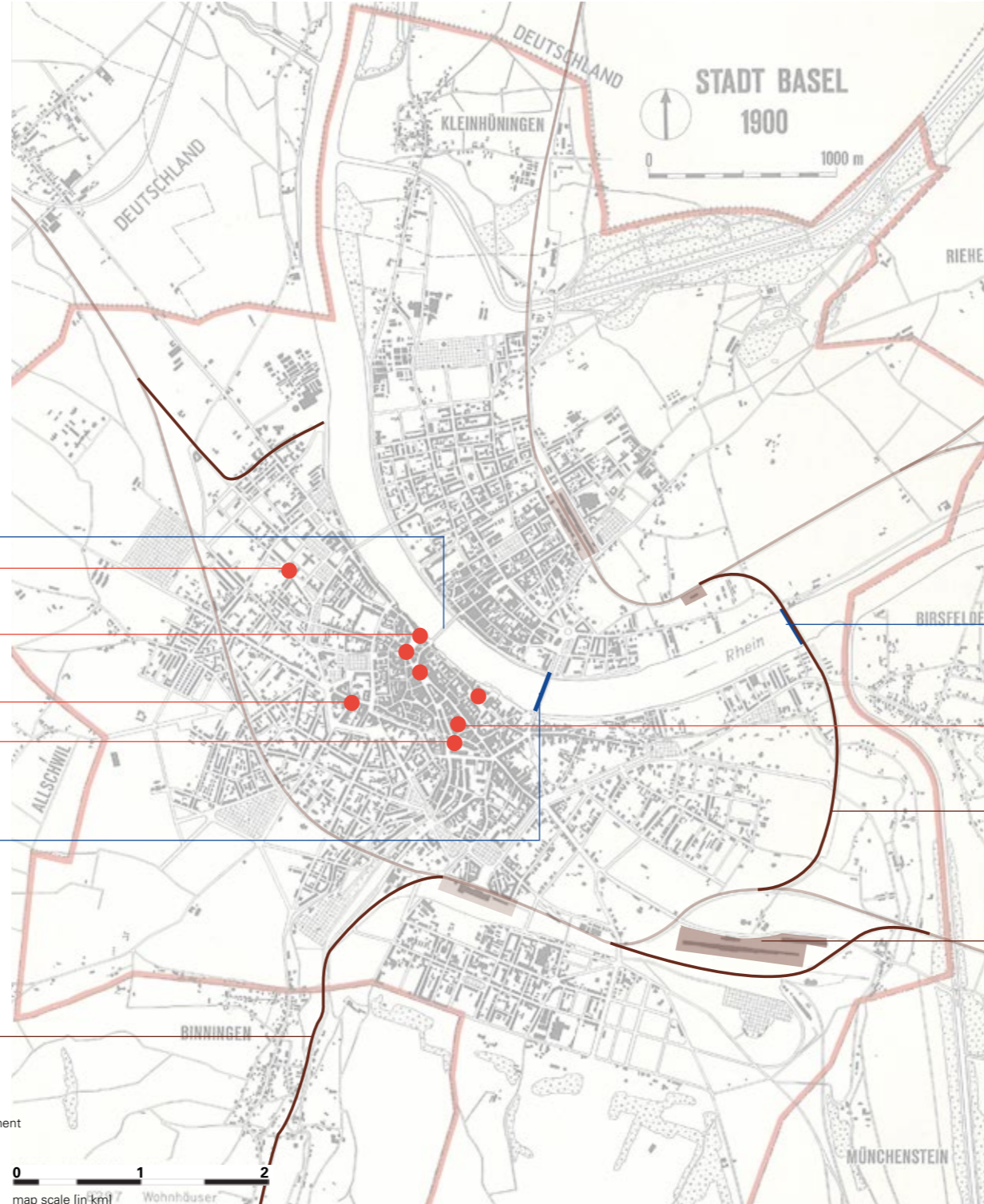


1887  
launching of "Birsigtal-  
bahn" for person and  
freight transportation

1862-1870  
1870-1880  
1880-1890  
1890-1990

Rhine-related infrastructural development  
Road network/Highway development  
Railway development  
Market & Trade locations  
air transportation development

0 1 2  
map scale [in km] Wohnhäuser



1873  
construction of the  
"Schwarzwaldbrücke"

1869  
Samuel Bell  
opened his  
butchery

1873  
rail connection is  
put into operation

1875  
launching of mar-  
shalling yard due  
to lack of space  
- outsourcing of  
freight trains to  
the "Wolf"

1890-1990  
1880-1890  
1870-1880  
1862-1870

"INSA 1850-1920", Gesellschaft für Schweizerische Kunstgeschichte, Orell Füssli Verlag

„Basel einst und jetzt“, Walter Sulterlin, Buchverlag Baseler Zeitung

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Means of transportation and places of trade 1862 - 1900

**1922**  
completion of Inner Harbour 1

**1939**  
completion of Inner Harbour 2

**1918**  
connecting freight station St. Johann with Rhine harbour Kleinhünigen

**1903**  
completion of Dreirosenbrücke


**1911**  
Rhine harbour St. Johann is put into operation

**1903**  
freight station St. Johann is launched


**1906**  
connecting freight station St. Johann with Rhine harbour St. Johann

**1913**  
1st Basler Autumn Fair

**1917**  
Basler "Mustermesse"



**1905**  
completion of Mittlerer Brücke



**1898**  
starting to relocate "Elsässerbahn" to be operating around the city

**1900-1910**

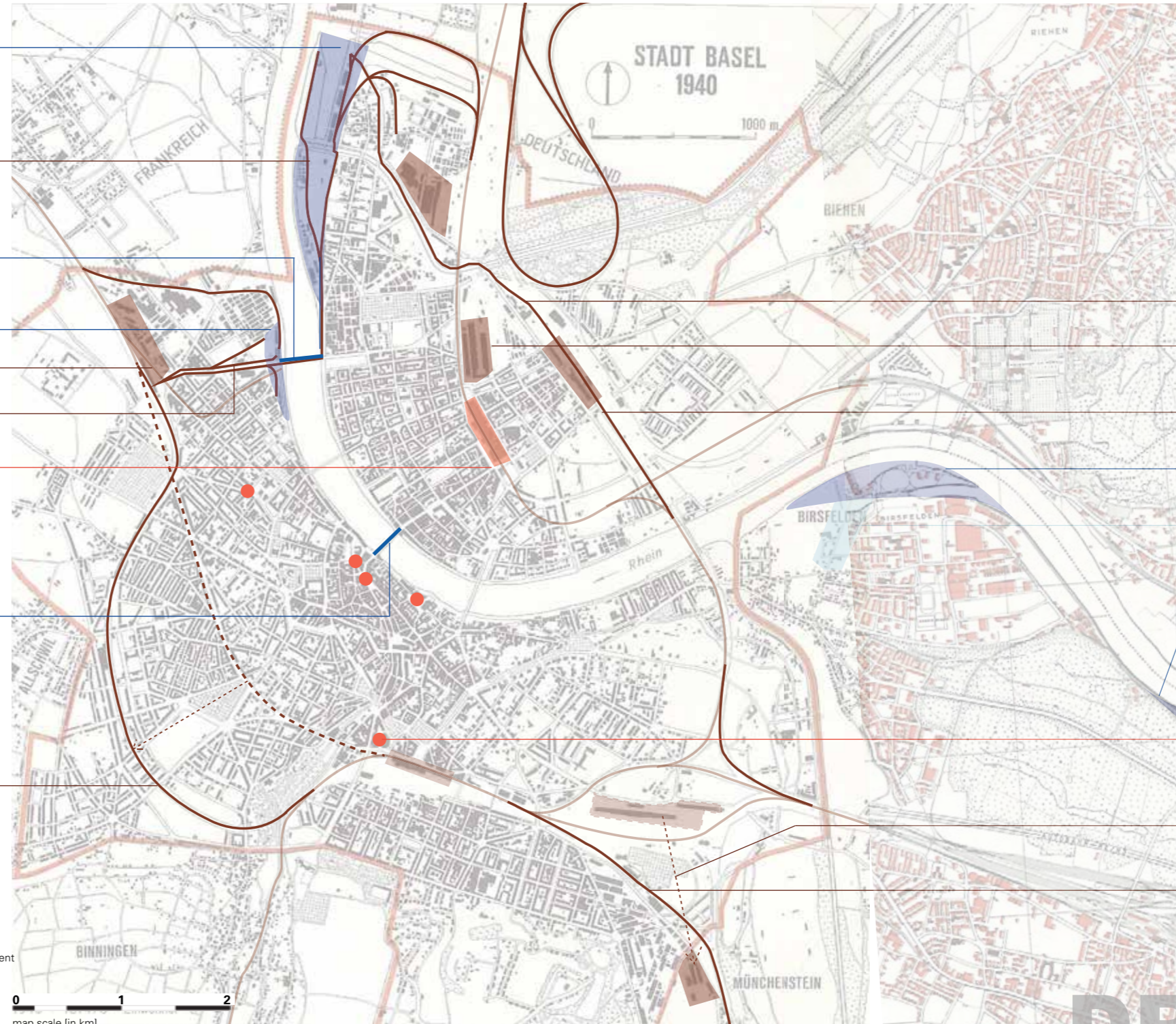
**1910-1920**

**1920-1930**

**1930-1945**

- Rhine-related infrastructural development
- Road network/Highway development
- Railway development
- Market & Trade locations
- air transportation development


0 1 2  
map scale [in km]



**Means of transportation and places of trade 1900 - 1945**

"INSA 1850-1920", Gesellschaft für Schweizerische Kunstgeschichte, Orell Füssli Verlag  
 „Basel einst und jetzt“, Walter Sulterlin, Buchverlag Baseler Zeitung  
 © ETH Studio Basel

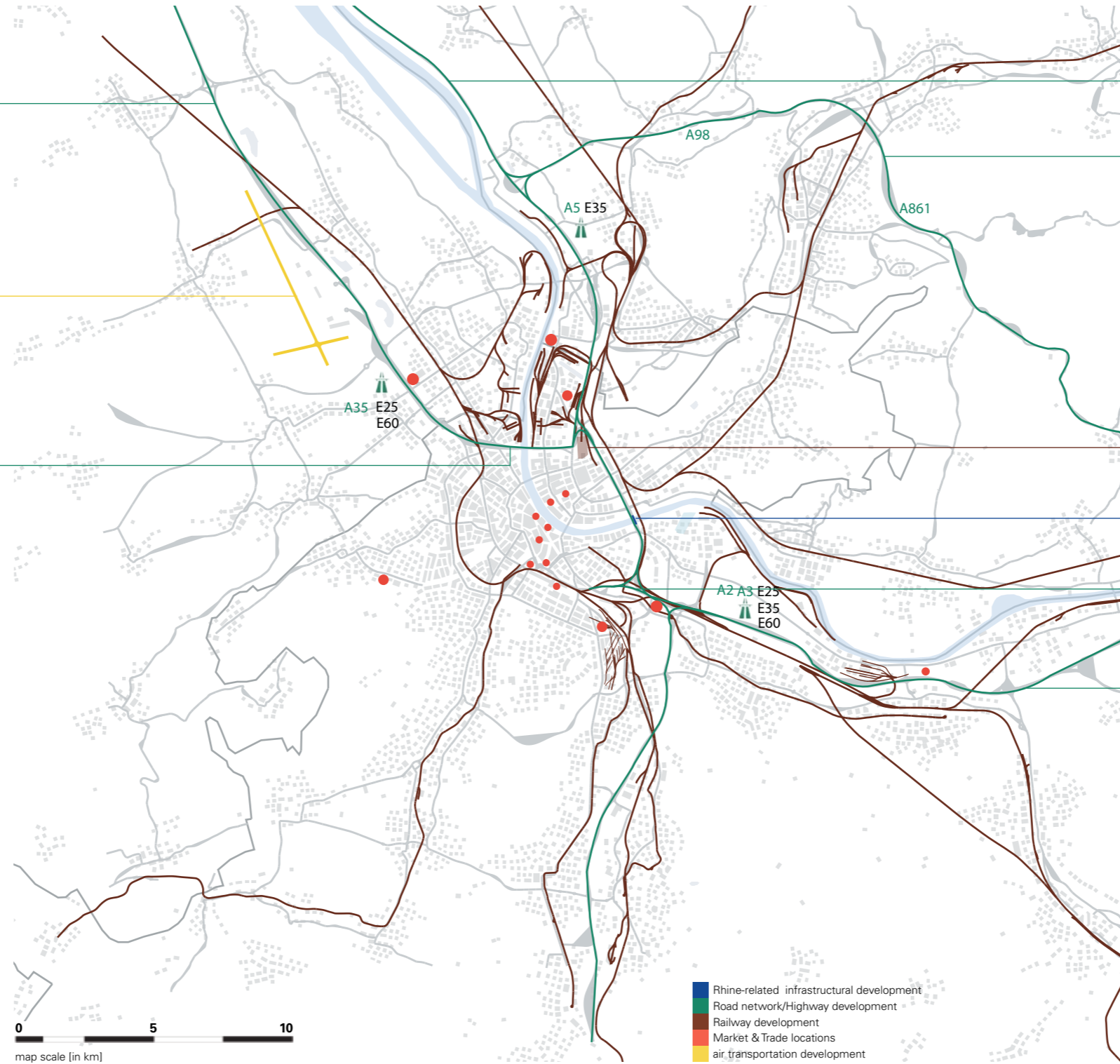
A35 to Mulhouse/  
France is put into  
operation



**1946**  
"Euroairport" is launched, located  
on the trinational border, becoming  
an important enrichment for the  
export of commodities (pharmaceu-  
ticals, perishable goods, high tech  
products etc.) via air cargo

**2007**  
"Nordtangente" is  
put into operation

**1945-1960**  
**1960-1975**  
**1975-1990**  
**1990-2011**




**1954**  
highway A5  
to Germany  
completed

**2008**  
northern bypass  
Basel

**1905-1998**  
freight terminal  
Badischer Bahnhof

**1973**  
extension of  
Schwarzwald-  
brücke to enable  
road traffic

**1985**  
completion of  
the "Gellert-  
dreieck"



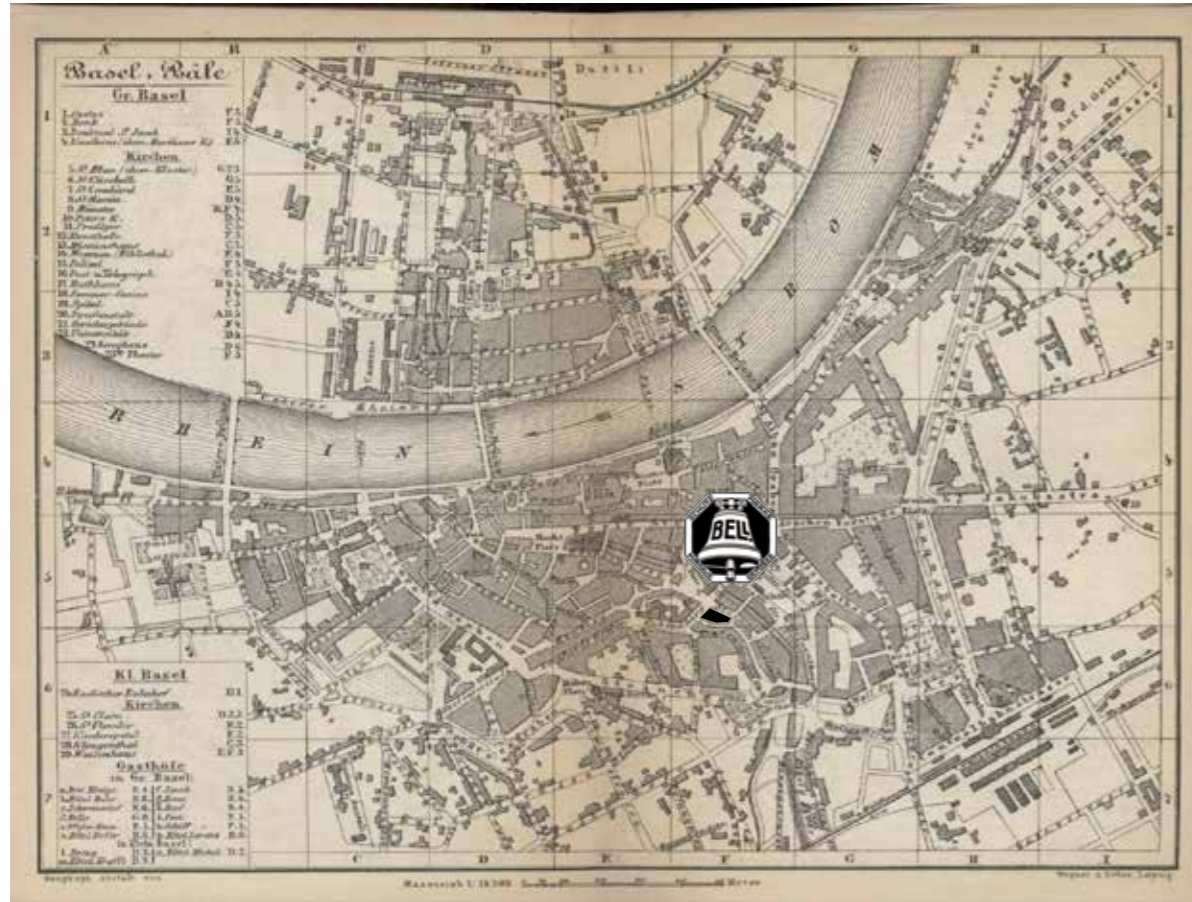
**1973**  
completion of  
swiss highway

**1990-2011**  
**1975-1990**  
**1960-1975**  
**1945-1960**

Means of transportation and places of trade 1945 - 2011

"INSA 1850-1920", Gesellschaft für Schweizerische Kunstgeschichte, Orell Füssli Verlag

„Basel einst und jetzt“, Walter Sulterlin, Buchverlag Baseler Zeitung



Baedekers - Switzerland - 1881 - Basel

### 1869 FIRST SHOP.

On the 29th of March 1869 the butcher Samuel Bell (1840 -1920 ) opened his first "Ochsenmetzg" in Streitgasse 13, Basel. He laid the foundation for a successful story becoming the biggest butcher in Switzerland.

The business from the new shop prospered from the beginning, because the location was very favorable. The butchery shop was located in the city center and near to Weissen Gasse.

People from Basel liked the products a lot, specially the sausage, so the demand raised rapidly.

In 1899 the first store was opened in Spalenberg 13.

Soon more stores were opened in Basel, the most important one was the "Centralhallen", opened in 1905. This was the first shopping center in Basel, where all food and a restaurant were under one roof.

The opening of the "Centralhallen" marked a significant milestone in the development of the company, it was also one of the first european shops.

www.bell.ch



Bell locations from 1869 to 1922

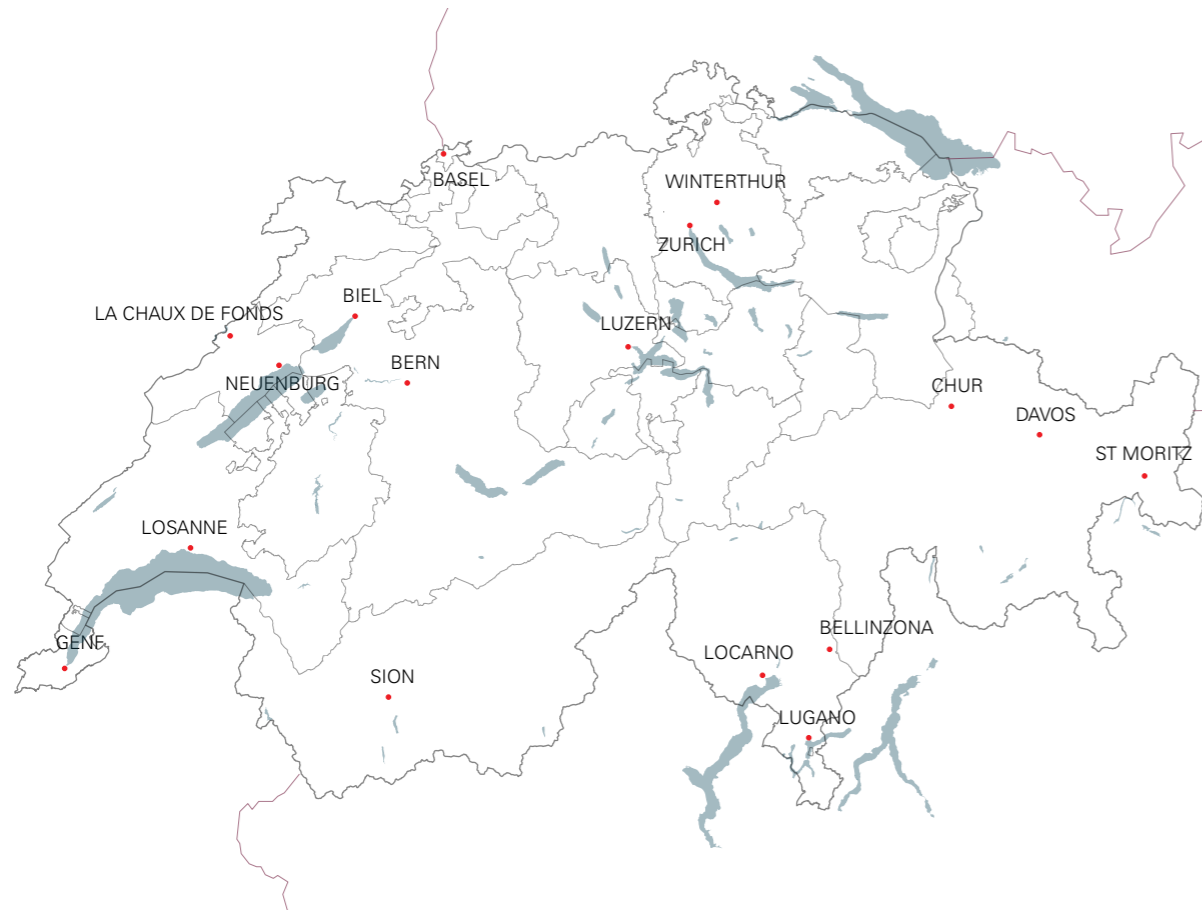


Bell locations from 1923 to 2011



Butcher shop in Germany from 1926 (www.durlach.org)  
 © ETH Studio Basel





Location of all the processing plants from Bell in the 1980

### BELL GROUP IN THE HISTORY

Bell was important for Switzerland during the first World War through the production of edible fats and "industrietalg".

