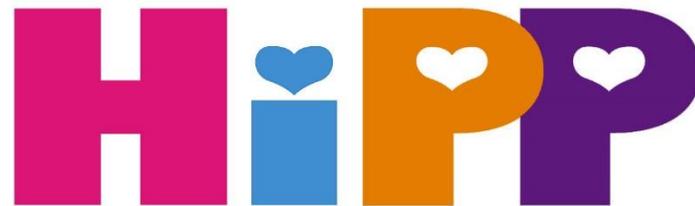




The best from nature. The best for nature.

Plant Protection Products and Biocontrol

Key Issues for a Producer of organic Baby Food





The best from nature. The best for nature.

The Company

Founded:	1899
Partners:	Prof. Dr. Claus Hipp, Paulus Hipp, Stefan Hipp, Sebastian Hipp
Production facilities:	Austria, Croatia, Germany, Hungary, Russia, Switzerland, Ukraine
Sales, HiPP Group:	approx. 730 m €
Of which international:	approx. 50 %
Employees:	approx. 2,600





The best from nature. The best for nature.

HiPP Worldwide

- Iceland
- Mongolia
- Taiwan
- Uzbekistan
- Vietnam
- Philippines
- South Africa
- United Arab Emirates





The best from nature. The best for nature.

Philosophy

To manufacture healthy products to top quality standards. In harmony with nature.



The best from nature. The best for nature.

Pioneer

50 years of experience in organic farming.

Collaborated with Dr. Hans Müller,
the founder of organic agriculture.



The best from nature. The best for nature.



The world's largest processor of organically produced raw materials.

