



The FOUR PAWS Food Producer Challenge

# Ready Meals

A ranking of the leading food producers' strategies for meat and dairy reduction towards animal welfare and climate mitigation





# Contents

<b>1. Introduction</b>	<b>4</b>
<b>2. Methodology</b>	<b>8</b>
2.1 Meat and dairy reduction and climate category	10
2.2 Animal welfare category	11
<b>3. Results</b>	<b>15</b>
3.1 Dr. August Oetker KG	18
3.2 Nestlé	20
3.3 FRoSTA	22
3.4 Nomad Foods	24
3.5 Kraft Heinz	26
3.6 Bell Food Group	28
3.7 Conagra Brands	30
3.8 bofrost*	32
3.9 The Campbell's Company	34
3.10 heristo	36
3.11 GBFoods	38
<b>4. Conclusion</b>	<b>40</b>
<b>Appendix</b>	<b>42</b>
I. Glossary	42
II. Commitment letter	44
IV. Result overview	45
V. Criterion F: Cruel practices (animal welfare category)	51
VI. The FOUR PAWS Food Producer Questionnaire	52
<b>References</b>	<b>54</b>





# 1. Introduction

The FOUR PAWS Food Producer Challenge sheds light on how this sector of the food industry is leveraging its influence to address the factory farming crisis that is contributing significantly to animal suffering and the climate crisis. This ranking is the ninth edition of the Atlas Challenge ranking series, named after the Atlas Titan in Greek mythology, who bore the weight of the world on his shoulders.

## Why food producers and ready meals?

The convenience food segment covers any form of pre-packaged or prepared food intended to be simple to prepare or consume quickly, requiring little to no cooking or other preparation, like factory-made ready-to-eat meals, frozen dinners and soups<sup>1</sup>. This segment accounts for around **7.15% of the global food market**, corresponding to retail sales of around EUR 533 billion in 2022. This figure is expected to grow to EUR 842 billion by 2029<sup>2</sup>.

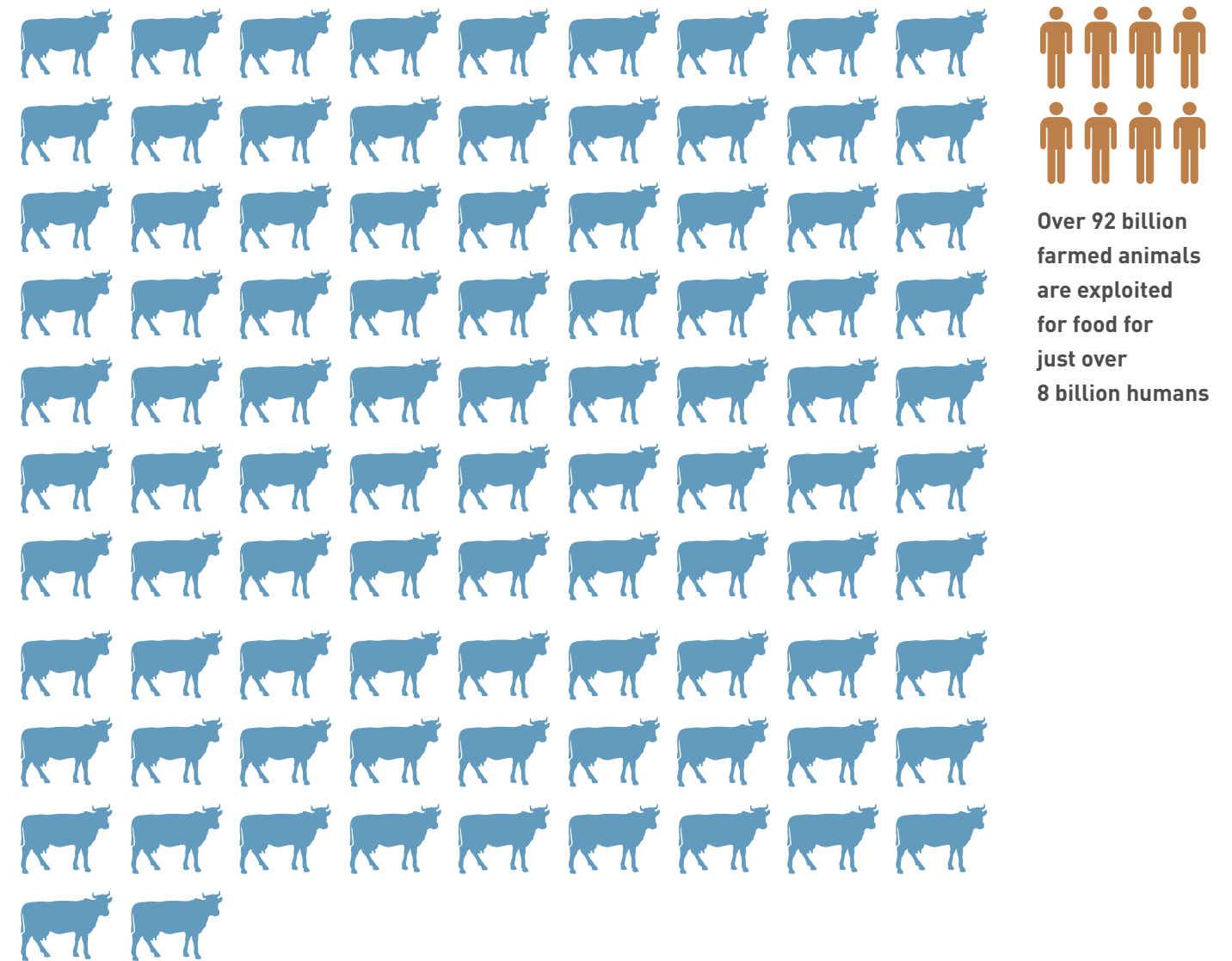
The global convenience food sector has experienced significant growth in recent years, accelerated by the COVID-19 pandemic. Economic growth and rising disposable incomes

enable consumers to purchase more convenience food products. Urbanisation and lifestyle changes, such as long working hours, further drive the growing demand<sup>1</sup>.

While food producers like all stakeholders in the food industry have it in their hands to contribute to a transition to sustainable food systems for the benefit of human health, animal welfare as well as environmental and climate protection, they still like to hide behind consumer demand<sup>3</sup>. They have the influence though to adapt their portfolio, inform consumers and encourage them to make healthier and more animal- and climate-friendly choices.



© ABD | Shutterstock



## Animal welfare issues

**Over 92 billion farmed animals are exploited for food (meat, dairy and eggs) every year all over the world<sup>4</sup>; over 83 billion of them get slaughtered for meat<sup>4</sup>.** Approximately three quarters of all farmed land animals are kept in factory farms<sup>5</sup>, which are the leading cause for cruelty towards farm animals worldwide. These animals cannot fulfil their basic needs and in consequence develop behavioural disorders. Throughout their short lives, they are subjected to various cruel practices and must adapt to inadequate housing conditions for economic reasons, which sadly has become an industry standard at the expense of the animals. This must change.

Farm animal welfare is becoming increasingly important to consumers<sup>6,7</sup>, hence it should also be important to any company profiting from animal-based products. Food producers have a responsibility to uphold animal welfare standards that, as a minimum, eliminate all cruel practices in the production of their animal-based products along their supply chain. Reducing the overall animal-protein content in their products is a moral imperative and a prerequisite for moving away from factory farming and towards sustainable food systems.

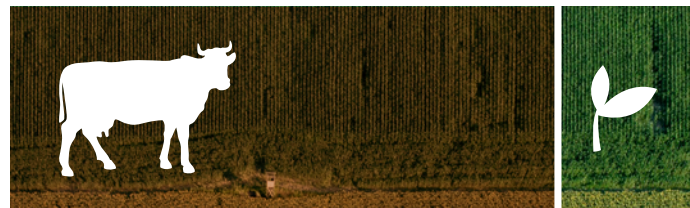
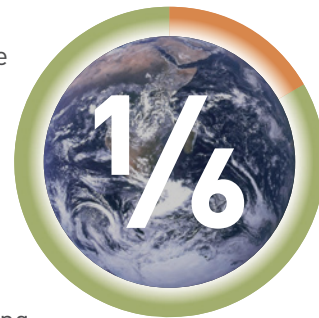




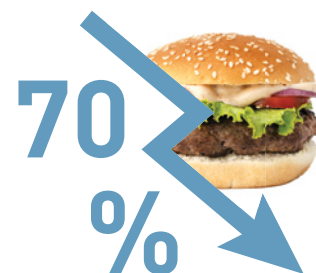
### Climate issues

- ➔ Global production of meat, fish from aquaculture, eggs and dairy accounts for 57% of various food-related emissions<sup>8</sup>.
- ➔ Protein-rich foods account for the bulk of our dietary emissions. In European diets, meat, dairy and eggs account for 83%<sup>9,10</sup>.

