



The best from nature. The best for nature.

# Providing answers

---

HiPP Responsibility Report



# Dear Readers,

All four generations of my family that have been involved in the history of our company to date have acted to provide answers to urgent questions of their time — even to questions that had not yet been asked. The answers they gave affirmed their acceptance of responsibility. This report, marking the company's 120th anniversary and fittingly entitled "Responsibility Report", now presents the scope of that responsibility for the first time. In my view, taking responsibility is about taking action and making decisions that deliver the best result for all those involved; acting responsibly means standing by those decisions and being prepared to take any consequences arising from them. But taking responsibility also means learning from our mistakes and always striving to improve.

This publication is part of a lengthy series of environmental and sustainability reports that impressively document the past three decades of sustainable development at HiPP, although sustainability has been integral to our company for far longer. In addition, our company's history documents how sustainability-driven action has shaped HiPP from our very first product to the present day.

When my great-grandfather, Joseph Hipp, developed rusk flour for baby food, he provided an answer to the high infant mortality rates of the time and thus took responsibility for his own family — and countless more. This first HiPP product laid the foundations for the company as it is today. My grandfather, Georg Hipp, likewise took responsibility; he saw the potential of that rusk-flour baby food and defied the political and economic challenges of the time to establish the company Hipp Nahrungsmittel. He likewise delivered an answer to the food shortages in the wake of the Second World War by developing complementary infant foods to improve child nutrition. At the same time, he successfully responded to changes in consumer behaviour resulting from trends such as increased employment among women.

As the third generation at the helm, my father and his brothers likewise took responsibility. Even at that early stage, long before the EU's Organic Regulation, organic products were their answer to a question that had not even arisen at that time: of how to sustainably feed ourselves and our children.

I now represent the fourth generation of our family to personally vouch for the quality of the hundreds of products in our range. Today we act with environmental responsibility by managing the company with a view to its future viability and making the greatest possible contribution towards preserving this world as a place of life and love for the generations to come. My particular desire is to anchor organic quality as the global gold standard in baby food worldwide. Throughout our company's four-generation history, our family of entrepreneurs has poured every effort into supporting parents in caring for their children. Today, we are confronted by myriads of urgent questions on a scale that previous generations could not have imagined. Through our actions, we strive to provide some of the pressing answers.

Even in the fourth generation, our driving force remains unchanged: responsibility, for the most valuable thing in life — our children.



Stefan Hipp, Managing Partner, HiPP Group





# Providing answers

HiPP Responsibility Report 2024

A quality pledge that spans the generations

26



Foreword	3
HiPP Company Profile	6
Company History	8
HiPP Baby Food	15
Key environmental indicators and emblem of sustainability	16
Five production sites in the European Union	18
Portfolio	23
Premium quality guaranteed	24
A quality pledge that spans the generations	26
Only the highest food safety for babies	27
In dialogue	30
Organic foods as a guarantee for the future	32
Model farms as blueprints for the supply chain	34
The fascination of butterflies	39
Shaping a company for the generations to follow	40
HiPP's sustainability guidelines	42



Organic foods as a guarantee for the future

32

# Managing supply chains



44



Managing supply chains	44
Supply chains in view	46
Complex supply chains	48
Sustainable packaging	52
Packaging systems:	
Better product protection despite less material	54
Protecting the climate – fostering resilience	58
Climate protection as an investment in the future	60
Shaping responsibility	64
Imprint	66



Climate protection as an investment in the future

60





# HiPP Company Profile

Our company's history, portfolio and up-to-date facts and figures review the past while looking to the future.



# Company History



1899

**A great idea is born**  
Joseph Hipp produces the first baby food from rusk flour in his confectionery in Pfaffenhofen/Ilm, Germany, and sells it in his shop.



1902

**First cardboard packaging**  
The folding box, designed by Joseph Hipp himself, remains unchanged until 1928.

1932

**Founding of the company**  
Georg Hipp Sr founds the company HiPP in Pfaffenhofen/Ilm, Germany — site of HiPP's headquarters to this day.



1936

**Setting the course for the family business**  
Georg Hipp Sr marries Anny Metzner from Switzerland. Their family makes up the next generation in the company.



1937

**Resource-friendly pouch**  
HiPP launches the first refill bag for "Flour with Calcium and Malt for Children" already in 1937.

1935

**Relocation of administration**  
Georg Hipp Sr relocates the administrative centre to Munich because of the increasingly difficult political situation in the small town of Pfaffenhofen, which is dominated by National Socialism at the time.

Our HiPP emblem of sustainability, the emerald moth *Rhodochlora claushippi*, flits over 125 years of our company's rich history to alight on the most important milestones.

1939

**First export**  
In January 1939, the first HiPP products leave the port of Hamburg destined for Lisbon, Portugal.



1949

**Important order**  
The American occupying forces in Pfaffenhofen commission HiPP to produce mixed powders for feeding schoolchildren. The two varieties comprise semolina, dried milk and sugars, and cocoa powder, dried milk and sugars.



1957

**Milestone in product development**  
HiPP launches the industrial production of baby food with four varieties of weaning food in tins. Two vegetable and two full meal varieties are launched.



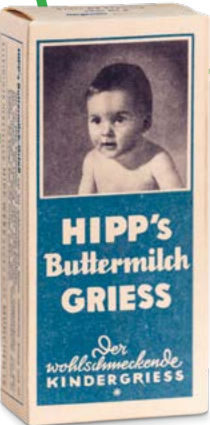
1956

**Switch to organic farming**  
Along with his wife Anny Hipp-Metzner, Georg Hipp Sr converts the family-owned Ehrensberger Hof farm to organic production.



1945

**First milk-based product**  
HiPP launches its buttermilk semolina and builds expertise in milk as a raw material.



1959

**The first HiPP jars**  
Tins are replaced by more hygienic and convenient glass jars.







# 1964

**The first formula**  
The ever-growing product range is topped off with Hippon – the company’s first milk formula.



# 1967

**HiPP site in Austria**  
Another production site for HiPP jars goes into operation in Gmunden by Lake Traun, Austria.



# 1967

**The next generation takes over**  
After the death of her husband, Anny Hipp-Metzner takes over the company. In 1968 she starts to involve her sons Claus and Georg. Their younger brother Paulus joins them a little later.



# 1969

**The new, colourful HiPP Logo**  
makes its debut on a product.



# 1991

**“I vouch for our quality with my name.”**  
Claus Hipp says the famous slogan for the first time.



# 1990

**The HiPP Organic Seal**  
HiPP starts using its very own organic seal, long before any national or EU seal was available.

# 1995

**EMAS certification**  
HiPP becomes Germany’s third company and first food manufacturer to introduce the Europe-wide Eco-Management and Audit Scheme (EMAS) at its site in Pfaffenhofen.

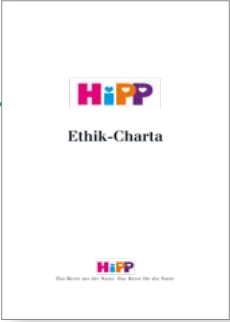


# 1995

**HiPP site in Hungary**  
Production begins at the HiPP plant in Hanságliget, Hungary.

# 1999

**HiPP Ethics Charter**  
The HiPP managing partners sign the HiPP Ethics Charter, thereby laying the foundation of HiPP’s ethics management.



# 1994

**Foundation of AöL**  
Along with drinks manufacturer Neumarkter Lammsbräu and bakery chain Ludwig Stöckert Hofpfisterei, HiPP founds the Working Group of Organic Food Processors (AöL) – today the Association of Organic Food Processors, comprising almost 130 members.



# 1996

**Launch of the banana project in Costa Rica**  
An important flagship project within the company’s sustainable development of its supply chain.





# 2004

**A new product range**  
HiPP launches sip and tube feeds.



# 2010

**HiPP's model farm for biodiversity**  
Ehrensberger Hof farm — called “E-Hof” for short within the company — is turned into a “model farm for biodiversity” and plays an important role in research into measures to promote biodiversity.



# 2001

**A new production site in Croatia**  
The plant in Glin, Croatia, manufactures cereals and other non-perishables.



# 2011

**Climate protection at the various sites**  
Thanks to the use of renewable energy sources and the support of global climate protection projects, production at the HiPP sites in Pfaffenhofen (Germany) and Gmunden (Austria) is climate-neutral. Today, this also applies to all other HiPP sites in the EU.

# 2011

**Representing the company together**  
Stefan Hipp begins to appear alongside his father in promotional campaigns. However, the promise to their customers remains unchanged: “I vouch for our quality with my name.”



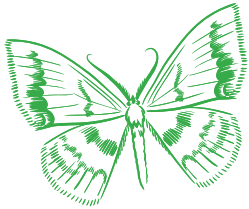
# 2014

**Switchover at the HiPP site in Gmunden**  
The production site in Gmunden, Austria, completes the switchover from jars to pouches, pots and trays.



# 2017

**The torch is passed**  
Stefan Hipp takes over and is now the sole representative saying: “I vouch for this with my name.”



opta'europa

# 2017

**Foundation of the Organic Processing and Trade Association (OPTA)**  
OPTA is an association of organic trading and processing companies with premises in Europe and internationally active.



# 2018

**HiPP insect study**  
Together with renowned experts and scientists, HiPP analyses the impacts of conventional and organic farming on insect diversity.



# 2018

**EMAS and EMASplus**  
All our production sites in the EU are validated in accordance with EMAS and EMASplus for the first time.





2020

**Presidency**  
Stefan Hipp is elected the first president of OPTA on 11 February 2020.

2020

**New spray towers for Herford**  
After several years of planning and construction, one of the most modern plants in Europe now supplies climate-neutral milk formula.



2024

**We Impact**  
All HiPP European production sites now use We Impact, a management system for sustainable corporate governance, and are certified accordingly.

2022

**Sustainable innovation**  
The new, plant-based product range is introduced.



2022

**The next generation takes over**  
The brothers Stefan and Sebastian Hipp take over the company management in the fourth generation.



2023

**Virtual support for families**  
HiPP extends its portfolio with the HiPP Family website offering support and advice to young couples along the way from their decision to have children to their everyday family life.

HiPP Baby Food:  
supreme quality in harmony  
with nature

A family-owned and family run company driven by heartfelt principles, HiPP has been involved in organic baby food production for almost 70 years. The heads of the company were thus setting trends in an era when organic was very far from a major issue and risks from toxins in food attracted nowhere near the attention they do today.

