

# HiPP Organic Quality - not a trend but an attitude to life

## The history of HiPP Organic started in 1956...

The first raw materials for HiPP products were produced on organically farmed fields as early as 1956. As a first step the farm of the Hipp Family „Ehrensberger Hof“ near Pfaffenhofen in Germany, was completely converted to organic agriculture.



Mr. Claus Hipp - the organic pioneer - travelled from farm to farm to win farmers over to the organic idea. HiPP was already a trend-setter at that time when organic farming was largely ignored and extensive use of chemicals was an intrinsic part of agriculture.

Today HiPP cooperates with a network of over 8,000 contract farmers and is the world's largest processor of organic raw materials. Anyone who has to focus their attention on a baby has a lot of responsibility.



For Claus Hipp and his son Stefan, this responsibility is the incentive to only use the best ingredients – in organic quality and based on the latest scientific knowledge.



HiPP Organic Seal

## Comprehensive baby assortment in HiPP Organic Quality



[hipp.com/hcp](http://hipp.com/hcp)

# HiPP Organic Baby Food

## Special Quality & Responsibility - A Matter of Tradition

AL47540\_03-2018 - HiPP GmbH & Co. Vertrieb KG, 85273 Pfaffenhofen, Germany

Information for health care professionals

# HiPP Organic Farming - For us, the most **natural** thing in the world.

## What does organic farming mean?

- The term **„Organic“** indicates a way of farming which is in harmony with nature and sustainable.
- **„Organic“** is a legally protected term in the European Union.
- Food labelled as **„Organic“** has to meet legally defined and standardized requirements (EC regulation on organic farming). For products to be marked with the EU organic logo, compliance with these requirements is mandatory.



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

- **Animals are kept in a manner appropriate to their species**
  - are kept in free-range housing
  - get organic feed
  - no preventive use of pharmaceuticals
- **No use of chemically synthesised pesticides**
  - natural plant protection by well-balanced crop rotation
  - taking advantage of beneficial organisms/animals
- **Weeds are removed mechanically, by flaming or by hand**
- **No use of mineral nitrogen fertilizers**
  - all manure derived from a natural farming cycle (e.g. green manuring, dung,...)
- **No use of GMOs**
  - as required by EC Organic Farming Regulation

# Security you can trust - The **HiPP** difference

HiPP adheres to the EC Organic Farming Regulation as a matter of course. However, we have higher requirements than these regarding our organic raw materials as well as for the whole generating process.

This is clearly documented by our HiPP Organic Seal.



## Standard EU Organic Logo

- + **Organic farming as a matter of conviction with more than 60 years of experience**
- + **Examination for contaminants**
  - more stringent than required by law
  - virtually residue-free products
  - accredited HiPP laboratory: Analysis for up to 1200 contaminants is possible
- + **Intense quality controls**
  - more than 260 controls per product
- + **Responsibility for the environment by focusing on sustainability**
  - use of renewable energy
  - CO<sub>2</sub> - neutral production sites in Germany, Austria and Hungary
  - active support of biodiversity
  - sustainable fishing (MSC and organic aquaculture)
  - award-winning environmental protection, e.g. German Sustainability Award 2012 and 2015



## = HiPP Organic Seal

For this controlled quality, Claus and Stefan Hipp vouch with their name.

Handwritten signatures of Claus Hipp and Stefan Hipp in blue ink.

