HIPP ORGANIC CATTLE

Cows are wrongly accused of being climate killers. While it is true that they emit the climate gas methane, they also do a lot for climate protection. Not every cow, but HiPP's organic beef cattle certainly do. If cattle farming is grassland-based, productive and holistic in the sense of circular economy, it can have a positive impact on the environment and the climate.

"Agriculture in general produces far more non-edible than edible biomass. Ruminants play an essential role in the material cycle of this biomass. Feeding the unavoidable non-edible biomass to livestock generates highquality food."1

Species-

appropriate

husbandry

Pasture feeding and herding leads to species-

... support carbon sinks

Rodo

Grasses can improve soil fertility. At the same time, they relieve the atmosphere from the greenhouse gas CO_2 . This ability is due to their perenniality and long vegetation period. Sustainably used, grasses accumulate biomass in the soil over the years. Today's roots are tomorrow's humus. Every gram of humus that increases soil fertility also reduces the CO₂ concentration in the atmosphere².



. promote biodiversity and preserve the countryside when allowed to graze extensively.

Microhabitats such as cow pats and tracks are created that are ideal habitats for plants and animals. Pasture management preserves many of the traditional, cultivated landscapes.

... are transformers

cannot be used for agriculture into high-quality proteins. They digest and utilise cellulose, and with their milk valuable amino acids fo<u>r us</u>

Ar

Unrivalled in producing food for us

BIC

Almost one third of agricultural land in Germany is grassland or pasture, i.e. non-arable land; worldwide it is almost two thirds. Such grassland stores much more humus than the fields that we need to feed the population. After bogland, grassland is the second largest carbon reservoir in the terrestrial biosphere, ahead of woodlands and fields. Ruminants preserve

such grassland.

pasture feeding in herds

... munch away for the climate

C(0)₂



[1] Windisch W., Flachowsky G. (2020) [2] Anita Idel (2022)

... support circular economy

Jet -

... promote food production

Cattle play a fundamental role in the food production cycle. The production of plant-based food generates biomass that is not edible for humans. Ruminants use this biomass that we cannot digest and converts it into edible food. Residues from this process (manure) remain within the cycle and form the basis for annually recurring cultivation. This means that no chemical, synthetic nitrogen fertilisers need to be used, which has a positive effect on soil health, water bodies and biodiversity.