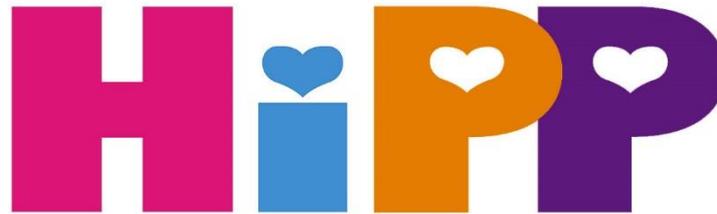


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Challenges

Own Philosophy

Market

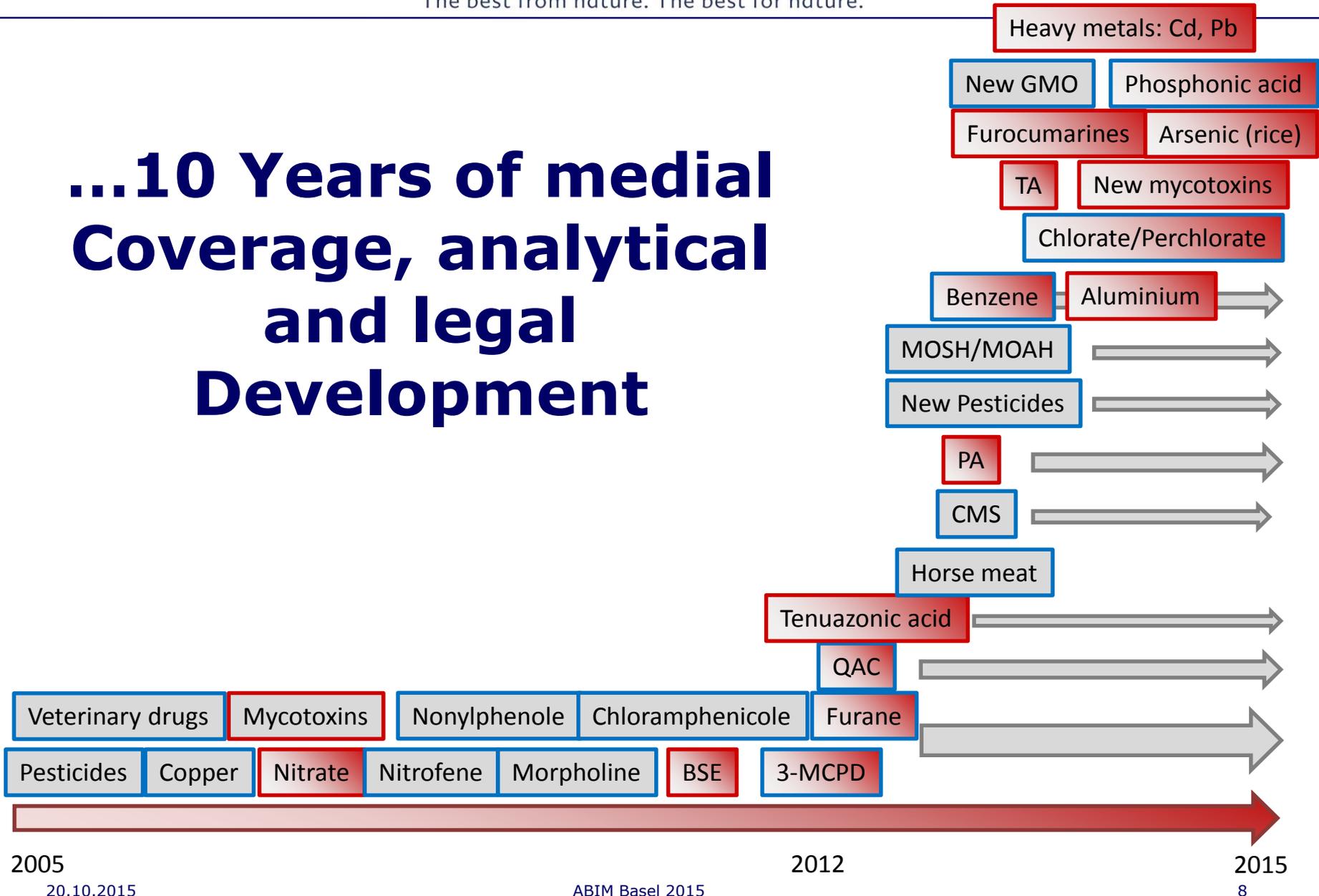


**Regulations for
baby food**

**Regulations for
organic food**

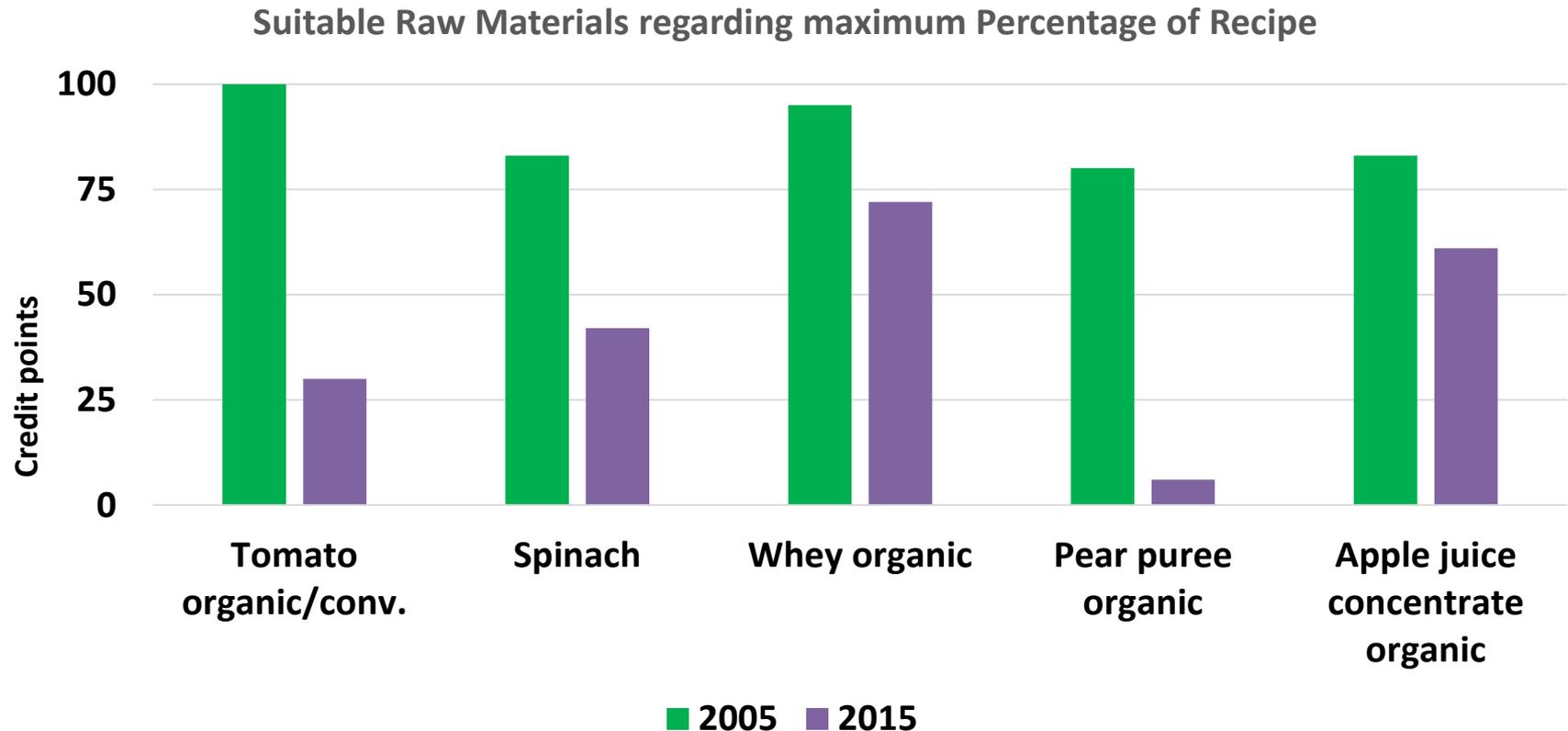
and...

