



# Guidelines & Values



Since 1887, long-term thinking and sustainable action have determined our corporate decisions. We want to reconcile economic goals with ecological and social actions and thus contribute to achieving the global sustainability goals, the Sustainable Development Goals of the United Nations. In doing so, we are particularly committed to people and society.

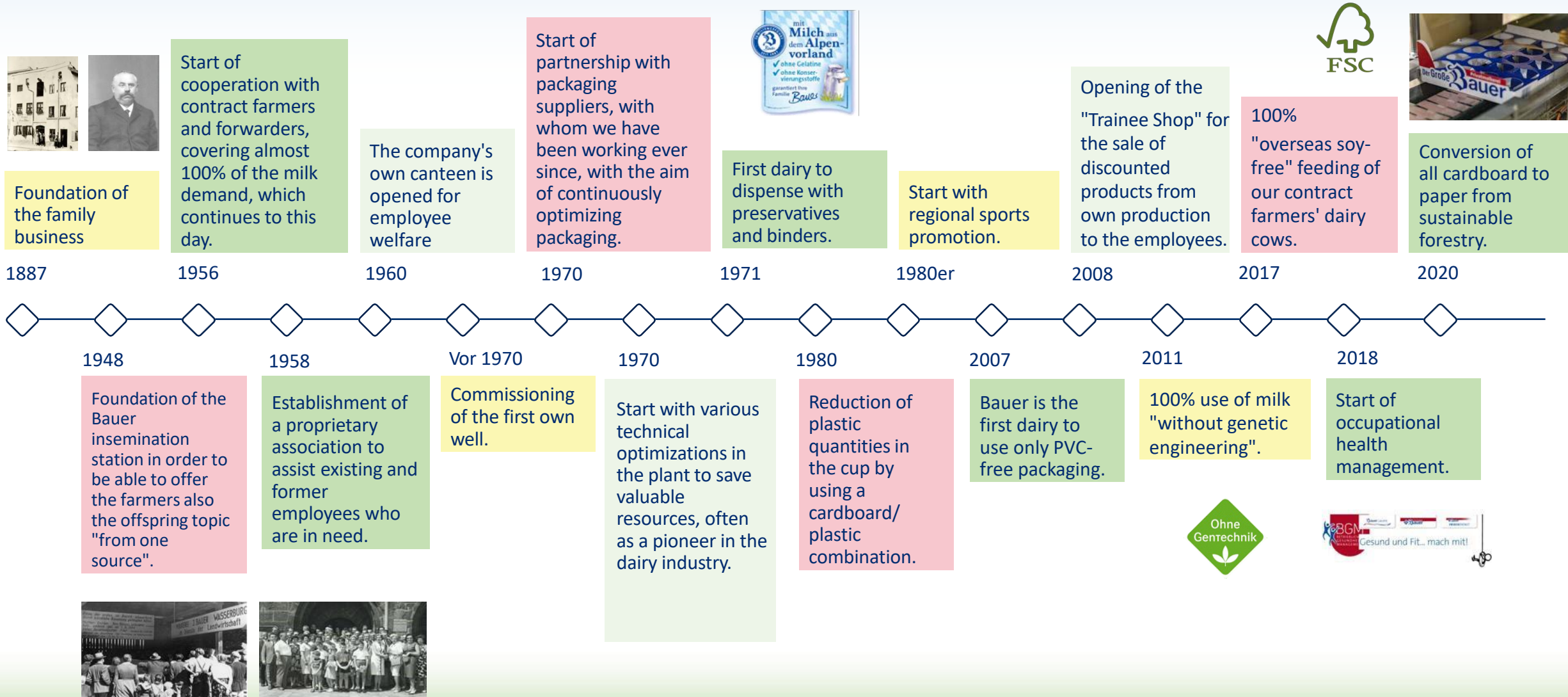
As a family business we have set milestones from generation to generation and will continue to do so. Our closeness to nature is for us a lived tradition and at the same time a future orientation. For five generations, our motto has therefore been: „Rooted in tradition, at home in the future“.

We act sustainably and carefully along the entire value chain. From the farmer through production to trade.





# Sustainability from the beginning





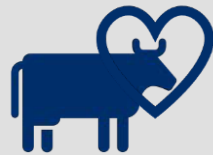
# The 5 pillars of our sustainability efforts



climate



animal welfare



healthy products



employees



value creation



Tradition. Verantwortung. Zukunft.



# Climate



Climate neutrality at our site is our goal.  
The strategy is: avoid, reduce and compensate.





# Facts and figures



**100%**  
Green  
electricity  
since 2019

**CO<sub>2</sub> neutral**  
in **2021**

Continuous further  
development of  
the Energy  
Concept 2025



approx. **1.5 million L/a**  
of water could be saved  
by optimizing the CIP.

Various projects to  
reduce water  
consumption

## Verpackung



**100%** recyclable  
packaging in 2025

Use of plastics has  
already been  
reduced by **120t**.  
Further savings are  
being planned

**100%**  
of our cardboard is  
made of paper from  
sustainable forestry.



Since **1956** almost  
100% milk from  
own farmers with  
contract

Almost all milk  
suppliers within  
**80 km** distance  
from 2021

**Consistent waste  
separation** disposal  
almost exclusively  
by certified waste  
management  
companies.

Flower and  
orchard meadow  
on the company  
premises.

