

HiPP Scientific Services

KNOWLEDGE on Tap

Well nourished during complementary feeding — safety and quality of baby food jars

Babies and young children are among the **most vulnerable consumer groups.** Accordingly, the requirements for their nutrition are particularly high. Baby food is therefore specifically developed to meet the needs of infants and is subject to **stricter legal requirements** than foods for the general population.
From the selection of raw materials and production to analytical testing and the scientific evidence base, numerous measures work together to ensure a **high level of safety**.

Why is nutrition so important in the first years of life?



A particularly sensitive stage of life

- Organs that are not yet fully developed are more sensitive to contaminants.
- Relative to their body weight, children are more highly exposed to harmful environmental influences than adults.
- Nutrition during the first year of life lays the foundation for later health.

Rapid growth and development

- Body weight triples during the first year of life.
- By the age of 2 to 3 years, children have reached half of their adult height.
- By the age of 2 years, the brain has reached 80% of its adult size.
- An adequate supply of energy and nutrients is essential.

Special requirements for nutrition

Information for healthcare professionals

What ensures the safety of baby food?

Baby food is subject to the strictest legal regulations and monitoring. **Statutory maximum levels** are many times stricter than those applicable to foods for the general population. Selected examples are shown in the graphic:

	Baby food jars	Foods for the general population	Foods frequently affected
Lead	Pb	Pb Pb Pb Pb	Fish, seafood, offal
Aflatoxin B1			Cereals, dried fruit, nuts, peanuts
Acrylamide			Potato products, biscuits, baked goods

HiPP premium organic quality

The high quality and safety of HiPP products are based on a holistic quality concept that begins in the field.

- Careful selection of suitable cultivation areas and long-term collaboration with farmers and suppliers.
- Close monitoring of every raw material, from soil testing to raw-material analysis.
- Comprehensive quality-assurance system with more than 260 checks for every jar throughout the entire production chain.

These stringent quality standards and the complete traceability of all ingredients ensure the highest level of safety, transparency and reliability.

Important information:
Breastfeeding is best for babies. Infant formula should only be given upon the advice of paediatricians, midwives or other independent experts.

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Scanning the QR-Code will take you to the references



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