...10 Years of medial Coverage, analytical and legal Development



What if...

...today's raw materials could be classified based on 2005 requirements



Impact on raw Materials



The “Phosphonate Case”

Factsheet I:

- Widely used in organic farming until 2013 (foliar fertilizers; plant strengthening)
- Natural component of e.g. algae products
- Registered as pesticides in 2013 by EU
- Not registered for organic farming
- Still contained in certain EU fertilizers

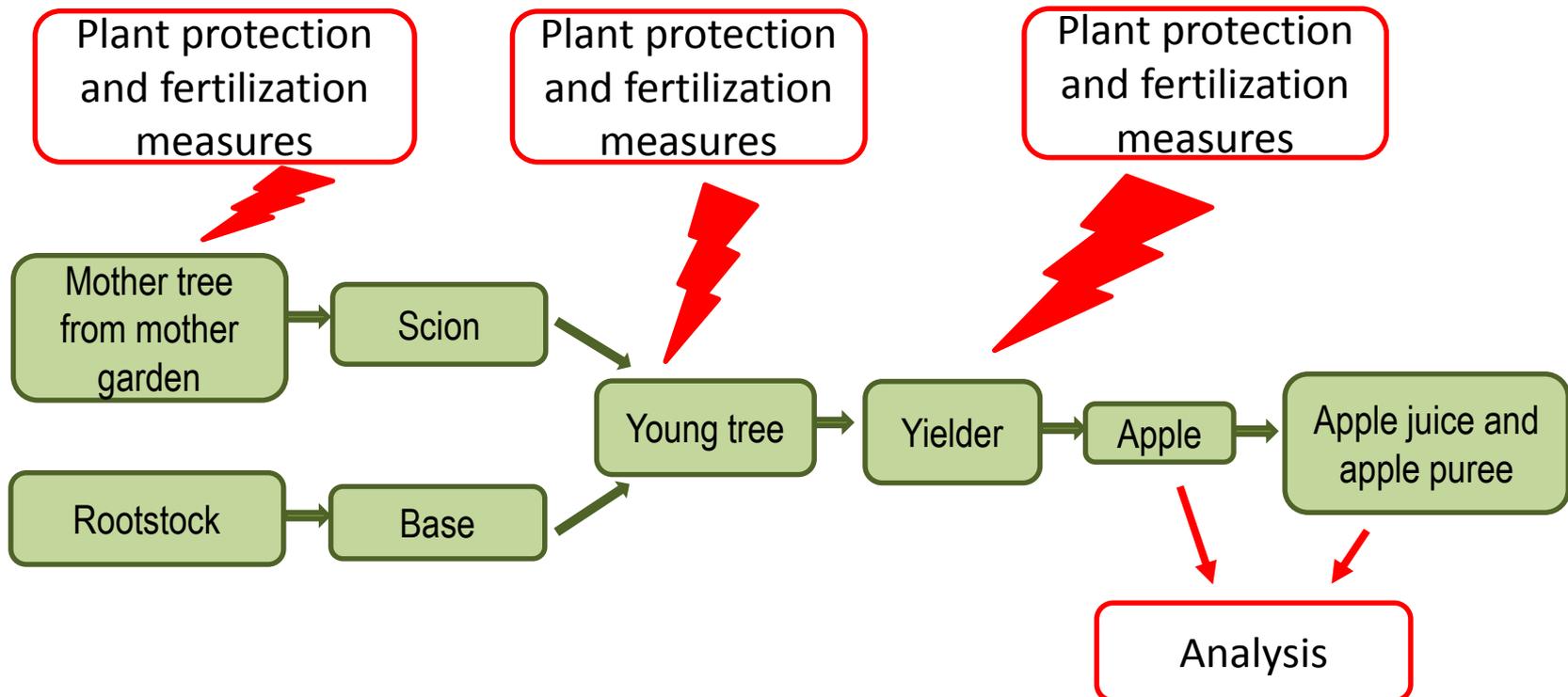
The “Phosphonate Case”

Factsheet II:

- Accumulates in plants (e.g. apple trees)
- Can be absorbed from soil
- Residues can be found in crops treated only with P-fertilizers
- **Is contained in PPPs for organic farming without being labelled!**
- **Lack in traceability of PPPs and other products used in organic farming**

The “Phosphonate Case”

Complexity



Implications of this case?

- Whole yields might not be marketable and could be rejected
- Farmers have to take the full risk – while “doing everything right”
- Availability of organic produce might be shortened
- Loss of credibility for the organic sector

Solutions?

- Farmers must be able to act in compliance with (our) specifications
- Therefore producers of PPP and fertilizers have to acknowledge their responsibility for:
 - labelling all ingredients of any product
 - avoiding contaminations
 - transparent manufacturing
- All elements of the supply chain in organic (baby) food production have to work together to maintain credibility