

Case Study

Neumarkter Lammsbräu

Why Lammsbräu Voluntarily
Donates 1% of its Turnover to
Reward the Environmental
Contributions of its Farmers

Neumarkter
Lammsbräu



Neumarkter Lammsbräu Gebr. Ehrnsperger KG

Why Lammsbräu Voluntarily Donates 1% of its Turnover to Reward the Environmental Contributions of its Farmers

Farmers are expected to maximise yields whilst operating in the most environmentally friendly way possible. This is challenging for many farmers because the market does not adequately reward sustainability measures. The Neumarkter Lammsbräu brewery is taking action to counter this by making the environmental performance of its farmers systematically measurable and linking it directly to a financial bonus.

Background & Risk

Organic farming is facing a fundamental problem: its environmental and societal benefits, such as species conservation, are difficult to demonstrate and monetise in the market. Because of this, consumers often fail to recognise their advantages over conventional farming. For companies such as Lammsbräu, this creates a strategic dilemma because the added value of their own supply chain is difficult to demonstrate, price differences can only be explained to a limited extent, and managing the supply chain based on quality and impact remains a constant challenge. Also Lammsbräu was unable for a long time to quantify the specific contributions made by its organic farmers.



Profile Lammsbräu

Headquarters: Neumarkt in der Oberpfalz

Employees: 136

Turnover 2025: approx. €30.4 million

Founded: 1628

Core offering: a diverse range of speciality beers, a large proportion of which are non-alcoholic, as well as soft drinks, spritzers and water

Measures & Objectives

To make the benefits of organic farming more transparent, Neumarkter Lammsbräu decided to systematically measure the environmental performance of its partner farms and reward them financially.

As a first step, the brewery uses a data-based assessment system for agricultural holdings developed by Regionalwert Leistungen GmbH. This tool records environmental, social and regional performance via a questionnaire, calculates average values based on this data and thus makes them comparable.

In a second step, Lammsbräu linked these assessments directly to a financial bonus. Together with its Producer Association for Organic Brewing Ingredients (EZÖB), Lammsbräu developed a system to remunerate farmers according to their environmental performance. The aim is to create a targeted incentive for farmers to gradually optimise their sustainability practices.

Insights from Two Organic Farms



Andrea & Franz Josef Mayer

Have been running a diverse organic farm specialising in direct sales, including arable farming, vegetable growing and livestock rearing, in the Altmühl Valley for 30 years.



Florian Gäck

Is a part-time farmer and is actively committed to the reintroduction of wild arable herbs, extending far beyond his 40-hectare farm.



Challenges & Investments

Lammsbräu's biggest challenge was convincing the farmers of the system's benefits and supporting them in its implementation. The questionnaire used to collect the data was comprised of several hundred questions and required a certain level of digital literacy. Compiling the many different key figures was particularly time-consuming. Just how much time this took varied greatly from around one hour to several hours. Individual questions required an in-depth analysis of farm data, which was particularly unfamiliar and challenging. As the survey is due annually, the workload remains, though it decreases with experience and thanks to the tool's user-friendly design. Consequently, farmers were initially highly sceptical. The brewery addressed this with intensive support and training.

"The initial effort was considerable because so many different areas are involved, from arable farming to business management. Sometimes I was unsure what a question meant, such as whether my wild herbs in the fields counted as a flowering area. That's why I often consulted Regionalwert Leistungen whilst filling in the form."

Florian Gäck, organic farmer

At the same time, Neumarkter Lammsbräu exposed itself to a strategic risk: farmers who did not wish to participate could have dropped out as suppliers. From the company's perspective, the model also ties up resources because 1% of annual turnover is set aside for the bonus, with further resources allocated to the online tool. In addition, there is internal effort involved in communication, support, and the implementation of the initiative.



Why was it worth it?

125 out of 127 farms participated in the survey, which was an early indicator of the project's success. The data collection revealed for the first time the actual social contribution these farms make: in total, they deliver sustainability benefits worth over 8 million euros per year, averaging around 65,000 euros per farm.

8 million euros

environmental
contributions



315,000 euros

bonuses from
Lammsbräu

Neumarkter Lammsbräu cannot fully compensate for this effort on its own. Nevertheless, around 315,000 euros were distributed, corresponding to an average premium of around 2,500 euros per farm. Depending on their performance, the farms received between 450 and 5,700 euros.

"The premium isn't the reason why we're doing so much. But it sends an important signal, particularly to smaller farms, that farming remains a viable business and that small-scale farming diversity is preserved."

Franz Josef Mayer, organic farmer

The farms also benefited from the programme beyond the financial payments. For some farmers, the learning outcomes made a far greater difference than the purely financial incentive.

"The biggest 'aha' moment was realising the added value we bring to society. You often don't even realise that. The fact that this can now be quantified has inspired me to rethink many things, such as my crop rotations and the farm's profitability."

Florian Gäck, organic farmer

For the brewery, this pays off twice over because the supply chain is now more transparent and easier to manage, whilst at the same time the partnership with the farmers has been further strengthened.

The Role of Sustainability Reporting

The initiative clearly demonstrates the value of systematically collecting sustainability data: it is only this data that makes the environmental and social added value of agricultural services visible. This enables Lammsbräu to compare farms based on their level of sustainability and to provide targeted support to key players. With the help of this data, Lammsbräu was also able, for the first time, to draw up a concise biodiversity strategy, an issue with which many companies still struggle today.

“We have always been convinced that our farmers make an important contribution to environmental protection and the common good, but for a long time we had no way of quantifying this specifically. Now we can. And we can reward our farmers for this contribution.”

Johannes Ehrnsperger, Owner & Managing Director of Neumarkter Lammsbräu

Timeline of Measures



2021–2022: Concept development and pilot phase

In collaboration with the producers' association, the assessment system developed by Regionalwert Leistungen GmbH is being tested and evaluated in two pilot projects.

2023: Systematisation and contractual integration

A specific calculation model for the individual common good premium will be established and incorporated as a binding clause into the supply contracts of EZÖB farmers.

2025: Implementation in regular operation and payment of the first premium

For the first time, 125 farms take part in the data collection. On this basis, the first public benefit bonus was paid out in the second half of 2025.

Conclusion & Outlook

This case study demonstrates how companies can use measured data to make supply chain performance both manageable and commercially viable. The financial remuneration for ecological services creates an innovative foundation for collaboration between Neumarkter Lammsbräu and its suppliers, which can be further scaled up in the future. Johannes Ehrnsperger, owner and managing director of Neumarkter Lammsbräu, criticises the fact that organic farming does not yet receive the political attention it deserves, and suggests creating targeted support programmes to ensure the measurability and remuneration of these services. At the same time, he emphasises that such services have so far been largely overlooked in existing reporting standards. In his view, the Economy for the Common Good should be more closely integrated into regulatory frameworks such as the CSRD or VSME to increase transparency and create targeted incentives for businesses and consumers.

Representatives of the producers' association EZÖB and Neumarkter Lammsbräu sign the framework agreement for the harvest 2025 to 2029, outlining the calculation model and the common good premium.

