



# Guidelines & Values



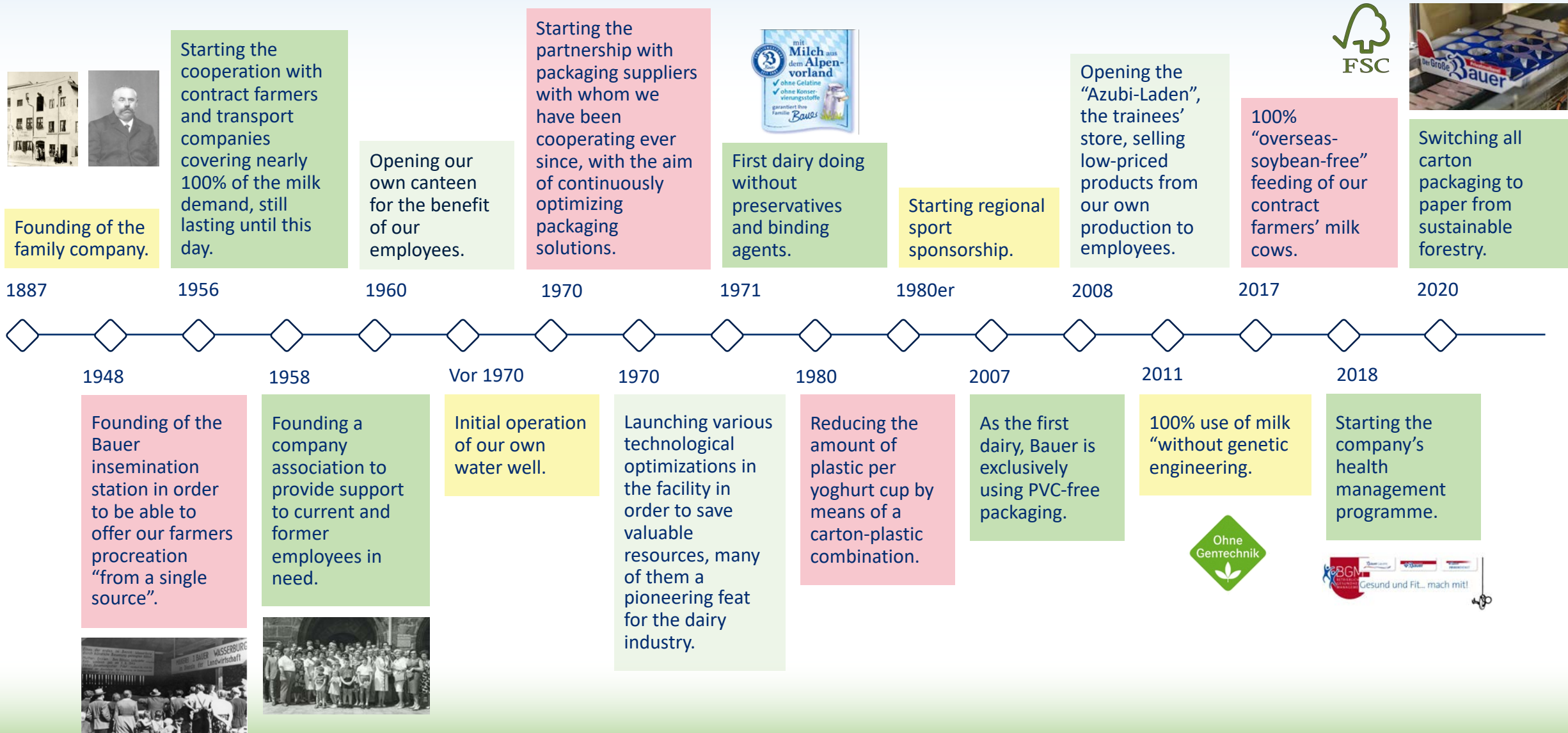
Since 1887, our entrepreneurial decisions have been determined by the principles of thinking for the long-term and acting sustainably. We want to harmonize business goals and ecological and social actions, thus doing our part to achieve the United Nations' global Sustainable Development Goals. In doing so, our particular commitment is aimed at people and our society.

