

Company Profile

Headquarters: Pfaffenhofen, Germany
Major products: Baby food, baby care products
Further information: www.hipp.de

For more than 50 years, HiPP has been producing organic baby foods of top quality. HiPP suppliers comply with stringent guidelines, many of which by far exceed the statutory requirements for organic produce. As an 'organic pioneer', HiPP has been setting the trend since as far back as the 1950's, at a time when organic was still largely unheard-of and crops were grown with a heavy use of chemicals. HiPP went against the flow, thus setting totally new standards in baby food. The roots of HiPP's success lie in its high quality and safety requirements. The company's mission, "To produce top-quality healthy foods in harmony with nature", guarantees the highest purity possible and a zero-tolerance approach to pollutant residues. In addition, its organic seal testifies to ecological production. Production at the Pfaffenhofen plant is entirely carbon-neutral.

Challenges and How HiPP Takes Responsibility

As a leading baby food producer, HiPP is particularly committed to its responsibility towards future generations. Finding a balance between sustainable use and the protection of biodiversity is a key task of HiPP's environmental management. HiPP has been involved in the 'Biodiversity in Good Company' Initiative from the outset, aiming to make a dedicated contribution to the protection of biodiversity, not only within the company itself but also involving the public by promoting open dialogue between business, politics and society. HiPP's key goal is ecological and sustainable business management. It has set up a company biodiversity project, a model production operation – supported by scientists and NGOs – designed to show suppliers how to integrate biodiversity protection into their daily farming routine.



Insect house at HiPP's farm in Pfaffenhofen



Wild flowers at HiPP's farm in Pfaffenhofen



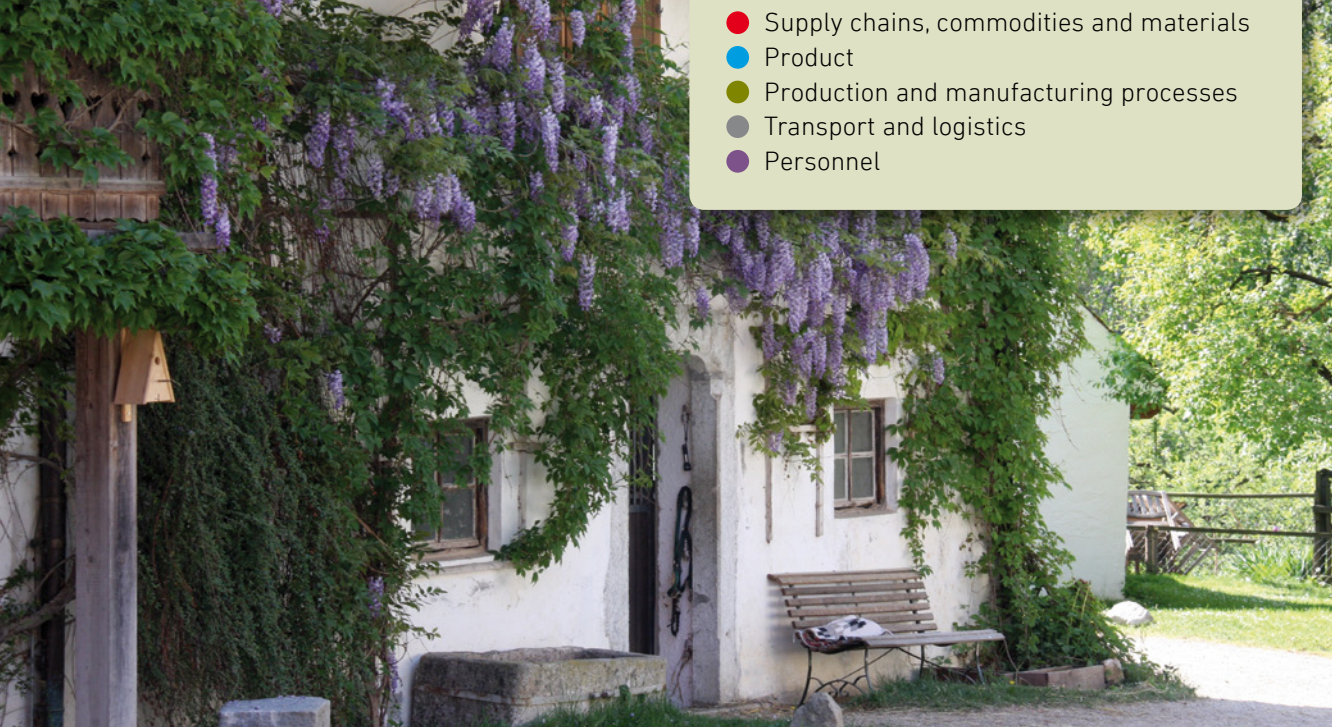
Prof. Claus Hipp at tree-planting event in Pfaffenhofen

Birdhouse at HiPP's farm in Pfaffenhofen



Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



Greening HiPP's farmhouse facade in Pfaffenhofen

Best Practice: HiPP's Biodiversity Programme for Food Producers

The Issue

To promote biodiversity, sustainability, environmental protection and economic success equally, competitiveness and ecology must be compatible. As an ecologically oriented company, HiPP advocates better framework conditions for implementing a sustainable business and environmental policy based on free will and personal responsibility, flexibility for the involved companies, efficiency and practicability.

Until now, biodiversity protection has primarily been a matter left to state authorities and nature conservation organisations. German companies still give this issue little attention. HiPP therefore aims to take a pioneering role and develop a biodiversity management system to achieve goals including the ambitious establishment of a model manufacturing operation designed to show suppliers how to integrate biodiversity protection into their daily farming routine.

The Response

In line with HiPP's corporate philosophy, environmental protection, sustainable business management and the preservation of biodiversity are core parts of its corporate mission. In addition to recent achievements, its further goals include developing a paradigmatic biodiversity programme for food producers. HiPP is also working with the Association of Ecological Food Producers (AoEL) on a project to define entrepreneurial indicators to preserve biodiversity. To stop

the widespread use of genetic engineering, a growing threat in every way, HiPP has promoted the school edition of "Leben außer Kontrolle" (Life out of Control) which the Bayerische Lehrerverband e.V. (Bavarian teachers' association), the Bund Naturschutz in Bayern (BN, Bavarian Nature Preservation Association) and Bund Umwelt- und Naturschutz Deutschland (BUND, German Environmental and Nature Protection Association) can use to inform students about agro-genetic engineering. HiPP views it as a special duty to prevent the extreme loss of species and varieties caused by genetic engineering and its dramatic impacts on biodiversity.

The Results

The HiPP paradigmatic biodiversity programme is supervised by scientists and NGOs and will deliver long-term consolidated findings for growers and food producers on protecting biodiversity in farming. HiPP also continues to promote biodiversity by acting to protect the two most endangered habitats in the world: the tropical rain forests against deforestation and the seas against overfishing. For this reason HiPP exclusively uses paper and packaging from recycling paper (2008 award as "Germany's most eco-friendly office") and, where possible, sources fish for production and company canteens from organic or MSC-certified stocks. HiPP's sustainability efforts for environmental protection and biodiversity have a high public profile and are very well received. The list of awards won by HiPP for its environmental commitment is correspondingly long.