

# HiPP model farm for biodiversity

... because the preservation of biodiversity is very important to us



Going against the tide at the time, the Hipp family farm – **the Ehrensberger Hof** – was converted to organic production as early as 1956. From then on, all fruits, vegetables and grains used in our HiPP products were grown on organic and untreated soils.

In the early days, Claus Hipp travelled from farmer to farmer, trying to convince them to convert to organic farming, too. Even though HiPP was setting the trend and paving the way for organic baby food, their efforts were largely ignored the time as the extensive use of chemicals was still an integral part of agriculture.

Today we do research to promote biodiversity. In cooperation with scientists from the Technical University of Munich, the Leibniz University Hannover, Bioland and the Bavarian “Landesverbund für Vogelschutz”, HiPP conducts research on practical farming methods to promote organic farming and biodiversity. The findings are then put into practice on our HiPP organic farms. Simple measures allow us to create natural habitats with great biodiversity: red-backed shrike, yellow-bellied toad, eagle owl, barn owl, many bat species and countless insects, microorganisms and many native birds.



By rearing old breeds, we promote biodiversity. At the HiPP model farm we rear, for example, original Braunvieh cattle, of which there are only a few hundred animals left, as well as Appenzeller Spitzhauben chickens.



The best from nature.  
The best for nature.

HiPP Organic Quality

# HiPP goes beyond organic.

40963 - 05.2023 - HiPP GmbH & Co. Vertrieb KG, 85273 Pfaffenhofen



## What does organic farming mean?

- ‚Organic farming‘ is an agricultural practice geared towards sustainability and acting in harmony with nature.
- Food labelled ‚organic‘ has to meet legally defined and standardised requirements (EU Organic Farming Regulation). For products to be awarded the EU organic logo, compliance with these requirements is mandatory.

### What does the EU Organic Logo mean in practice?

- **Animals are kept in a species-appropriate manner**
  - free-range housing
  - organic feed
  - no preventive use of pharmaceuticals
- **No use of chemically synthesised pesticides**
  - natural plant protection through balanced crop rotation
  - taking advantage of beneficial organisms/ animals
- **Weeds are cleared mechanically, by flaming or by hand**
- **No use of mineral nitrogen fertilisers**
  - fertilisers derived from the natural farming cycle (e.g. green manure, dung,...)
- **No use of GMOs**



## For us, going beyond organic means doing more than the EU Organic Logo requires.



### Standard EU Organic Logo

- + More than 60 years of experience in organic farming
- + **Detection of contaminants:**
  - more stringent limit values than required by law
  - accredited HiPP laboratory: Analysis for up to 1,200 possible contaminants
  - up to 500 controls for HiPP formulae, from the raw material right through to the finished product
- + **Sustainability and environmental responsibility**
  - use of renewable sources
  - CO<sub>2</sub> - neutral production sites in Germany, Austria and Croatia
  - research to preserve species and promote biodiversity
  - sustainable fishing (MSC-certified) and organic aquaculture
  - animal welfare - friendly farms that follow our strict HiPP guidelines

= **HiPP Organic Seal**



Choosing organic products always means doing something for the environment! Organic farming contributes to the long-term fertility of soils and thereby protecting our climate and our environment. Furthermore, this type of agriculture preserves and improves biodiversity.

Because we want our children and grandchildren to inherit a world worth living in and worth loving.

I vouch for this with my name.

*Stefan Hipp*