As a consequence from the First World War 45 from the 123 shops from Bell closed.

During the years Bell continued to expand and to open richer shops, and production sites all over Switzerland.

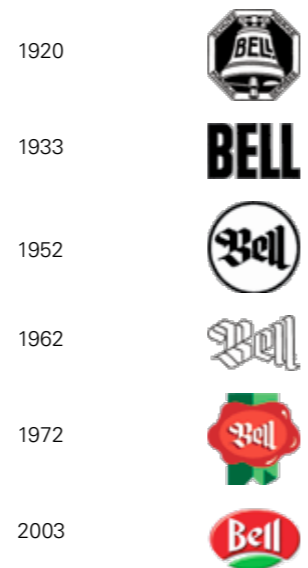
In 1913 Bell associated with the actual COOP, at the time "Verband Schweizerischer Konsumvereine" called. In 1962 Bell was counting 172 shops.

The company acquired other meat swiss companies like: Grider AG, Geflügel und Wild import AG, SEG - Poulets, Cool Food AG, Top Toque SA, Fleisch AG Luzern, Vulliamy SA. But also some french and german companies like: Polette, Zimbo and Abraham.

Nowadays more than 90% of the population knows the brand. 100.000 Cervelats sausages are sold every day.

50 Bell products are sold every second in Switzerland.

### EVOLUTION OF THE LOGO



www.bell.ch



Butcher shop in Germany from 1926 (www.durlach.org)



Jenzer butcher shop in Alesheim ( oct. 2011).  
© ETH Studio Basel

# X-DOCKING BASEL

## A CITY AS A TURNING PLATFORM FOR FOOD DISTRIBUTION

Basel is functioning as an overdimensioned X-DOCKING station where different traffic carriers from various points of origin are handling their cargo. This is due to its location on one of the most important North-South connections in Europe and the benefits of the Rhine proximity.

There are several international HUBS located in the area of Metro Basel. The international freight arriving/departing via railway and roads is getting navigated through 3 hubs which are geographically spread over the area of the city.

One is the freight handling station „Umschlagbahnhof DUSS-Terminal Basel-Weil am Rhein“ in the North of the city right at the border having an exceptional geographical position being a joining connection between Switzerland, Germany and France. In its position as an important turning platform it is circulating freight on the railway axis Frankfurt-Karlsruhe-Basel to the industrial centers in northern Italy. Both the one freight handling stations are located in the South - „Güterbahnhof Wolf UAG“ and the newly expanded „Euro-Hub Basel SBB“ Muttenz.

International freight arriving via ship is having its stop-over or are being destined at one of the three „Schweizerische Rheinhäfen“ (SRH) being either harbour Kleinhüningen, harbour Birsfelden or the Au-harbour. The train stations St. Johann, Au-harbour and Birsfelden which are directly connected to the harbours are helping to provide an efficient further transportation. Part of the goods that are turned over at SRH are destined for the domestic market or straight for Basel Stadt. From the SRH they are getting picked up and delivered to warehouses - mostly located outside of the city, from where they will be further transported to the stores via regional SPOKE.

Most of the international freight - in terms of food but also concerning non-food - arrive via the road network. This is resulting in immense road traffic, within the region of Metro Basel.

23 mio. tons  
= 40% of CH imports-exports



Commodities passing Basel's bordercrossing per year

The function of **international HUBS** includes the loading and compiling of freights that are meant to be further transported to other national or international destinations.

An **international SPOKE** is symbolizing an international trade route for goods and commodities of any kind connecting international HUBS.



Freight handling station Wolf, UAG (<http://www.homegate.ch>)



Swiss Rhine Harbour Kleinhüningen, Basel (<http://www.port-of-switzerland.ch>)



Freight handling station 'DUSS-Terminal Basel-Weil am Rhein' ([http://www1.deutschebahn.com/ecm2-duss/start/terminals\\_uebersicht](http://www1.deutschebahn.com/ecm2-duss/start/terminals_uebersicht))

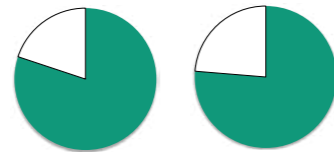
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**ROAD SHIPMENTS**



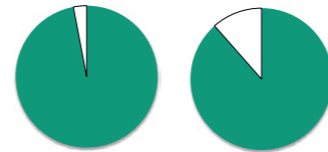
<http://www.swiss-pics.ch>



IMPORT 2010

T

CHF



EXPORT 2010

T

CHF

% from TOTAL food imports via roads  
**80,1 %**      **76,3 %**

% from TOTAL food exports via roads  
**97 %**      **88,5 %**

**agricultural & fishery products**

22.424      73.268.000

449      1.314.000

**aliments & stimulants**

53.200      374.962.000

14.425      67.881.000

**TOTAL (roads)**

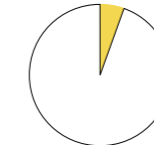
**533.279      5.174.819.000**

**367.973      28.176.786.000**



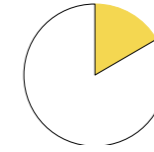
<http://www.statistik-bs.ch>

**EUROAIRPORT**

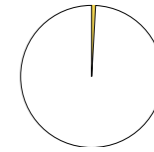


IMPORT 2010

T

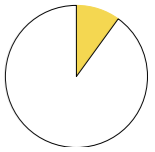


CHF



EXPORT 2010

T



CHF

% from TOTAL food imports via airfreight  
**5,5 %**      **16,6 %**

% from TOTAL food exports via airfreight  
**0,9 %**      **10 %**

**agricultural & fishery products**

818      6.621.000

1      36.000

**aliments & stimulants**

4.345      90.620.000

131      7.829.000

**TOTAL (airfreight)**

**8.102      1.808.542.000**

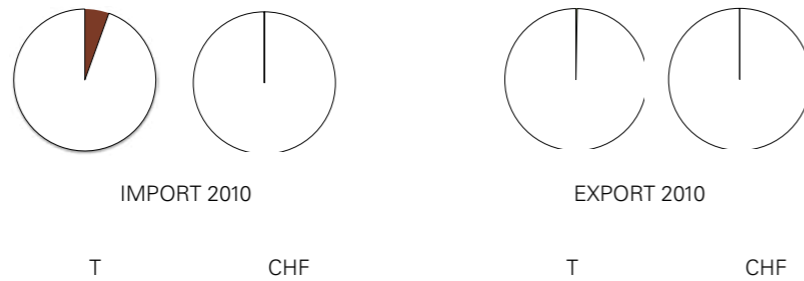
**16.077      17.229.620**

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<http://www.statistik-bs.ch>

**RAIL CARGO**



% from TOTAL food imports via rail  
5,5 %

% from TOTAL food exports via rail  
0,3 %

agricultural & fishery products  
aliments & stimulants

TOTAL (rail)

111.080 180.096.000

122.108 724.222.000

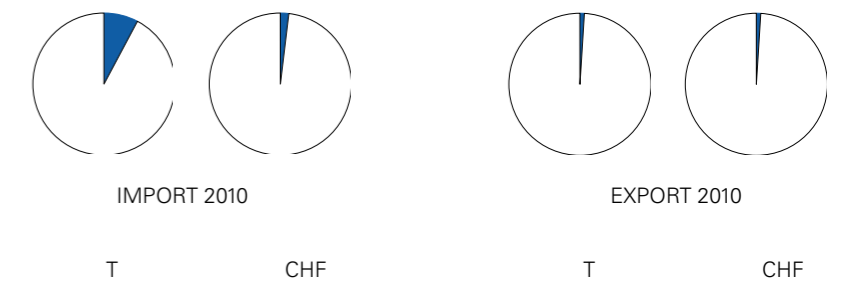


<http://www.statistik-bs.ch>

**SWISS RHINE HARBOURS**



<http://www.port-of-switzerland.ch>



% from TOTAL food imports via SRH  
7,8 %

% from TOTAL food exports via SRH  
1 %

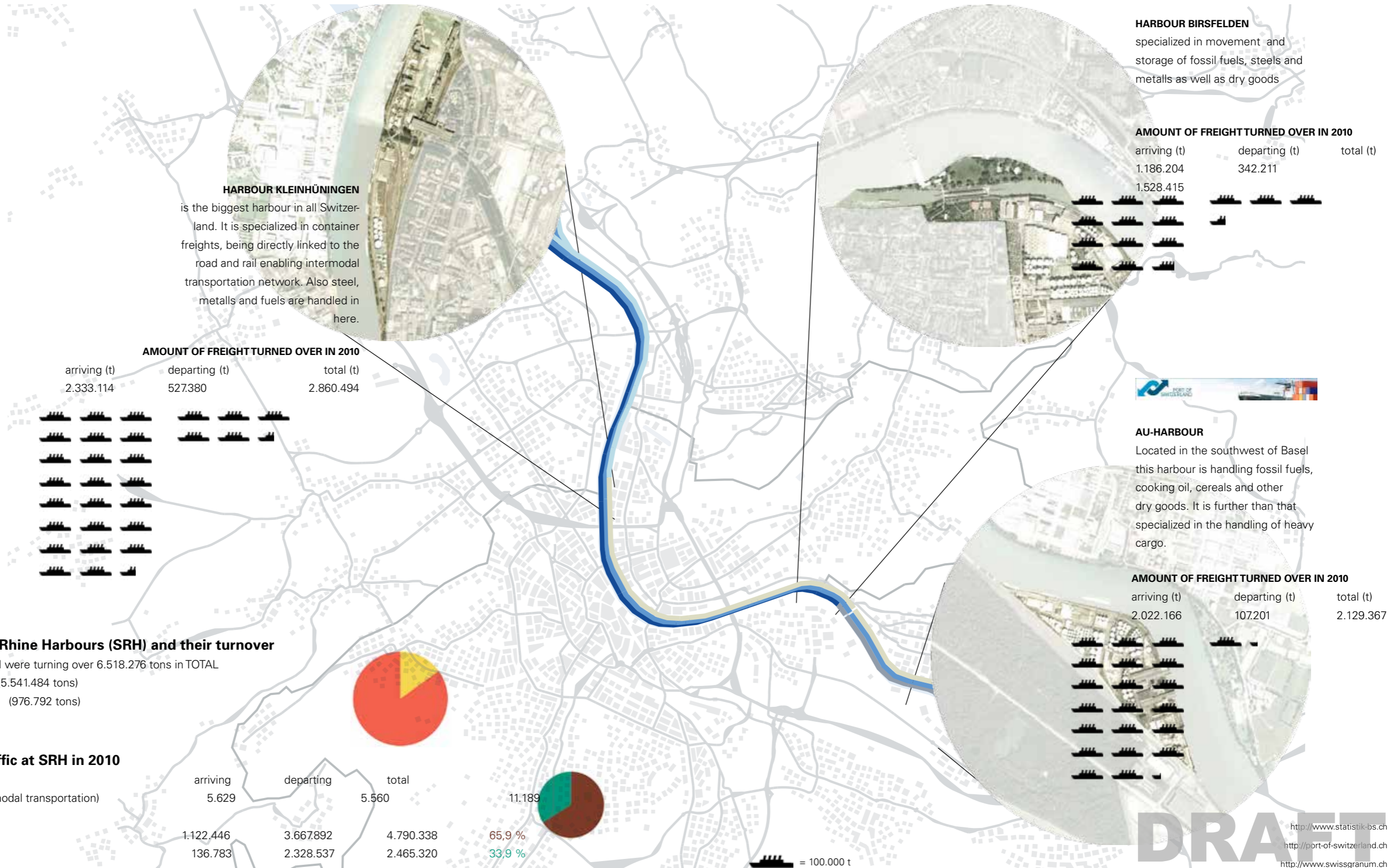
agricultural & fishery products  
aliments & stimulants

TOTAL (SRH)

773.120 506.836.000

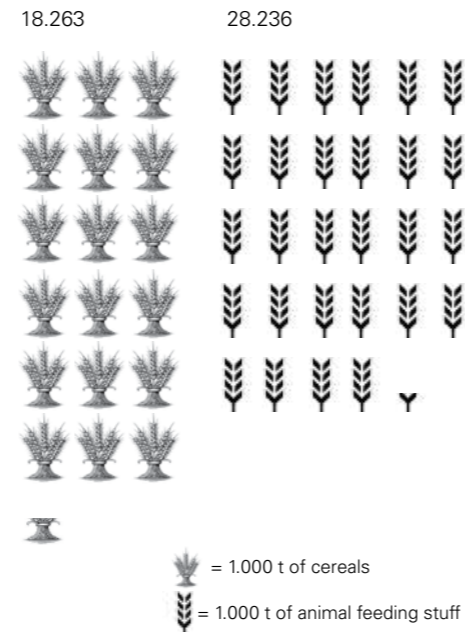
41.074 307.051.000

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Bird's eye view of Harbour Kleinhühningen (<http://port-of-switzerland.ch>)



Kaiseraugst's turnover of cereals & feeding stuffs in 2010

IMPORT (t)

agricultural products	248.843
aliments & feeding stuff	382.807
<b>TOTAL</b>	<b>631.650</b>

EXPORT (t)

agricultural products	6.359
aliments & feeding stuff	142.789
<b>TOTAL</b>	<b>149.148</b>



Bird's eye view of Au-harbour in Basel (<http://port-of-switzerland.ch>)

### Turnover of food at SRH in 2010



	TOTAL IMPORT CH (t)	TOTAL PRODUCTION CH (t)	TOTAL CH (t)
cereals <sup>1</sup>	682.541	923.586	1.606.127
oilseeds <sup>2</sup>	43.071	81.576	124.647



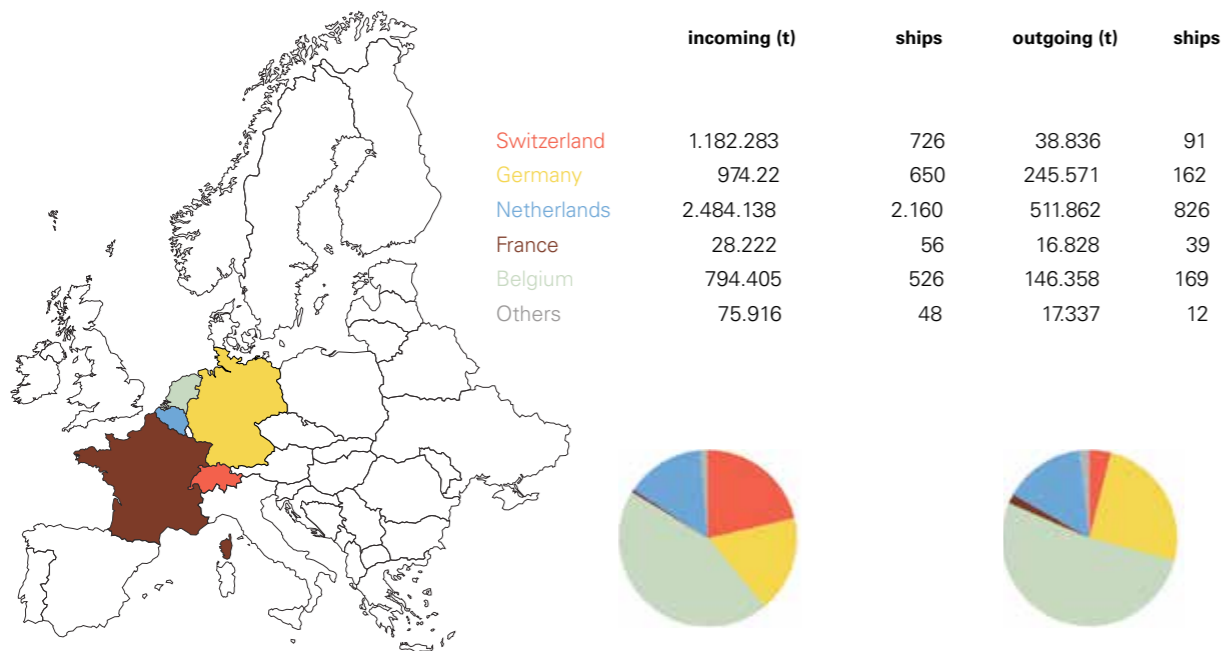
cereals ratio\_production:import



oilseeds ratio\_production:import

<sup>1</sup>) include: bread cereals (rye, spelt), cereals for animal feeding (barley, oats, maize, etc.)  
<sup>2</sup>) include: canola, sunflower, soja

### Import & domestic production of cereals/oilseeds



### Turnover of all commodities at SRH by countries in 2010



Coop distribution from the National center to the Regional center.



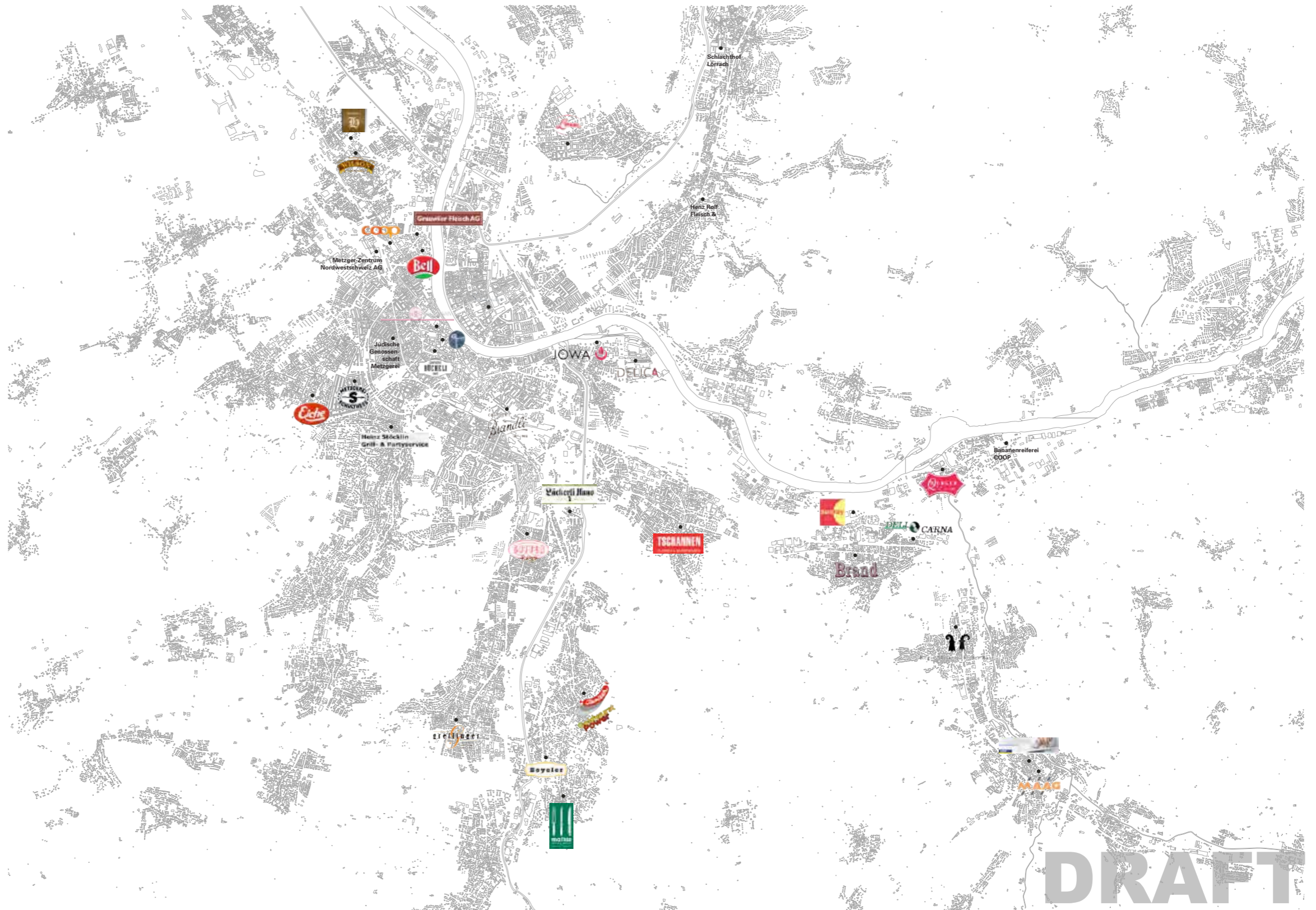
Coop distribution from the Regional center to some shops.

**DISPERSION WITHIN THE CITY.**

In these two maps the specific case of Coop is analysed. Goods and products arrive in Switzerland at the National distribution center located in Prattlen. They are then brought to the Regional distribution center located in Lysbüchel and distributed to all the Coop shops.

