



Press release

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Holle baby food is a finalist for the German Sustainability Award 2023

Holle was founded based on the firm belief that biodynamic farming is the most sustainable form of agriculture. As a manufacturer of baby food, we make a significant contribution to biodiversity – the vital wealth of nature and the foundation of our planet.

The nomination for Europe's most prestigious sustainability award confirms our fundamental conviction and we are delighted to have been selected as one of the finalists in the field of biodiversity transformation.

Finalist in the Biodiversity Transformation Field

Genetic diversity creates natural habitats that ultimately provide us with food and drinking water and protect the climate. We are deeply aware of how dependent we are on intact nature, and we know the importance of a healthy plant and insect world, not only for ourselves, but also for future generations. We promote biodiversity through our raw ingredients, which come exclusively from organic and biodynamic farming methods. On average, one third more species can be found in these cultivated areas than in conventional cultivation.

More biodiversity through goat's milk

Holle is one of the first organic baby food manufacturers to use milk formulas made from goat's milk and is therefore a pioneer. Our own production facility provides baby food-quality organic milk powder raw ingredients. As part of our goat's milk initiative, we work closely with goat farms and provide both financial and organisational support for their conversion to Demeter. Demeter goat farming not only supports regional breeds, but also offers many advantages in terms of biodiversity. For example, the goats' grazing behaviour promotes the conservation of biodiversity. Thanks to our efforts, we will soon be able to convert our entire organic goat's milk formula to Demeter quality.

'Holle is one of the 36 finalists from over 1,000 applications – and we can be very proud of that. The winners will be announced in early December 2022. We eagerly await the result and are delighted to see everyone who continues to keep their fingers crossed for us,' says Anne Mutter, CEO of Holle baby food AG.

Selection of finalists

The German Sustainability Award (GSA) focuses on several transformation fields (climate, resources, biodiversity, supply chain and society) where special efforts, more innovation and fast-scaling solutions are most urgently needed to achieve the goal of sustainable development. The finalists include companies of all sizes from all sectors that assume responsibility and make a contribution to sustainability with real transformation.

Additional links: nachhaltigkeitspreis.de/en/

About Holle baby food AG:

Holle is a family-run traditional Swiss company. We have been working biodynamically since 1934, making us a Demeter pioneer. Today, we offer a comprehensive range of over 90 products for babies and toddlers in top organic quality.

*As a Demeter manufacturer, we are shaping the future ecologically – for people and nature, while protecting animals, soil and the environment. The majority of Holle products are already climate-neutral. The changeover to climate-positive milk formulas and other products is a logical step towards securing a future worth living for our grandchildren. **Sustainable from the beginning.***

Contact: Holle baby food AG, Karin Henke (Corporate Communications), khenke@holle.ch