HiPP grew into one of Germany’s best-known brands and became a beacon for a business strategy shaped by ecological, economic and social sustainability.

The premium quality of all HiPP products is based on meticulous selection of their raw materials. By choosing HiPP products, parents can rely on a nutritionally balanced range of foods with age-appropriate ingredients and strictly monitored organic quality standards.

For more information, visit [www.hipp.com](http://www.hipp.com)



Facts and figures

Fourth-generation family-owned company

Company philosophy  
Manufacture of premium quality products in harmony with nature

Number of employees worldwide  
Over 3,000

HiPP Group sales  
Approx. €1 bn



Organic raw materials

Approx. 150,000 tonnes

Approx. 8,000 farmers

Approx. 80,000 hectares of farmland



Production sites

Austria, Croatia, Germany, Hungary, Russia, Ukraine



Selected markets

Germany, Austria, Baltic states, Benelux, Bulgaria, Croatia, France, Great Britain, Hungary, Italy, Mexico, Poland, Russia, Scandinavia, South Africa, Switzerland, Turkey, Ukraine, other Eastern and South-Eastern European countries as well as South Korea, China, the Philippines, Vietnam and other Asian countries



Customer structure

Classic food and health and beauty retail outlets, pharmacies and online sales



# Key environmental indicators

All HiPP’s own production sites in the European Union report key environmental performance indicators as part of their EMAS validation. The individual environmental statements and annual addenda published by each site provide detailed

figures. The following figures represent consolidated data across all five European sites for the years 2021 to 2023. Links to individual environmental statements can be found in the portrait of each site.

Facts and figures	2021	2022	2023	Change from 2022 in %
Packaging/product content (kg/t)	428.0	432.1	426.6	-1.3
Energy/product content (kWh/t)	1,955.7	1,883.2	2,069.3	9.9
Proportion of renewable energy in %	29.0	26.7	24.2	-9.3
Proportion of renewable electricity (input) in %	100.0	100.0	100.0	0.0
Water/product content (m³/t)	13.4	13.0	14.1	8.7
Wastewater/product content (m³/t)	12.8	12.1	13.7	12.6
Waste/product content (kg/t)	109.6	96.5	74.2	-23.1
Recycling rate in %	91.8	91.9	88.0	-4.2
Emissions/product content (kg/t)	439.4	489.4	508.3	3.9
Organic raw materials in %	83.6	81.9	80.9	-1.2

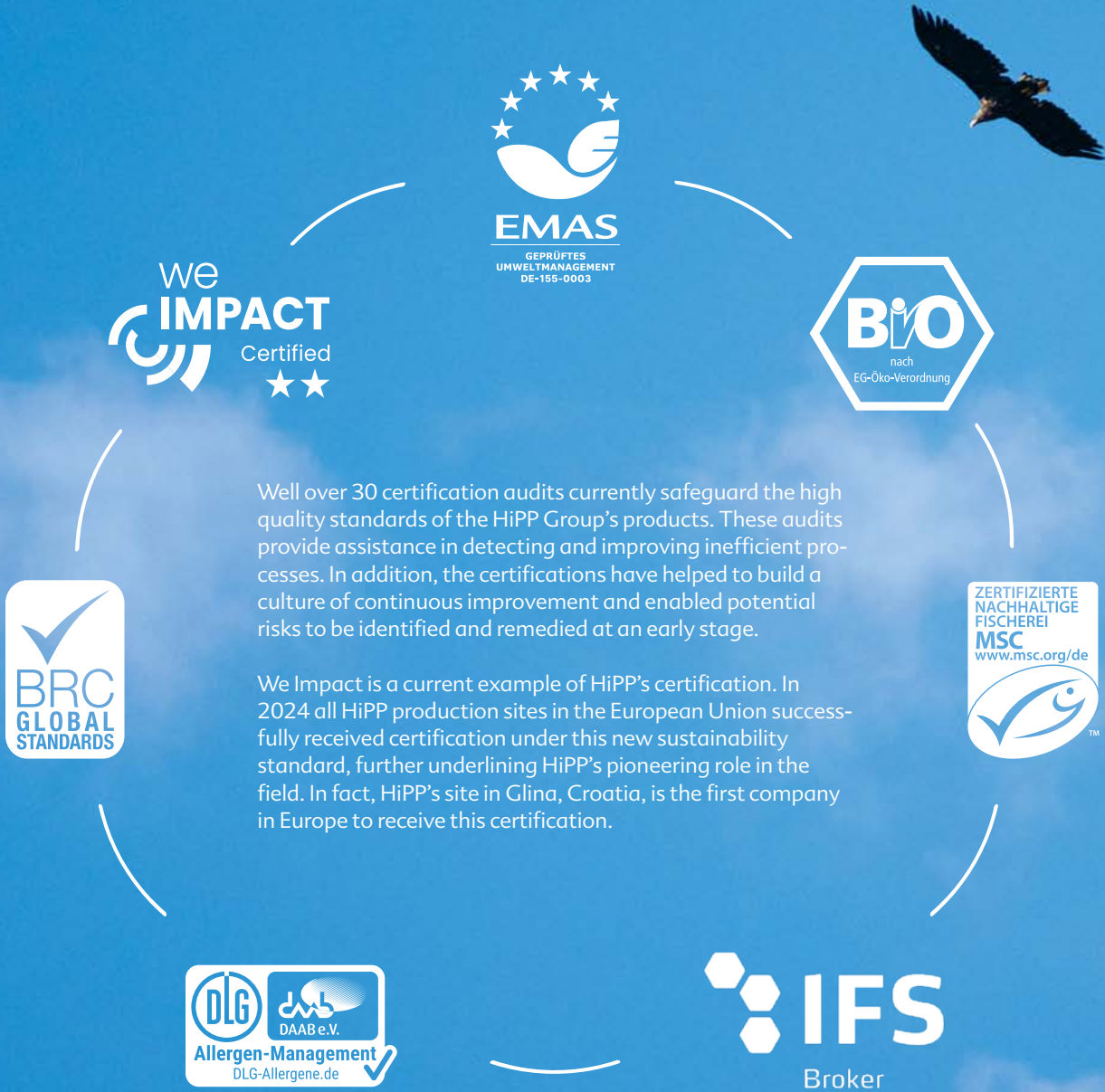
## Our emblem of sustainability

Decades of efforts to foster sustainability by Claus Hipp, the Hipp family and the company as a whole received a very special acknowledgement from scientists at the Bavarian State Collection for Zoology in Munich (ZSM). With HiPP’s support, ZSM scientists was able to research butterflies in tropical South American regions. When they discovered a new form of emerald moth there, they named it after Claus Hipp. The ZSM’s new classification honors HiPP’s efforts to establish sustainable food production and protect biodiversity. Emerald moths are symbols of diversity. They can be found in every continent of the world, and serve as indicator species for healthy natural environments. Rhodochlora claushippi is a new species to science. At HiPP, this emerald moth has a starring role as an emblem of sustainability, and features in brochures, reports and other internal and public communication material about the company’s sustainability activities.



Rhodochlora claushippi

# Certifications in the HiPP Group





# Five production sites in the European Union

Family-owned HiPP operates five production sites within the EU, each of which has its own regional features, areas of expertise and specialisations. This diversity contributes to the overall success of the HiPP Group. The production sites are all integral parts of the company and reflect its quality and tradition.

## Pfaffenhofen

HiPP site occupying the same location since 1932 (headquarters)

Number of employees: 1,300

Product portfolio: Weaning food jars, beverages and tube feeds

We Impact certification number: 5



Follow this QR code to the Environmental Statements for the site\*

Pfaffenhofen, where the history of HiPP began in 1899 with Joseph HiPP’s rusk-flour baby food, is still the home of HiPP’s headquarters today. Drinks, tube feed products and weaning foods in jars are produced there. The production facility is grouped around the buildings used in 1932 by the company’s founder, Georg Hipp senior, as the first production premises and private residence. The plant has been in operation for over 90 years. As well as being the cradle of HiPP’s industrial production operations, it is also the site with the highest production volume.

Pfaffenhofen also houses central administrative functions of the HiPP Group, including development of weaning foods and externally manufactured products, the in-house laboratory and the procurement, marketing, IT and finance departments.







Gmunden

HiPP site since 1967
Number of employees: 400, approx. 250 of whom in production
Product portfolio: Pouches and trays
We Impact certification number: 3

HiPP’s Austrian site is located in the picturesque riverside town of Gmunden an der Traun. It is also the marketing and distribution headquarters for the company’s Eastern European and Asian operations. Production began there in 1967, starting with weaning food jars and later adding pot and tray meals. The production facility moved over to glass-free production in 2014 and now supplies weaning foods in pouch and tray form. The HiPP Group’s production operations in Gmunden focus on special-purpose products involving advanced technology, such as future-facing weaning food production methods designed for better nutrient retention and allowing the use of ultra-sustainable packaging systems.

In HiPP’s anniversary year, the site has rewarded its 350 employees and the HiPP Group as a whole with a special accolade: HiPP Gmunden was among the winners of the 2024 Environmental Management Award, presented by the German and Austrian Ministries for the Environment. The site was chosen for its decades-long practice of sustainable operating strategies, documented in various forms including EMAS and We Impact certification.



Follow this QR code to the Environmental Statements for the site\*



Herford

HiPP site since 2016
Number of employees: 650
Product portfolio: Baby and follow-on formula milks, spray-dried foods for special medical purposes
We Impact certification number: 6

Herford is the newest member of the HiPP Group and produces spray-dried baby milks in 50 different formulas, which are sold in nine packing types and around 250 units in over 50 countries all over the world. The site has won multiple awards for its outstanding training and learning programs, passing on its advanced expertise in milk products from generation to generation.

2016 saw the start of a construction project for two new spray-drying towers, one of the HiPP Group’s most ambitious future-facing investment projects. The two towers went into operation in 2020, transforming the Herford site into one of the most modern milk processing plants in Europe. But baby milk production already has a long tradition in Herford; the facility has been manufacturing milk and dairy products at the same location since 1934.

Today infant formula occupies as important a status at HiPP as weaning food, and is an area with enormous potential for growth. The milk production and research center in Herford is the HiPP Group’s most modern site.