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0 0.6 1.8  
map scale [in km]



### OVERVIEW OF PROCESSORS

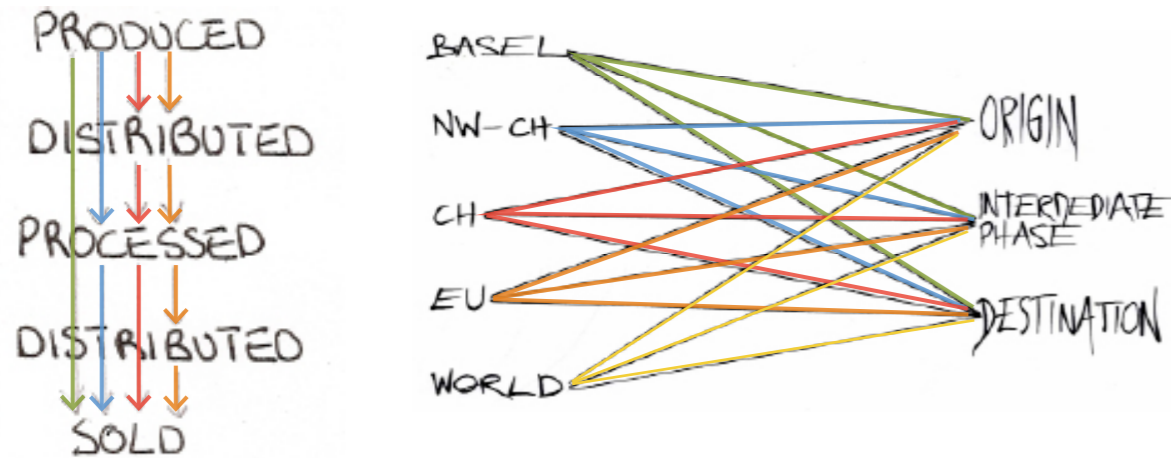
In the map there are pointed out some of the most important food processors in Basel.

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# CIRCULATING STAPLE FOODS IN BASEL

A staple food is a food that is eaten regularly and in such quantities as to constitute the dominant part of the diet and supply a major proportion of energy and nutrient needs. Staple foods vary from place to place, but are typically inexpensive or readily-available foods that supply one or more of the three macronutrients needed for survival and health: carbohydrate, protein and fat (such as grains, tubers, legumes, or seeds). The staple food of a specific society may be eaten as often as every day, or every meal.



The diagrammes above highlight some important aspects of processing and distributing food.

The first diagram explains the product's evolution complexity. Every product follows certain steps in a chronological order which are specific for it to become destined. For some products the production steps are many, and the food is distributed and processed many times at different locations. On the other side for some products, like fruit or vegetables, the production steps are just two, the product is produced and then immediately sold.

The second diagram highlights the geographical spread of a product. It shows where is the origin from the product, where is happening the processing and finally where it is sold.

There are some products that are produced and sold in the same place, having so the quality to be local products; but most of the products are imported from other countries.

Staple foods in Switzerland include bread, potatoes and cereals along with vegetables and fruits and a good consumption of milk, cheese and meat regarding a balanced diet.

In this chapter we want to introduce the circulation of staple foods in the area of Metro-Basel. It is structured into 4 „food stories“ explaining facts and figures about cereals, milk, meat as well as fruits and vegetables illustrating their trade on swiss scale, significant sources, the main actors in processing and distribution and going more into detail about certain actors explaining different case studies.

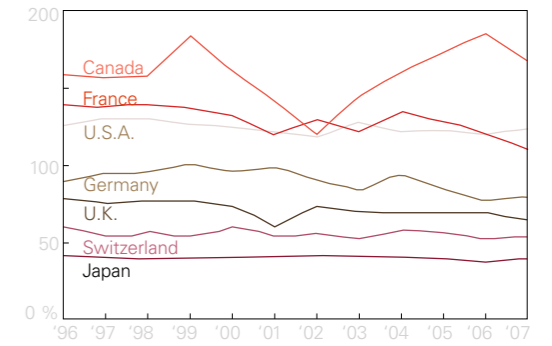


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Market in Torino.  
© ETH Studio Basel



The food self-sufficiency rate is an indicator that shows how much daily food per capita is produced within a country. It is based on calories and calculated as

Self-sufficiency in grains is also often used to compare between countries, as almost complete data from industrial and developing countries are available.



■ The figure of Japan is the lowest among major industrialized countries. In fiscal 2006, it broke the 40 % level, declining to 39 %.

$$X = \frac{\text{daily domestically supplied calories}}{\text{per capita daily totally supplied calories per capita}}$$

[www.stat.go.jp/english/data/handbook/c05cont.htm](http://www.stat.go.jp/english/data/handbook/c05cont.htm)  
[www.agrometeorology.org](http://www.agrometeorology.org)  
[www.japantimes.co.jp](http://www.japantimes.co.jp)  
[www.letemps.ch](http://www.letemps.ch)

### SWITZERLAND'S TRADING FIGURES

#### ☝ TRADE in 2010

# 20 EXPORT \$ 232.600.000.000  
 # 20 IMPORT \$ 226.300.000.000



[www.cia.gov/library/publications/the-world-factbook](http://www.cia.gov/library/publications/the-world-factbook)

#### ☝ GROSS DOMESTIC PRODUCT 2010

purchasing power parity:	\$ 324,5 billion	#38 world
per capita (ppp):	\$ 42.600	#17 world
sector:	agriculture	1,3 %
	industry	27,7 %
	services	71,7 %

[www.cia.gov/library/publications/the-world-factbook](http://www.cia.gov/library/publications/the-world-factbook)

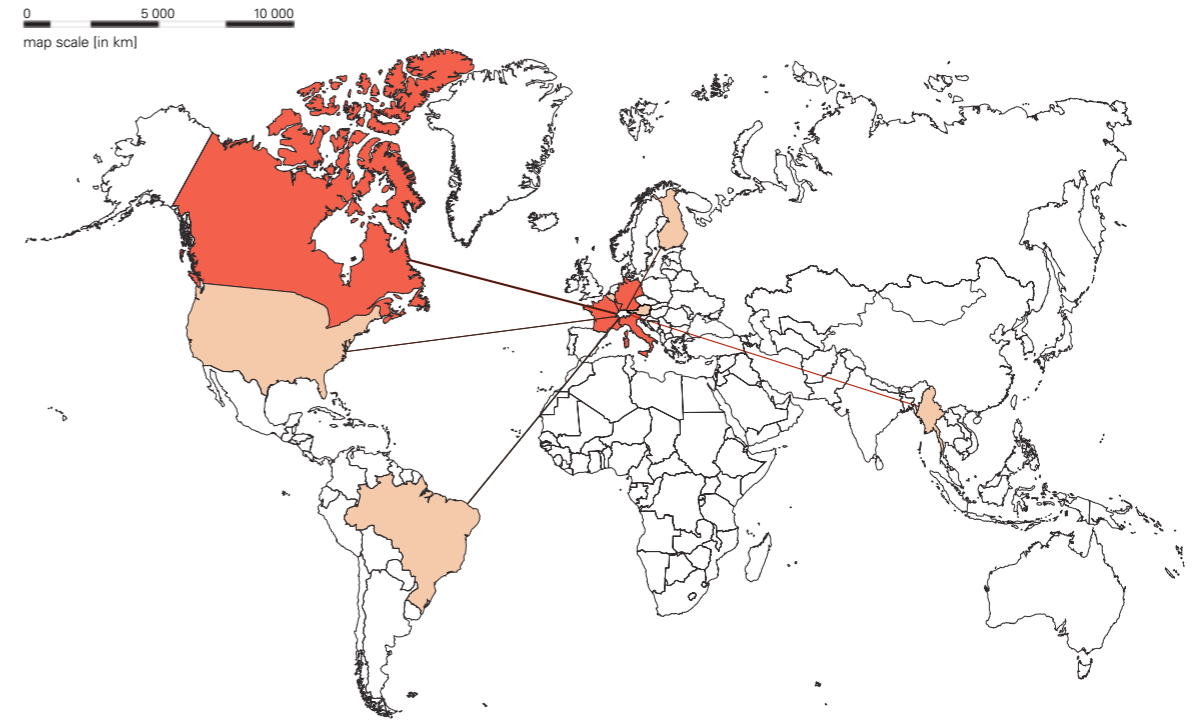
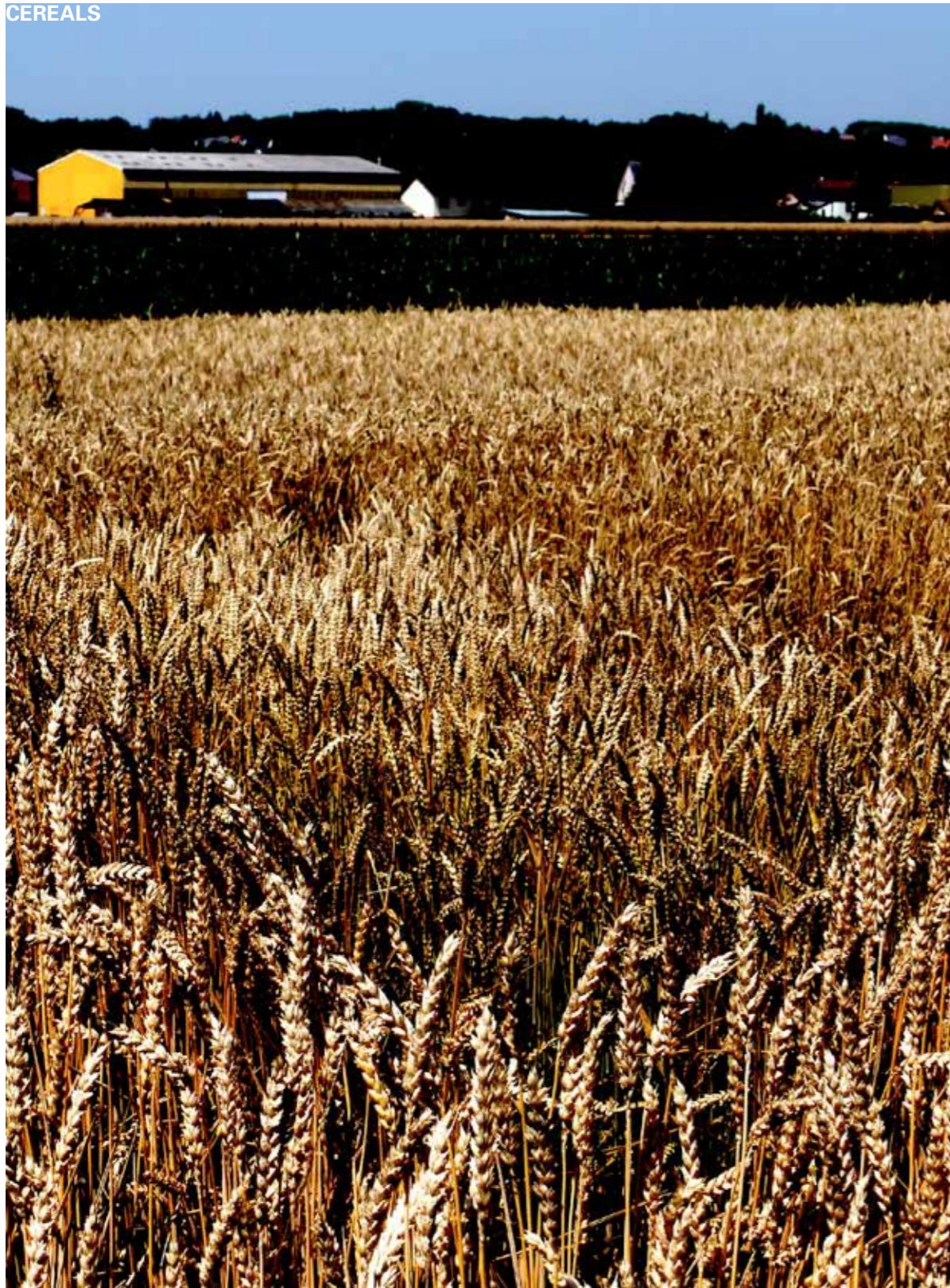
### FOOD SELF-SUFFICIENCY



In June 2007 the Swiss government liberalized exports and imports of cheese. Switzerland has little arable land so in order to boost agricultural production, maintain its landscape and reduce dependency on imports, it provides direct compensation to farmers, paid not only on the basis of land area, the number of livestock raised and their condition, but also in accordance with farmers' efforts to maintain the environment, including a reduction or halt in the use of farm chemicals.

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CEREALS

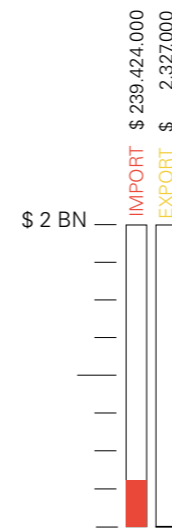


TOP 3 **IMPORT** to CH

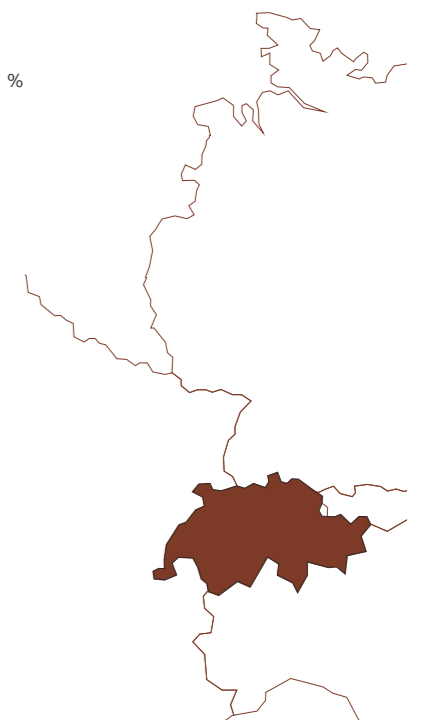
Germany	53.152.000,-	22,2 %
France	47.680.000,-	19,9 %
Canada	24.466.000,-	10,2 %

TOP 1 **EXPORT** from CH

Germany	1.328.000,-	57,1 %
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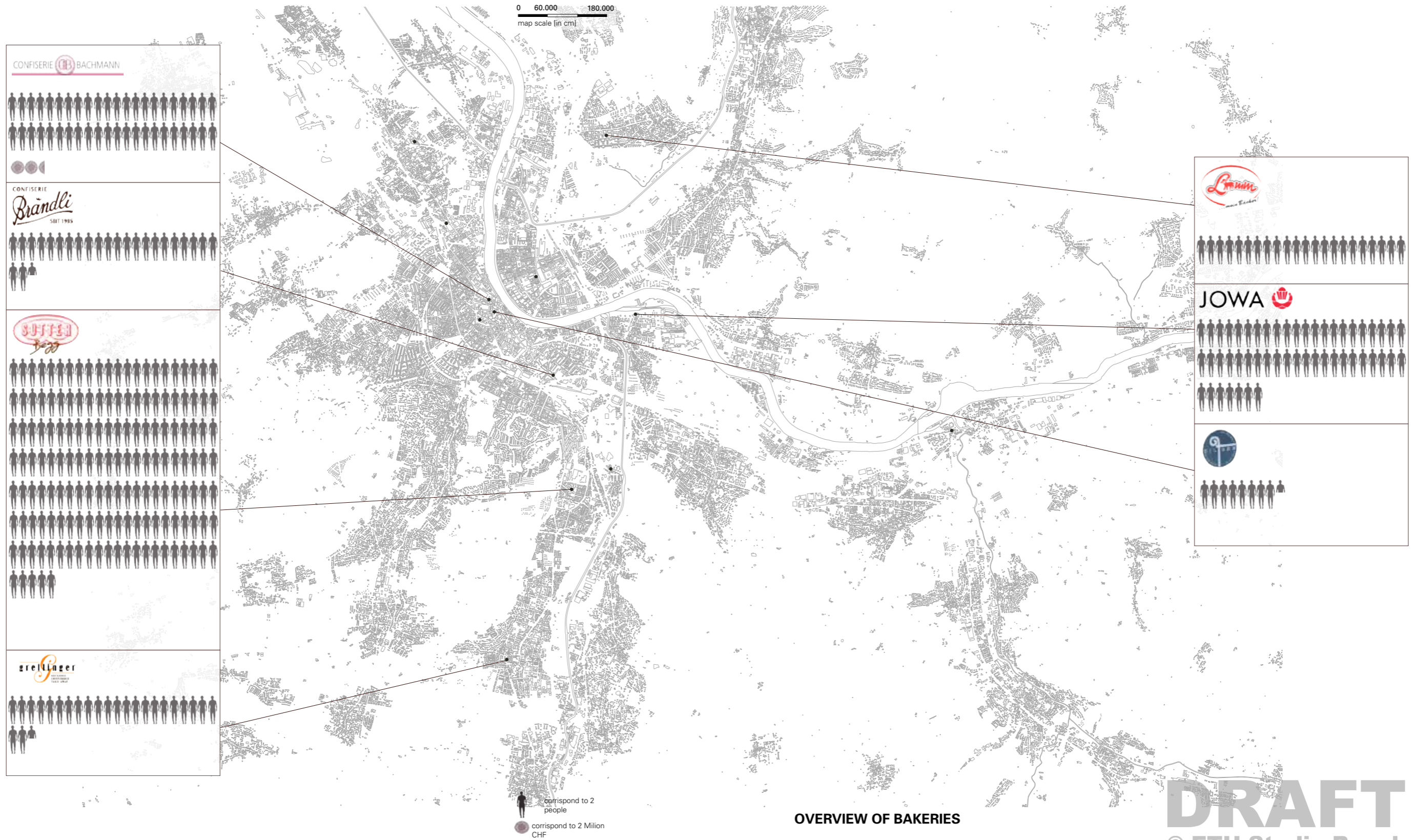


- Import value > \$ 75.000.000
- Import value \$ 75.000.000 - 20.000.000
- Import value < \$ 20.000.000
- Export value > \$ 75.000.000
- Export value \$ 75.000.000 - 20.000.000
- Export value < \$ 20.000.000
- Import:Export balance (<70:30) > \$ 100.000.000
- Import:Export balance (<70:30) < \$ 100.000.000



CEREALS SWISS Import/Export of Switzerland

**DRAFT**  
 comparatively no EXPORT of cereals in 2010.  
 www.trademap.org  
 © ETH Studio Basel



OVERVIEW OF BAKERIES

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© ETH Studio Basel



Landi Reba AG shop in Bebandorf.

**CASE STUDY: FENACO GOF - LANDI REBA AG CROP DISTRIBUTION.**

Fenaco is a business group that takes care about grain, oilseeds and feedstuffs for animals (GOF).

Fenaco's tasks are:

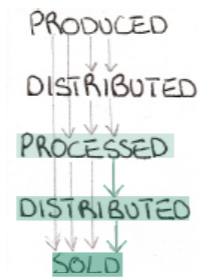
- marketing of domestic products
- trading raw materials and specialities of all types for the food and compound feed industry and for animal owners within Switzerland
- support farmers and the development of their businesses.

An important marketing partner from Fenaco is Landi, which is an agricultural cooperative union owned by the farmers (Landi Reba AG is responsible for the area of Basel-Land).

Fenaco and Landi provide the farmers with all means of production, they look at the interest from the farmers.

Since a short period of time Fenaco takes the farmers' products like seeds, grains, oilseeds, potatoes, cattle, eggs, corn, vegetables, fruits and grapes and refines and markets them.

Fenaco is divided in four regions on the swiss territory.

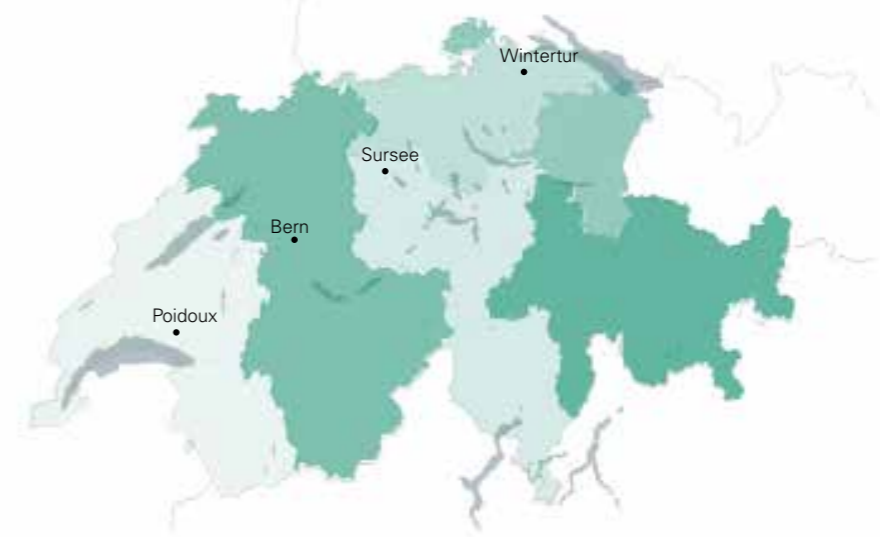


Fenaco products' evolution complexity.

