Plant Protection Products and Biocontrol

Key Issues for a Producer of organic Baby Food
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
Philosophy

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

50 years of experience in organic farming.

Collaborated with Dr. Hans Müller, the founder of organic agriculture.
The world’s largest processor of organically produced raw materials.
Challenges

Own Philosophy

Regulations for organic food

Market

Regulations for baby food

and...
...10 Years of medial Coverage, analytical and legal Development
What if…

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

Suitable Raw Materials regarding maximum Percentage of Recipe

<table>
<thead>
<tr>
<th>Raw Material</th>
<th>Credit Points 2005</th>
<th>Credit Points 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomato organic/conv.</td>
<td>100</td>
<td>25</td>
</tr>
<tr>
<td>Spinach</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Whey organic</td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>Pear puree organic</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Apple juice concentrate organic</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>
Impact on raw Materials

- MILK
- CORN
- RICE
- OCPs
- HCB
- Toyic weed
- Aluminium
- Traceability
- Price increase
- Disastoures harvest in Europe
- Alternaria
- Phosphonates
- Bad harvest
- Shortage
- Bad harvest
- OCPs
- HCB
- Perchlorate
- Dioxins
- ORGANIC SKIM MILK
- APPLE JUICE CONCENTRATE
- Chlorate
- Availability in Europe
- New legal maximum level for cadmium
- Not available in adequate quantities
- Ergosterol
- Feed inspections
- Supply bottleneck
- ORGANIC WHEY
- Buckwheat
- Quantity
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 “Phosphononate 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

Plant protection and fertilization measures

Mother tree from mother garden

Scion

Rootstock

Base

Young tree

Yielder

Apple

Apple juice and apple puree

Analysis
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