Follow this QR code to the Environmental Statements for the site\*

Our production sites in the European Union



\* The environmental statements and addenda issued under EMAS (Eco-Management and Audit Scheme) flag up any exceptionally positive or negative trends in performance indicators for the site in question, as well as site-specific goals and targets.





Hanságliget

HiPP site since 1992
Number of employees: 200
Product portfolio: Weaning food jars (fruit, fruit and cereals, milk desserts, vegetables, dinners, soups, fruit duets), juices and HiPP ORS 200
We Impact certification number: 2

HiPP’s Hungarian site in Hanságliget is the company’s second production center for jarred food after the Pfaffenhofen head-quarters. The current product range spans weaning food jars (fruit, fruit and cereals, milk desserts, vegetables, dinners, soups, fruit duets), juices and HiPP ORS 200. Special equipment is required to produce the duets, with their layers of milk or cereal and fruit. Hanságliget is the only site in the HiPP Group with this specialist equipment.

In the early 1990s, HiPP took the decision to establish its own production site in Hungary to serve the Central and Eastern European markets. Situated between two nature reserves, Hanságliget (meaning “moor copse”) offered an ideal site for processing organic-quality produce. The facility began to supply products to the Central and Eastern European markets from 1995, and to Western Europe from 2013.

The Hanságliget site has held certification under the BRC global food safety standard since 2002. In the same year, the site received its first validation under EMAS, the European eco-management audit scheme and expanded it to an EMASplus-audit in 2018. In 2024, We Impact replaced EMASplus at all HiPP’s European sites.



Follow this QR code to the Environmental Statements for the site\*



Glina

HiPP site since 2001
Number of employees: 200
Product portfolio: Cereal and milk porridges
We Impact certification number: 1

The HiPP site in Glina, Croatia, has been part of the HiPP Group since 2001. A specialist production centre, Glina is the only factory in the HiPP Group to use mono drum dryers for manufacturing dry cereal and milk porridges.

The Glina site was built in 1987 by a Croatian pharmaceutical company mainly producing dried fruits and vegetables. It was purchased by HiPP in 2001. Since 2024, HiPP has manufactured 51 different products in Croatia, which are exported to over 50 countries.

In Croatia, HiPP Glina has a well-deserved reputation as a pioneer of sustainability. HiPP was the first company in Croatia to attain validation under the strict eco-management scheme, EMAS, and certification under the EMASplus sustainability scheme. The site continues its pioneering role as the first company throughout Europe to gain certification under the European sustainability scheme We Impact. HiPP Glina has also received multiple awards for its sustainability activities.



Follow this QR code to the Environmental Statements for the site\*

Portfolio

125 years of product development at HiPP have amassed an extensive portfolio ranging from milk formula to baby foods and skincare products.



Weaning food/drinks



Milk formulas



Porridges/mueslis



Pouches



Pregnancy and breastfeeding products



Sip and tube feeds



Skincare



Snacks and bars



Nappies

The HiPP range contains over 400 products. Here is a small selection.





Premium quality  
guaranteed

“Personally guaranteed” has been the quality pledge of the HiPP family since 1991. A host of experts in the company work daily to oversee this guarantee.



# A quality pledge that spans the generations

Consumers rely on HiPP when choosing baby foods. The high product standards applied by the company throughout its 125-year history have built a firm foundation for parents’ trust in HiPP.

**The best from nature – the best for nature**

Dependence on functioning natural processes was an integral part of life for Joseph Hipp, as a baker and candle maker who used honey and beeswax in his work. Preserving the natural basis of life was thus a professional necessity for the family. And it is still the case for HiPP as a company, processing around 150,000 tonnes of organic raw materials. Joseph Hipp was also deeply spiritual, conscious of his responsibility to all of creation and its resources. He headed every entry in his recipe book “With God”, entreating particular protection for the fortunes of his family and his business.

Meticulously selected organic produce forms the basis for HiPP’s premium quality products.



**A very personal passion**

Joseph Hipp was motivated by his concern for children’s well-being. He solicited testimonials from paediatricians for the quality and efficacy of his rusk-flour baby food. His passion for quality and deeply held principles naturally influenced his children, particularly his son George. With this background, it is easy to understand why HiPP chose the path of organic production. 1956 saw the first ecological agricultural methods go into operation at Ehrensberger Hof, the farm still owned by the family today. Dr Hans Müller, the Swiss co-initiator of organic farming, was an inspiration for Georg Hipp and his Swiss wife Anny.

**Pioneers paving the way**

A letter from Georg Hipp dated 14 August 1957 documents the search for a special name “for an organic infant food”. A familiar concept to us today, at the time “organic” was not a protected designation and no specific conditions were laid down for producing raw materials. Nevertheless, at this time HiPP began to pursue organic excellence as its quality goal, documented by sources including HiPP’s then head of purchasing, Herrmann Linner: “Although the term ‘organic’ was not yet in use in those early years, as Head of Purchasing I always had to pay strict attention to it, making sure that produce was grown from untreated seeds and that farmers refrained from using pesticides or artificial fertilisers ...” This future-facing decision to choose only organic raw materials for product manufacturing established HiPP as an early pioneer in both the organic food and baby food industries. On the same mission, Claus Hipp traveled from farmer to farmer to argue his case in the field, laying the foundations for a steadily growing network of organic producers.

## Only the highest food safety for babies

Baby foods are subject to far stricter limits than those applied to foods for general consumption and standard organic foods. These rigorous limits are essential to ensure children’s healthy growth and development. For optimum health, babies need more than a balanced diet; they need foods formulated espe-

cially for their needs, that recognise their vulnerability and that reduce contamination by harmful toxins to the barest minimum or eliminate it altogether. The EU has adopted specific regulations for limiting such substances in baby foods. As a result, baby foods are among the safest on the market.

**Strict maximum limits for environmental and process contamination**

To keep risks to consumers as low as possible, the EU has defined strict maximum levels for many contaminants. Permitted levels in baby foods are particularly low. The chart presents some examples.

Lead, aflatoxin and acrylamide are shown here as examples of a wide range of analysed substances.	Baby foods	Foods for general consumption
<b>Lead</b> Heavy metal present in the environment. Maximum level in baby food: → 4 times stricter than in foods for general consumption	1 time 	4 times 
<b>Aflatoxin B1</b> Fungal mycotoxin frequently found in cereal grains. Maximum level in baby food: → 20 times stricter than the maximum level for cereal grains and cereal products for general consumption	1 time 	20 times 
<b>Acrylamide</b> Substance produced in certain foods by exposure to high heat during cooking. Reference limit for baby cookies and rusks: → 2 to 3 times stricter than the reference limit for cookies for general consumption	1 time 	2 to 3 times 

Source: Specialised Nutrition Europe (SNE) Baby foods: ensuring the highest safety standards.



The culmination of right decisions

Our raw materials procurement and agricultural management departments have always played a central role in our operations. Their work lays the foundations for the high quality of every HiPP product from the start of its life cycle. To ensure every element along the supply chain works smoothly in tandem with the others, HiPP’s experts provide support and advice to raw material suppliers and assist them in complying with the company’s strict supplier guidelines. The premium quality that is HiPP’s hallmark is no coincidence: it is the culmination of making the right decisions at the right times.

The first labels

1988 was the year when the “Organic” mark made its first appearance on HiPP product labels, with the legend “Made from organically farmed vegetables” printed on jars of baby carrot puree. This was followed in the 1990s by a consumer information campaign focusing on organic quality, known as the “organic offensive”. HiPP thus paved the way for today’s widespread presence of organic baby food as standard in Germany, Austria and Switzerland.

Premium laboratory for premium quality

HiPP operates its own in-house laboratory with state-of-the-art technology. The facility is extremely large for the size of the company, underlining HiPP’s ambitious product quality goals. The laboratory collected around four million measurement results in 2022 alone. Few other food manufacturers attach such great importance to in-house analyses of their raw materials and their interim and end-products. As a rare feature in a company laboratory, the facility includes a residue and contaminant analysis department with official accreditation from the German National Accreditation Body (DAkkS). This ensures HiPP’s compliance with the requirements set out in the Dietetic Foods Regulation for close monitoring of the extremely rigorous maximum substance limits for baby and toddler foods. This challenging interface where the requirements of organic and general nutritional legislation meet is where HiPP produces some of the most tightly regulated foods.

Expanding organic produce for baby foods to an international gold standard

While organic baby foods are already standard in Germany, Austria and Switzerland, international supermarket shelves tell a different story. Representing the fourth generation of his family to helm the company, Stefan Hipp is a man of passionate convictions for whom organic quality is no mere marketing trend, but standard practice. In his view, organic farming is the only serious way to take responsibility for the next generation and its world. HiPP has therefore made a commitment to ensuring babies and toddlers all over the world can access organic food as standard. “High-quality natural and healthy food should be available to all babies and children. Our goal is thus to firmly establish organic quality as the international standard for baby food: a gold standard backed by decades of trust, that protects and preserves the health of our little ones and the future of our planet”, affirms Stefan Hipp. ●



Not every carrot makes it into the jar: The strict standards that apply to baby food manufacturers limit the raw materials available for their use.

200

The food industry as a whole generated sales of EUR 252 billion in Germany in 2023, with 91.8 percent accounted for by conventionally produced foods and 8.2 percent by organic foods. The diagram represents total food sales as 200 carrots. Based on sales figures, 184 of those carrots are conventionally farmed and only 16 are organic-quality. Baby food made up just 0.62 per cent of Germany’s total food market in 2023, shown in the diagram as roughly one carrot. This also represents the estimated availability of raw materials suitable for baby food.

16

In Germany, only 16 of the total of 200 carrots are of organic quality.

1

Just one of those 16 organic carrots and of the total of 200 carrots representing the food market as a whole theoretically fulfils the requirements applicable to baby food. In fact, HiPP often rejects part of even this tiny quantity for failing to meet its own in-house standards.



Good to know

The organic carrot variety naturally bred by HiPP is called “HiPP Dulcis”. Unlike standard organic carrots, it has a comparatively mild, sweet flavour and high levels of nutrients. The result of years of experience, “HiPP Dulcis” is only available from HiPP.



# In dialogue

For HiPP, midwives and obstetricians are the link to expectant and new mothers; as an important target group, their expertise is incorporated into the development of products and services.

We asked midwife and nutritionist Alexandra Lesmann to set out her most important issues and questions in a brief interview with Stefan Hipp.