As a family-operated company, Bauer set milestones from generation to generation and continues to do so, now and in the future. Being close to nature is a tradition we fill with life every day, and at the same time it determines our orientation towards the future. Thus, for five generations, we have followed our motto: "Rooted in tradition, at home in the future." True to this, we act sustainably and carefully along the entire value chain. From the farmer via the production processes all the way to the retail store.





# Sustainability Right From the Start





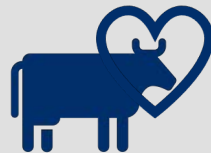
# The 5 Pillars of Our Sustainability Efforts



## Climate



## Animal welfare



## Healthy Products



## Employees



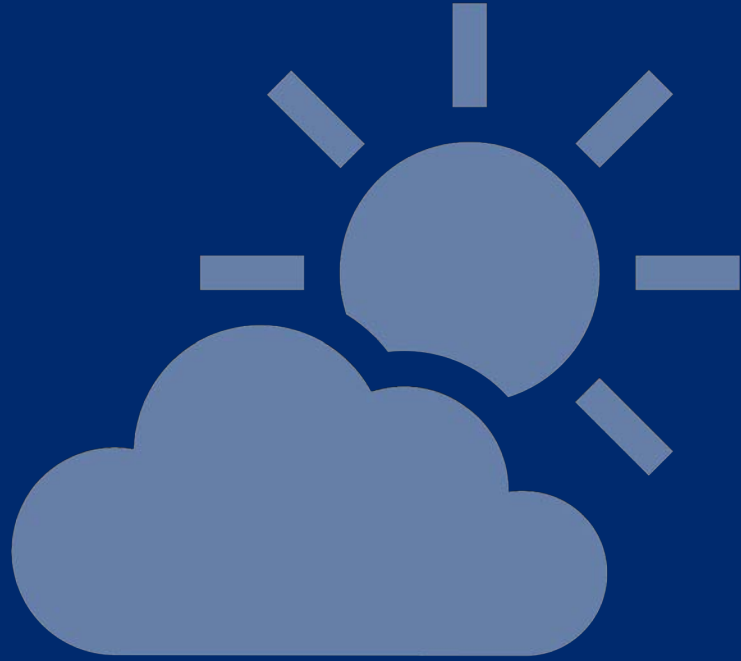
## Added Value



Tradition. Responsibility. Future.



# Climate

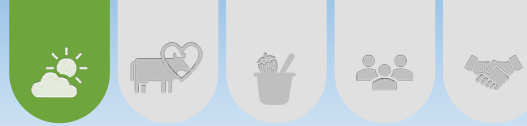


Our goal: Climate neutrality at our location.  
Our strategy: Avoid, reduce and compensate.





# Facts and Figures



**100%**  
Green electricity  
since 2019

**Carbon - neutral**  
in **2021**

Developing our  
energy concept 2025



Introducing purely  
vegetable products in  
2020



Various projects to  
reduce our water  
consumption

## Packaging



**100%** recyclable  
packaging by 2023

Plastic use has  
already been  
reduced by **120  
tonnes**. Further  
savings are planned

**100%**  
of our carton  
packages are made  
of paper from  
sustainable forestry.



Since **1956**, nearly  
100% of milk  
supplied by our own  
contract farmers

Nearly all milk  
suppliers within only  
**80kms** as of 2021

**Consistent garbage  
separation**  
Waste disposal  
nearly exclusively by  
certified waste  
management  
facilities.

Flower meadows and  
managed grassland  
with fruit trees on  
the corporate  
premises.

