

From: McGrady, Hilary <hilary.mcgrady@nationaltrust.org.uk>

Sent: 27 May 2021 17:58

To: Vicky Sibson <vicky@firststepsnutrition.org>

Subject: National Trust's partnership with HiPP Organic

Dear Dr Sibson

Thank you for your recent letter and for your interesting literature enclosed with it.

I'm very sorry to hear your concerns about our recently announced partnership with HiPP Organic. The funding from HiPP will be used to help our tree planting ambitions, and their support will enable us to plant 50,000 of the 20 million trees we'll be establishing by 2030. They're also helping us help young families to enjoy nature and as an organisation that exists for everyone, for ever, that's very important to us.

We're proud to be breastfeeding friendly at our places. Our cafés are clean, safe places where mums can feel comfortable breastfeeding. Some of our properties have dedicated breastfeeding areas and in our larger cafés you'll find helpful extras such as drinking water and highchairs, and our staff are always happy to support with bottle and food warming, so parents can relax and enjoy time with their families.

We always listen to our members and supporters and have considered the criticism of the partnership between the National Trust and HiPP Organic from those who are concerned about infant formula marketing. The aim of the partnership, for both organisations, has always been to help families engage with nature. Therefore, as you reference, in future our partnership will promote Little HiPP Explorers, and not the HiPP Baby Club. We have also stopped offering a 10% discount in National Trust shops as an incentive to sign-up to HiPP Baby Club or Little HiPP Explorers.

In line with Charity Commission guidance, like many charities we enter into partnerships with businesses as well as other not-for-profit organisations. Corporate partnerships are an important source of support, helping us reach more people, raise funds, and improve customer experiences at our places and online. We have a robust checking process that covers legal, financial and reputational issues before we enter into any partnership. And we keep all our relationships under review.

HiPP Organic has been committed to climate protection and organic farming for more than 60 years by using renewable energies and supporting worldwide climate protection projects. They use organic farming, which protects the environment by using natural, pesticide-free methods and enhances soil quality by means of crop rotation and humus creation.

They are also committed to creating safe and hygienic food packaging that protects both the product and the environment. As an example, 94% of all the UK packaging they produce (by weight) is recyclable, and their ambition is for all their packaging to be fully recyclable by 2025.

I hope this helps to assure you that we have taken on board comments about our partnership, and that our work with HiPP Organic will help us reach more people,

connect more children with nature, and plant more trees. Thanks again for getting in touch.

Best regards

Hilary



Hilary McGrady
Director-General
EA: richard.mason@nationaltrust.org.uk

From: Vicky Sibson <vicky@firststepsnutrition.org>
Sent: 08 June 2021 22:23
To: McGrady, Hilary <hilary.mcgrady@nationaltrust.org.uk>
Subject: RE: National Trust's partnership with HiPP Organic

Dear Ms McGrady

Thank you for your email and your acknowledgment of the supporting evidence we prepared for you about your new partner HiPP Organic.

We were very pleased to hear that you have made some positive changes to your partnership with this company, by revisiting any direct links to their Baby Club and also removing the 10% shop discount for anyone who signs up to the Baby Club or their new venture, Little HiPP Explorers. We appreciate the charity's swift recognition that these aspects of the partnership were putting families at risk as well as negatively impacting on the reputation of the National Trust. These are important steps in reducing undue commercial influence on what, when and how the babies and toddlers of your members and supporters are fed and we thank you.

Nevertheless, your ongoing relationship with this brand continues to be a serious concern to all of our member organisations. We note that the relationship you have with HiPP Organic is under review and hope that you might revisit the information we sent you when this review is due to take place.

If you would like any additional information, please do not hesitate to get in touch.

Yours sincerely,

Vicky

Dr Victoria Sibson
Interim Director: First Steps Nutrition Trust
Secretariat: Baby Feeding Law Group UK