Alexandra Lesmann

also has a role to play. In our experience, parents buying baby food jars want to be able to see the contents. Having said that, we are constantly reviewing opportunities to introduce green glass. In fact, green glass packaging is already planned for a new product launch in our adult range, also because of the advantages you mention. And incidentally, our HiPP baby food jars are made from up to 70 per cent recycled glass. When empty HiPP jars are taken to the bottle bank, the glass recycling system returns them to the materials cycle. Glass can be endlessly melted down and made into new products. Reuse of materials in this way is environmentally friendly and saves on energy and valuable raw materials such as quartz sand, soda and lime.

Alexandra Lesmann: As a midwife and nutritionist who is personally and professionally passionate about sustainable products, I often come across HiPP jarred foods as part of the weaning process. Aside from appearance, what other reasons made you choose clear glass, which is known to require ultra-pure quartz sand and high amounts of energy in its manufacture? In addition, clear glass can only be recycled when it is correctly separated, which is more difficult than green glass. Wouldn't the use of green glass be more sustainable — or actually, even better from a business point of view because of the cost savings?

Stefan Hipp: Our choice of product packaging is based on aspects of product protection and conservation as well as sustainability, but consumer acceptance



Stefan Hipp

What plastics do you use in the packaging of your skin and body care products? Are there possibilities or plans to increase the sustainability of that product packaging? I'm thinking here of removable outer packaging of printed cardboard, like the "sleeves" on many dairy products, so that all the packaging materials are easy to separate.

The packaging we use for our skin and body care products is mainly polypropylene, which is extremely straightforward to recycle. Our packaging designers are pouring their efforts into integrating maximum sustainability into a variety of packaging systems. At the same time, we constantly face the challenge of needing to choose materials that meet our rigorous quality standards. No element or ingredient of HiPP packaging, whether for food or care products, that is suspected of being even remotely problematic must be able to transfer to the contents. The separable packaging solutions you describe are currently only suitable for products with a four-week minimum shelf life. As our care products have a significantly longer minimum shelf life of two years, they would not be adequately protected.

Does your strategy for the future include the idea of cutting down on meat in your products, from the point of view of sustainability and reducing the emissions associated with meat consumption?

We have already taken a step in that direction by launching a range of plant-based meals, ahead of the latest recommendations for a more plant-focused diet issued by the German Nutrition Association. However, in our view climate impact takes second place to the need for children to have a balanced diet, and animal protein still remains a vital part of that. Most of the emissions in food production are generated in the upstream supply chain, as our extensive calculations have shown. We strive to use this leverage to influence our suppliers. Working with the startup The Climate Choice, we initiated a project to review the climate-readiness of our supply chain. Our experts employ a variety of measures to influence this crucial source of emissions. We are also working on further optimising energy supply to our production sites.

Are your customers willing to pay higher prices for more eco-friendly products, or do you have to accept the increased cost pressure as you pursue your sustainability efforts? Do you believe consumers' willingness to buy decreases when product prices go up, or is the public already sufficiently aware of resource-conserving products? I would imagine that parents of young children are an ideal target group for extensive sustainability efforts. How do you see it?

Many young families are facing enormous cost pressure and are extremely price sensitive in their purchasing choices. However, the primary consideration when buying baby food is to provide the child with a safe and healthy diet. Only a fraction of parents factor sustainability into their decision-making. In my view, companies should not look on sustainability-driven activities as consumer purchasing incentives. In fact, pursuing sustainable development enables companies to contribute to their overall future market viability.

As a family-run company, you are not constrained by shareholders' wishes in the same way as a publicly listed company. Does this mean you have more opportunities to pursue particularly sustainable goals?

As a family-run company, we probably have a more direct influence on sustainability goals and their implementation. However, in the present climate, listed companies are exposed to significant external pressure from banks and insurance companies to pursue sustainable strategies — perhaps less voluntarily and less passionately than we do. But I believe that in the end, what it all comes down to is the more active participants, the better.

Do you believe it is possible to combine playing a responsible role in the drive for greater sustainability with HiPP's business targets?

I don't believe they are mutually exclusive. No sustainably managed company can separate economic, ecological and social considerations, even if we sometimes need to balance one against the other. A financially healthy company has more scope to encourage sustainability

than a company that is only just staying afloat. Economic targets must be selected in a way that retains the necessary value of ecological and social aspects. That has been our aim for generations.

One more question addressing nutrition, which is a particular interest of mine as a professional nutritionist, but also as a mother. We read general warnings about consuming processed foods containing vegetable oils such as canola, with high levels of alpha-linoleic acid. These valuable substances are extremely heat-sensitive; they may be destroyed by overheating in the manufacturing process and converted into harmful free radicals. How do you ensure that valuable Omega 3 fatty acids are preserved in the oils or other oil-containing products that you use?

Canola oil is generally regarded as a high-quality food oil due to its favorable fatty acid composition; it is particularly recommended as an ingredient for weaning foods by specialist dietetic associations. We have spent years optimising the heating process used in manufacturing our jarred foods, finally ending up with a rapid production process that conserves nutrients. The temperatures we use are far lower than the high heat used in methods such as roasting or frying, which avoids any negative effects on the premium vegetable oils we select. ●



# Organic foods as a guarantee for the future

Sustainable food production without responsible agriculture is unthinkable. This connection opens up opportunities for biodiversity, for healthy soils, and for more.





# Model farms as blueprints for the supply chain

HiPP operates two model farms that demonstrate how agriculture can be future-facing and responsible.

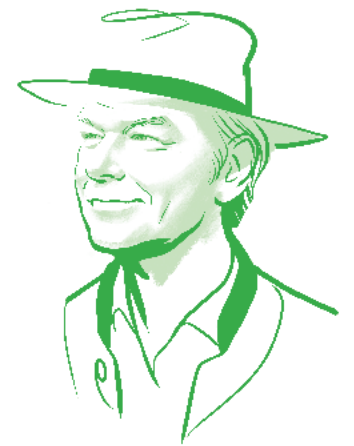
Ehrensberger Hof, near Pfaffenhofen in Germany, is owned by the Hipp family. It has been a model farm for biodiversity since 2011 and is the cradle of HiPP's organic products. Georg Hipp and his wife, Anny Hipp-Metzner, converted the farm to organic practices as early as 1956. Today Ehrensberger Hof is the center of HiPP's development of grassland farming practices that contribute to the conservation and support of biodiversity, and demonstrates how sustainability can be integrated into agriculture without the need for high costs or complex methods. The company's second model farm is Stefan HiPP's own large-scale agricultural operation in Poland, focusing on animal husbandry and arable farming.

## Networks of flowers across the landscape

HiPP has supported the activities of Netzwerk Blühende Landschaft (NBL) for many years. "Lebensraumvernetzung für Insekten", a joint project by the two organisations to create connected insect habitats, embraces practices that preserve the natural environment for the coming generations and demonstrates how nature conservation and agricultural production can be effectively combined. Strategically located corridors that link up habitats and act as ecological stepping-stones are beneficial to wildlife and plants — but not only them: biodiversity also improves the resilience of agrarian ecosystems and boosts agricultural production. In 2022, NBL experts analysed the framework conditions for biodiversity at Stefan HiPP's organic farm in Poland and drew up a catalogue of actions that were tackled as soon as the concluding report was received. In addition to existing ecologically valuable structures, measures to create green corridors were planned throughout the farm to connect habitats for pollinators and other wildlife across large areas of farmland. Preservation of existing grass strips, hedges and landscape elements, wild flower borders and flower-rich bankside vegetation are now part of everyday practice. The action catalogue also listed field copses, restoration of small water courses and establishment of stone heaps, brush piles and wild bee nesting places.



At Stefan HiPP's organic farm in Poland, beehives sit amid numerous natural nesting places for birds and retreats for small animals and insects.



“My dual role has many benefits. I can bring an entrepreneurial mindset to our farming operations while, as an entrepreneur, I also understand how vulnerable ecosystems can be and how important quality is, from healthy soil and healthy flora and fauna to healthy humans.”

Stefan Hipp



**Pollinator populations in free fall**

The majority of plants depend on insects because their flowers are not self-pollinating and their pollen is not windborne. A large-scale study conducted by an international research team of scientists from Rutgers University — New Brunswick, USA, showed how falling pollinator populations impact on harvests. Spanning over 1,500 fields across six continents, the study delivered alarming results: the global decline in pollinator numbers is impacting severely on the production of crucial foods. While keystone foods like rice and wheat do not need to be pollinated, fruit, vegetables, nuts and legumes depend on the work of pollinating insects. Without them, global diets would be far more restricted. Some species of vegetables, like cucumbers or pumpkins, would almost vanish. Experts estimate that around six per cent of crop plants would die out. Pollinators carry pollen from one flower to another, ensuring genetic information is exchanged with other plants and thus improving the fruit quality. Plants that depend on insects for pollination develop fewer seeds and fruits when smaller numbers of flowers are involved in pollen transfer. The decline of natural pollination would cause annual losses of around EUR 1.3 billion to Germany’s food production industry (source: Heinrich Böll Foundation).

Pollinators like wild bees are a cornerstone of a functioning food system.



**HiPP study reveals benefits of organic grasslands**

HiPP’s commitment to conserving and encouraging biodiversity on its own and its suppliers’ farmlands extends back over many decades. Up to a few years ago, no scientific evidence of the positive impacts of organic farming was available. In 2018, this lack of information spurred HiPP to launch its own study comparing biodiversity on organically and conventionally farmed land. Conducted in partnership with the Bavarian State Collection for Zoology in Munich (ZSM) and the Bavarian State Collections of Natural History (SNSB), HiPP’s study revealed new findings about pollinator diversity in agricultural areas.. The study has analysed a total of 20 million DNA sequences to date and fleshed out previous findings from the 2017 Krefeld study on insect decline by contributing new qualitative and quantitative data. Numbers of flying insects have been plummeting throughout Europe for years — “by over 70 per cent within a 30-year period” compared to the Krefeld study according to Dr Axel Hausmann from ZSM. As small insects and pollinators react particularly sensitively to synthetic pesticides, conventional farming practices on agricultural land are a major driver of this alarming development. “We cannot simply shrug our shoulders as biodiversity vanishes; we need to collect scientific information about why it is happening, and join forces to develop solutions for combating it based on our findings”, urges Stefan Hipp, setting out his personal motivation and reasons for HiPP’s initiative in launching the new insect study. “We humans depend on many insect species to act as pollinators, and that dependence is particularly evident in food production.”