Aside from the animal welfare impact, animal agriculture is a dominant driver of the climate crisis: It is responsible for approximately **one sixth of the world's greenhouse gas emissions**<sup>11</sup>. Globally, it is the leading source of harmful methane emissions, even exceeding the burning of fossil fuels<sup>12</sup>. **Animal agriculture takes up 80% of agricultural land**, particularly due to grazing cattle and cultivating animal feed, while only 20% of agricultural land is used for crops for human consumption and non-food crops (textiles, energy etc.)<sup>13</sup>.



The FOUR PAWS Meat Exhaustion Day Report<sup>14</sup> concludes, referencing the scientifically renowned Planetary Health Diet, that **most European countries must reduce their meat consumption by at least 70%** to stay within a healthy range for humans and the planet. These findings are in line with earth system sciences and the 1.5°C heating limit of the Paris Climate Agreement.



© Bas Meelker Photography

### Solution: reduce meat and dairy, increase plant-based options

The Planetary Health Diet, outlined by the EAT-Lancet Commission on Food, Planet, Health, estimates that a significant dietary shift is necessary to stay within the planetary boundaries. This requires a dramatic reduction of consumption of unhealthy food, such as red meat, by at least 50%. It also calls for more than doubling the consumption of legumes, nuts, fruit and vegetables. Primarily, **these changes should be achieved by reducing excessive consumption in wealthier countries**<sup>15</sup>.

Food producers should take advantage of the increasing number of people looking beyond convenience when buying ready meals and in addition expect meals that not only align with their dietary preferences but also their environmental and ethical values. The parallel growth of the ready meal sector and the plant-based sector<sup>16</sup> offers huge potential: Already, vegan ready meals have a market share of over 40%<sup>17</sup>. By taking into consideration evolving consumer preferences and filling gaps in the market sensibly, businesses can unlock new opportunities in this expanding sector while contributing to a more sustainable food system<sup>18</sup>. Technological progress in food processing

allows food producers to constantly improve the quality of ready meals containing plant-based alternatives to meat and dairy. Additionally, alternative proteins from cellular agriculture and fungi-based ingredients offer further possibilities in the future<sup>16</sup>.

A reduction in meat and dairy production and consumption and an increase in plant-based foods would not only benefit animal welfare and reduce animal suffering, but also dramatically reduce environmental impacts originating from food producers as well as offer benefits for human health<sup>15,19</sup>. It is important to emphasise that the increase in plant-based foods alone is not a sufficient measure and does not automatically result in a reduction of animal-based foods; it must go hand in hand with an actual reduction.

Food producers can achieve this through taking various measures and setting time-bound goals as part of their Corporate Social Responsibility (CSR) or Environmental, Social, and Governance (ESG) – an aspect this report will focus on.



© Africa Studio | Shutterstock



## 2. Methodology

Food producers of convenience products were the focus of the second ranking in the Atlas series back in 2020. Starting in 2024, FOUR PAWS revisited the food producers, this time with a focus on leading producers of ready meals<sup>a</sup>. Due to this shift in focus, changes to the set of evaluation criteria, and tightened meat reduction demands within the Atlas Challenge, the two rankings cannot be compared with each other directly but should be considered separately.

The new ranking compares producers of frozen, chilled or canned ready-to-eat meals and soups in a pre-cooked form that require little to no cooking or other preparation like frozen dinners, pizzas or stews. FOUR PAWS excluded

instant ready meals such as packet soups and cup noodles as their content of meat and dairy is comparably low. Food on the go like sandwiches and wraps are not included either. Fresh cut salad, frozen vegetables and cut fruit are not part of the ready meal portfolio in general.

Between July and November 2024, FOUR PAWS assessed eleven internationally relevant holding companies (Bell Food Group, bofrost\*, The Campbell's Company<sup>b</sup>, Conagra Brands<sup>c</sup>, FRoSTA, GBFoods, heristo, Kraft Heinz, Nestlé, Nomad Foods, Dr. August Oetker KG<sup>d</sup>) with leading consumer-facing brands of ready meals (excluding supermarket own-brands) containing meat and dairy, whose brands had to be available in at least two of the evaluated

FOUR PAWS countries: Austria, Germany, Switzerland, the United Kingdom, the United States and the Netherlands.

The assessment was based on FOUR PAWS' research of publicly available online information such as the latest released CSR or ESG reports, animal welfare and climate policies, as well as annual reports. Information linked to digital communication, such as websites and social media platforms, were evaluated between January 2022 and November 2024. Seven of the contacted companies completed the questionnaire and/or provided additional information via email correspondence. Of the four remaining companies, Bell Food Group, Conagra and GBFoods did not respond nor react, while Nestlé stated it had no intention of participating. Any information published or issued after the set research timeframe was not included in the ranking.

The questionnaire was composed of 14 questions covering the three categories *Meat and dairy reduction and climate goals*, *Animal welfare*, and *Plant-based food increase*. The questions were designed to gather as much information as possible and served as the basis for developing the scoring criteria (see the Overview of criteria and scores). These criteria were further refined by the information found as part of FOUR PAWS' research. The maximum achievable score was 100 points, divided into the three categories *Meat and dairy reduction and climate goals* (40 points), *Animal welfare* (30 points) and *Plant-based food increase* (20 points); an additional 10 points were awarded for the company's proactive participation. The first two categories were weighted more heavily than the third because FOUR PAWS believes that reducing the number of farm animals and improving their welfare is of the utmost importance. This should not be placed on equal footing with making vegan options available, which, while important, does not offer a standalone solution. For each category, a set of criteria (see the Overview of criteria and scores) was identified, with each criterion weighted differently based on the level of ambition and scored accordingly. Some criteria could either be met or not met, meaning all or no points were given. Other criteria could be met partially or fully and were scored based on the level of fulfilment. The full scoring system is outlined in the Overview of criteria and scores.

In all email communication with the selected eleven food producers, FOUR PAWS attached a commitment letter – a pledge to reach goals in all three categories by 2029. FOUR PAWS urges the food producers to consider signing the pledge to show their willingness to play a leading role in the industry and drive a positive change.

In the following chapters, the criteria of the categories *Meat and dairy reduction and climate goals* as well as *Animal welfare* are outlined in more detail, while the criteria in the category *Plant-based food increase* are self-explanatory.

- a See 2<sup>nd</sup> paragraph for definition
- b in the following referred to as Campbell's
- c in the following referred to as Conagra
- d in the following referred to as Dr. Oetker



© Daniel Beltra | Greenpeace



## 2.1 Meat and dairy reduction and climate category

The maximum number of points in the category *Meat and dairy reduction and climate goals* was 40.

The assessment was based on four criteria:

**A. Policies include a statement on the impact of meat and dairy consumption/production on the climate.**

It is evident that animal-based foods, and in particular meat and dairy products, are far more environmentally impactful and contribute significantly more to the climate crisis compared to plant-based protein sources. FOUR PAWS therefore evaluated public documents like statements, CSR/ESG or annual reports from the companies and rewarded those companies that were more specific addressing the impact of meat and dairy and recognised their responsibility to reduce their sales volume.

**B. Implementation of concrete measures towards the reduction of meat and dairy in its products.**

Companies were awarded points for measures in this area that they have developed so far and, ideally, already implemented. Accordingly, existing practices were scored higher than practices still in development, and more concrete measures were ranked higher than more vague ones.

**C. Concrete and time-bound goals to reduce meat and dairy ingredients in its meals.**

Evidently, setting quantitative goals with concrete measurable outcomes is a reliable way and shows commitment to their own set goals and sustainability strategy. Such targets also indicate that companies take their responsibility seriously. A good example would be a specific percentage of reduction of meat and/or dairy by a set year. Concrete, measurable goals were recognized and rewarded depending on their ambition. Companies

with no information available and no targets set received no points.

**D. Information for consumers about the positive impact of meat and dairy reduction.**

Food companies invest significant resources in advertising and brand/product communication. One essential part of that is positive communication of plant-based alternatives and the many positive (environmental and animal welfare) impacts of meat and dairy reduction. Therefore, FOUR PAWS evaluated companies' answers to the questionnaire, their website communication about food, recipes and sustainable ingredients, as well as how (and whether) companies inform consumers about the environmental impacts of food, emphasising the benefits of reduced meat and dairy consumption.