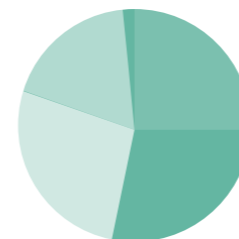
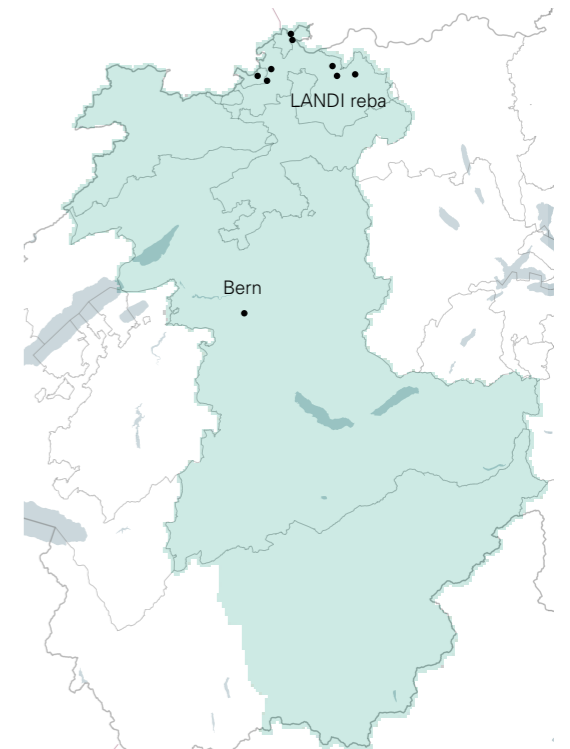
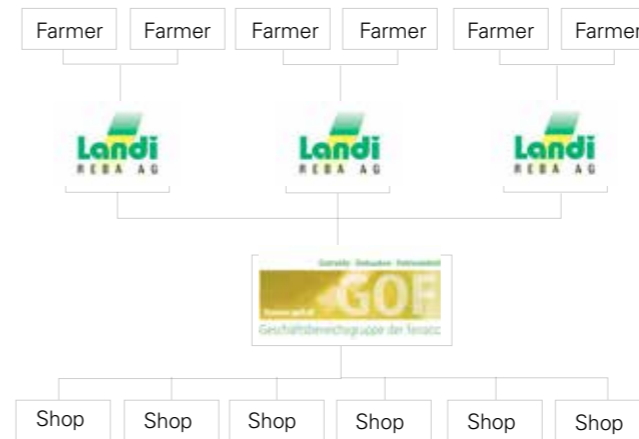


Fenaco geographical spread.

www.fenaco.com



Fenaco division of Switzerland.



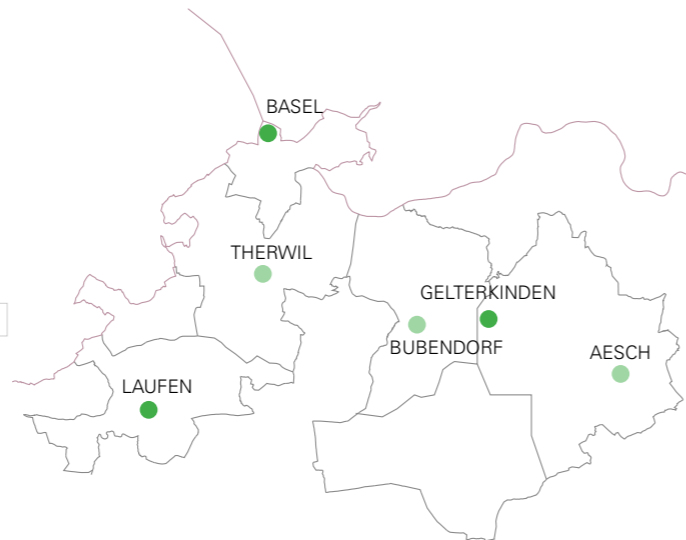
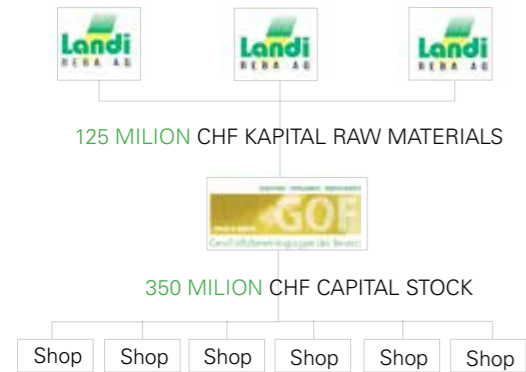
Fenaco fields of responsibilities.

Retail trade	28,4%
Staple food	25,3%
Diverses	0,5%
Combustible	16,8%
Agriculture trade	29%

**DRAFT**  
© ETH Studio Basel  
www.fenaco.com



Landi Reba AG shop in Laufen.



● Landi Reba AG Magazin and store  
● Landi Reba AG store

Landi Reba AG stores in the area of Basel land.

www.landireba.ch

**LANDI REBA AG.**

Landi Reba AG supplies 1200 farmers in the region of Basel-Land with products.

Nowadays there are more or less 300 Landi groups.

In the region of Basel-Stadt and Land there are 6 Landi centers, 3 of them are magazines where the farmer can deliver their products.



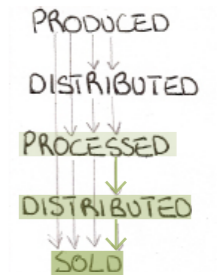
Sutter bakery production plant.



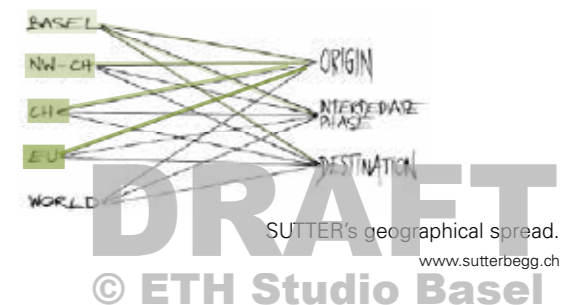
**CASE STUDY: SUTTER BEGG.**

Sutter is a local bakery, the first Sutter shop was opened in 1910. The production plant is located in Münchenstein and Sutter is operating 25 shops all around Basel.

The production plant is open seven days a week, and is constantly working.



SUTTER's products' evolution complexity.



SUTTER's geographical spread.

www.sutterbegg.ch

© ETH Studio Basel



Origin of raw materials.

12.000 customers in low season  
 20.000 customers in high season

**PROCESSING AT SUTTER BAKERY.**

Sutter Begg bakery gets the raw materials not only from Switzerland but also from Germany and Austria.



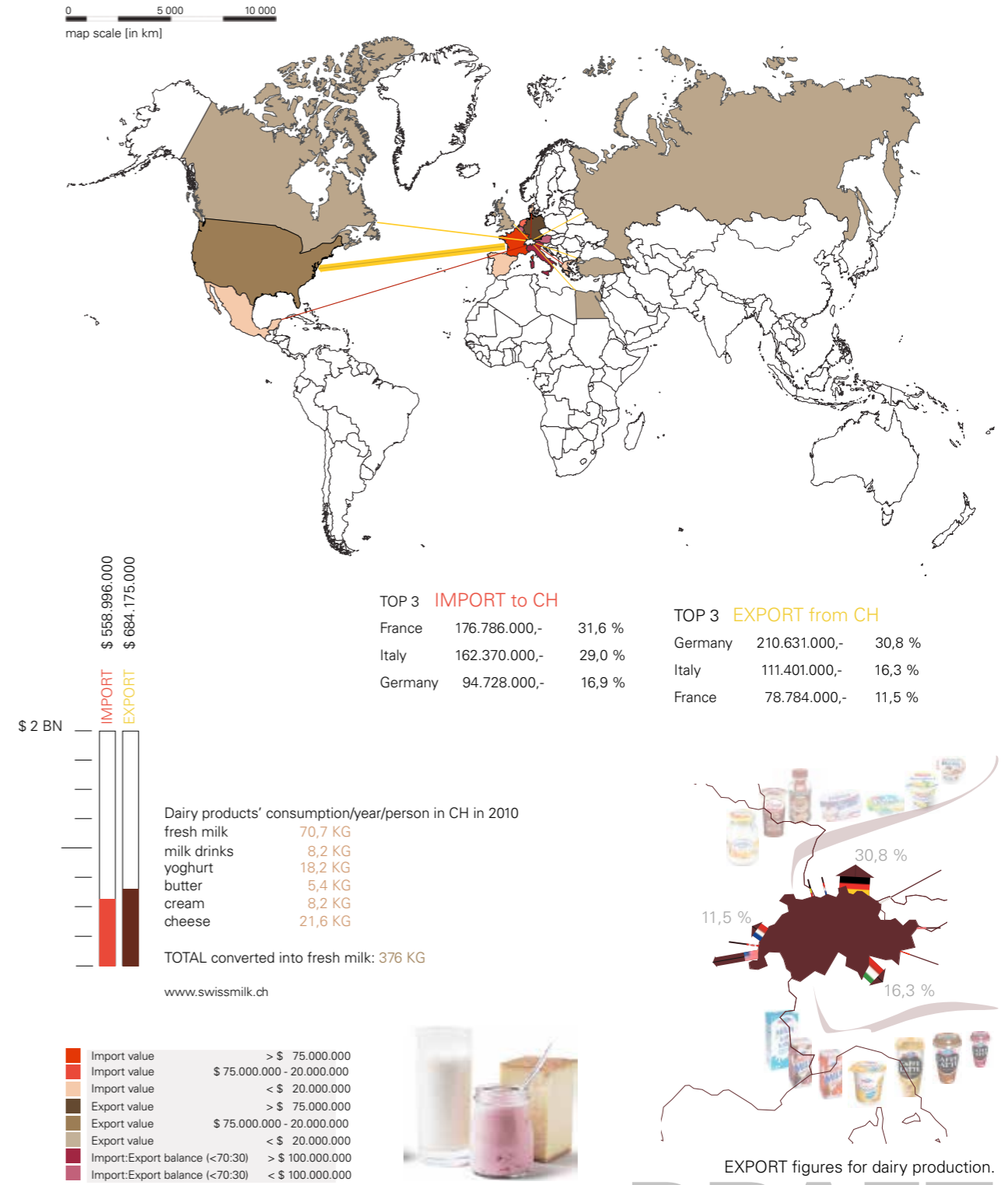
Inside the production plant in Münchenstein.



Sutter shop in Arlesheim.



**DRAFT**  
 Sutter shop in Arlesheim.  
 www.sutterbegg.ch  
 © ETH Studio Basel



DAIRY PRODUCTS Import/Export of Switzerland

EXPORT figures for dairy production.

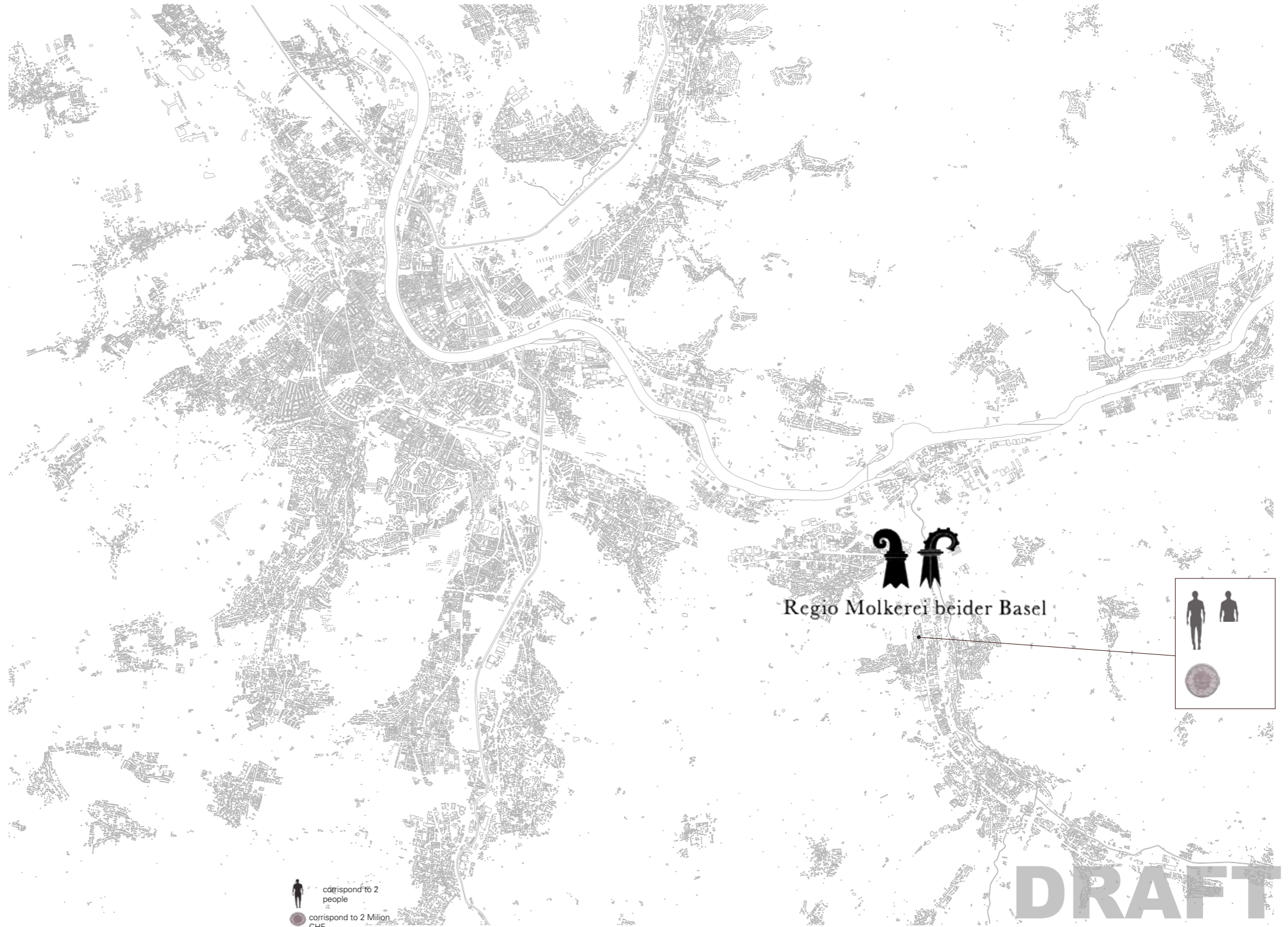
**DRAFT**

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www.trademap.org





0 6 18  
map scale (in km)



### OVERVIEW OF MILK PROCESSORS

In the area of North-West Switzerland there is only one milk processor.

 corrispond to 2 people  
 corrispond to 2 Million CHF

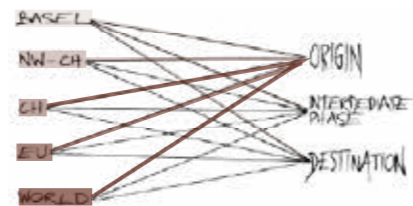
**DRAFT**  
© ETH Studio Basel



MIBA processing plant.



MIBA's products' evolution complexity.

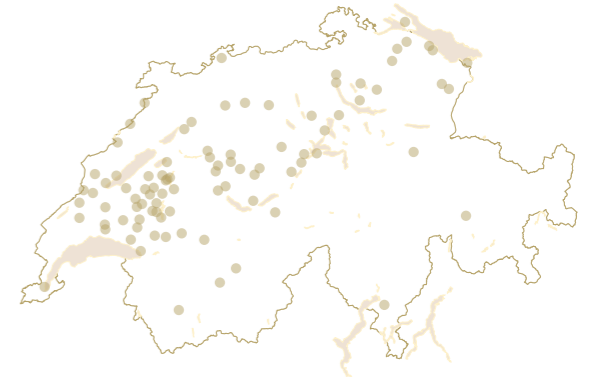


MIBA's geographical spread.

**Case study: MIBA milk association**

MIBA milk association is a cooperative union collecting the milk of all of the 2000 milk producers in north-west Switzerland. MIBA is the only collector and distributor of milk within this area, selling the main amount of milk to Estavayer Le SA (ELSA) and EMMI. So all the milk produced in the region of north-west Switzerland is further transported into central and south-west Switzerland to be processed there. From all the milk collected only 2% are going to be processed in the region as well. This is taking place at the „Regio Molkerei beider Basel“ in Frenkendorf which is a local subsidiary of EMMI and the only milk processor in all north-west Switzerland.

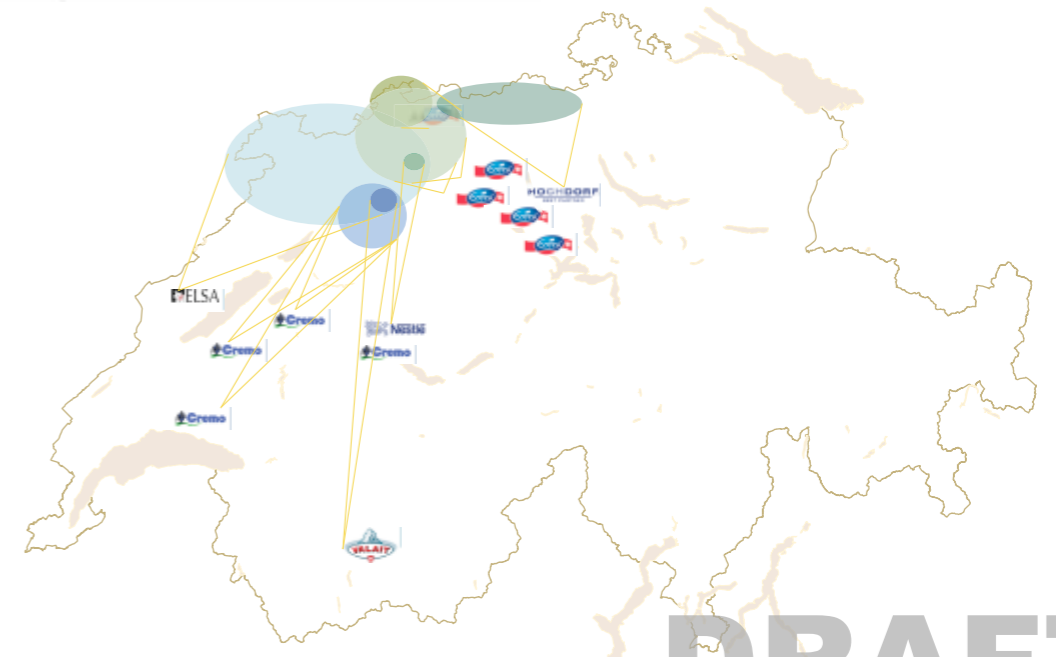
Processed milk in Switzerland 2010	3.437.622.000 kg milk
annual transport	257.779.852 kg milk
daily transport	708.000 kg milk
annual revenue	167.700.000 CHF
annual profit	175.000 CHF



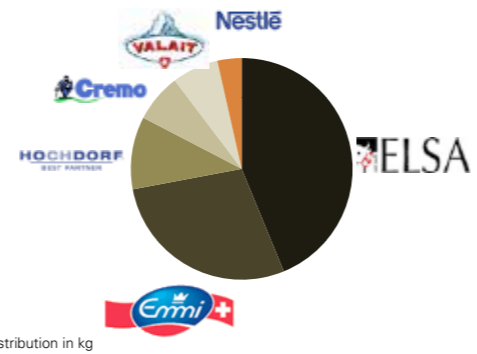
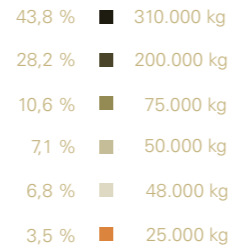
Location of Swiss creameries (www.die-molkerei.ch)



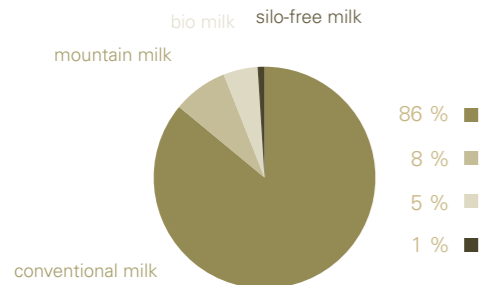
	MEMBERS (organisation)	MEMBERS (individual)	TOTAL MEMBERS
Aargau	208	35	243
Basel - Land	381	48	429
Basel - Stadt	2	1	3
Bern	208	34	424
Jura	512	61	537
Solothurn	503	59	562
	1814	238	2052



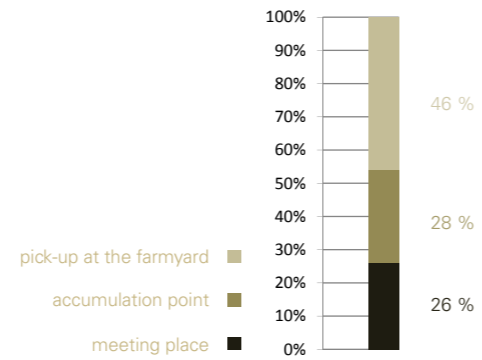
**DRAFT**  
© ETH Studio Basel  
Miba sales report 2010.