**Good to know**

Many actions for encouraging biodiversity in agriculture also impact positively on aspects outside the main areas of focus. HiPP has boosted the establishment of wild flower corridors along its own supply chain on many occasions, with methods such as flower strip competitions. As well as being attractive to look at, ecological upgrades of these areas also benefit the livestock on the land.



“The raw materials from my farming activities are subject to exactly the same strict standards for our baby food as produce from any other supplier, with quality standards that are far more rigorous than those applied to food for general consumption. That can often be a challenge. But at the same time, as an entrepreneur I simply cannot afford to compromise, not even — in fact, especially — with my own produce.”

Stefan Hipp





Thomas Greifenstein contributed photographs of colourful butterflies and moths to the HiPP study, like this European common blue female.

Information about the HiPP study

Using DNA metabarcoding to analyse DNA sequences, scientists have identified over 500,000 genetic clusters from around three million data fields to date. The results are remarkable. The organically farmed fields provide habitats for a total of 21 per cent more insect and 60 per cent more butterfly species, including twice the number of Red List endangered species compared to conventionally farmed lands. Around 10,000 of the approximately 30,000 insect species recorded in Bavaria were found there. The study was conducted by scientists from the Bavarian State Collections of Natural History (SNSB) and lepidopterist Thomas Greifenstein, who set up two Malaise traps on the organic and conventional farms. A total of 20 such traps have been used since 2018, alongside light traps with high-UV light sources for catching moths. Results clearly show that the type of farming used has enormous relevance for insect diversity on the land and its ecosystem as a whole. In Bavaria alone, around 45 per cent of the total area comprises (conventionally and organically farmed) agricultural land; and around one-third of that is permanent grassland. Rethinking conventional farming is thus hugely important, indeed crucial; for boosting biodiversity.

Unknown species on our doorstep

The relatively small area of agricultural land that was studied is home to hosts of previously unknown species that were undocumented in their region, or even completely unrecorded – known as “dark taxa”. For example, between 2018 and 2022 a total of 172 species of fungus gnats (Mycetophilidae), measured by the number of genetic clusters, were documented on the grassland investigated in the study. This figure represents almost half of the known species in Germany. The figure was significantly higher for gall gnats (Cecidomyiidae) with 634 species, or around 80 per cent of the known species in Germany.

Nature makes a comeback

HiPP’s intention with the study, as with its two model farms as drivers of biodiversity, is to provide solutions to stem the march of biodiversity loss. As experts have observed in recent years, nature will make a comeback where we let it. Even small adjustments made on conventionally farmed land have a positive impact on biodiversity. Variety of landscape features is key to establishing ecological balance. Diversity of habitats thus plays a critical role in encouraging diversity of species. ●

The fascination of butterflies

Thomas Greifenstein is the butterfly expert on HiPP’s biodiversity study team. He has been with the company for over 40 years and is one of the most experienced product developers in the Research and Development department. Thomas answers our questions about his passion: butterflies.

HiPP: Lepidopterology is not the most mainstream of hobbies. How did you start?

Thomas Greifenstein: Well, it was the caterpillars that first sparked my interest. As a ten-year-old, I found them feeding on plants and took them home. After my first successful attempts at keeping them, I developed a fascination for butterflies. Later I joined Ingolstadt Entomological Society and found myself among a host of like-minded people. I am particularly grateful to Thomas Witt for inviting me to his museum, which soon became my second home. As a curator at Museum WITT, I was later responsible for the care of its neotropic (South American) butterfly populations, amounting to some 500,000 insects.

Entirely self-taught, you acquired such an extensive knowledge of butterflies that you are often called in to advise scientists. What was your best experience in the field so far?

Looking back at the past, I still have fond memories of a research trip to Ecuador in 2015 with the Munich State Collection for Zoology (ZSM), where I was able to photograph and collect butterflies in the mountain cloud forests at an altitude of 2,400 metres. The catalogs of species collected on that trip are now used by the University of Quito in preparing arguments against deforestation of the mountain rain forests.

How do you assess the importance of studies like the HiPP study? Isn’t research of that kind superfluous?

I believe it is extremely important to call public attention to things that need protection. But to do so, we need to start by documenting them. In the HiPP study, we found hundreds of species (like gall gnats) that had previously been unknown to science. And the known species are absolutely fascinating, too. Moths in particular: many beautiful species are especially amazing for lay-people because of their size and colourful markings. You don’t value what you don’t know, and you don’t protect what you don’t value! It’s our duty to build and expand knowledge, but also to share it, and the HiPP study is a cornerstone of that process.

As the HiPP study demonstrated, there are also many unknown species in Central Europe awaiting discovery.



Thomas Greifenstein







# Shaping a company for the generations to follow

At HiPP, we ensure our company is fit for the future by adopting guidelines that we follow in our daily operations. Alongside our corporate values and principles, the main guidelines are the HiPP Ethics Charter and HiPP Sustainability Guidelines. Our people are also a cornerstone of our future viability; employee recruitment and retention are easier for an attractive employer.

#### Guidelines in day-to-day activities

The HiPP Ethics Charter has guided the company's activities since 1999, when the company's partners and management team established an ethical management program based on their deep sense of responsibility towards humanity and nature. The Ethics Charter sets out HiPP's rules of conduct, which govern market behaviour, employees' own conduct and the way we act towards them, towards the state and society and within the environment. Every rule is accompanied by an explanation justifying its inclusion in the Charter. The Ethics Charter also sets out the positive consequences of compliance with the rules and the negative consequences of their infringement. Extensive compliance rules have been added to the Charter and its associated ethical management principles over the years. A dedicated compliance manager for the Group is available to answer employees' questions. The company also has a human rights officer. A whistle-blowing system enables any employees or participants along the remaining HiPP supply chain to report unethical, illegal or irresponsible behaviour anonymously to external experts assigned to such cases.

Alongside the Ethics Charter and compliance rules, the HiPP Sustainability Guidelines provide a further guide for employees in their daily routine, supporting systematic action from a sustainability perspective.

#### Our people — an investment in the future

HiPP faces the same challenges as any other employer in seeking to recruit suitable candidates. The skills shortage has now spread from specialised areas such as IT to virtually all areas of the company. Recruiting the right candidates for the job is a far lengthier process than in the past. Given this, employer branding and employee loyalty are taking on new importance across the Group.

#### HiPP family atmosphere boosts employer appeal

A warm, welcoming working atmosphere is a great strength in a family-run company, and HiPP is no exception. Long-standing and new employees alike have confirmed the, trust-based family-style culture that reigns at HiPP as a key factor in their decisions to join or remain with the company. In addition, lines of communication tend to be extremely short and most decisions can be taken directly by those responsible. HiPP encourages individuals to act on their own initiative, providing creative freedom that is appreciated by many employees as a genuine benefit. Alongside the team spirit and the opportunities to contribute actively to shaping the company, HiPP's attractiveness as an employer is enhanced by the company's support of a healthy work/life balance, which has been part of the HiPP Ethics Charter for decades.

HiPP combats the skills shortage by retaining and fostering talent within the company. In addition, HiPP has supported young talent with development programs and trainee places for many decades, and will extend these offers to include more combined vocational training and degree opportunities in the future. An attractive "employees recruit employees" program offers rewards for successful recommendations. HiPP further enhances its profile as an attractive employer brand by providing an array of social benefits, promotion of work/life balance, comprehensive healthcare management schemes and many other services. ●

#### Good to know

On 13 February 2024 the German Minister for Food and Agriculture, Cem Özdemir, presented the new Bio-Siegel organic quality mark in Gold, the highest possible category, to Stefan Hipp for the company's Pfaffenhofen canteen. The Bio-Siegel in Gold is an independent, objective quality mark that documents the percentage of organic ingredients in company catering operations.



# HiPP’s sustainability guidelines

HiPP acts with respect for people and nature along the entire value chain.

1

Across departments and production sites, we contribute to the Sustainable Development Goals established by the United Nations.

2

We continuously monitor, document and evaluate sustainability aspects of existing and new activities, processes, products and procedures. This is the basis upon which we develop goals and measures that we regularly review and adjust if necessary.

3

Environmentally friendly technologies and actions are of crucial importance to us.

4

The conservation of resources is a top priority for us.

5

We select all raw materials we use, consume or process in products and in the company with sustainability always in mind.

6

By avoiding, reducing and offsetting emissions along the entire value chain, we contribute to climate protection.

7

We empower all employees through dialogue, information and various benefits so that they are fully committed to the sustainable development of the company.

8

We also foster dialogue with key stakeholders (consumers, producers, retailers and others) outside the company. We use this exchange to give impetus to sustainable development and also to our entrepreneurial activities.

9

The “Guiding Principles on Business and Human Rights” published by the United Nations serve as our guide.

10

We comply with all current laws and regulations that are relevant to the company, as well as our own internal rules. In addition, we are constantly working on further improvement in the areas of environmental protection, occupational safety and health, where we will continue to exceed the legal requirements as far as possible.



The HiPP Sustainability Guidelines are also available online.



“Sustainability is a duty that spans generations.”

Stefan Hipp



# Managing supply chains

Responsible supply chain management involves keeping a close eye on each individual raw material on its way to production, however straightforward or complex.



# Supply chains in view



Carefully managed supply chains offer fair and humane conditions. This is a task for the whole company, and HiPP embraces it with responsibility.



HiPP's supply chains extend across the globe. They involve plentiful challenges that vary for each raw material. Cereals have relatively short production routes.

## Current challenges

The German government's Act on Corporate Due Diligence Obligations to Prevent Human Rights Violations in Supply Chains (Lieferkettensorgfaltspflichtengesetz, LkSG) is the first legislation to set out binding terms requiring companies to observe human rights along global supply chains. The Act has applied to HiPP since 2024. HiPP has therefore aligned its Code of Conduct governing its own and its suppliers' actions to reflect the new law. An existing company complaints scheme has been expanded to cover the supply chain network, and a human rights officer has been appointed for the Group.