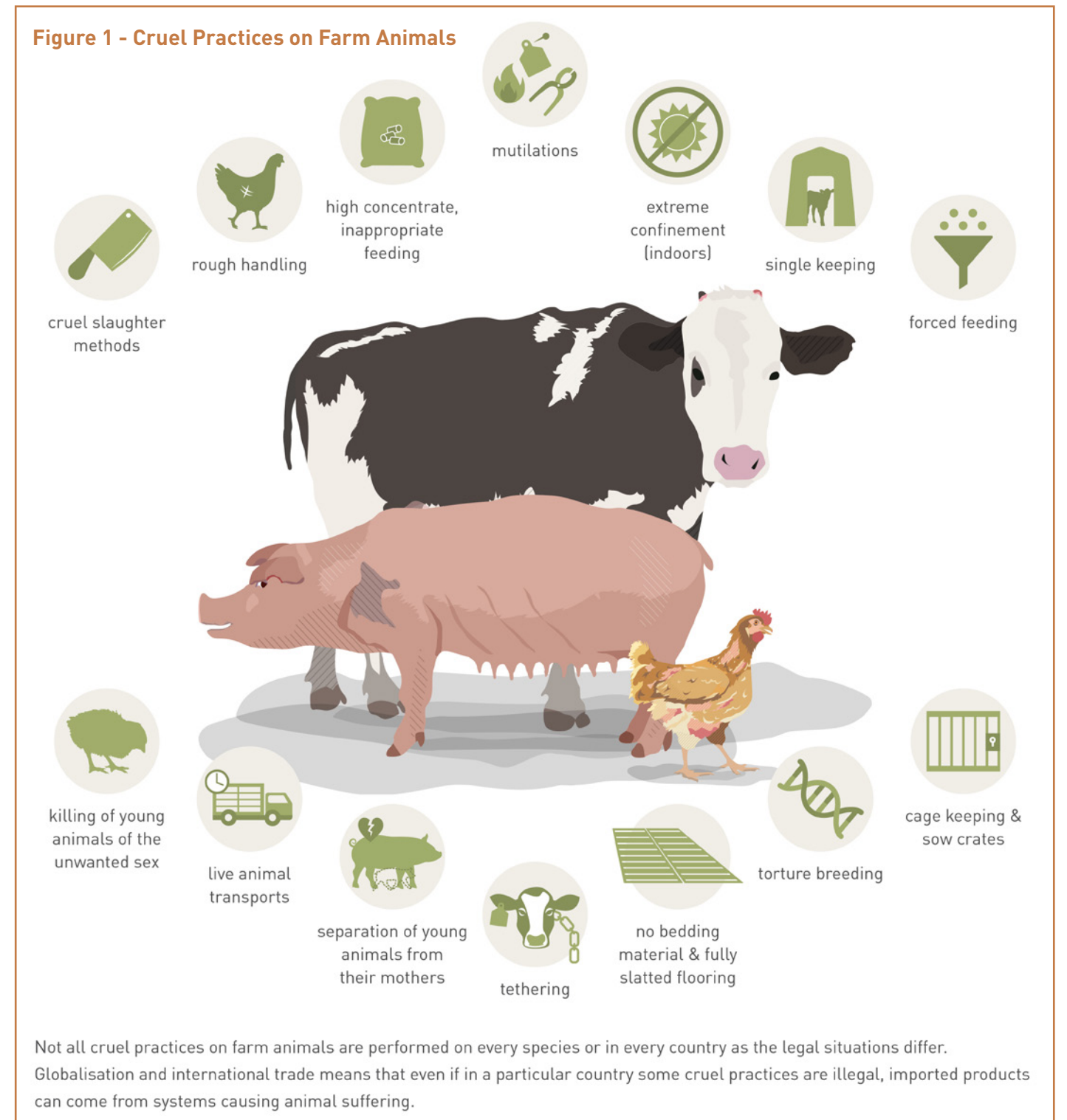


## 2.2 Animal welfare category

In the *Animal welfare* category, 30 points could be achieved in total. The assessment was based on six criteria:

**E. Animal welfare policy/commitment:** Companies first got rewarded for having an animal welfare policy in place and additionally for naming the Five Domains – as this is the precondition for improving animal welfare in a company's supply chain.

**F. Exclusion of cruel practices:** Furthermore, the ranking emphasised the exclusion of cruel practices on farm animals, as these practices represent the widespread cruelty and suffering experiences by animals in most industrial farming systems (see figure 1).





It is important to mention that not all cruel practices are performed on every species and in every country, as legal situations differ.

In industrial keeping systems, farm animals are usually neither able to see the sun nor to feel grass or soil under their claws and hoofs – they are kept without any outdoor climatic stimuli. Indoors, they live in extreme confinement, suffering from high stocking densities, insufficient space, lack of enrichment, poor air quality, and heat stress. The main problem is that these animals are not able to fulfil their natural needs. Depending on the species, they live on fully slatted flooring, have no bedding

material or separated activity areas, no outdoor run and pasture. Some species are even tethered (e.g. cows, goats) or kept in cages (e.g. sows, chicken) and are therefore unable to move around. Another harmful practice for herd animals is individual keeping (e.g. cows or breeding animals), especially the separation of young animals from their mothers at a very early stage (e.g. calves, piglets, chicks). If some species are born with the unprofitable and therefore unwanted sex, they may be killed directly after birth (e.g. male chicks, female ducklings, male dairy calves). For maximum outcome, some animal species used in agriculture are extremely overbred (torture breeding), which leads to severe health problems (e.g. broilers



© Jo-Anne McArthur | We Animals Media

can suffer under joint deformities, foot pad dermatitis and cardiovascular diseases). To improve their weight gain, farm animals are commonly fed a high-concentrate feed instead of a species-appropriate quality diet. Different species must in some countries endure painful forced feeding (e.g. waterfowl, calves). Animals that are kept outside (e.g. cattle in feedlots) often do not have any suitable shelter available and are exposed to heat or cold and muddy conditions.

The abusive nature of the housed environment of farmed animals can lead to severe behavioural disorders (e.g. tail biting in pigs or feather pecking and cannibalism in chickens). It is deemed necessary to perform painful mutilations (e.g. tail docking or beak trimming), which in some countries are carried out without anaesthesia or pain relief, to mitigate the adverse effects of poor husbandry and inappropriate keeping conditions. Once the animals reach a certain age, they are transported for hours, days, or even weeks, across national borders, also by sea, and are finally slaughtered. Sometimes, this happens without prior stunning, causing further distress, pain and suffering. For detailed information about the various cruel practices and which ones are performed on different species (pigs, cattle, sheep, goats, chickens, waterfowl, rabbits), see [FOUR PAWS Cruel Practices in Farm Animal Husbandry](#)<sup>20</sup>.

**G. Plans and measures to end cruel practices and improve the welfare of farmed animals are formulated as time-bound goals.**

and

**H. Reporting on performance to end cruel practices and reach animal welfare goals (in a defined period of time e.g. x% by 2021 / x% 2022 / 2023):** If a company establishes its own time-bound plans and measures to eliminate cruel practices towards farmed animals and reports on its progress (including year-over-year comparisons), it could earn additional points. This approach makes the company's commitment more concrete, demonstrating that it recognises animal welfare as both a business risk and an opportunity, and that it is genuinely committed to continuous improvement.

**I. Plans to phase out all animal products from factory farming across whole supply chain:** The highest scores in the animal welfare category could be achieved if a company formulates plans to phase out all animal products from factory farming across their whole supply chain, in alignment with the overarching aim of FOUR PAWS to abolish factory farming.

**J. Information for consumers about the animal welfare issues of factory farming:** As supply and demand are always interconnected, it is important to inform consumers about the animal welfare issues of factory farming, enabling them to make informed decisions and adjust their consumption habits accordingly. FOUR PAWS believes that food producers as part of the food industry have a duty to share this knowledge. Therefore, the ranking also rewarded the provision of information with additional points.

# 3. Results



Company	Dr. August Oetker KG	Nestlé	FRoSTA	Nomad	Kraft Heinz	Bell Food Group	Conagra Brands	bofrost*	Campbell's Soup Company	Heristo	GBFoods	Max.
%	56.5	54.5	53	40.5	40	40	37.5	34	31	25.5	8.5	100
Rank	1	2	3	4	5	5	7	8	9	10	11	

	Dr. August Oetker KG	Nestlé	FRoSTA	Nomad	Kraft Heinz	Bell Food Group	Conagra Brands	bofrost*	Campbell's Soup Company	Heristo	GBFoods	Max.
<b>Active cooperation</b>	10	0	10	10	10	0	0	10	10	10	0	10
<b>Plant-based food increase</b>	14	14	14	8	12	10	10	12	4	12	4	20
<b>Animal welfare</b>	6.5	16.5	5	8.5	12	8	9.5	4	13	3.5	4.5	30
<b>Meat + dairy reduction and climate goals</b>	26	24	24	14	6	22	18	8	4	0	0	40

Disclaimer: FOUR PAWS conducted its research between July and November 2024 based on publicly available online information such as the latest CSR, ESG, climate and animal welfare policies, annual reports as well as digital communication between January 2022 and November 2024. Any changes that were implemented by the selected food producers after this set time frame were not considered. As part of the research and analysis, FOUR PAWS sent a questionnaire to the selected companies for their input. Seven companies filled in the questionnaire and/or provided information through correspondence, while Nestlé rejected the participation and Bell Food Group, Conagra and GBFoods did not react at all.