MIBA's milk flow towards SWISS CREAMERIES "BIG 6"



Annual/daily milk processing & distribution



MIBA's volume of milk according to mode of collection

MIBA's annual distributing facts & figures

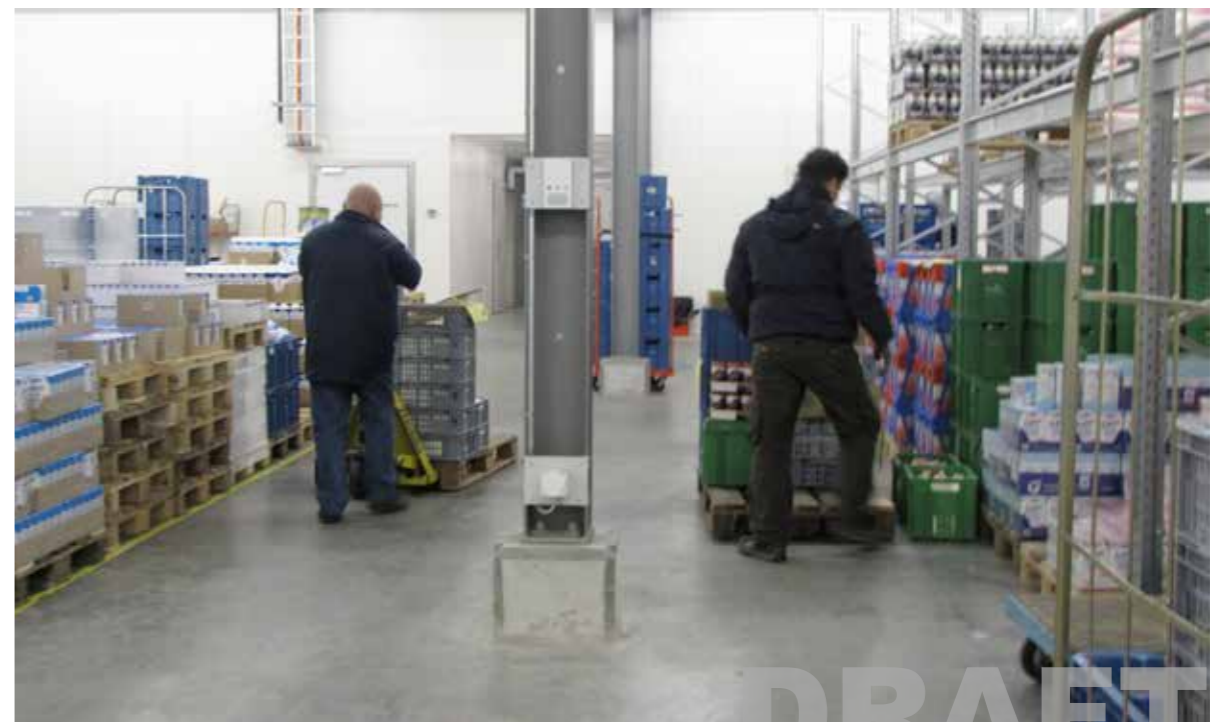
	number of milk trucks	29
	number of truck drivers	51
	annual fuel consumption [l]	958.955
	annual road distance [km]	2.287.884
	annual railway distance [km]	261.802



MIBA sales report 2010



Inside Miba.



Inside Miba.

**DRAFT**  
© ETH Studio Basel



Outside view Regio Molkerei beider Basel.

**Case study: Regio Molkerei beider Basel.**

Regio Molkerei beider Basel is a small milk processing plant in Frenkendorf, the only one in north-west Switzerland. The company is owned by MIBA and was founded in 2005.

They process local products like milk, yoghurt and yoghurt drinks.

They are distributing their products only in north-west Switzerland and are well-known in the region of Basel-Land due to the quality of their products.

The processing of milk in a day averages out 6 hours.

Per year they process

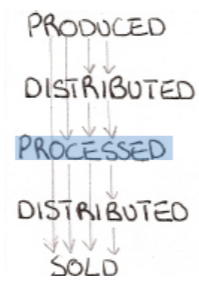
3,6 MILLION L MILK

Per hour they process

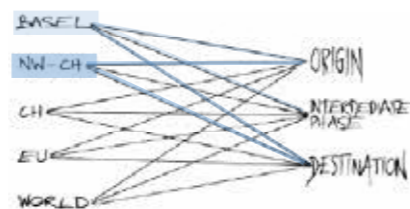
2.000 L MILK



4 types of milk are processed



Regio's products' evolution complexity.



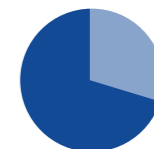
Regio Molkerei geographical spread.



Area where regio Molkerei takes the milk from.



Products distributed to COOP stores. 90 %  
Products distributed to MIBA Milchprodukte 10 %



BIO production 30 %  
Conventional production 70 %

**DRAFT**  
© ETH Studio Basel

MEAT



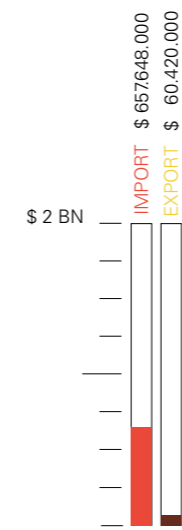
TOP 3 **IMPORT to CH**

Germany	111.058.000,-	16,9 %
Brazil	69.914.000,-	10,6 %
France	67.609.000,-	10,3 %

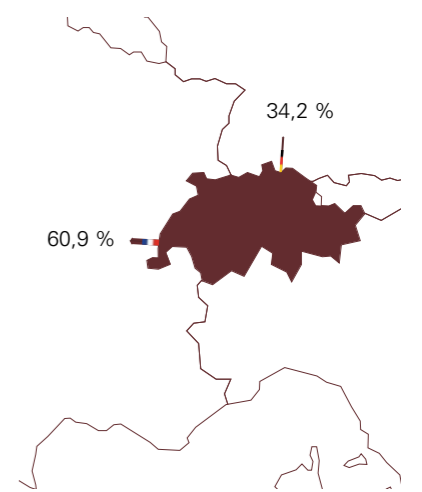
TOP 2 **EXPORT from CH**

France	36.776.000,-	60,9 %
Germany	20.661.000,-	34,2 %

www.trademap.org



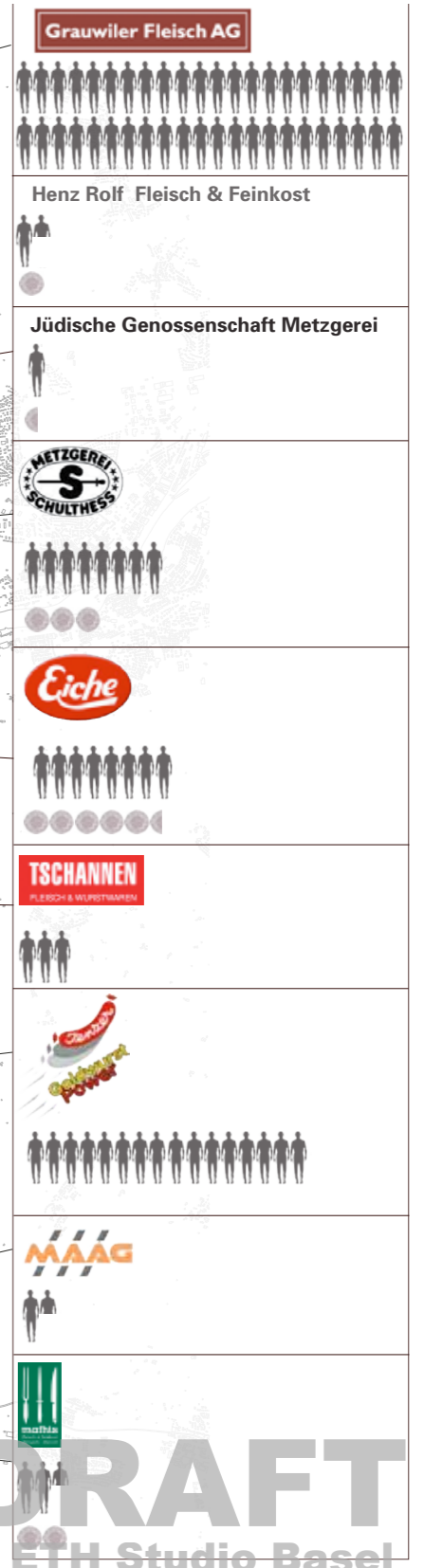
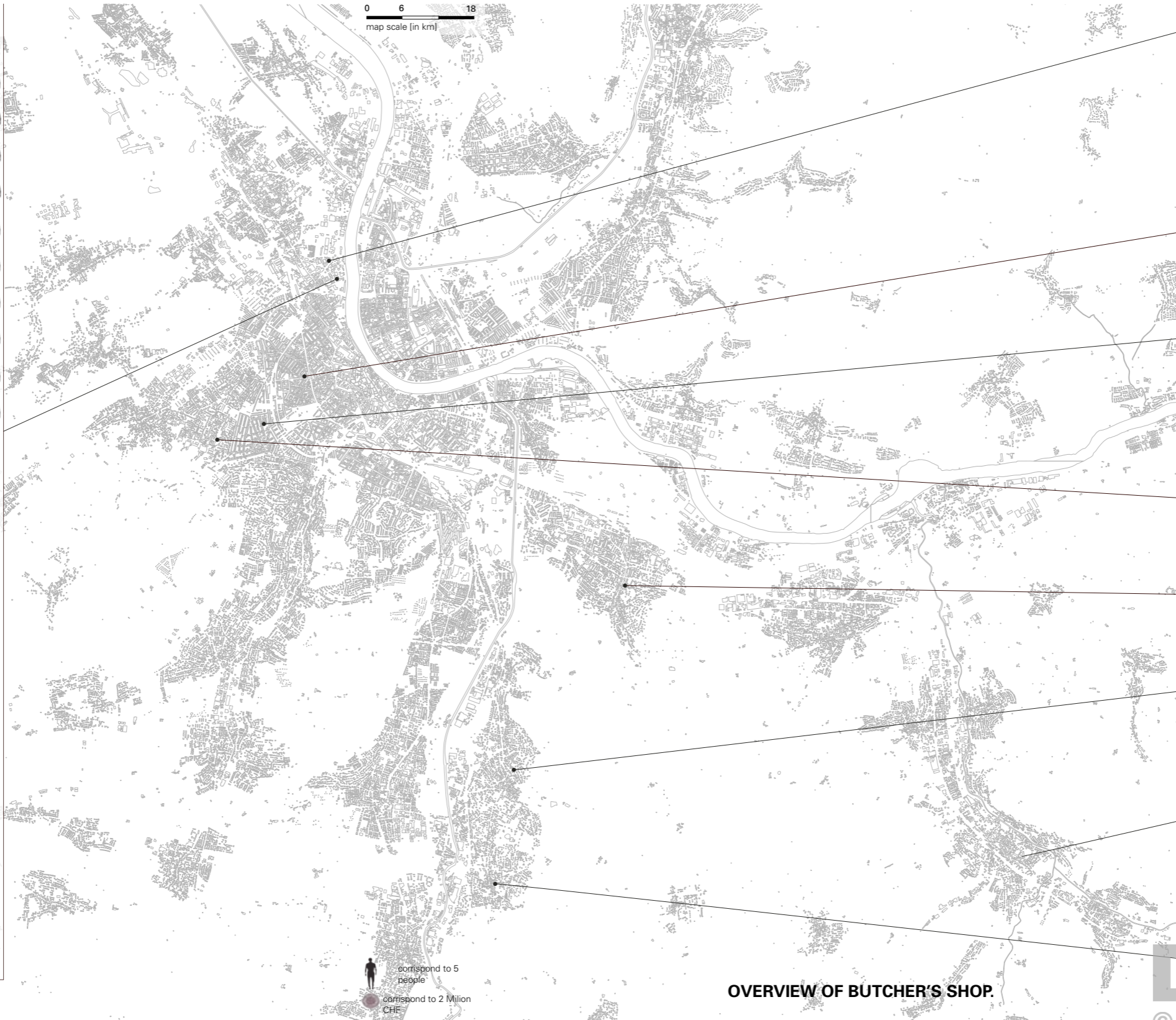
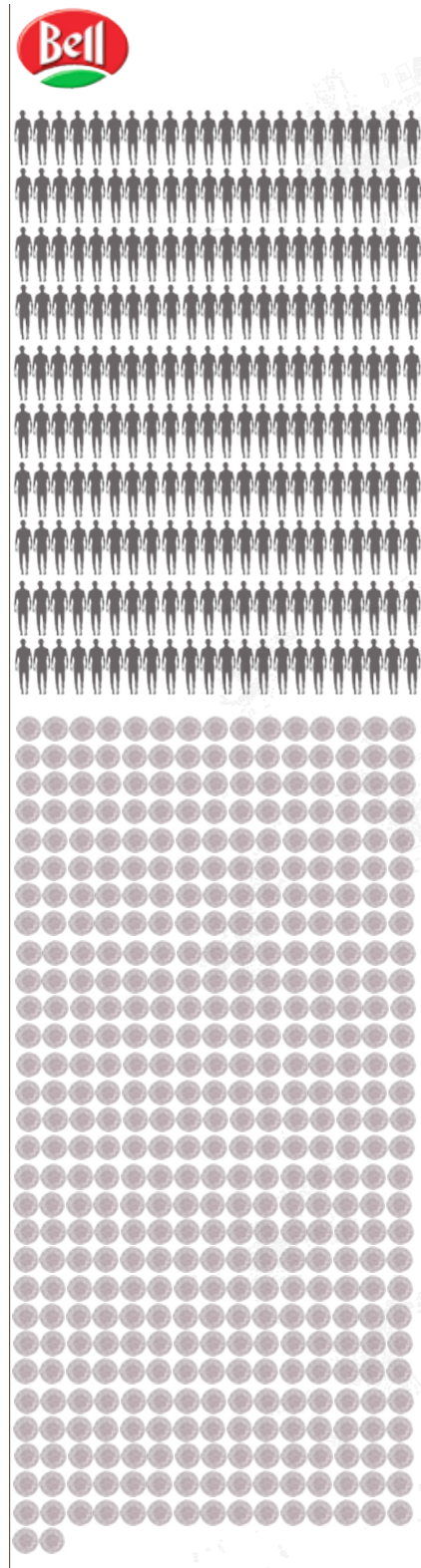
Import value	> \$ 75.000.000
Import value	\$ 75.000.000 - 20.000.000
Import value	< \$ 20.000.000
Export value	> \$ 75.000.000
Export value	\$ 75.000.000 - 20.000.000
Export value	< \$ 20.000.000
Import:Export balance (<70:30)	> \$ 100.000.000
Import:Export balance (<70:30)	< \$ 100.000.000



EXPORT figures for meat in 2010

MEAT Import/Export of Switzerland.

**DRAFT**  
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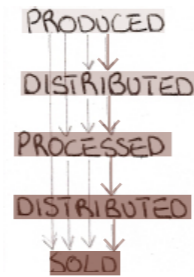
OVERVIEW OF BUTCHER'S SHOP.



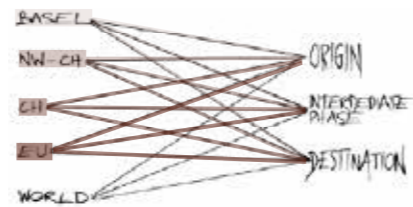
Bell Group processing plant in Basel.

**Case study: Bell Group.**

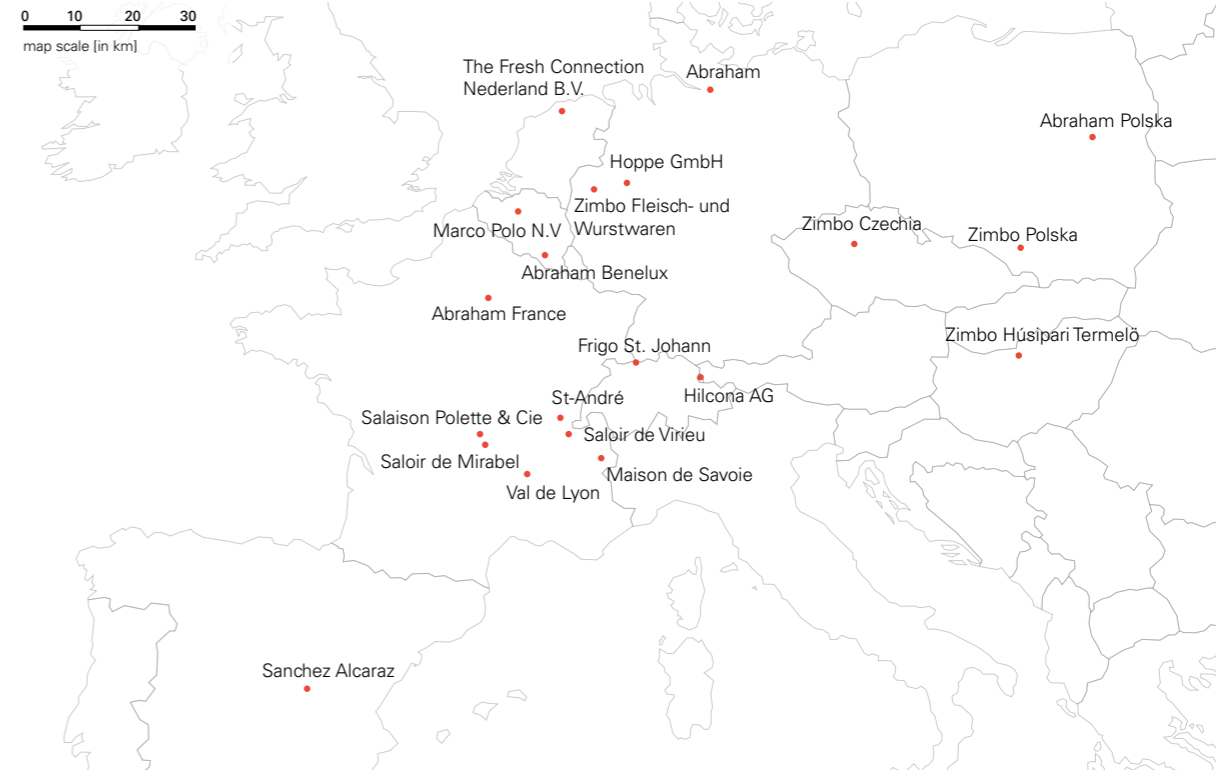
Bell is the number one in the Swiss meat industry. As a full-service provider for the retail trade, wholesale trade, the catering trade and the food industry, Bell has stood since 1869. In Europe the Bell Group includes the French Groupe Polette and the German companies ZIMBO and Abraham. About 6,500 employees in the Bell Group ensure that a comprehensive range of meat, poultry, charcuterie, seafood and contemporary convenience dishes are distributed fresh every day. Bell is one of the most popular food brands in the country. Over 90 % of the population knows the Basel company and statistically around 50 Bell products are sold every second in Switzerland.



Bell Group's products' evolution complexity



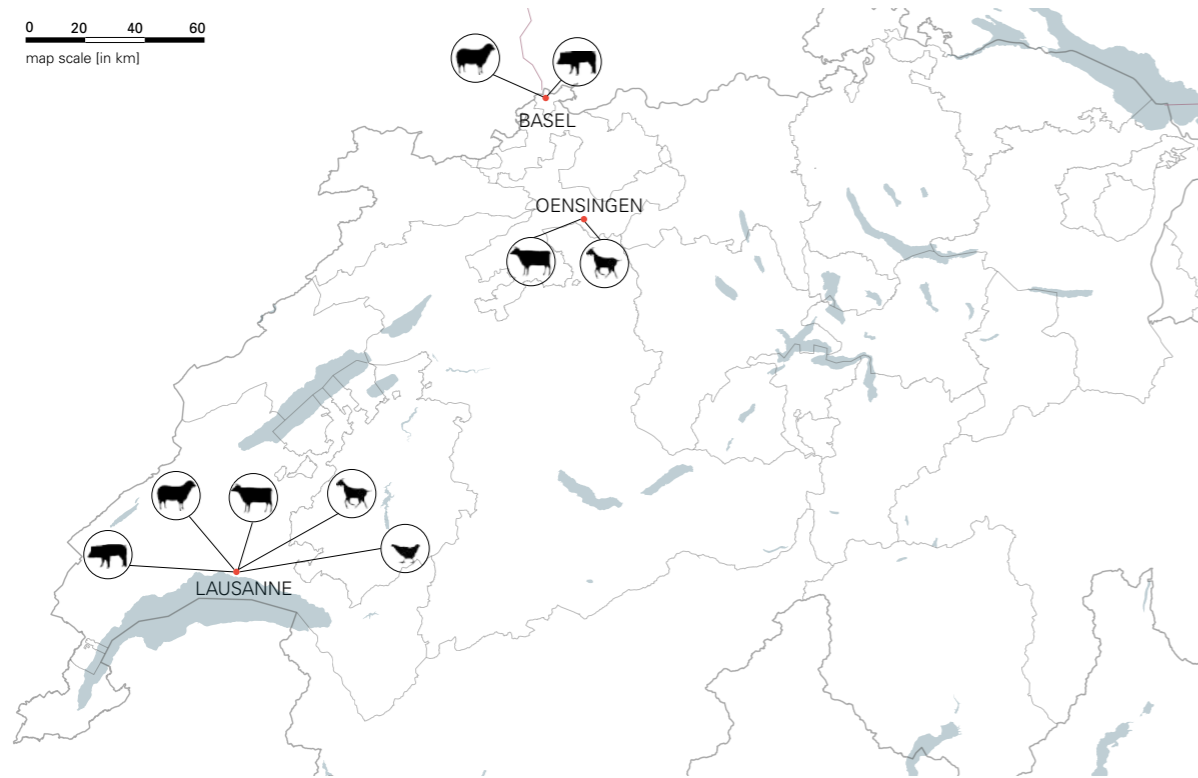
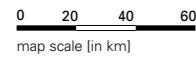
Bell Group geographical spread. [www.bell.ch](http://www.bell.ch)



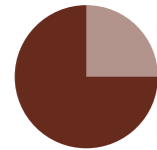
Participants of Bell Group.