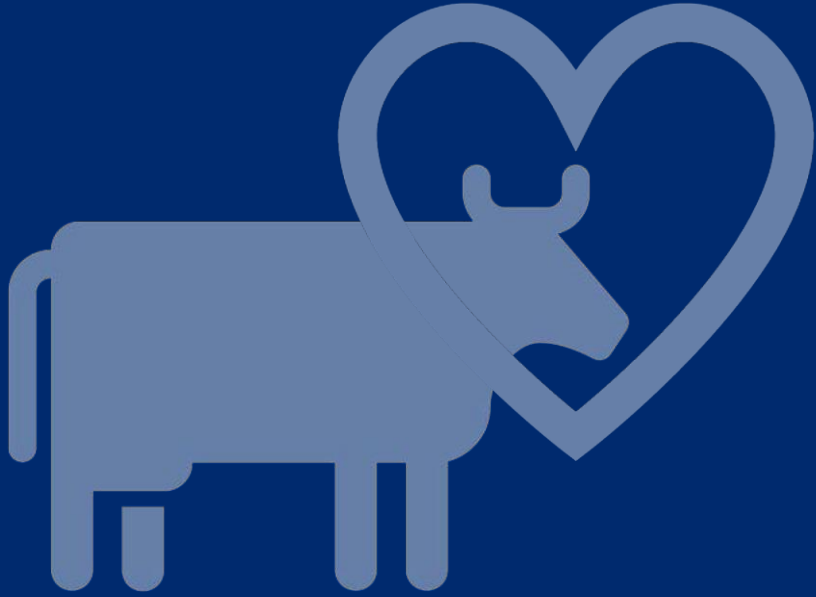


Fruit preparations all  
come from the EU.

All bucket and sinker  
suppliers are from  
the EU.



# Animal welfare



Animal welfare is close to our hearts.  
Together with the farmers, we promote species-  
appropriate husbandry and animal health.





# Facts and figures



Regular veterinary  
stock checks

Our farmers  
promote local  
**biodiversity**

Our own monthly magazine "**Der Milchbauer**" (The Dairy Farmer) to  
inform our farmers, with reports on sustainability projects in  
agriculture and related funding opportunities

Family-run farm with an average of  
**45 dairy cows** per farm



100% of our milk is  
QM certified  
(**quality standard for milk production**)



**Over 98%** of our milk  
comes from **second-use**  
**cattle.**

**GMO-free**  
feeding



Sustainable  
**posture**  
**consulting**  
completed by  
2021

**100%**  
**overseas soy-free**  
feeding

**90 %** loose housing  
and combination  
housing by 2024



Support for farmers  
through **company-owned farm helpers**



# Employees



Our employees are the supporting force of our company. As an employer, we are aware of this responsibility.







# Facts and figures



Nearly **100%** own employees, enjoying **unlimited** employment contracts

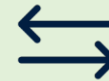
Freshly-cooked, **delicious meals** in our own canteen, sourced predominantly from regional suppliers

Holistic **health management** and on-site Company Medical Officer

**14 trainings** per employee

**7 apprenticeship professions** and **3 dual studies** of study with very high takeover rate

Only **4%** fluctuation rate



**190** sustainability ideas from employees in just two years

**95** first aider in the company

Healthy rate at over **95%**

Regular communication on the topic of sustainability raises **employee awareness**

**High length of service:**  
35% of the workforce has been with the company for over 20 years



# Healthy Products



The consumers with their desires and their well-  
Bein are in the centre of all our actions.







# Facts and figures



We are constantly working to improve our products from a nutritional point of view

The mild farmer with only 0.1% fat in milk – Der Große Bauer weniger Kalorien

With 1.8% fat in the milk content and sweetened with Stevia - Der Große Bauer with up to 45% less sugar

The Seraphos „Greek-style yoghurt“ impresses with fat content of 5% and protein content of 4.6g

Introduction of the plant-based find yoghurt in 2021

Continuous market observation and searching for innovative sustainable products

## Clean Label

for our vegetable products (2020)



VEGAN



Continuous reduction of the sugar content without adding artificial sweeteners



# Value creation



Fair value creation from primary production through trade to the consumer continuously develop further.







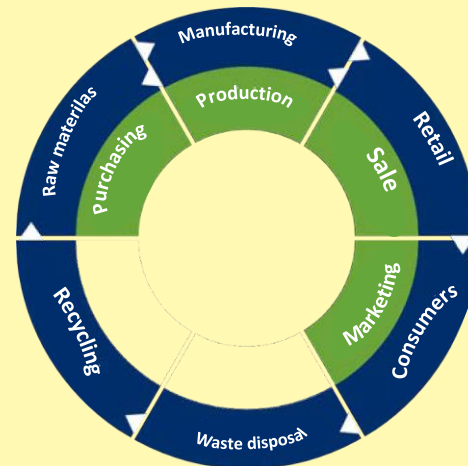
# Facts and figures



Our credo: We think and act **collaboratively, in partnership, future-oriented and sustainable.**

**We secure our farmers,** guarantee purchase quantities at fair prices, support them in converting their farming practices and are in constant dialogue with them.

We shape the **value creation process** more sustainable together.



Many main suppliers are already certified according to a **social standard.**

**Since 2019,** sustainability issues have been included in the supplier approval process.



The long-standing relationships with our suppliers, some of them since the 70s, are for us a confirmation of fair value creation.

100% of our suppliers have committed to our **Code of Conduct.**

## Strategic partner of the trade

Reliability, quality and price-performance ratio distinguish us.

Joint development of innovations

Joint brand activation

Our partners appreciate us for our **honesty, humanity, openness.**