## Risk analysis

To identify potential risks along the supply chain, HiPP uses the CSR Risiko-Check tool from the German Agency for Business and Economic Development (AWE). AWE is a project commissioned by the German Ministry for Economic Cooperation and Development (BMZ) and jointly implemented by the German Association for International Cooperation (GIZ) and DEG Impulse gGmbH. AWE's Helpdesk on Business & Human Rights offers support to companies performing human rights-related due diligence processes. In the base year of 2022, HiPP used CSR Risiko-Check to conduct analyses of 855 raw materials and over 400 packaging components to identify potential risks arising from direct suppliers. The process resulted in a database cataloguing all item/supplier combinations and their associated potential risks. The manual input of almost 5,000 data sets on the helpdesk platform was performed by HiPP trainees as a HiPP Junior Company project.



# Complex supply chains

28%

Organic tomatoes  
Italy, Portugal, Spain

8.5%

Organic pasta  
Germany, Italy, Austria, Spain

5%

Organic beef  
Germany, Ireland, Austria, Poland

0.02%

Organic oregano  
Egypt

We use two products – the popular spaghetti bolognese jars and the “dragon” organic fruit bar – as examples revealing the complexity of HiPP’s supply chains.



## Responsibility down to the last detail

Regardless of how much or little of an ingredient is in the finished product, each one is selected by HiPP’s experts with the same care. Premium quality only works as the sum of many responsibly taken decisions, both large and small. Raw materials from different countries of origin must comply with the

rigorous quality standards defined for the main ingredient categories in HiPP’s own supplier guidelines. They apply just as strictly to 19.5 per cent of fresh organic carrot puree as to 0.01 per cent of ground organic basil. A HiPP quality pledge that consumers can rely on.

22.92%

Water  
Germany

19.5%

Organic carrot puree  
Germany, Austria, Poland

5%

Organic parsnips  
Germany

4%

Organic onions  
Germany, France, Netherlands, Poland, Spain, Turkey

0.01%

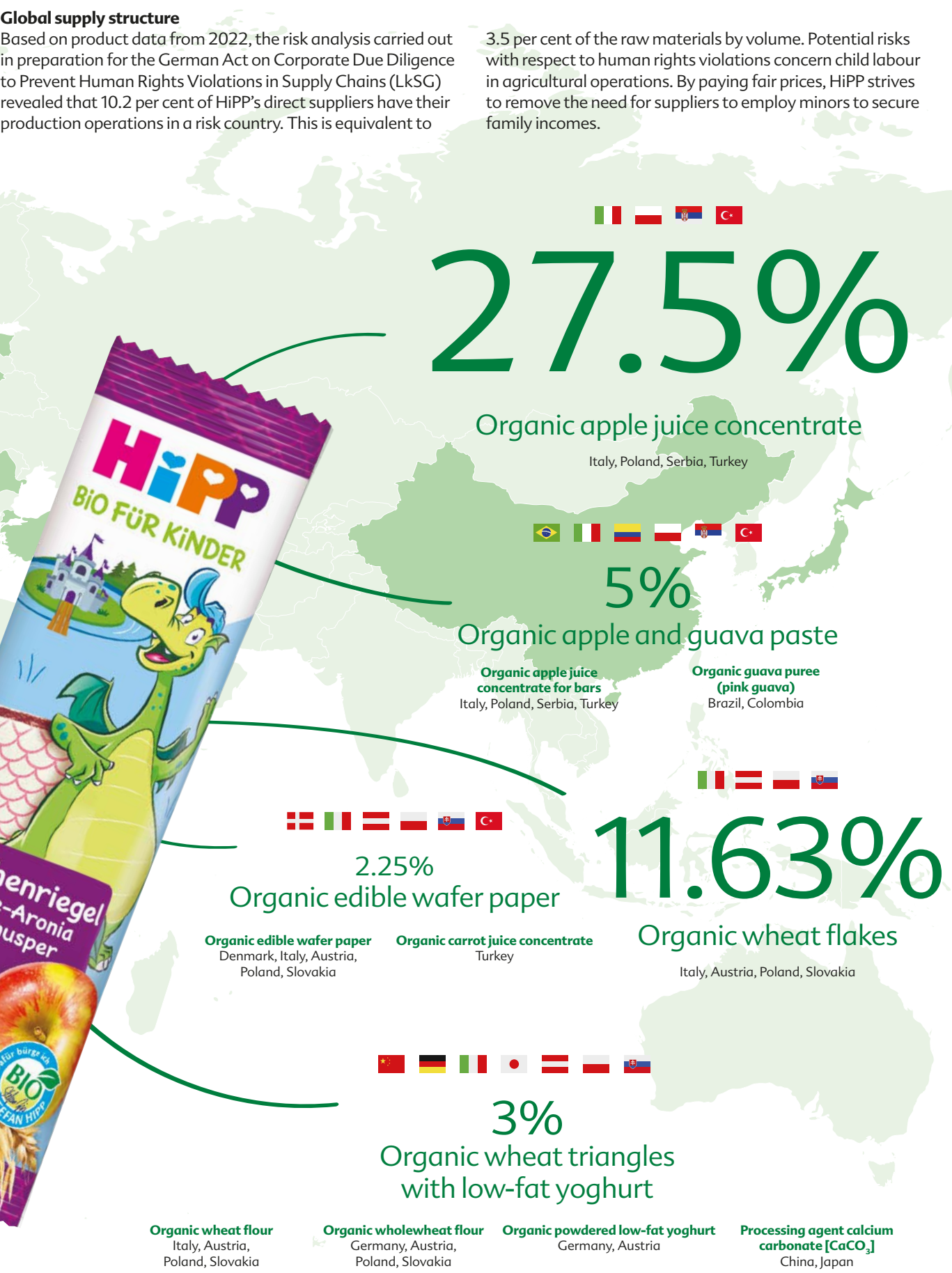
Organic basil  
Austria

2.05%

Organic canola oil  
Germany, Lithuania, Romania, Ukraine, Hungary



# Complex supply chains







# Sustainable packaging

Conservation of resources and circularity are the key concepts driving HiPP's packaging developers in their search for answers.



# Packaging systems: Better product protection despite less material

At HiPP, product packaging design is a major sustainability topic. The company’s in-house experts devise the right solutions for the various fields of application.

**Product protection takes top priority**

At HiPP, the various product packaging types are known as “packaging systems”. The jar system, for example, comprises the glass jar itself, the paper label and the lid including the sealing compound. Every one of our packaging systems provides optimum protection for the product it contains. This ensures that even after transport and storage, the premium contents consistently retain the same quality characteristics as when they left the HiPP production plant. We view packaging as an essential element of our products. Packaging systems, like the raw materials used in the products they contain, must therefore comply with our company’s comprehensive quality requirements.

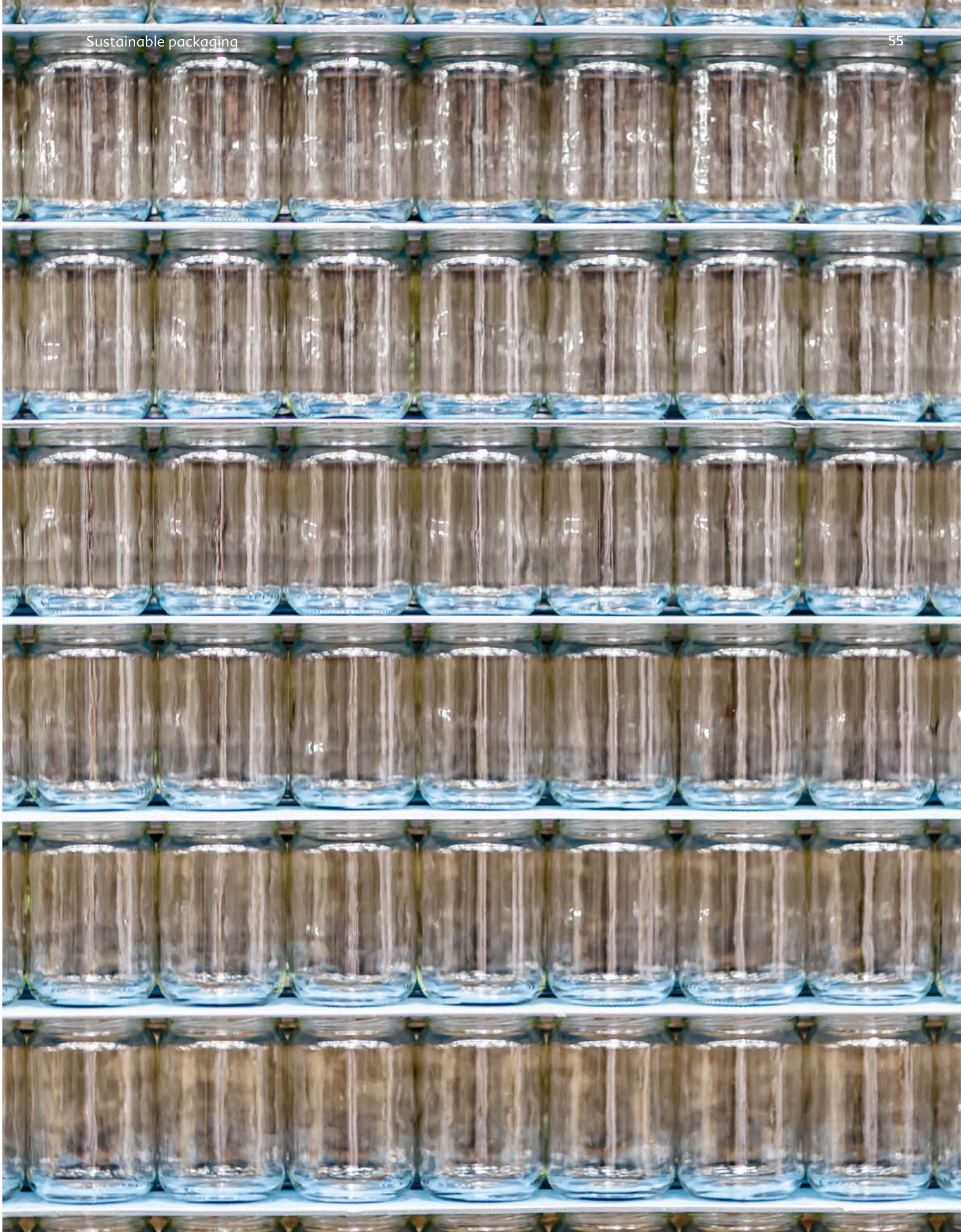
Most proprietary packaging systems are based on finite resources, involving sourcing, processing and disposal that may have a negative impact on the environment. Excessive plastic waste on and under the surface of the oceans represents an enormous challenge for the global community. However, despite earning condemnation, plastics have many extremely useful properties that have led to their ubiquitous presence in supermarkets over the decades. Plastics are available in all possible required sizes, strengths, colours and shapes and offer an array of barrier properties; they are lightweight and thus more fuel-efficient to transport, reducing emissions; and they are more versatile than any other packaging material. In addition, plastic packaging offers optimum protection for products, particularly skincare and baby and toddler foods.