**DRAFT**  
Location and type of product that Bell participant process. [www.bell.ch](http://www.bell.ch)  
© ETH Studio Basel



National processing plant of Bell.



Market share from slaughtered animals in Switzerland 25 %



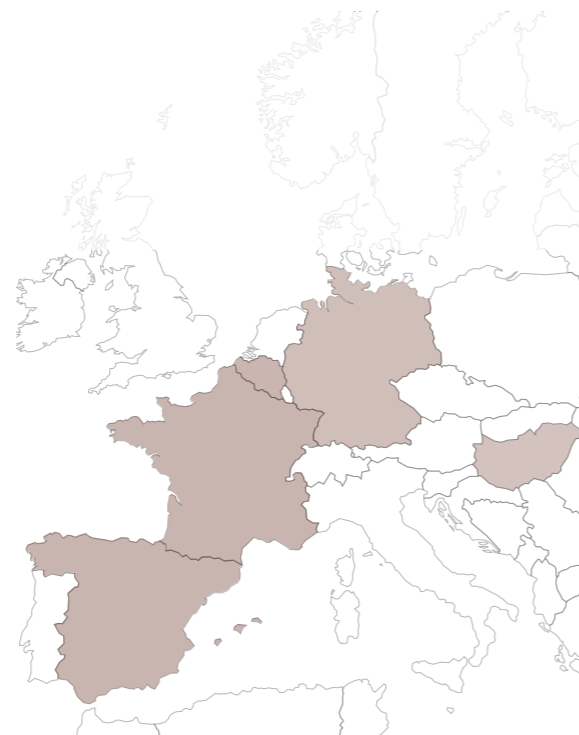
Market share from poultry in Switzerland 35 %

In Switzerland Bell group has its processing plants in Lausanne, Basel and Oensingen.

In Basel they process pigs and lambs. In Oensingen cattle and goats and in Lausanne all types of animals.

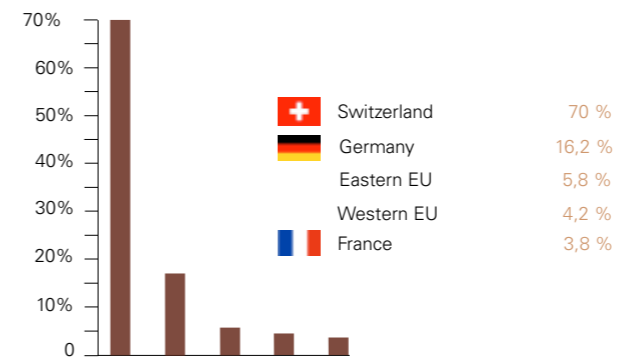
Bell has also 17 production plants around Europe, exactly in Spain, France, Germany, Belgium and Hungary. Every processing plant has its specific function.

Bell is owned 100% by COOP and it doesn't have its own shops, but is selling its products through COOP supermarkets.

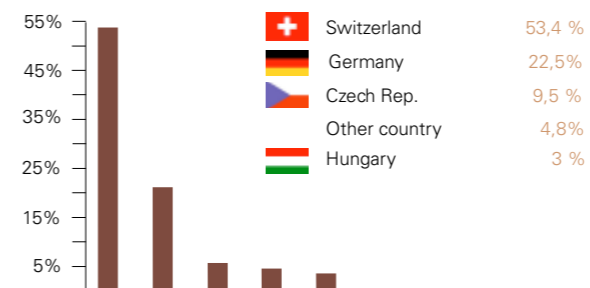


Location of Eu processing plant of Bell.

www.bell.ch

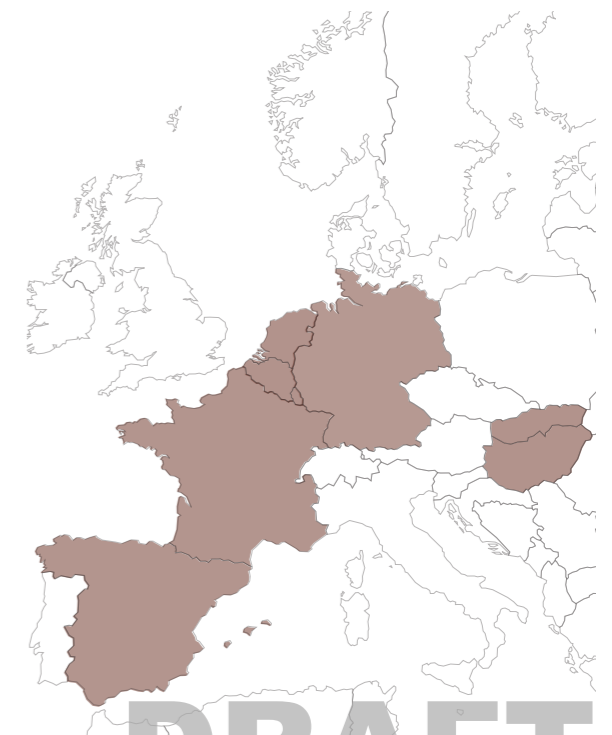


Bell Group sales per country.



Bell Group employees per country.

Internal production of Bell. (www.bell.ch)



**DRAFT**  
Area where Bell's products are sold.  
© ETH Studio Basel  
www.bell.ch





Jenzer shop in Arlesheim.

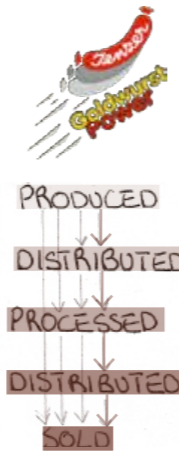
**Case study: Jenzer Fleisch & Feinkos.**  
Meat processing and distribution.

Jenzer Fleisch & Feinkost is a local butcher having its head office in Arlesheim where all the processing takes place.

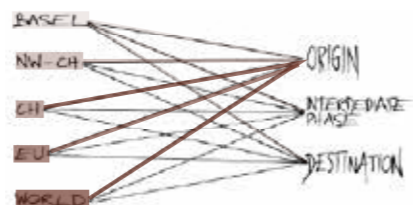
The company started around 100 years ago and was handed from generation to generation, nowadays being at the fourth generation.

The brand is widely known in the region of Basel-Land, also because of its tipicle Goldwurst.

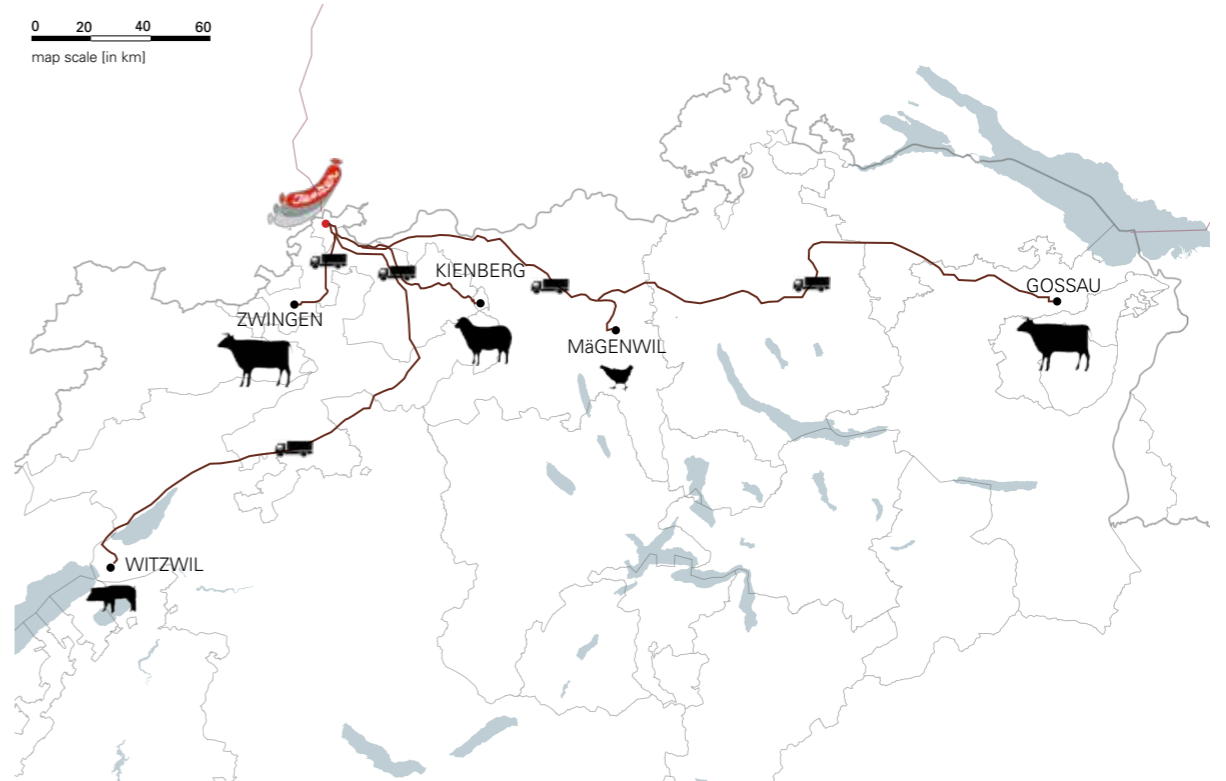
They have also two shops in Reinach and Muttenz where they sell their products.



Jenzer's products' evolution complexity.



Jenzer geographical spread.



Where raw materials from Jenzer come from.



**DRAFT**  
Where raw materials from Jenzer come from.  
www.goldwurst.ch/www.freightcruises.com  
© ETH Studio Basel



Window on the meat processors.



Processing the meat at Jenzer.

## Meat processing at Jenzer.

In Switzerland 2/3 of the meat is sold through COOP and MIGROS, the rest by smaller shops like Jenzer.

Jenzer is a local meat processor and is located in Arlesheim, here the meat is processed and the also sold in the shop which is connected directly with the processing area.

Every Monday morning is delivered at Jenzer's head shop meat already slaughtered and they start to process it right away . They process cattle, pigs, lambs and calves. They get the meat from Switzerland but also from other countries all over the world.

When the meat arrives they put it in the refrigerated room for one-two weeks, so it becomes tender and aromatic.

After they start to process the meat, from 20 to 25 pigs are processed every week.

The meat is cut into smaller pieces and the fat is removed.

Normally from an animale there is a waste of 30%:

- 20% of bones

- 10% of fat

that are reused for doing soups or other aliments.

The pieces of meat are vacuum packaged with a special machine that takes out the air so the meat can be kept for a longer time.

The next step is the storage room, the meat is stored for one-three week in vacuum to permit his maturation.

Then the meat is distributed in the other two Jenzer shops and sold.

They also distributed the meat to hospitals, restaurants, hotels, mensa, shops but all in a radius of 10 km.

They're goal is to keep the food miles as low as possible and to have as much as possible local products.

**295.568 KG MEAT PROCESSED pro year by JENZER:**

48% Calves

26% Cattle

14% Loin

6% Ham

6% Cattle Nierst

**147.784 KG MEAT BOUGHT AND RESOLD**



Cattle in the refrigerated room.



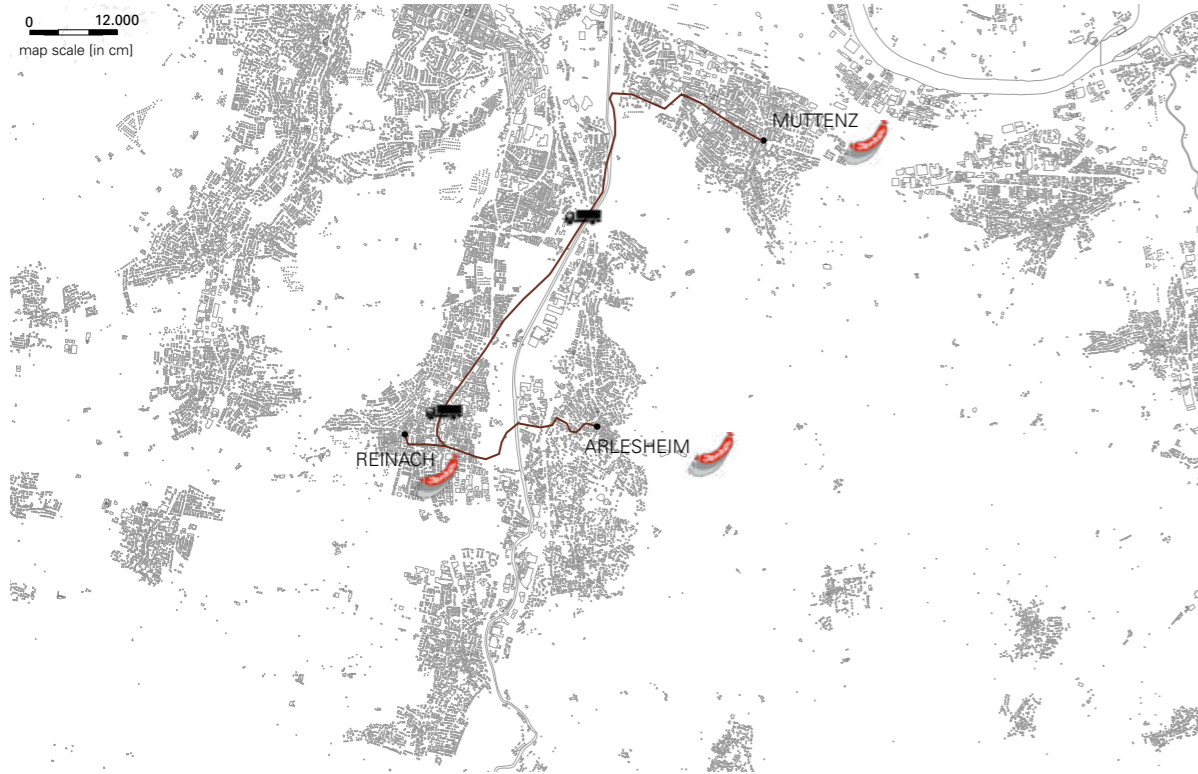
Processing the meat.



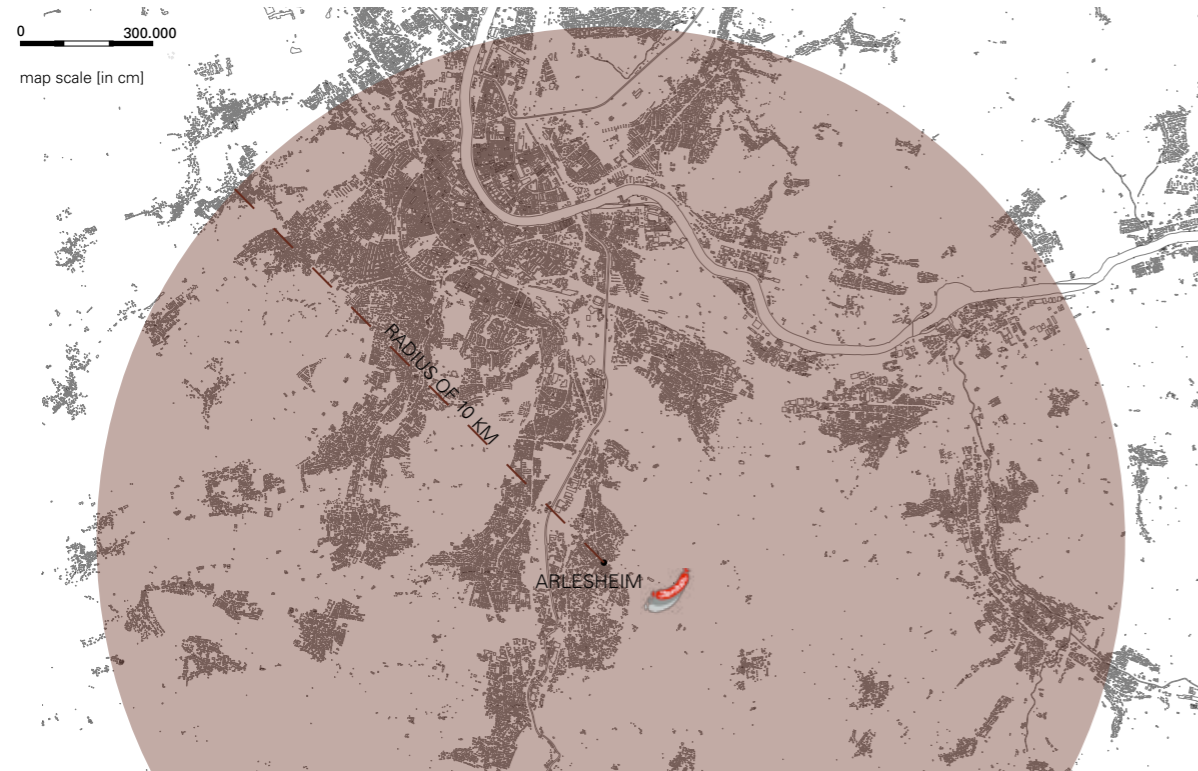
Meat vacuum packaged.



**DRAFT** Selling meat-  
www.goldwurst.ch  
© ETH Studio Basel



Distribution in jenzer shops.



Meat distribution from Jenzer.



Different types of Goldwurst.

### "Goldwurst" speciality.

One of Jenzer's local specialities is the Goldwurst, they are known in Basel for being one of the best producers of sausages.

They were also winning several medals for this product, being a local and delicious good.

There are many different types of sausages made from cattle, calves, pigs meat, and also made of livers or other interior parts from the animals.

The additives and the spycery that they add to the Goldwurst are not local, but they come from Salzburg and Freilassing. So it is not actually a real local product even if they publicize like this.

The daily production of sausages is up to 1 ton, this corresponds to 10.000 meals.



FRUITS & VEGETABLES

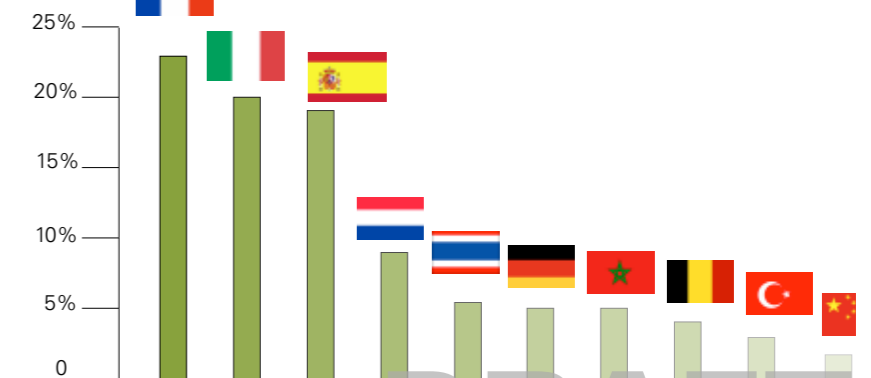


Market in Torino.

France	62.534t	22%
Italy	54.783t	20%
Spain	52.750t	19%
Niederlands	23.839t	8%
Thailand	14.659t	5%
Germany	13.409t	5%
Marokko	12.909t	5%
Belgium	9.909t	3%
Turkey	4.247t	2%
China	2.932t	1%

Import of vegetables.

Every year approximately 6,400 tons fresh vegetables are imported into Switzerland for processing. 80,000 tons of vegetables are preserved (cooked, frozen, dried, etc.) on the Swiss market. 180,000 tons of vegetables that are imported are used in the processing of juices and sauces. Total results of imported amount is around 275,000 tonnes that are worth about 560 million francs.