© Milos Bicanski | We Animals Media

## Meat and dairy reduction and climate goals

The policies of seven companies (Bell Food Group, Conagra, Dr. Oetker, FRoSTA, Kraft Heinz, Nestlé, Nomad Foods) included a clear statement on the impact of meat and dairy on the climate, while Campbell's issued a broader statement that mentioned the impact of food in general. Conagra and Dr. Oetker were the only two companies to already have measures in place towards the reduction of meat and dairy in their products; such measures are still in development at Bell Food and Nomad Foods. FRoSTA and Nestlé were the only two companies to have a concrete and time-bound goal for meat and dairy reduction. Of the eleven assessed companies, only five (Bell Food Group, bofrost\*, Dr. Oetker, FRoSTA, Nestlé) informed consumers about the positive impact of meat and dairy reduction on animal welfare, the climate and our environment.

## Animal welfare

All the assessed companies except for bofrost\* and GBFoods had an animal welfare policy in place. However, none of them mentioned the Five Domains model, but only the outdated Five Freedoms, which is not sufficient to secure high animal welfare husbandry standards. The number of plans and measures to eliminate cruel practices differed from company to company. Most companies did not report on their performance to end cruel practices (within a period of time e.g. x% by 2021 / x% 2022 / 2023) except for Nestlé and Campbell's, who were transparent in tracking progress towards switching to cage-free eggs in their own commitments. None of the companies had a clear statement to phase out all animal products from factory farming across their whole supply chain. Regarding information shared with consumers about animal welfare issues in factory farming, six (Bell Food Group, bofrost\*, Campbell's, Conagra, Dr. Oetker, FRoSTA, Kraft Heinz) of the eleven assessed companies did raise the topic rather vaguely in informing about animal welfare issues in general, only Nestlé included more explicit wording about welfare in intensively reared livestock.

## Plant-based food increase

All the selected companies also offered plant-based (ready) meals. No company evaluated the ratio of plant to animal protein in their portfolio or formulated a strategy for a shift towards plant-based, although Bell Food and Conagra at least disclosed the composition of their overall portfolio. Kraft Heinz was the only company to have a concrete and time-bound goal for a permanent increase of plant-based foods, while the other companies' plans were kept rather vague. Campbell's, GBFoods, heristo and Nomad Foods advertise plant-based meals and product lines only for special occasions like Veganuary, while the other seven companies do so on a regular basis throughout the year. For five companies (bofrost\*, Dr. Oetker, FRoSTA, heristo, Nestlé), examples were found where plant-based meals were sold at price parity with their animal-based counterparts.





### 3.1 Dr. August Oetker KG

**Rank**  
**1**

**overall score:**  
**56.5%\***

#### Meat and dairy reduction and climate goals category score: 65% (26 out of 40)

- Clear statements in sustainability report about the impact of animal derived products on animal welfare and the planet: "On the path towards more sustainable products, we are increasingly offering plant-based products and recipes, because - in addition to the positive impact on animal welfare - these have a significantly lower carbon footprint than meat or dairy-based products. The Planetary Health Diet of the renowned EAT Lancet Commission also focuses on more fruit, vegetables and plant-based rather than animal-based proteins"<sup>21</sup>.
- Links the impact of its portfolio to lowering its carbon footprint (35% by 2030<sup>21</sup>) and includes possible strategies to change its product portfolio in future
- Implemented a CO<sub>2</sub> footprint calculator and highlighted that its Ristorante Pizza al Salame Vegano produces just over half the CO<sub>2</sub> compared to its classic Ristorante Salame pizza<sup>21</sup>
- Strong communication about the impact of animal-derived ingredients and makes direct link to plant-based products being more sustainable and climate-friendly
- Consumer information on the positive effects of meat and dairy reduction via several communication platforms (e.g. website, press release)

#### Animal welfare category score: 22% (6.5 out of 30)

- Set clear time-bound goal to using only cage-free eggs and egg ingredients globally by 2025<sup>22</sup>

#### Plant-based food increase category score: 70% (14 out of 20)

- Provides a range of plant-based products across its whole portfolio (e.g. baking goods, desserts, pizza, etc.) and plans to increase this product range to offer more choices for consumers<sup>21</sup>
- Stated it considers vegan products as an integral part of its product portfolio<sup>21</sup>
- Permanent communication via social media platforms, website and newsletter about vegan products as well as recipes
- Has been joining the Veganuary campaign for many years and will continue to do so<sup>e</sup>

#### Way to go!

- Dr. Oetker will eliminate eggs and egg ingredients from cages on a global scale by 2025<sup>22</sup>: FOUR PAWS acknowledges this step and appreciates that other breeds (e.g. broilers) are being considered here, too.
- Dr. Oetker has shown that the implementation of products with meat substitutes (e.g. Ristorante Pizza al Salame Vegano) is possible.
- Very strong in communicating about plant-based products

#### Try harder!

- Implement CO<sub>2</sub> calculator across whole company including all subsidiaries
- Formulate concrete and time-bound goal for the increase of plant-based products to assure a permanent increase in the portfolio
- Phase out cruel practices, e.g. for pigs regarding Pizza Salame and other animal-derived ingredients, especially related to the company's dairy products

\*including 10 points participation bonus

e FOUR PAWS Questionnaire answered by Dr. August Oetker KG





## 3.2 Nestlé

Rank  
**2**

overall score:  
**54%**

### Meat and dairy reduction and climate goals

category score: 60% (24 out of 40)

- Communicates about meat, poultry and egg supply chains being large contributors to greenhouse gas emissions and deforestation<sup>23</sup>
  - Dairy and livestock ingredients are its largest single source of emissions (34.2 mio t of CO<sub>2</sub>e), with more than half of the scope 3 emissions created in sourcing all its ingredients (65.6 mio t of CO<sub>2</sub>e) and more than a third compared to all emissions<sup>24</sup>.
  - Dairy alone is responsible for 21% of the company's total emissions<sup>25</sup>.
- One of two companies with a concrete and time-bound goal to reduce meat and dairy ingredients: The identified levers that will mitigate 14% of the GHG emissions associated with its forecasted 41.9 million tonnes of CO<sub>2</sub>e by 2030 include evolving its product offering to include more sustainable options and switching to plant-based ingredients – specifically in its frozen meals and pizzas and dairy categories<sup>24</sup>.
- Informs consumers about positive impact of meat and dairy reduction:
  - Communicates that dietary shifts particularly toward plant-based diets are the most important step that the global community can take to keep the food system within environmental limits<sup>24</sup>
  - Says it provides consumers with alternative products containing more plant-based raw materials with fewer emissions and that accelerating the switch to plant-based foods can help achieve climate goals<sup>26</sup>

### Animal welfare

category score: 55% (16.5 out of 30)

- Formulates plans and measures to eliminate cruel practices<sup>27</sup>
  - by ending
    - cage keeping for poultry and eggs
    - gestation crates
    - permanent tethering (with an exception for small scale subsistence farmers with low numbers of cattle, where it may not be possible and will require context specific solutions (e.g. rotation of grazing, exercise etc.)
  - by requiring
    - a lower stocking density for poultry
    - pre-slaughter stunning
  - veal crates
  - tail docking (cattle, pigs)
  - castration without anaesthetic and analgesia (cattle)
  - fast-growing practices (poultry; choose breeds that demonstrate higher welfare outcomes)

- Has time-bound goals to end cruel practices: cage-free eggs globally by 2025<sup>28</sup>
- Reported about their performance to end cruel practices: cage-free eggs: 2021: 76.3%, 2022: 71.7%, achieving 72.9% at the end of 2023<sup>28</sup>
- Informs consumers about the animal welfare issues of factory farming: key challenges in dairy

supply chains relate to animal welfare<sup>25</sup>; hoof diseases are a common problem in pig farming<sup>29</sup>; founding member of the Global Coalition for Animal Welfare (GCAW), where food service companies and food manufacturers are working together to advance animal welfare standards globally, including improving conditions for intensively reared livestock<sup>30,31</sup>

### Plant-based food increase

category score: 70% (14 out of 20)

- Growing its plant-based brands and adding plant-based options to its existing brands<sup>26</sup>:
  - leveraging its expertise in plant proteins to expand its dairy-alternative offering<sup>28</sup>
  - growing range of plant-based alternatives to meat products which includes burgers, sausages, tuna and filet pieces, as well as veggie-centric bakes and falafel<sup>26</sup>
  - further expanding its plant-based food portfolio with two new exciting innovations: plant-based alternatives to egg and shrimp<sup>32</sup>
- Driving innovation and reformulating existing products with a particular focus on affordable nutrition and plant-based ranges and the accessibility of plant-based proteins<sup>28</sup>
- Rapidly expanding its plant-based range to meet consumer demand<sup>33</sup> and continuing to innovate for consumers seeking plant-based alternatives to their favourite foods<sup>28</sup>