**Jars set the benchmark**

Until recently, packaging operations without plastics would have been unthinkable for food manufacturers. Plastic can only be replaced with cardboard or glass for a fraction of the products currently on sale in shops. However, our packaging experts are determined to find an answer to the seemingly insoluble problem of dependence on plastics. After all, HiPP’s baby food jars represent a packaging system that has been in use for many decades and has been confirmed as “highly recyclable” by independent environmental institute . To reach this category, packaging systems must contain a minimum of 90 per cent recyclable materials —a rate that is significantly exceeded by our jars. So why not 100 per cent? This maximum level of recyclability is impossible to achieve because materials such as dyes and printing inks, finishes and adhesives cannot be collected by the recycling process and returned to the cycle.

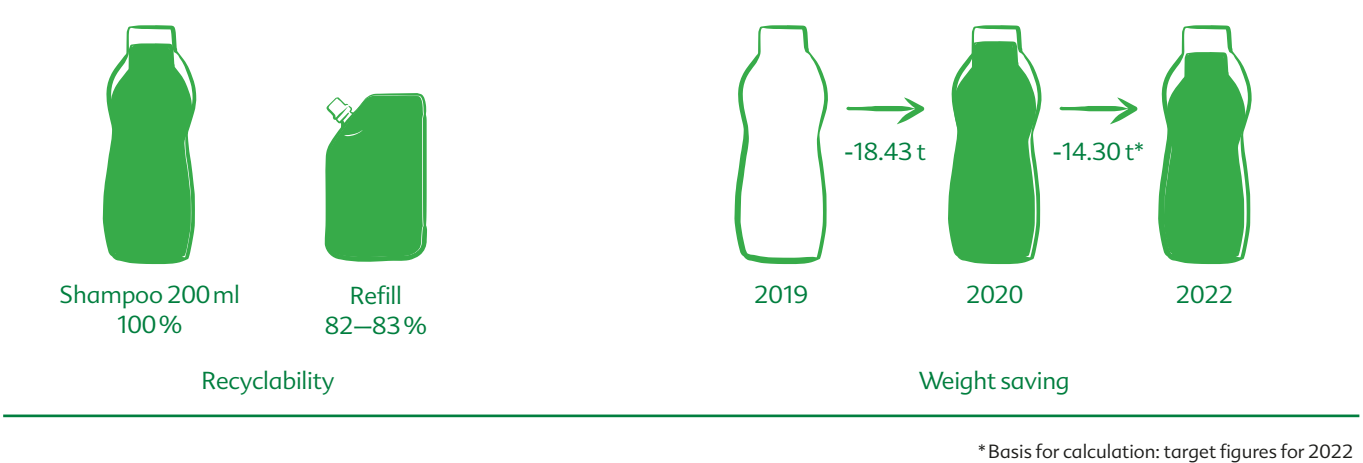
**Good to know**

For many decades, HiPP’s guiding principle has been: Every new packaging type must be better for the environment than its predecessor.





Improvements to packaging for HiPP skincare products



Status of our packaging mission in 2025

We took the eco-positive characteristics of our baby food jars as the benchmark for all our other packaging systems and pledged to modify all our plastic packaging to reach similarly high recyclability rates by 2025. An ambitious goal, and one that we have achieved in many respects. One great success was the improved recyclability of our pouches. By switching to monomaterial for the pouch itself as well as for the spout and cap, we were able to increase recyclability from seven per cent to an impressive over 95 per cent — a standard matched by virtually all products in our ranges of care products, nappies and wipes. However, some packaging systems as yet fall short of our 2025 target. One task still unresolved is to switch the inner liner of our milk cartons to recyclable material. At present, no packaging supplier can fulfil HiPP’s quality criteria, and we will never compromise on the protection we give to our youngest consumers.

Changing times

Food packaging requirements have gone through many changes from our first product launch in 1899 — J. HiPP’s rusk flour for children — to the present day. Over those 125 years, new possibilities offered by processing technology, and material selection in particular, have shaped the development of packaging. However, they have not always been beneficial to the world we want to leave behind for the coming generations. HiPP’s iconic baby food jars have undergone continuous optimisation, writing a success story in resource conservation that is both our motivation and our benchmark for all our packaging systems. If we still used the 190-gram baby food jar that we introduced in 1964, we would need 3,000 tonnes more glass per year to manufacture this size of jar alone. We also changed the jar’s vacuum lid to a narrower edge and thinner metal; these measures save around 77 tonnes of sheet metal over our annual production volume of around 300 million HiPP jars, and thus also conserve valuable resources.



The glass used for HiPP jars is as thin as possible and as thick as necessary to remain intact during intensive production operations (see photo) and subsequent transport.



Packaging systems need to provide optimum protection for their contents, while also withstanding all production phases intact.

Returning to the materials cycle

New things can only be created out of recycled materials if all used packaging is returned to the correct disposal system in the first place. Given this, consumers also have a vital role to play in sustainable packaging. Once the product contents have been used, the empty packaging must be correctly disposed of, returning packaging materials including glass, paper and plastics to the materials cycle for recycling. Many of HiPP’s packages display information on the correct disposal method and the level of recyclability.

Circularity is best

We already use recycled materials in both our product and outer packaging. HiPP jars contain up to 70 per cent recycled glass, which is probably the commonest recycled material in widespread use. HiPP cartons that do not come into contact with foods are made from recycled material. However, packaging with food contact, such as powdered milk bags, does not currently include recycled material because the materials available on the market are not yet sufficiently free from undesirable substances. Our target group is so sensitive that not even the smallest degree of contamination is acceptable. According to the current state of the art, the recycled material that results after sorting, shredding and washing waste plastic packaging is of insufficient quality. Recycled plastics are thus not yet suitable for baby and toddler foods in direct contact with their packaging.



Targets to 2030 and a milestone in 2027

By 2027, our packaging development department will present technical solutions guaranteeing at least 90 per cent recyclability for a minimum of 75 per cent of HiPP’s packaging system specifications.

By 2030, those technical solutions will extend to all HiPP packaging systems and fulfil all requirements of the EU Packaging and Packaging Waste Regulation (PPWR).

Proactive responsibility

As part of HiPP’s mission to advance the development of sustainable packaging, the company participates in numerous scientific research projects alongside renowned institutes and universities. We are a member of Forum Rezyklat, a German organisation aiming to develop practical and consumer-oriented solutions for recyclable packaging ([www.forum-rezyklat.de](http://www.forum-rezyklat.de)). Thinking towards the future with respect to packaging can only succeed in a community; it is an issue for the entire supply chain, for every stakeholder throughout the product life cycle: from raw material producers and processors to consumers and, finally, to waste disposers. HiPP embraces its wide-ranging role and provides impetus and inspiration. ●





# Protecting the climate — fostering resilience

The results of climate change are already impacting gravely on our supply chain. Alongside climate protection activities, fostering climate resilience is a high priority for our company.





At HiPP, climate protection as part of our business operations goes hand in hand with our focus on sustainability. HiPP is deeply aware that carbon offsetting is currently the only way to achieve net zero in food production. According to the current state of the art, no product can ever be completely net zero and no company can ever reach operational net zero. However, companies can still have an influence by reducing climate-changing gas emissions, or eliminating their causes altogether where possible.

# Climate protection as an investment in the future

**Climate protection — a complex issue**

In May 2021, HiPP first informed consumers of its plans to become climate-positive by 2025 and simultaneously launched its first products bearing climate-positive labels. In the meantime, HiPP has understood that the topic of climate protection is too broad to be adequately explained in the brief time taken to make a purchasing decision. The management team therefore decided to refrain altogether from displaying climate statements on HiPP product labels, a choice that received extensive media coverage. Newer product categories such as HiPP Premium Fruits and 100 per cent plant-based jars were launched in April 2023 without climate protection claims.

**Label changes**

The “climate-positive” statement on other jarred foods will gradually disappear. However, the length of the procurement process involved meant that after taking the decision, HiPP still had relevant stocks of jar lids and trays displaying the climate claims. As these packaging items were made from valuable or even scarce raw materials, we used them up in line with our sustainable operating principles. In the case of these products with lids or trays still displaying the “climate positive” mark, the label must continue to include a link to the explanatory website to maintain the transparency of consumer communication. Products in packaging without the climate positive claim, but involving lower material volumes and shorter switchover times have been available in stores for some time.

**Activities continue**

Aside from this, HiPP continues to pursue its goal of becoming a climate-positive company and supporting the supply chain in adapting to the results of climate change. Our focus is on integrating climate protection increasingly into our production operations and our entire supply chain. We have followed this principle for almost 70 years and made it into a core competency. We are unceasingly pursuing our climate protection activities. The HiPP Group has its own target paths, following the target of 1.5° set out in the Paris Agreement. In the role of pilot in the HiPP Group, Herford is launching a transformation concept for the plant’s energy supply. As the spray-drying process used at Herford is extremely energy-intensive, the concept will be crucial for HiPP’s climate protection strategy. Herford is therefore an important member of the HiPP family in Europe: not only because of the strategic importance of dairy foods, but because the plant offers the most effective leverage for Group-wide climate protection action.

**Making the most of solar power**

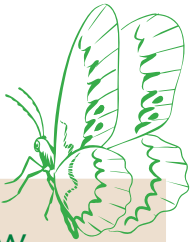
The solar energy system installed at HiPP’s Hungarian plant in 2024 offers numerous benefits. As well as increasing the plant’s percentage of self-generated renewable energy, the new system is helping to meet Group-wide carbon reduction targets. Similar success has been registered by the plant in Glina, Croatia. HiPP’s production operations in the country have been at net zero since 2016. The solar energy system at its plant there recently went into operation, boosting the percentage of its energy supply provided by self-generated renewable energy. This makes a positive contribution to HiPP’s climate protection activities, but also boosts the company’s reputation at regional and national level, gaining HiPP Glina a well-deserved reputation in Croatia as a pioneer of sustainability.