**DRAFT**  
Vegetables import in Switzerland.  
© ETH Studio Basel  
www.lid.ch

0 5 000 10 000  
map scale [in km]



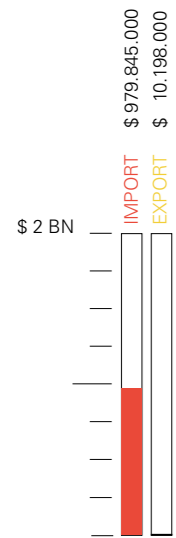
TOP 3 **IMPORT to CH**

Spain	199.909.000,-	20,4 %
Italy	192.373.000,-	19,6 %
France	87.275.000,-	8,9 %

TOP 3 **EXPORT from CH**

Germany	2.509.000,-	24,6 %
France	1.375.000,-	13,5 %
Italy	1.286.000,-	12,6 %

www.trademap.org



Percentages from TOTAL imported in CH in 2010

	citrus fruit	51,8 %		grapes	51,7 %
	fruits nes	34,5 %		stone fruits	28,7 %
	stone fruits	31,2 %		fruits nes	24,1 %
	melons	26,9 %		melons	22,2 %
				nuts	20,3 %
				citrus fruits	19,9 %



Import value	> \$ 75.000.000
Import value	\$ 75.000.000 - 20.000.000
Import value	< \$ 20.000.000
Export value	> \$ 75.000.000
Export value	\$ 75.000.000 - 20.000.000
Export value	< \$ 20.000.000
Import:Export balance (<70:30)	> \$ 100.000.000
Import:Export balance (<70:30)	< \$ 100.000.000



Comparatively no EXPORT of fruits & nuts in 2010

www.trademap.org

**FRUITS & NUTS Import/Export of Switzerland.**

0 5 000 10 000  
map scale [in km]



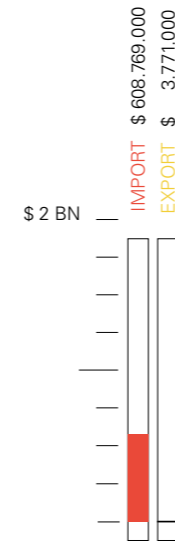
TOP 3 **IMPORT to CH**

Spain	124.935.000,-	20,5 %
Italy	114.790.000,-	18,9 %
France	82.078.000,-	13,5 %

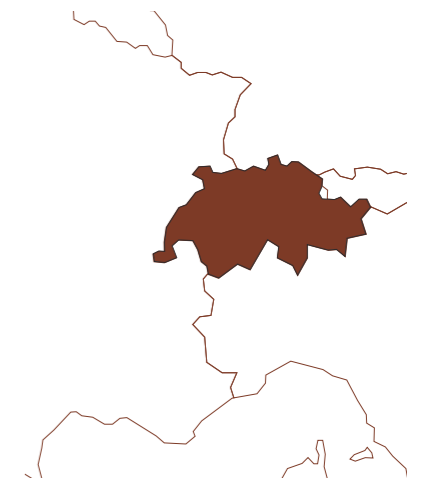
TOP 3 **EXPORT from CH**

France	1.210.000,-	32,1 %
Germany	1.083.000,-	28,7 %
Austria	440.000,-	11,7 %

www.trademap.org



Import value	> \$ 75.000.000
Import value	\$ 75.000.000 - 20.000.000
Import value	< \$ 20.000.000
Export value	> \$ 75.000.000
Export value	\$ 75.000.000 - 20.000.000
Export value	< \$ 20.000.000
Import:Export balance (<70:30)	> \$ 100.000.000
Import:Export balance (<70:30)	< \$ 100.000.000

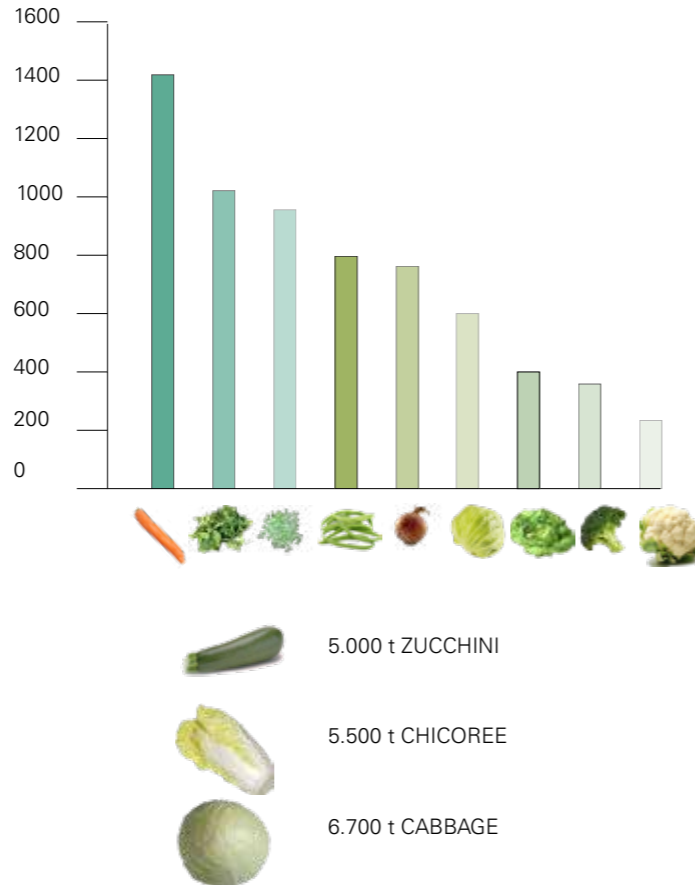


Comparatively no EXPORT of vegetables in 2010

**VEGETABLES Import/Export of Switzerland.**

**DRAFT**  
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3,300 Swiss vegetable farms produce:  
250.000 T FRESH VEGETABLES



**Vegetable in Switzerland.**

The actual area of vegetable cultivation in Switzerland is about 10,000 hectares. This is only 1 percent of total agricultural land. Basel city has one ha, and Basel-Land has about 152 ha.

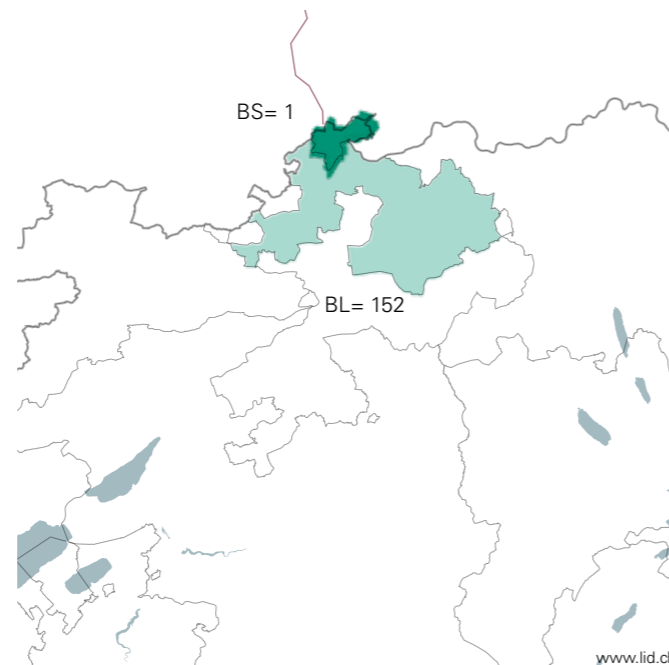
On this surface the vegetable industry achieved almost 13 percent of the total production value of Swiss agriculture. This is around 10 billion francs.

In terms of area, the carrots are at the first place with 1400 hectares, followed by spinach, peas, beans, onions and iceberg.

The ten most important vegetable cover nearly 50 percent of Switzerland's vegetable growing area.

Switzerland produce every year:

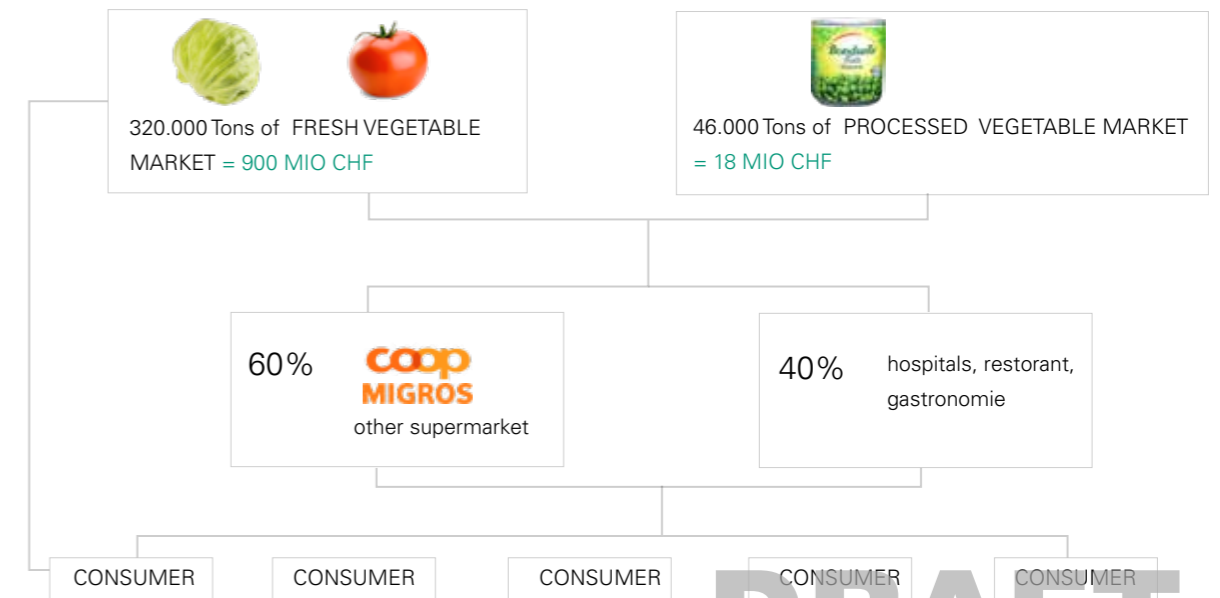
- 250.000T of fresh food
- 70.000T of stock vegetable
- 46.000T vegetable ready to be processes



**Processing of vegetables.**

60% of the processed vegetable goes to supermarket like Coop, Migros, Lidl, Aldi, Denner. From this 60%, 80% goes to Coop and Migros, the rest to the others supermarket.

The other 20% of processed vegetables goes to hospitals, restaurants, industrial kitchens...



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# FOOD DISTRIBUTION



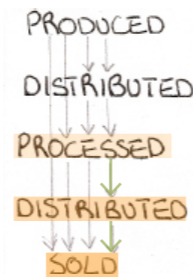
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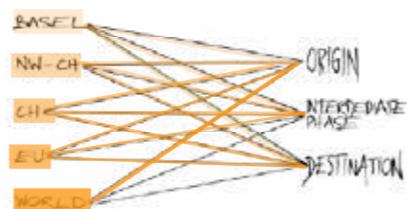
Bird's eye view from COOP's regional logistic center in Schafisheim (<http://www.aargauerzeitung.ch/aargau/lenzburg>)

**Case study: COOP distribution**

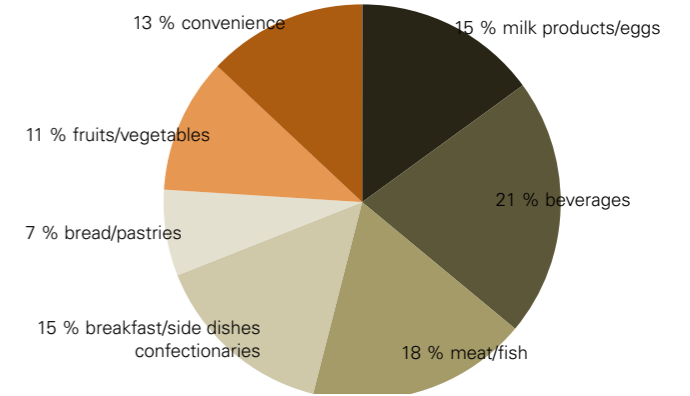
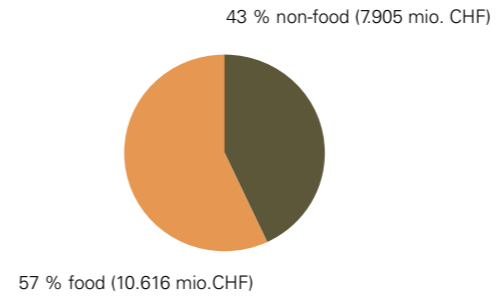
The COOP-Group is the second largest detail business in Switzerland having a total turnover of 20.007 mio. CHF per year (2010). 57 % of the detail sales volume is achieved with food, equivalent with 10.616 mio. CHF. In 2010 COOP was counting 1.915 stores extending on an area of 1.741.914 m<sup>2</sup>. This is equivalent to almost the entire area of Gemeinde Bettingen. Furthermore COOP was employing 53.559 people in 2010 which is comparable with all the male swiss population of Basel Stadt. This number is excluding all 22.000 employess from 'Transgourmet Holding AG' which is the second largest Cash+Carry Food Service Company in Europe part of the COOP-Group since January 2011. The Transgourmet-Group is owning Howeg, Prodega/Growa CC, Transgourmet France, Fegros/Selgros and Rewe-Food-service operating in Switzerland, Germany, Poland, Rumania and Russia.



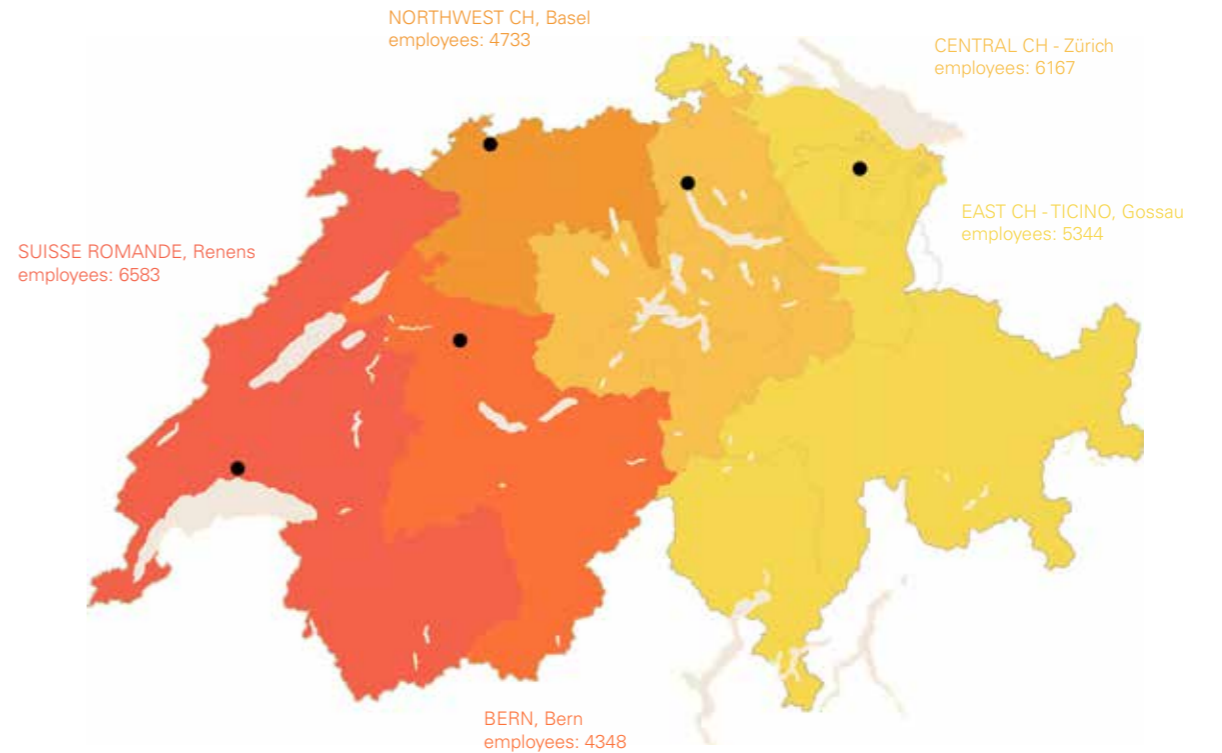
COOP's complexity of involvement.



COOP's geographical spread.



COOP sales  
Detail sales volume on food in detail in 2010

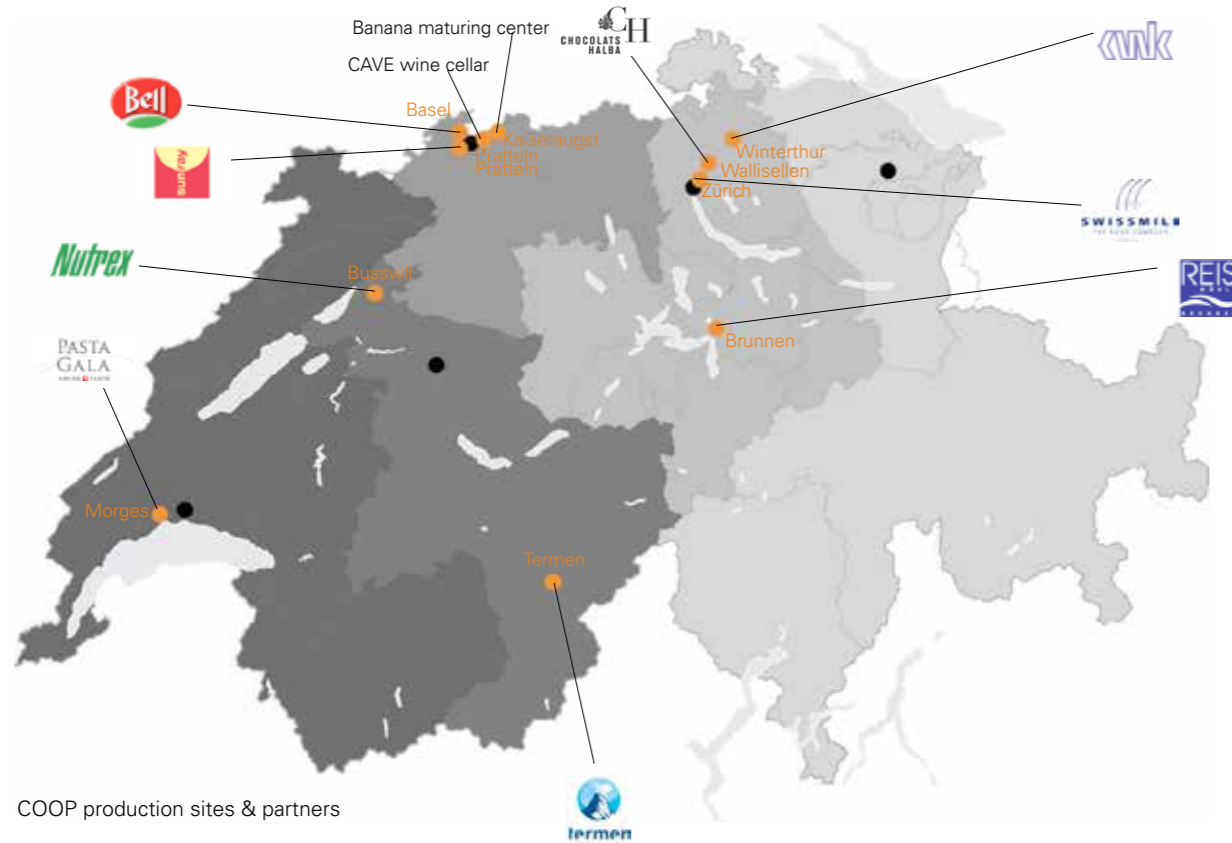


**COOP division**

COOP organisation splits up in 5 sales/logistics/real estate regions, the regions don't have a legal entity but are part of the cooperative organizational structure







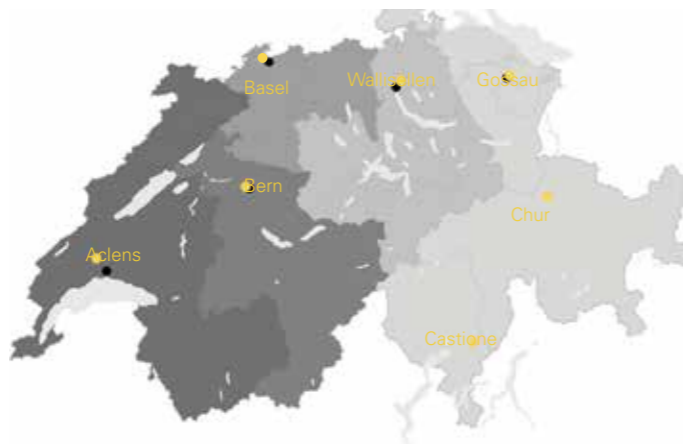
COOP production sites & partners

### COOP bakeries

COOP is operating seven industrial bakeries located in Basel, Wallisellen, Castione, Aclens, Bern, Chur and Gossau. All of them together were producing 52.000 tons of bakery products in 2010. Furthermore COOP is possessing 36 "house bakeries & confectionaries" which are directly connected to the COOP supermarkets and are also exceptionally producing for the specific store. The industrial bakeries in Basel and Wallisellen will be discontinued and merged into one large wholesale bakery located in Schafisheim which is additionally launching the production of frozen bakery products as well. These account for 50 % of all frozen products in the COOP sortiment. Moreover the actual national distribution centers for frozen products in Givisiez and Hinwil will be discontinued and centralized as well. The result of this relocation is that all frozen and an immense part of the bakery products sold in all COOP stores in Switzerland will be dispersed from Schafisheim.