### Way to go!

- Mentions that studies have shown that up to 40% of people are already moving to a diet with less or even no animal products, which is one of the most effective changes individuals can make to help fight climate change<sup>34</sup>
- Continually upgrading its plant-based offerings in terms of taste, texture, flavour and nutrition<sup>28</sup>

### Try harder!

- Avoid emissions instead of scaling up initiatives to absorb more carbon from the atmosphere
- Reduce emissions by reducing the amount of dairy ingredients used instead of trying to reduce
  - emissions by feed adaption, which is a lot less effective
  - emission intensity through improvements in productivity at the expense of animal welfare





### 3.3 FROSTA

Rank **3**

overall score: **53%\***

#### Meat and dairy reduction and climate goals category score: 60% (24 out of 40)

- Clear wording in sustainability report states that meat has the largest carbon footprint, aligning with the goal to significantly reduce meat offerings and expand vegetarian and vegan products<sup>35</sup>
- Formulated a concrete and time-bound goal to reduce meat and dairy ingredients (reduction of the total meat content of all ingredients by 20% until 2022<sup>35</sup>)
- Informs consumers about GHG emissions of products, explains the interlinkage of animal-derived products and their climate impact and states that plant-based products are more climate-friendly [e.g. "Every time you give up meat, you help to reduce the CO<sub>2</sub> impact on our planet"<sup>36</sup>]
- Calculates carbon footprint of products since 2008

#### Animal welfare category score: 17% (5 out of 30)

- Implemented European standards for chicken sourced from Thailand and phased out cruel practices (reduced stocking density, picking facilities and perches)<sup>37</sup>
- Informs consumers about animal welfare issues in animal agriculture<sup>37</sup>

#### Plant-based food increase category score: 70% (14 out of 20)

- Implemented a variety of vegan ready meals
- Has vague plans to increase and expand the vegan portfolio
- Communicates about plant-based dishes on various platforms (website, social media, etc.)
- No difference in recommended pricing for retailers between plant-based and products with animal-derived ingredients

3.

#### Way to go!

- Most new product launches in recent years have been vegan or vegetarian
- Whole range of vegan fish alternatives

#### Try harder!

- Publish new sustainability report with updated goals and pathway, detailing if reduction goals were achieved and how
- Include fish in reduction goal: implemented a variety of vegan ready meals as well as vegan fish substitutes as alternatives for most popular dishes containing meat ingredients, which resulted in overall reduction of meat and dairy products, except fish (increased products containing fish)!

\*including 10 points participation bonus





## 3.4 Nomad Foods

**Rank**  
**4**

**overall score:**  
**40.5%\***

### Meat and dairy reduction and climate goals category score: 35% (14 out of 40)

- Clear statement on food being important part of total greenhouse gas emissions<sup>38</sup>
- Clear statement that sourcing and manufacturing alternative proteins reduces the environmental impact compared to conventional forms of protein<sup>38</sup>
- Develops measures towards a reduction of meat and dairy products (ongoing process, expand product portfolio)<sup>39</sup>

### Animal welfare category score: 28 % (8.5 out of 30)

- Formulates plans and measures to eliminate cruel practices<sup>40</sup>
  - by requiring
    - outdoor access for cattle (100% of milk for cheddar cheese in 2023)
    - species-specific enrichment for all birds
    - that all animals used for meat are stunned before slaughter (minimum requirement)
  - by ending
    - cage keeping (eggs)
    - the prophylactic and routine metaphylactic use of antibiotics
- Plans and measures formulated as time-bound goals:
  - 100% poultry from non-cage reared chicken in 2023<sup>38</sup>
  - transitioning 100% of broiler meat to third party welfare assured by the end of 2025<sup>f</sup>

### Plant-based food increase category score: 40% (8 out of 20)

- Plant-based products and ready meals: Green Cuisine encourages consumers to shift to plant-based product range
- Vague plants to increase product portfolio with protein alternatives<sup>38</sup>
- Veganuary featuring on its social media channels
- Advertising new plant-based portfolio (Green Cuisine) in online magazines

### Way to go!

- Collaborating with universities and start-ups across Europe to explore innovation and identify potential opportunities for collaboration<sup>38</sup>
- Cooperation with a startup that develops cultivated fish<sup>41</sup>

### Try harder!

- Change strategy and set clear wording on positive impact of plant-based protein alternatives: Nomad Food links its statement to a switch in protein supply from meat to fish, rather than linking it to plant-based protein instead
- Specify what is meant by alternative protein (landscape) exactly > purely vegan?
- Link climate and animal welfare: Take an active role in shaping a climate-conscious diet by offering a broad and diverse product portfolio that should exclude fish from an animal welfare perspective
- Expand communication about farmed animal welfare by utilising channels beyond just the sustainability report

<sup>f</sup> FOUR PAWS Questionnaire answered by Nomad Foods

\*including 10 points participation bonus





**3.5 Kraft Heinz**

**Rank 5**

**overall score: 40%\***

**Meat and dairy reduction and climate goals** category score: 15% (6 out of 40)

- Mentions in its ESG that agricultural and ingredient-related emissions are particularly significant and provide the greatest opportunity for reduction through increased collaboration within the supply chain and transitioning to regenerative agriculture<sup>42</sup>

**Animal welfare** category score: 40% (12 out of 30)

- Formulates plans and measures to eliminate cruel practices<sup>43,44</sup>
  - by requiring
    - outdoor climate access for laying hens in Europe
    - perches and nest boxes for laying hens
    - litter for laying hens
    - efficient stunning prior to slaughter
  - by ending
    - cage keeping of laying hens
    - gestation crates (change to group housing for gestating sows although supply is very limited)
    - cow tail docking
    - use of animals for research not essential to food safety
- Has time-bound goals to end cruel practices: Cage-free eggs or better (cage-free, free-range, pasture-raised, or similar natural or open housing settings) worldwide by 2025<sup>42</sup>
- Informs consumers about animal welfare issues of factory farming and addresses solutions: cage-free eggs and group housing for pregnant sows<sup>43</sup>

**Plant-based food increase** category score: 60% (12 out of 20)

- Will focus on plant-based innovation across numerous Kraft Heinz product categories<sup>45</sup>
- Partnered with NotCo to reshape the food landscape and set a new standard for plant-based innovation<sup>45</sup>
- Only company to have concrete and time-bound goals for a permanent increase of plant-based foods in place: In 2022, Kraft Heinz became a founding member of the Beans is How coalition, a global campaign with the ambitious goal to double the global consumption of beans, legumes, and pulses in the next five years and amplify their importance as a simple, nutritious, and affordable solution to health and environmental challenges<sup>42</sup>

**Way to go!**

- Goal to democratise plant-based consumption by offering mouthwatering food for all, with brands that people know taste great and that they love<sup>46</sup>
- As consumers having been interested in more plant-based options, has been delivering on its goal to increase plant-based offerings through exciting innovation and alternatives to its most iconic and well-loved products<sup>42</sup>
- Launched a range of Heinz Beanz Nuggets helping parents who want reduce meat intake for their family and to make mealtimes delicious and nutritious<sup>42</sup>
- Innovating new bean-based foods to challenge consumer perceptions and increase bean consumption<sup>47</sup>

**Try harder!**

- Reduce the meat and dairy content of products as main emitters of GHG instead of developing an approach to addressing product carbon intensity through portfolio growth choices and product formulation
- Answered that parity in price could only be achieved when promoting plant-based products together with the corresponding animal brand > price parity should be implemented as a permanent fixture

\*including 10 points participation bonus





## 3.6 Bell Food Group

**Rank**  
**5**

**overall score:**  
**40%**

### Meat and dairy reduction and climate goals category score: 55% (22 out of 40)

- Communicates about cattle being the main source of GHG emissions in agriculture<sup>48</sup>
- Set the goal to develop measures that reduce CO<sub>2</sub> emissions and the climate impact of animal-based products<sup>49</sup>
- Development of a raw material to produce plant-based substitute products, which has enormous potential for reducing CO<sub>2</sub> emissions<sup>50</sup>

### Animal welfare category score: 27% (8 out of 30)

- Formulates plans and measures to eliminate cruel practices<sup>48, 49, 51, 52</sup>
  - by requiring
    - increased outdoor climate access
    - enrichment and rest zones
    - social contacts to con-specifics
    - safe stunning before blood withdrawal
  - by prohibiting
    - meat and eggs from cage-keeping
    - beak trimming on turkeys (model project)
    - torture breeding (broiler hybrids, dual-purpose breeds of cattle)
    - meat from live-plucked poultry and foie gras from geese or ducks

