

INNOVATING ADAPTATION THROUGH AGROECOLOGY

HiPP

Germany

HiPP is a German baby food company, which transitioned to all-organic farming more than 50 years ago. HiPP started its smallholder banana project in Costa Rica almost 20 years ago, to ensure the sustainable, and fair sourcing of organic bananas. The project involves 1,200 smallholder farmers, with HiPP providing support in certification, collection, and transport of bananas. This enables the farmers to sell their products at a premium price in international markets.



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AGROECOLOGICAL PRACTICES

- Supporting producers to maintain diversified production of bananas, cocoa, and complementary food products.
- Using simple, non-chemical inputs, agricultural methods.
- Applying multi-storey farming, and ecological inter-cropping.

IMPACTS

- Less migration of producers due to reduced poverty.
- Access to a stable source of income for remote and less-organised farmers, who would normally be excluded from premium banana supply chains.
- Diversified farming systems are contributing to resilience to both market, and weather instabilities.

PERSPECTIVES

HiPP aims to increase the number of farmers involved in the project, and encourage the further diversification of partners' activities by building up a non-baby food market for additional products produced by member farmers (such as cocoa). HiPP is currently setting up a demonstration farm to support these activities.