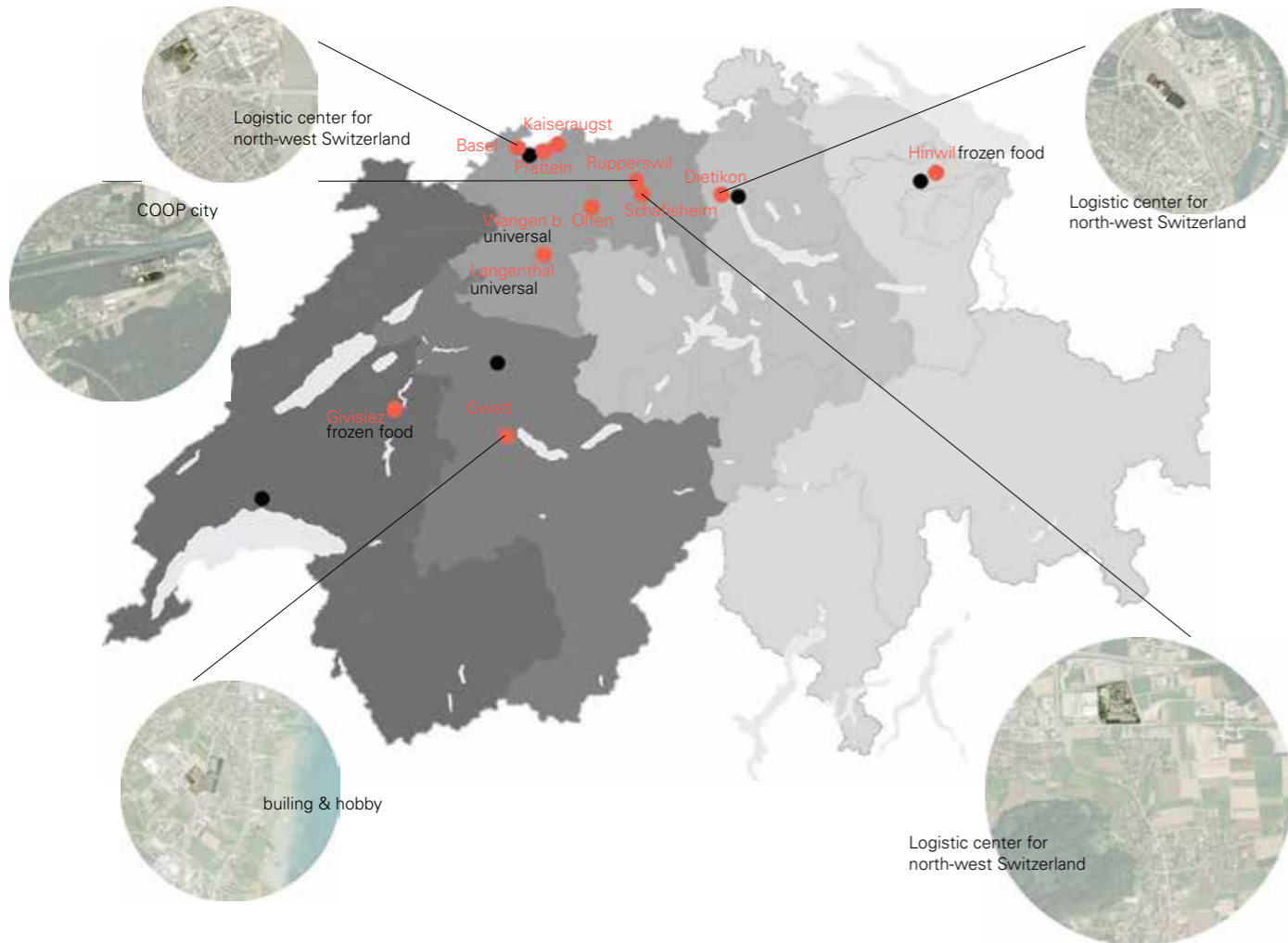
COOP's bakeries in Basel & Wallisellen (<http://www.foodaktuell.ch>)



COOP's regional logistic center in Basel, Lysbüchel (<http://www.etavis.ch>)



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COOP's distribution system for Switzerland  
© ETH Studio Basel



COOP's national distribution centers and the supplying sources for the region of north-west Switzerland

### Providing food for Metro-Basel

Currently all the logistics for the sales region of north-west Switzerland are carried out by two distribution centers: Basel/Lysbüchel and Schafisheim. A third distribution center in Dietikon is located within a radius of 60 kilometers. COOP's future perspective is to CENTRALIZE. The logistic strategy is to integrate both distribution centers Basel and Dietikon into the already existing one in Schafisheim. In the course of fusing both the logistic regions of north-west and central Switzerland are also getting centralized to be the "mid logistic region". The local distribution center in Basel/Lysbüchel will be closed by 2015.

### Intermodal transportation (HUPAC)

Basel as a turning platform and trilateral hub provides infrastructural layout to all different means of transportation. This vantage point allows intermodal transportation/bimodal traffic (HUPAC) which involves the transportation of freight in an intermodal container or vehicle, using multiple modes of transportation (rail, ship, and truck) without any handling of the freight itself when changing modes. The method reduces cargo handling and improves security, reduces damages and losses and allows freight to be transported faster. A key benefit is also the reduction of traffic on transportation routes. The distances before and after HUPAC also need to be kept short in order to be efficient.

The unescorted intermodal freight transportation (UKV) is the biggest part of KV and stands for shipping with intermodal containers.



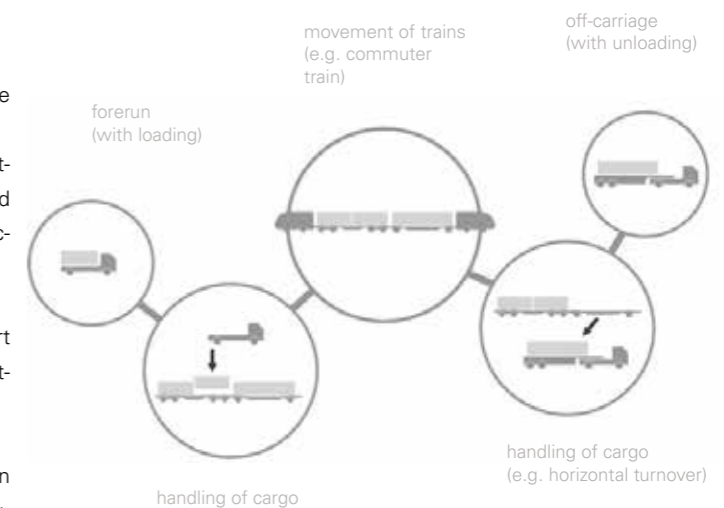
RAILCARE linking Bern-Brig, passing Lötschberg-Südrampe on the 17th of March 2009 (<http://www.railspeedcargo.de/railcare.htm>)

### RAILCARE (COOP's freight trains)

In September 2010 COOP took over 100% of the capital stock of the "Railcare AG". The relocation of road cargo onto rail cargo is resulting in minimizing 3 mio. of road kilometers carried out by trucks every year which is equivalent to reducing 4.800 tons of CO2 emissions.

The train system works directional. Due to the short length of the trains (max. 240m) they're more lightweight and able to go faster (120km/h).

COOP's vision is to keep up with road transportation via trucks within a radius of 90km from the distribution center as this proves to be the most economical strategy. But distances further than that are planned to be reached via RAILCARE and the model of unescorted intermodal freight transportation (UKV).

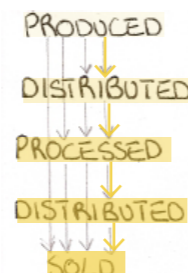
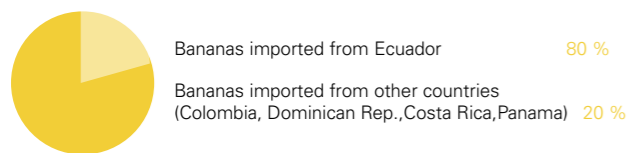




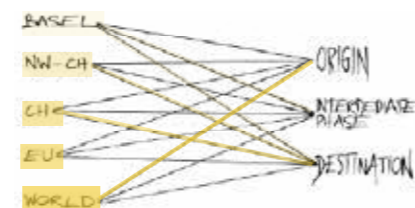
Bananas cells.



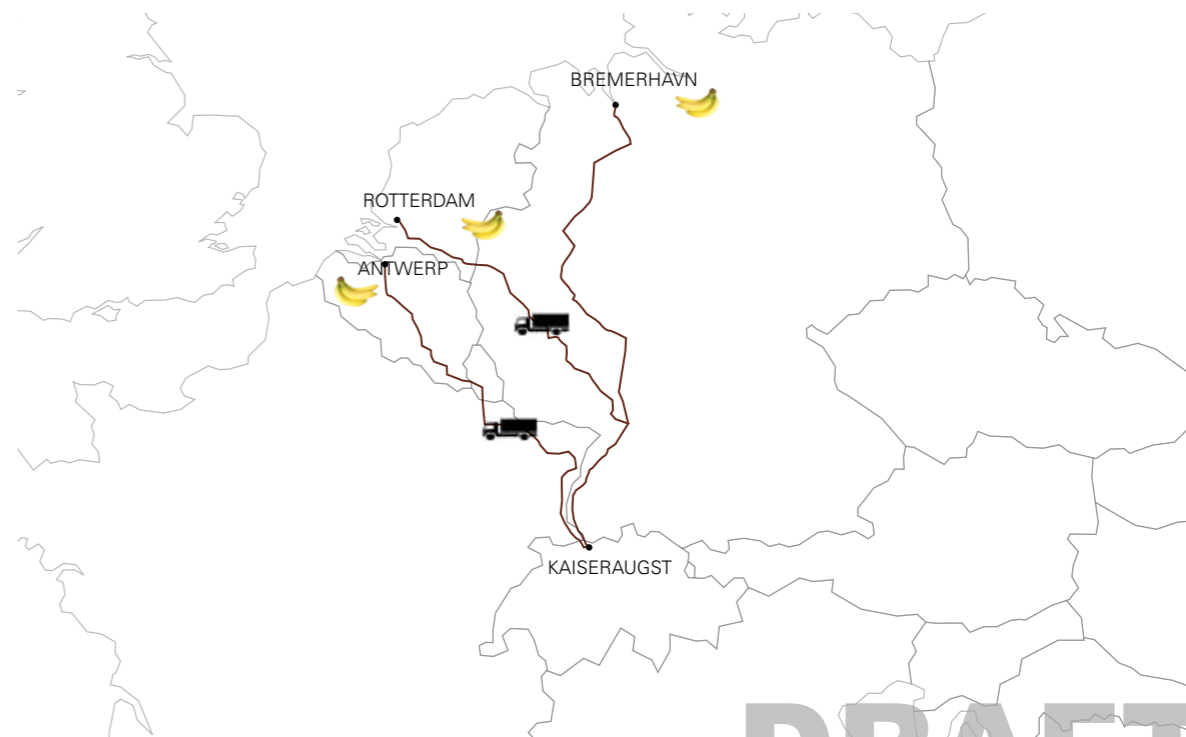
Routes of the bananas boats.



Bananereiferei's products' evolution complexity.



Bananereiferei's geographical spread.



**DRAFT**  
Routes of the bananas trucks.  
© ETH Studio Basel  
www.freightcruires.com

### Case study: Bananenreiferei in Kaiseraugst

The company is located in Kaiseraugst, it is the biggest Bananenreiferei in Switzerland and the only one of COOP. It has 16 employees. Bananas are imported from Ecuador, Colombia, Dominican Republic, Costa Rica and Panama. Until a Banana plant bears fruit it takes about from 8 to 10 months.

In Switzerland bananas belong to the most popular fruits, and they are sold in the same quantity as apples.

Switzerland imports 74.000 TONS per year.

Every year 10 KG BANANAS are consumed per person.

**“Bananenreiferei” process.**

Bananas are imported by boat, the travel takes around 15- 20 days. They are then brought to Switzerland by truck to the Bananenreiferei, taking around 2 days.

During the voyage the bananas are in a sort of “sleeping phase”, they are stored at a temperature of 12°C, and the air has 95-96% of nitrogen.

Once that the bananas arrive at the Bananenreiferei they are first checked on their colour and their form. The rounder a banana is, the more old is it. The banana is cut in two pieces to check the inside colour and smell. The more water is resigning the more fresh is the banana. A part from the skin is also removed, from here they can check if during the trip the bananas were at the right temperature. For example if they were not tempered properly, some black dots will appear on the skin.

Then the bananas are put into the cells, inside there they are maturing and will stay there 5 to 8 days. They’re having 26 cells and 3 transit cells.

In the first day of the maturity process there is ethylene in the air, so bananas can mature. The temperature is around 15 °C.

The maturation process is allways controlled by a computer system that shows their level of maturity.

Once the bananas are matured they are delivered to the COOP shops within a day.

Ordering bananas from central America takes around 3-4 weeks. They process cooking bananas, normal bananas and baby-bananas.

They buy the bananas from Max Havelaar, COOP it the biggest customer of Max Havelaar, with 20% of market share.

Every year the Coop Bananenreiferei processes in total: 23.000.000 KG BANANAS.



Checking bananas quality.

BAK 10 15,9 20,8 15	BAK 11 17,1 16,2 20,3 10	BAK 12 15,7 20,8 12	BAK 13 12,4 12,5 20,7 10	BAK 14 16,0 15,9 20,5 9
BAK 18 15,1 15,0 19,6 10	BAK 19 15,1 15,0 19,3 10	BAK 20 14,5 14,5 20,2 13	BAK 21 14,0 14,0 18,8 15	BAK 22 15,0 14,5 19,7 9
BAK 26 16,1	BAK 27 16,1	BAK 28 15,0	BAK 35 12,5	

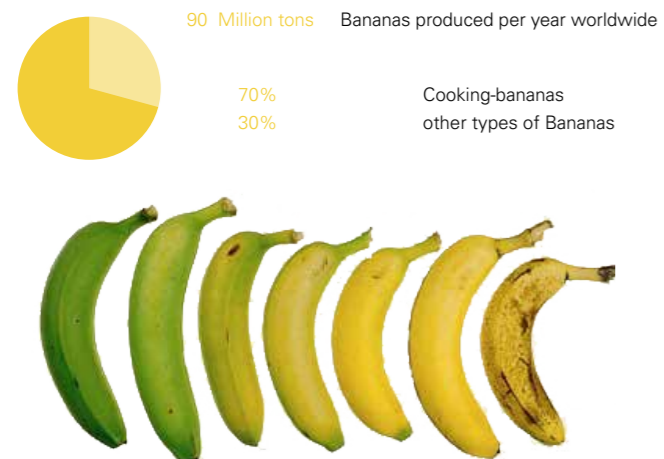
Table with maturity of bananas.



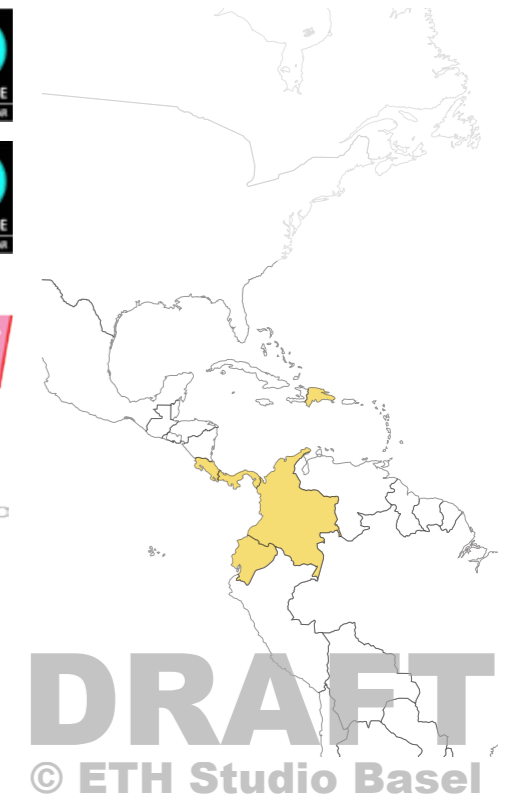
Bananas cells.



Bananas ready to be sold.



Banans in cell ready to be sold.



# CONCLUSION



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# IMPACT OF PROCESSING & DISTRIBUTION WITHIN A CITY

## A STATEMENT ON FOOD FLOWS IN & OUT OF BASEL

### TRANSFORMATION OF THE CITY

influencing the “hardware”

### HISTORICAL DEVELOPMENT

Being positioned in the midst of an eclectic carpet of different landscapes accompanied by the Rhine the topographic actuality was decisive for the establishment of the city from the outset. The outlines of the topography are reminding on a bottleneck which gained importance with the development of the north-south connection arising Basel as a main access point in both directions to transit food and other commodities. Over the course of time and due to progressing developments in the modes of transportation infrastructural modifications were accomplished within the structural layout of the city. They were shaping the city’s configuration in terms of market locations, trading strategies and processes as well as the functional layout of the city itself. During the period of the Roman Empire Basel possessed the only bridge crossing the Rhine for many centuries. Due to it’s strategic location the city was in control of the corn imports from Alsace in the 16th century whereas the rest of Switzerland was becoming overpopulated and had few resources available.

### PRESENT SITUATION

The relevance and distinction the city gained over time was evolving in Basel being a TURNING PLATFORM for frequented -food- flows through Europe. Does any city have this potential or is there a specific scenario responsible for this? To us, explanations leading to this extraordinary position are founded in Basel’s beneficial urbanistic location. The metropolitan region in Switzerland is extending into German Baden-Württemberg and French Alsace being a meeting point of three countries. Next to its geographical situation on the trinational border is also defined by its socio-economic and politico-economic parameters.

The Rhine as the longest North Sea influent stream and also one of the busiest waterways in the world is crossing the city. Basel is also the first point where the Rhine is getting navigable, a fact that was contributing to the growing relevance of the city. Considerable amounts of commodities including agricultural products such as cereals, oilseeds and other foodstuffs are transported by boat every day. Basel is in the position of having three harbours in the city, the only city in all Switzerland that does so.

One could define chronological phases which comestibles necessarily have to go through in order to be available. It could also be questioned as accordingly: Who is responsible for which part of the orchestration? What needs to happen and where is the location for the happening?

To specify those phases:

1. ORIGIN. The source of the primary product.
2. INTERMEDIATE PHASE. Sum of all occurrences after the product got “harvested”, before the product is getting “destined”
3. DESTINATION. The final product is finding its purpose.

The complexity of involvement gives us an idea of the amount of processes comestible goods have to go through within their “travel”. Cities and non-cities take different positions in defining their involvement in the three phases.

The metabolism of food in a city is influenced tremendously by the city’s role in this orchestra.

### ORIGIN

The position of Basel being the source of the food chain is discussed within the second chapter - “Agriculture” - of this book.

### INTERMEDIATE PHASE

**Transit** BASEL AS A X-DOCKING STATION.

Being situated on one of the most important north-south connections in all Europe, Basel is acting as a crossdocking station coordinating the transit of large amounts of food. Those flows just “pass through” without getting in contact with the metabolism of the city itself. Most of them act as non-contagious foreign bodies - almost uninfluential for the well-being of the city in terms of its basic needs. In medical vocabulary Basel could also be understood as being a carrier of a disease without getting infected.

But disregarding the basic needs of a city to be functioning properly there are numerous consequences on an urban scale for a city being in this crossdocking position - both advantages as well as disadvantages.

Basel has an outlay on infrastructure far above-average which is not just for satisfying the needs of the city itself but for providing the basis for -food- transits in and out of Basel. This leads to the fact that much of the land in the city is used for infrastructure, be it on the outskirts of the city or - and that’s the case in Basel - even in the middle of city structure. The result is that a lot of valuable land is “lost” on railtracks and much of the river bank is being dedicated to the harbours and the immense areas they require for their proper course of actions.

A positive aspect about a dense and fully developed infrastructural network like the one found in Basel is that the incomings and outgoings of food and other goods as well as the dispersion of them within the city is warranted. So city profiles like this improve the communication within the city.

**Storage** BASEL AS A WAREHOUSE.

Basel’s reputation as a turning platform for international distribution also influences the geographical positioning of distribution centers and warehouses. Influenced by the well-established infrastructural network supplying companies are attracted to locate their warehouses in the area, according to the concept of positioning distribution centers close to the most important and frequented routes. The COOP logistics are to be pointed out in here as an example. Their national distribution center where all imported goods arrive and many getting processed is located in Pratteln nearby the highway to Germany. The goods that are for the area of north-west Switzerland are then transported to the regional distribution center situated in the industrial area of Lysbüchel. Although being geographically on the opposite side of the city, the two locations are directly connected by the highway that crosses Basel.

**Converting** BASEL AS PROCESSOR.

Basel is home to a big range of various food processors sustaining even the biggest meat processor in all Switzerland (Bell AG). Although food processors are less location-sensitive than distributors (as visible on our overview map of processors in Basel in our second chapter) are they as well benefit from the advantages of the infrastructural layout that the city offers. This results in vast industrial areas spreading out of processing plants in many parts of the city not being concentrated in one area - mostly connected to one of the harbours and/or freight terminals.

The morphological developments of the industrial and infrastructural areas are having a significant impact on the urban figure, in the appearance of the urban landscape and furthermore even the architectural approach. But other than that industrial landscapes are providing a certain kind of “flexibility” to the city as they are offering space for potential future developments when discontinuing industrial usage. Meaning they are possibly giving the space they are occupying now back to the city.

## DESTINATION

The position of Basel being the destination of the food chain is discussed within the forth chapter - “Buying & Selling” - of this book.

## TRANSFORMATION OF PEOPLE’S IDEOLOGY

influencing the “software”

### AWARENESS: AVAILABILITY

People’s consciousness about the complexity of today’s food chain is highly questionable. They might argue against the intransparent nature of all the phases and actors involved in the process or simply with pure ignorance and disinterest in matters of food availability.

To point out a detailed example: Bananas are originated in Asia, transferred to Africa in 650 b.c., further “exported” to the Dominican Republic in 1516 and ever since their first arrival in Europe in 1899 they’re available in our regions all year - no seasonal constraints. There is no need to question their availability as they seem to have a leasing contract with our stores.

### AWARENESS: QUALITY

The current bio trend is showing an example of how consciousness of what one’s consuming and the quality assurances of comestibles are shaping the market or vice-versa the market is doing its contribution in shaping people’s ideology. In this specific case it is affecting the processing in a way that it gets highly controlled and strictly regulated. And the distribution sector is perceiving high pressure on the topic of “food miles” and how the reduction of food mileage is supposed to be the key factor for “green consumption”. An assumption that is also highly questionable, but does have its authorization.

## IDENTITY

“Local” got to be one of the most notably words in relation to “food” within the last years becoming greater significance the more marketing is pushing in. Stick to your region and buy whatever’s produced in there, not doubting that might not all of the aspects within that outlook are based on plain locality. The impact on processing is the shifted interest in products resulting in adjustments in production strategies and sources of supply. One example to this transformation would be the re-launching of “Regio Molkerei beider Basel” in 2010 focussing strongly on the idea of bringing local milk products into Basel’s markets.

Basel has not only a cross docking function, but in also an immense quantity food is also processed and stored in the city.