### Plant-based food increase category score: 50% (10 out of 20)

- Sees great potential for vegetarian and vegan products and therefore drives the development of new products and product ranges in this field:
  - Its brand Hilcona has a competence centre for vegetarian and vegan products<sup>50</sup>.
  - Its brand Green Mountain has specialised in vegan meat alternatives and is working on locally sourced plant proteins (yellow peas)<sup>50</sup>.
  - Working on egg alternatives made from chickpea water<sup>48</sup>

### Way to go!

- Introduction of CO<sub>2</sub> score: linking the climate database of Eaternity Institute<sup>53</sup> to the public recipe database of Hilcona food service to reduce emissions<sup>54</sup>
- Demo farm: currently trialling the keeping of turkey cockerels with uncropped beaks through sufficient retreat and activity opportunities<sup>52</sup>
- “Veganuary is a good opportunity to once again raise awareness of the fact that we can help to reduce our personal carbon footprint and thus protect the climate and biodiversity by eating a purely plant-based diet.”<sup>55</sup>
- Invested in alternative proteins (cultivated beef)<sup>56</sup>

### Try harder!

- Explain the intended measures and how they will reduce the climate impact of animal-based products
- Formulate time-bound goals to eliminate cruel practices for all species (not tied to labels, but concretely in own policy) and report on progress
- Shift from exclusively communicating portfolio composition (79% meat-based products, 21% vegetarian) to establishing a protein split strategy





## 3.7 Conagra Brands

Rank **7**

overall score: **37.5%**

### Meat and dairy reduction and climate goals category score: 45% (18 out of 40)

- Climate change report mentions that plant-based proteins are generally recognised for having a lower carbon footprint and reduced water, land, and energy impacts compared to meat-based protein<sup>57</sup>
- Established plant-based protein Centers of Excellence to improve responsible production practices and help advance progress on its science-based climate change targets<sup>57</sup>

### Animal welfare category score: 32% (9.5 out of 30)

- Formulated plans and measures to eliminate cruel practices for laying hens<sup>58</sup> by requiring
  - only cage-free eggs
  - enrichments (ability to roam vertically and horizontally in indoor houses, scratch areas, perches, and nests)
  - access to litter
- Has time-bound goals to end cruel practices: 100% cage-free eggs by end of 2024; 100% open-pen gestation system for pigs by May 2026<sup>59</sup>

### Plant-based food increase category score: 50% (10 out of 20)

- Centers of Excellence to drive plant-based innovation<sup>57</sup>
- Exploring egg alternatives and enhanced new technologies to reduce or eliminate eggs from some of its products through recipe reformulation<sup>58</sup>
- Has extended portfolio of plant-based offerings in recent years in response to consumer demand<sup>59</sup>

### Way to go!

- Established Centers of Excellence to support plant-based food increase and to fulfil its climate targets
- 81% of its portfolio ingredients are already plant-based<sup>59</sup>

### Try harder!

- Expand communication from focusing exclusively on ingredients by volume (81% plant-based, 7% dairy and eggs, 12% animal protein) by establishing a protein split strategy





### Meat and dairy reduction and climate goals

category score: 20% (8 out of 40)

- Informs consumers about the benefits of vegan and vegetarian products for animals, the climate, and the planet, and indirectly links this to reduction on its website<sup>60</sup>

### Animal welfare

category score: 13% (4 out of 30)

- FAQ website provides information about animal husbandry, cruel practices and country of origin<sup>61</sup>
- Ensuring outdoor access for lambs in meat production
- Ending cage-keeping (for eggs), killing of male chicks, live plucking and force feeding

### Plant-based food increase

category score: 60% (12 out of 20)

- New product line "VEGANTisch"<sup>60</sup> for plant-based meat alternatives that enables consumers to make more animal-friendly food choices

3.

### Way to go!

- The "VEGANTisch"<sup>60</sup> product line is a positive step, which can be further expanded and possibly integrated even more in ready meals, while meals containing animal-derived ingredients are being removed
- Proactively removed animal-derived (egg) ingredients from product to "veganise" it, which could be further adapted to other dishes

### Try harder!

- Provide publicly accessible sustainability report with measures and time-bound goals for a meat and dairy reduction (linked to scope 3 and whole supply chain)
- Provide separate animal-welfare policy
- Use stronger and clearer wording around meat reduction and factory farming as well as the benefits for the animals
- New plant-based product line could have been highlighted more prominently in its magazine/catalogue by linking it to benefits for animals, people and environment and explaining the importance of switching to a more plant-based diet and reducing products containing animal-derived ingredients
- Started to mention benefits of vegan food choices on its website; however, much more fundamental information can be provided to consumers

\*including 10 points participation bonus



## 3.9 The Campbell's Company

Rank **9**

overall score: **31%\***

### Meat and dairy reduction and climate goals category score: 10% (4 out of 40)

- Implemented a responsible sourcing supplier code: Cheese and chicken are mentioned as priority raw materials through a comprehensive social and environmental risk assessment, which have a meaningful impact on the sustainability of its supply chain<sup>62</sup>

### Animal welfare category score: 43% (13 out of 30)

- Aimed to move the U.S. chicken meat supply to a higher standard of animal welfare by the end of 2024; in 2023: achieved environments with litter management and enrichments for 100% of sourcing (for chicken)
- Committed to transitioning to exclusively using of eggs from cage-free hens by the end of calendar year 2025
- In 2023: Completed the transition to gestation-crate-free pork (group housing) from the time of pregnancy of sows for 100% pork meat and skin ingredients and the pork in blended meat products
- "No Antibiotics Ever" (NAE): diced and canned chicken
- Plans and measures to end cruel practices to improve farm animal welfare are formulated as time-bound goals (eggs from cage-free hens by 2025)
- Reports about its performance to end cruel practices (use of eggs<sup>63</sup>)
- Informs consumers about the animal welfare issues of factory farming as part of its FAQ<sup>64,65</sup>

### Plant-based food increase category score: 20% (4 out of 20)

- Advertises plant-based meals as part of its product lines on a non-permanent basis

### Way to go!

- Expanding environmental risk assessment for other animal-based products and excluding ingredients with higher risk from supply chain or replace them with plant-based alternatives instead
- Animal Welfare Guidelines are quite specific; however, it would be appreciated if it were further expanded, e.g. "No Antibiotics Ever" (NAE) for other species, husbandry enrichment, implement high animal welfare standards for all species and across whole supply chain

### Try harder!

- Improve animal welfare: e.g. eliminate gestation crates for sows and implement higher welfare for them, plus specify how long they are kept in gestations for (in report)

\*including 10 points participation bonus





**3.10 heristo**

Rank
10

overall score:
25.5%\*

📊 **Meat and dairy reduction and climate goals** category score: 0% (0 out of 40)

- No information available

🐾 **Animal welfare** category score: 12% (3.5 out of 30)

- Cruel practices: Eliminates cage-keeping for egg ingredients; no killing of male chicks; no animal testing across their wholes supply chain<sup>g</sup>

🌿 **Plant-based food increase** category score: 60% (12 out of 20)

<ul style="list-style-type: none"> <li style="background-color: #708A4E; color: white; padding: 5px; margin-bottom: 5px;">■ Offers plant-based ready meals: Brand YouCook includes three vegan dishes (out of 21 products)</li> <li style="background-color: #708A4E; color: white; padding: 5px; margin-bottom: 5px;">■ Broad statement to increase plant-based products: continuously expanding its range to offer more organic and regional products, improved animal husbandry and alternative proteins; production of plant-based alternatives in the ready meal sector is carried out in coordination with its retail partners due to its own brand orientation<sup>66</sup></li> </ul>	<ul style="list-style-type: none"> <li style="background-color: #708A4E; color: white; padding: 5px; margin-bottom: 5px;">■ Brand YouCook does share information on its vegan products on different channels (e.g. social media) on a non-permanent basis</li> <li style="background-color: #708A4E; color: white; padding: 5px;">■ Price check: no difference in pricing for vegan ready meals and similar meals containing animal-derived ingredients</li> </ul>
---	--

3.

