

## 5.1 HOCHLAND SUPPORTS LOCAL COMMUNITIES

### 5.1.1. WĘGRÓW

#### Support for local communities

The production of Almette cheese has been for many years inextricably linked to Węgrów – a place of exceptional natural and cultural beauty, situated at the junction of Mazovia and Podlasie regions, in the buffer zone along the River Liwiec.

#### Promoting local culture and heritage

Hochland Polska works with local ambassadors from the region who help discover and promote the beauty of Węgrów and its surroundings. Among them is Nela Zawadzka – a young singer known from the TV show “The Voice Kids”, who showed us the most interesting spots in her home town: Minor Basilica with the legendary mirror of Jan Twardowski, the picturesque banks of the River Liwiec, the Gothic castle in Liw, and Sowia Góra (the Owl Mountain).



Photo: Minor Basilica of the Assumption of the Blessed Virgin Mary in Węgrów

In one of the “Almette Women” campaigns, Mariola Zenik took part – a volleyball player for the championship-winning “Złotek” team and a native of Węgrów, who returned to her hometown having retired from the sport. Together, local gems were discovered, such as the heritage bell foundry from 1920, whose bells can be heard around the world, as well as the 19th-century palace and park complex in Łochów.



Photo: Palace in Łochów

#### Our shared concern for the region's future

Activities in Węgrów and the surrounding area are not concerned just with food production – they are a long-term partnership based on mutual respect, shared values and a commitment to the development of the region. The company believes that by investing in people, local farms and cultural heritage, lasting value is created for both the local community and the brand.



Photo: Footbridge across the Liwiec River



Photo: Castle with the Museum – Armory in Liw

### BEST PRACTICE

PROMOTION OF LOCAL CULTURE AND HERITAGE

## 5.1 HOCHLAND SUPPORTS LOCAL COMMUNITIES

### 5.1.1. KAŻMIERZ

#### Support for local communities

In 2025, Hochland continued its efforts to support the community of Kaźmierz Municipality, strengthening local identity, supporting culture and getting involved in initiatives designed to bring residents together.

Hochland is involved in social, educational and cultural initiatives, working in partnership with organisations such as the **Rural Women's Association** and local authorities.

#### Promoting local culture and heritage

For years, Hochland has been co-organising cultural events in the local area, helping to strengthen the regional identity and bringing the local community together.



Photo: CHLEB&SER (BREAD&CHEESE) shop in Kaźmierz



Photo: The Bread and Cheese Festival in Kaźmierz

**The Bread and Cheese Festival** — one of the major events in Kaźmierz, co-organised by the company. The festival features concerts, competitions, craft demonstrations, educational zones and tastings of dishes prepared by the Rural Women's Association. The event promotes the regional culinary traditions and folk culture.

Another key part of our activities is the CHLEB&SER (BREAD&CHEESE) shop, which has been operating since 2020 adjacent to the Hochland production facility in Kaźmierz.

The shop stocks products from the Hochland Polska range, as well as items from other local producers. Hochland in Kaźmierz is pursuing an

approach based on a long-term partnership with the local community. The company:

- supports social development, promotes the region's culture and traditions,
- reinforces local identity by co-organising cultural events,
- it also assesses needs of the residents in order to tailor its activities to the expectations of the community.

#### BEST PRACTICE

PROMOTION OF LOCAL CULTURE AND HERITAGE

## 5.1 HOCHLAND SUPPORTS LOCAL COMMUNITIES

The **“Making Dreams Come True”** campaign is a regular Christmas charity initiative organised by the staff of Hochland Polska, aimed at fostering social awareness and strengthening a culture of employee engagement.

The project is a key part of social initiatives of the company, addressing the real needs of local communities and preventing social exclusion.

As part of the 7th edition, held in 2025, employees of Hochland Polska made the Christmas dreams of 36 children from **the “Rafael” Orphanage** in Wyrozębny-Podawce (near Węgrów)

and **the “W Słońcu” (In The Sun) Orphanage** in Lipnica (near Kaźmierz) come true.

The children wrote their wish lists to Father Christmas, and each gift was chosen to meet the individual needs and dreams of the children. The initiative included institutions with limited access to support, thereby providing equal opportunities and ensuring that the children felt special during the festive season.

An additional element of the campaign was **a collection of donations for animal shelters in Buk and Sokołów Podlaski**, which broadened the

reach of the project and amplified its local social impact.

The “Making Dreams Come True” initiative is an example of an effective, measurable and valuable social initiative that combines well-being with the development of an organisational culture based on empathy, cooperation and responsibility.



Photo: donation of gifts to the Słońce Children's Home, Lipnica 12.2025



## BEST PRACTICE

THE “MAKING DREAMS COME TRUE” CAMPAIGN