

80 years of Holle

Celebrating the pioneer in organic baby foods



Over four generations Holle has proved to exceed their trusting customer's expectations and is widely appreciated for its continuous quality control. It not only stands for outstanding organic quality, but also contributes to making our planet a greener and better place. **Holle is a lot more than just food!**

TEXT: MARILENA STRACKE | PHOTOS: PRESS PHOTOS

Holle was founded in 1933, long before the recent global boom in organic foods. The company's unique philosophy is based on the anthroposophical nutrition concept of Rudolph Steiner, who sought an alternative method for producing food when chemical solutions were starting to impact our agriculture in the 1920s.

"Those principles of biodynamic agriculture are still our guidelines today," says Udo Fischer, director of Holle. "Our products come with the label Demeter, which is the embodiment of biodynamic quality."



Mr. Udo Fischer, Director of Holle

Demeter, originally named after the Greek goddess of fertility, is the number one trademark for products which are produced under very strict and controlled biodynamic guidelines in a total of over 80 countries. From sustainable farming to product packaging, the holistic Demeter requirements ensure true quality throughout.