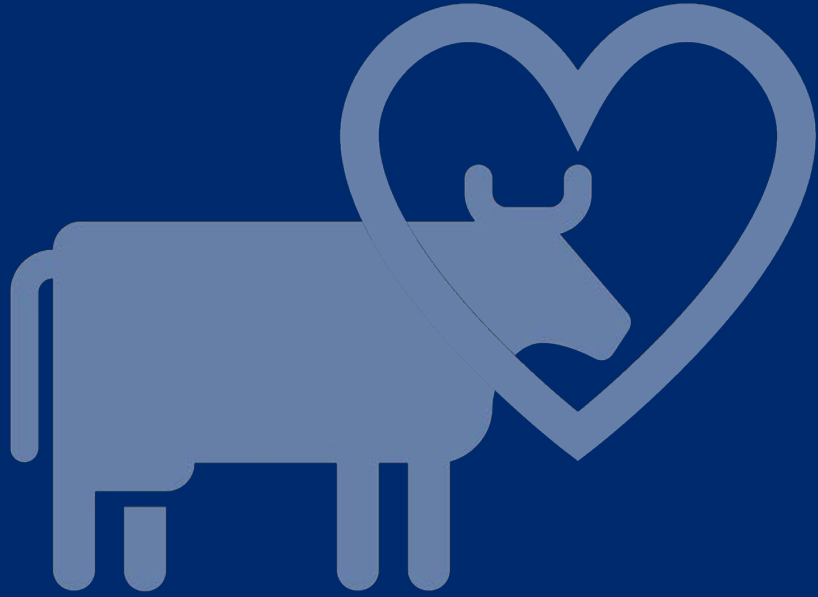


Fruit preparations all  
come from the EU.

All cup and board  
suppliers come from  
the EU.



# Animal Welfare



Animal welfare is close to our heart.  
Together with the farmers, we promote animal  
welfare and animal health.





# Facts & Figures



Regular livestock checks by veterinarians.

Our farmers promote local **biodiversity** by means of wildflower strips.

96% of our milk fulfils the **highest quality level** requirements.

Our own monthly magazine “Der Milchbauer” [the dairy farmer] to keep our farmers up-to-date

Family-owned and -operated agriculture with an average of **45 dairy cows** per farm



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

**More than 98%** of our milk comes from **dual-use cows**

Feeding **without any genetic engineering**



Sustainable **animal husbandry counselling** concluded by 2021

100% “**overseas-soybean-free**” feeding

Introducing purely vegetable products in 2020



Supporting farmers by **corporate farmhands**



# Healthy Products



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







# Facts & Figures



## Unsere Natur ist unsere Zutat

Launching four flavours of Skyr yoghurt, rich in protein, in 2020.



Introduction of vegan oat yoghurts and vegan cheese based on olive oil in 2020.

Completely without soy beans, coconut or palm oil.

By 2025, 25% of our sales are to be generated from our vegetable product line.



## Clean Label

for our vegetable products (2020)



Continuous market observation and searching for innovative sustainable products.

Continuous reduction of the sugar content without adding artificial sweeteners.

By 2025, 100% of our products will only contain ingredients that we also use at home in our own kitchens.



# Employees



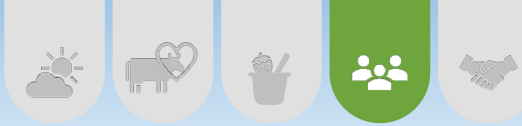
Our employees are the primary force of our company. We as an employer are aware of our responsibility.







# Facts & Figures 2019



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

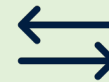
Freshly-cooked, **delicious meals** in our own canteen, sourced predominantly from regional suppliers

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

**14 training sessions** per employee

**8 occupations with vocational training** and **3 dual courses of study**, with a very high proportion of subsequent employment in our company

Only **4% fluctuation**



**166** sustainability ideas submitted by employees in only one year

**96** first-aiders within the company

Sick rate of only **4%**

Regular communication about sustainability increases **employee awareness**

**Long job tenure:** 30% of the staff have been with us for more than 20 years



# Added Value



Fair added value from original production via retail all the way to the consumer – continually developed further.







# Facts & Figures



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

**We secure our farmers,** guarantee purchased quantities at fair prices, support them in their change of agricultural methods, and stay in continuous dialogue with them.

Together, we design the **value-added process** in a more sustainable manner.



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



**Since 2019,** sustainability topics have been part of our supplier evaluation.

Our long-standing relationships with our suppliers, some of them since the 1970s, are a confirmation of a just and fair way of generating added value.

Strategic **retail** partner

Reliability, quality and good value for money are some of our characteristics.

Joint development of innovations

Joint brand activation

Our partners appreciate our: **honesty, humaneness, openness.**

100% of our suppliers go along with our **Code of Conduct.**