👍

### Way to go!

- Currently in the process of submitting its SBTi targets and will communicate publicly on its climate objectives in 2025

👎

### Try harder!

- Change portfolio to more plant-based alternatives: besides offering vegan and vegetarian dishes, heristo stated that its focus will be meat since it is a meat processing company
- Sustainability report: Implement concrete measures and time-bound goals for meat and dairy reduction (if this will not be covered in their 2025 report)
- End cruel practices: As the company focuses on products with animal-derived ingredients, it should ensure the welfare of animals in factory farms and accelerate the elimination of cruel practices

<sup>g</sup> Internal policy

\*including 10 points participation bonus



### 3.11 GBFoods

Rank **11** overall score: **8.5%**

**Meat and dairy reduction and climate goals** category score: 0% (0 out of 40)

No information available

**Animal welfare** category score: 15% (4.5 out of 30)

- Just a brief mention of the European Chicken Commitment and cage-free eggs on the website, but no policy as such
- Formulates plans and measures to eliminate cruel practices for laying hens by only sourcing cage-free eggs for its European brands
- Has time-bound goals to end cruel practices: 100% cage-free systems for all eggs obtained for its European brand products; advanced conversations with suppliers to anticipate meeting this target by 2024<sup>67</sup>

**Plant-based food increase** category score: 20% (4 out of 20)

- Offers some plant-based ready-meals, but comparably few
- Only sporadic advertising of plant-based meals

**Way to go!**

- 👍

**Try harder!**

- Publish more detailed policies addressing climate, animal welfare, and the increase of plant-based foods, covering all the points discussed above



© Luis Tato | HIDDEN | We Animals Media



## 4. Conclusion

There is growing pressure on the food industry to adopt more sustainable practices, from using environmentally friendly packaging to sourcing ingredients more sustainably and adapting its product portfolios to include plant-based alternatives which emit less GHG emissions. FOUR PAWS observed that some companies are already on the right track, prioritising the reduction of meat and dairy products as a key strategic goal to minimise their overall climate impact. Others, on the other hand, are only just beginning to implement strategic changes related to the impact of their product portfolio. Driven by the flexitarian movement and concerns about the environmental impact of animal agriculture, animal welfare, and health, an increasing number of people are turning to plant-based options. The food industry is responding to this shift, as observed in the FOUR PAWS assessment of this ranking.

However, simply increasing the number of plant-based dishes does not automatically lead to a reduction in meat and dairy products, nor does it decrease the number of animals being farmed. While some companies are reducing meat and dairy ingredients, they continue to promote fish consumption and, in some cases, are even expanding their fish product offerings. These companies justify this by citing a lower carbon footprint and health benefits. Additionally, the industry's definition of 'plant-based' often includes animal-derived ingredients, such as dairy or eggs.

Many plant-based ready meals now include meat substitutes designed to replicate the taste and texture of meat, making them an attractive option for both vegetarians and meat-eaters. Over the past few years, FOUR PAWS has observed a shift in companies' product portfolios, particularly with the rise in popularity of vegan and vegetarian meals as well as dairy-free options. Even vegan alternatives to traditional fish products are now available.

While assessing all relevant information and public documents during the analysis and comparing companies' sustainability reports, FOUR PAWS found significant variations in wording across the sector, leaving room for interpretation. This was particularly evident when companies declare their intentions to shift their portfolios towards more 'protein alternatives' to meet consumer demand or when terms such as 'climate-friendly' are used.

While such goals may contribute to GHG reduction, they do not necessarily promote animal-friendly husbandry. Climate-friendly goals do not always align with the natural needs of farmed animals, as GHG reduction is often achieved by limiting outdoor access or increasing the number of animals being farmed, such as substituting red meat with chicken or fish. It is important that terms like 'climate-friendly', 'green' or 'sustainable' carry meaningful and impactful change and within a transparent, precise and elaborate sustainability report. This needs to include clear measurable and time-bound goals, third party information on both positive and negative impacts, progress tracking, specific actions, and detailed data.



© Shatabdi Chakrabarti | FIAP0 | We Animals

While recognising progress, FOUR PAWS acknowledges the need for a stronger approach to reducing meat and dairy across the entire sector:

- Food producers have a responsibility to not only adjust their product portfolios to consumer needs but actively guide them towards a more animal- and climate-friendly diet by e.g. communicating about cruel practices in animal agriculture and strongly advertising plant-based products.
- **Protein shift:** A strategic shift away from animal-derived foods in their portfolio towards more plant-based products, as well as including strategic measures and time-bound goals for meat and dairy reduction in their sustainability reports.
- **Focus on innovation and protein alternatives:** With growing variety, innovation, and accessibility, plant-based ready meals are set to become a more prominent part of the global food industry, offering consumers convenient and climate-friendly alternatives to traditional meat-based meals.
- **Animal welfare:** Companies must ensure animal welfare across their supply chain through strong animal welfare policies that need to be rigorously implemented to eliminate cruel practices. Animals should not have to adapt to the system. Instead, the system should be adapted to fit the natural needs of animals. Companies should make it their own responsibility to ensure the welfare of animals in agriculture and not rely on existing initiatives only. A holistic transforming of the entire agricultural system cannot happen overnight, yet companies should remain committed to their goals and making progress.

FOUR PAWS looks forward to engaging with the food producers in this ranking to support and integrate more sustainable food strategies, reduce meat and dairy consumption, and promote more plant-based options as part of their animal welfare and climate crisis mitigation goals.

### Contact details:

For more information about the FOUR PAWS Food Producer Challenge, please contact us at:

[TheAtlasChallenge@four-paws.org](mailto:TheAtlasChallenge@four-paws.org)

# Appendix

## I. Glossary

**Corporate Social Responsibility (CSR):** CSR is a business approach that integrates social and environmental concerns into a company's operations and interactions with stakeholders. The goal of CSR is to create a positive impact on society and the environment while also achieving business success. CSR activities may include philanthropic initiatives, environmental sustainability practices, ethical business operations, and social impact programmes that benefit employees, consumers, communities, and the environment. CSR is increasingly important for companies wanting to demonstrate their commitment to social and environmental issues and build long-term relationships with stakeholders.

**Environmental, Social, and Governance (ESG):** An ESG report is a document that provides information on a company's performance in relation to Environmental, Social, and Governance (ESG) factors. It typically includes an overview of the company's ESG strategy and policies, key performance indicators, and targets for improving ESG performance. ESG reports are used by investors and other stakeholders to assess a company's ESG performance and to make informed investment or business decisions.

**Factory farming:** Factory farming is an industrial method of raising farm animals. On factory farms, animals are raised under conditions intended to maximise production at minimal cost. The animals in these systems regularly suffer from most cruel practices and their basic needs are not met. On factory farms, animals are confined in small spaces and the animals are kept indoors and/or in cages for their entire life.

**Flexitarian diet:** A flexitarian diet is primarily plant-based with the occasional inclusion of animal products.

**Five Domains Model:** The Five Domains Model is a modern tool for guiding animal welfare assessments. The Five Domains Model framework recognises that animals have complex emotional and cognitive lives, and that their welfare is influenced by factors beyond their physical health. It also emphasises the importance of promoting positive emotional states in animals, rather than simply preventing negative states. The Five Domains are as follows:

- **Nutrition:** the provision of food and water to meet the animal's physiological needs;
- **Environment:** the provision of a suitable physical and social environment to meet the animal's behavioural and social needs;
- **Health:** the prevention and treatment of disease and injury to maintain the animal's physical health;
- **Behaviour:** the provision of opportunities for the animal to perform normal behaviours and express natural instincts;
- **Mental state:** the provision of conditions that promote positive emotional states and minimise negative emotional states.

**Five Freedoms:** The Five Freedoms is a set of animal welfare principles that were originally proposed by the UK Farm Animal Welfare Council in 1965. However, the Five Freedoms are outdated nowadays and an inadequate tool for assessing animal welfare. The Five Freedoms are as follows:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury, and disease
- Freedom to express normal behaviour
- Freedom from fear and distress

**Greenhouse gas (GHG) emissions:** GHG emissions are the release of gases into the atmosphere that contribute to global warming and the climate crisis. The main GHGs are carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), and nitrous oxide (N<sub>2</sub>O), which are released through human activities such as transportation, energy production, and agriculture. In agriculture, methane (primarily from ruminant digestion processes) and nitrous oxide (from nitrogen fertilisation) play the main role, whereas CO<sub>2</sub> plays a minor role. GHG emissions are usually expressed in terms of CO<sub>2</sub> equivalent (CO<sub>2</sub>e). GHG emissions are an important measure of a country's, organisation's, or individual's contribution to the climate crisis. In the Paris Agreement, the signing countries agreed to limit global warming to 1.5°C, meaning that greenhouse gas emissions must peak before 2025 at the latest and decline by 43% by 2030<sup>68</sup>.

**Paris (Climate) Agreement<sup>68</sup>:** The Paris Agreement was adopted at COP21, the 21st UN Climate Change Conference. In December 2015, the Paris Agreement became a milestone in international climate policy; a historic, international treaty to combat climate change. Under the Paris Agreement, participating nations committed to reducing greenhouse gas emissions to limit global warming to well below 2°C of pre-industrial levels, with a target of limiting it to 1.5°C. The agreement also includes provisions for financial support for countries in the Global South and regular review mechanisms to assess and strengthen climate action.

**Planetary Health Diet:** The Planetary Health Diet is a reference diet established by the renowned EAT-Lancet Commission. Its purpose is to give guidance for a healthy and sustainable diet which is in line with the planetary boundaries while considering human health aspects, too.