**Transforming energy supply**

HiPP is currently developing a transformation plan presenting the company’s long-term decarbonisation strategy. Starting locally with the Herford dairy plant, the decarbonisation measures will be rolled out to HiPP’s other sites as the Group strategy. After an energy intensity evaluation of the individual HiPP plants, the managing partners chose Herford for the initial rollout. As the site currently with the highest energy consumption, it is assumed to offer the greatest potential for savings. Each transformation plan contains an as-is analysis of the current situation and draws up a greenhouse gas (GHG) balance for the individual site in question. In addition, HiPP has pledged to bring its German sites to greenhouse gas neutrality by 2045. As part of achieving this, the company has defined a 10-year target for the individual sites in the as-is analysis, requiring them to reduce GHGs by a minimum of 40 per cent compared to the base year of the GHG balance. The 40 per cent minimum target takes only scope 1 and scope 2 emissions into account. The transformation plan also includes an action catalogue identifying various individual actions for achieving or exceeding the 10-year target and providing concepts for their implementation. ●



Healthy soil is a long-term carbon sink. Humus-rich agricultural land is also better able to absorb and store water.



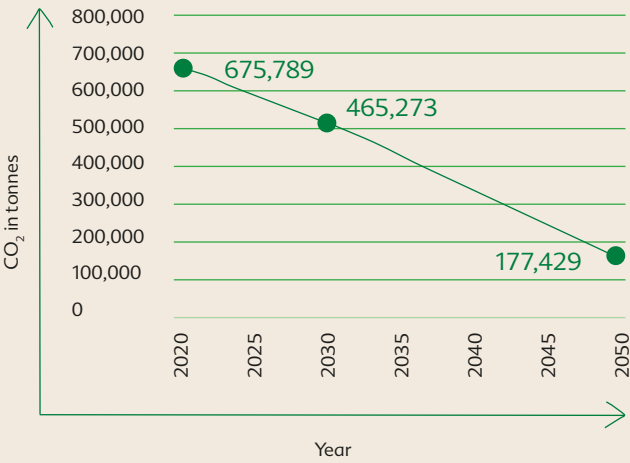
**Good to know**

Methods practised in organic farming, such as crop rotation, circular agriculture and enhancement of soil structure and health, are particularly effective at sequestering carbon over the long term and enabling land to adjust more easily to the consequences of climate change.

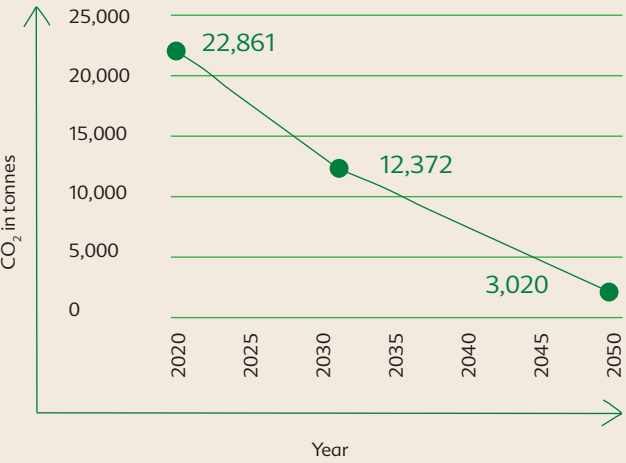


The following emission paths presented in Scopes 1 to 3 result for HiPP:

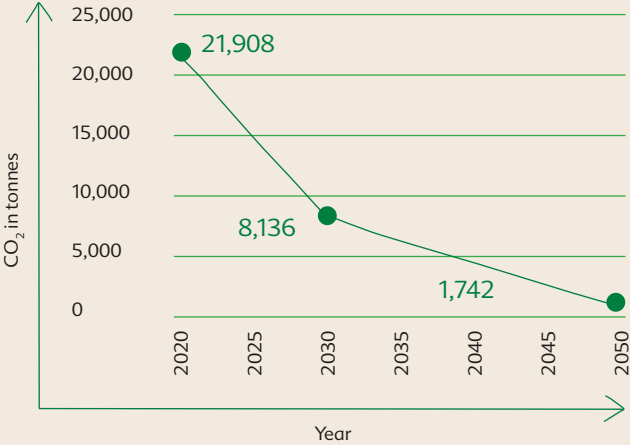
Reduction path Scope 1 bis 3



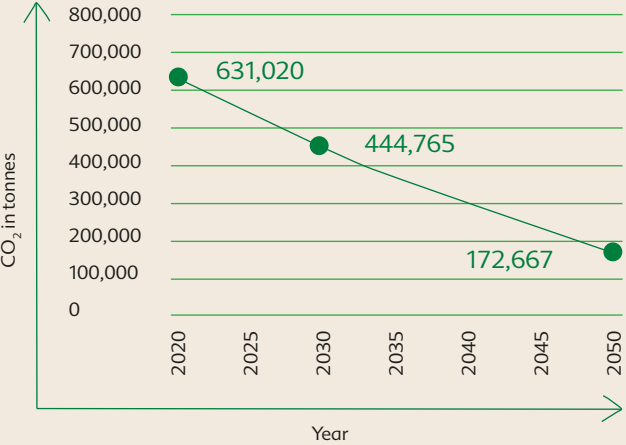
Reduction path Scope 1



Reduction path Scope 2



Reduction path Scope 3



In the corporate context, emissions are divided into three areas known as scopes:

Scope 1

Emissions from sources that the company owns directly or controls (e.g. operation of its own boiler or vehicle fleet).

Scope 2

Emissions from the use of energy that the company purchases (e.g. its own electricity consumption, heating, cooling, etc.). If the company generates its own electrical energy, this electricity is not accounted for as Scope 2, and the fuel used is accounted for under Scope 1 emissions.

Scope 3

Emissions resulting from activities that are not directly related to the company (e.g. from business travel or waste management).

Scope 1 and 2 emissions must be accounted for when reporting (e.g. according to the GHG Protocol). Accounting for Scope 3 emissions is optional.

Important information:

The mentioned values (Scopes 1, 2 and in particular 3) are based on secondary data from external data sources basically. The emission factors stored there can change. In addition, the share of primary data can grow. A retrospective adaptation of the underlying data in the base year is therefore necessary at regular intervals. From this, it follows that over the course of time, the climate footprint of companies changes time and again and thus also the reduction paths and targets. Moreover, the standards and methods of calculating the climate footprint continuously develop further. This can also entail a certain inconsistency of values.

Source: Based on [allianz-entwicklung-klima.de/toolbox/was-sind-scopes-geltungsbereiche-bei-der-berechnung-der-unternehmensbezogenen-treibhausgasemissionen/](https://allianz-entwicklung-klima.de/toolbox/was-sind-scopes-geltungsbereiche-bei-der-berechnung-der-unternehmensbezogenen-treibhausgasemissionen/)



“Protecting the soil means protecting the climate. The organic farming methods practised by HiPP and its organic suppliers help to protect the role of soil as a carbon sink.”

Stefan Hipp





# Shaping responsibility

The preparation of this Responsibility Report has recalled various aspects of our company history to mind. One of them is the flexibility constantly shown by Joseph, Georg and Claus Hipp, the other family members and the company as a whole in devising the right answers to the challenges they faced. Each generation responded to the march of societal change and to changes in consumer behaviour, just as we still do today. With this in mind, we continuously revise our product range to include the latest findings and recommendations from nutritional scientists. If there have been advancements in the field, we review them responsibly and adjust our products accordingly.

Considerable flexibility has also been required from all stakeholders over the past 125 years. For example, flexibility was necessary in taking the decision, after around 70 years, to discontinue a product that had been the company's foundation stone. Rusk flour for baby food is now quite literally history, like other items from HiPP's past product range.

What thoughts must have gone through the bakery employees' minds as they took the last ever tray of rusks out of the oven in Building 1 at the company headquarters in Pfaffenhofen? How long did the scent of the freshly baked rusks stay in the air? And yet, in fact, the company had long since moved on. It was a new golden age for baby food and HiPP was developing into a full-range supplier, offering precisely the products that babies and toddlers need for healthy growth and development.

HiPP succeeded in combining flexibility with responsible action, in preserving and continuing what was good, while moving with the times and proactively shaping change. This mindset is what distinguishes HiPP's big family of employees, and this mindset will carry us into the future.

Our company is embarking on the 126th year of its history with a host of new products in the well-established product categories that have always been, and always will be, our bedrock. At the same time, we are introducing new categories to address new target groups. Snacks for older children are a European growth market, and we are accompanying the trend with products in our hallmark premium organic quality. We will also continue to expand the sip and tube feed category in the future, with plans for an international rollout.

From its earliest beginnings, HiPP has focused on outstanding product quality and healthy foods, based on the latest nutritional recommendations, to cater to our ultra-sensitive consumers. This is the heart of our expertise and our 125 years of experience, and will always remain so.

Best wishes

*Stefan Hipp*



**Published by**  
HiPP GmbH & Co. Vertrieb KG  
Georg-Hipp-Straße 7  
85276 Pfaffenhofen an der Ilm

**Editing and coordination**  
Evi Weichenrieder

**Assistance**  
Clemens Preysing, Maike Heleine and the sustainability managers of the production sites Andrea Bach, Peter Bauersfeld, Sebastian Bugla, Stefanie Dillon, Volker Furchbrich, Armin Günter, Gabriele Hassenpflug, Sanja Kiš, Ladislava Klasić-Stanković, Dr. Johannes Knubben, Andreas Polzinger and numerous other colleagues at HiPP

**Printing**  
Kastner AG

**Concept**  
LHLK Agentur für Kommunikation GmbH

**Editorial Design**  
BüroBüro, Wetzel & Pretsch GbR

**Illustrations**  
Jan Steins

**Please note**  
Use of any contents of this publication requires prior written permission from HiPP.

**Photo credits**  
On behalf of HiPP: Bo Lelewel: title, p. 2, 6, 17, 25, 33, 45, 46, 47, 59, 60, 62, 63, 64; Angelika Salomon: p. 19, 52, 55, 56, 57; Thomas Greifenstein: p. 34, 38, 39. All other pictures are HiPP's own pictures.



As a leading baby food manufacturer, family-run HiPP has taken special responsibility for the coming generations since 1899.