**Plant-based/vegan:** free from all animal-derived products/ingredients (none of the following: meat, fish, eggs, dairy, honey, gelatine).



## II. Commitment letter

Commitment towards progressive animal- and climate-friendly food strategies

\_\_\_\_\_ (company name) commits to the following goals and measures by 2029 in a binding public document such as a CSR or ESG report:

- defines and reports on a concrete and time-bound meat and dairy reduction goal\* and implements measures to achieve this goal
- phases out meat and dairy from factory farming and actively works towards ending cruel practices in farm animal husbandry\*\*\*
- within this reduction goal, does not compensate for the reduction of meat and dairy with an increase of other animal proteins
- defines and reports on a concrete and time-bound goal to increase and diversify plant-based food and animal-free alternatives and implements measures to achieve this goal
- works on innovative\*\* and/or plant-based ready meals which will ultimately replace current meals containing meat and dairy
- promotes, markets and highlights plant-based ready meals/foods to consumers through various channels
- includes a statement highlighting the beneficial impacts of meat and dairy reduction for animal welfare and the climate

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Job title / Position: \_\_\_\_\_ Signature: \_\_\_\_\_

\* e.g. reduction of total meat, fish/seafood and dairy content of all ingredients/products by 20% by 2029

\*\* e.g. cultivated meat, products from precision fermentation

\*\*\* refer to attached document FOUR PAWS Cruel Practices in Farm Animal Husbandry

## IV. Result overview

Table 1: Result Categories

Points	Result category	Fulfilment of criteria
0-20	■ <b>Very poor</b> ■	No/barely any criteria fulfilled
21-40	■ <b>Poor</b> ■	Few criteria fulfilled
41-60	■ <b>Average</b> ■	Some criteria fulfilled
61-80	■ <b>Good</b> ■	Most criteria fulfilled
81-100	■ <b>Very good</b> ■	(Nearly) all criteria fulfilled

Table 1 also shows the result categories and the corresponding levels of criteria fulfilment.

Table 2 (next page) provides information on the criteria and scoring system of the FOUR PAWS Food Producer ranking. The criteria were grouped into three thematic categories: The first category has a maximum of 40 points, the second 30 points, and the third 20 points, totalling 100 possible points. For each category, a set of criteria was identified, with each criterion weighted differently based on the level of ambition and scored accordingly. Some criteria could either be met or not met, meaning all or no points were given. Other criteria could be met partially or fully and were scored based on the level of fulfilment. The full scoring system is outlined in the [Overview of criteria and scores](#).

Disclaimer: FOUR PAWS conducted its research between July and November 2024 based on publicly available online information such as the latest CSR, ESG, climate and animal welfare policies, annual reports as well as digital communication between January 2022 and November 2024. Any changes that were implemented by the selected food producers after this set time frame were not considered. As part of the research and analysis, FOUR PAWS sent a questionnaire to the selected companies for their input. Seven companies filled in the questionnaire and/or provided information through correspondence, while Nestlé rejected the participation and Bell Food Group, Conagra and GBFoods did not react at all.

Table 2: Overview of criteria and scores

Category	Criterion	Level of ambition	Max. points achievable	Bell Food Group	bofrost*	The Campbell's Company	Conagra Brands	Dr. August Oetker KG	FRoSTA	GBFoods	heristo	Kraft Heinz	Nestlé	Nomad Foods	
Country (Holding)				CH	DE	US	US	DE	DE	ES	DE	US	CH	UK	
Meat and dairy reduction and climate goals	A. The company's policies include a statement on the impact of meat and dairy consumption/production on the climate.	Broader statement (e.g. mention food impact on climate)	4			4									
		Clear wording (e.g. use exact wording of meat and/or dairy)	6	6		6	6	6			6	6	6		
	B. The company implements concrete measures towards the reduction of meat and dairy in its products (e.g. reformulation/adaptation of existing meals/products).	Measures are still in development	8	8											8
		Measures are already in place	12			12	12								
	C. The company has a concrete and timebound goal to reduce meat and dairy ingredients of its ready meals (e.g. "Reduce X% of non-vegan ready meals offered by Y year" or "Reduce X% of meat and dairy ingredient of ready meals offered by Y year").	Vague wording (no exact details on how reduction happens)	10							10				10	
		Clear wording (have a clear goal on reduction and mention exact target)	14												
	D. The company informs consumers about the positive impact of meat and dairy reduction on animal welfare, climate, and our environment.		8	8	8		8	8					8		
	Total points in category		40	22	8	4	18	26	24	0	0	6	24	14	
	Percentage score per category		100%	55%	20%	10%	45%	65%	60%	0%	0%	15%	60%	35%	
Animal welfare	E. The company has an animal welfare policy/commitment.	Yes	2	2		2	2	2	2		2	2	2	2	
		... which includes the Five Domains.	2												
	F. The company's AW policy/commitment (or equivalent) mentions concrete plans and measures to (at least partly) eliminate the following cruel practices...		11	4	2	2	1.5	0.5	1	0.5	1.5	4	4.5	2.5	
	G. The company's plans and measures to end cruel practices and improve the welfare of animals in agriculture are formulated as timebound goals.		4			4	4	4		4		4	4	4	
	H. The company reports on its performance to end cruel practices and reaches its animal welfare goals (in a defined period of time e.g. x% by 2021 / x% 2022 / 2023).		3			3							3		
	I. The company formulates plans to phase out all animal products from factory farming across their whole supply chain.		5												
	J. The company informs consumers about the animal welfare issues of factory farming.	Vague wording (inform about AW problems in general)	2	2	2	2	2			2			2		
		Clear wording (on factory farming / intensive breeding etc.)	3											3	
	Total points in category		30	8	4	13	9.5	6.5	5	4.5	3.5	12	16.5	8.5	
Percentage score per category		100%	27%	13%	43%	32%	22%	17%	15%	12%	40%	55%	28%		



Table 2: Overview of criteria and scores (continued)

Category	Criterion	Level of ambition	Max. points achievable	Bell Food Group	bofrost*	The Campbell's Company	Conagra Brands	Dr. August Oetker KG	FRoSTA	GBFoods	heristo	Kraft Heinz	Nestlé	Nomad Foods	
Country (Holding)				CH	DE	US	US	DE	DE	ES	DE	US	CH	UK	
Plant-based food increase	K. The company offers plant-based (ready) meals.		2	2	2	2	2	2	2	2	2	2	2	2	
	L. The company evaluates the ratio of plant to animal protein (protein split).		4												
	M. The company's policies or other public documents mention an increase of plant-based products/ready-meals in their portfolio to the extent of ...	merely broaching the topic.	2		2										
		having vague plans to increase it.	4	4			4	4	4		4		4	4	
		having a concrete and timebound goal (permanent increase).	6									6			
	N. The company advertises plant-based meals/product lines.	Just on special occasions like Veganuary, World Vegan Day, Earth Day, introduce new products etc. // for ready meals especially	2				2				2	2			2
		Permanently throughout the year / by creating their own occasions. // for ready meals especially	4	4	4			4	4	4			4	4	
	O. The company offers plant-based meals with price parity to meals with animal-based protein.		4		4				4	4		4		4	
	Total points in category		20	10	12	4	10	14	14	14	4	12	12	14	8
Percentage score per category		100%	50%	60%	20%	50%	70%	70%	70%	20%	60%	60%	70%	40%	
Overall	Overall category points		90	40	24	21	37.5	46.5	43	8.5	15.5	30	54.5	30.5	
	Immediate participation (e.g. FP received filled-out questionnaire, add. documents via email, internal policies, phone calls etc. before scoring)		10	0	10	10	0	10	10	10	0	10	10	0	10
	Final results		100	40	34	31	37.5	56.5	53	8.5	25.5	40	54.5	40.5	
	Rank			5	7	8	6	1	3	10	9	5	2	4	

## V. Criterion F: Cruel practices (animal welfare category)

F. The company's animal welfare policy/commitment (or equivalent) mentions concrete plans and measures to (at least partly) eliminate the following cruel practices ...

Category	Criterion	Cruel Practices	Points	Nestlé	Bell Food Group	Kraft Heinz	Nomad Foods	bofrost*	The Campbell's company	heristo	Conagra Brands	FRoSTA	Dr. August Oetker KG	GBFoods	
Animal welfare	F. The company's animal welfare policy/commitment (or equivalent) mentions concrete plans and measures to (at least partly) eliminate the following cruel practices:	High stocking densities	0.5	0.5								0.5			
		No outdoor climate access or pasture	0.5		0.5	0.5	0.5	0.5							
		No species-specific enrichment	0.5		0.5	0.5	0.5			0.5		0.5	0.5		
		Cage keeping (poultry)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5		0.5	0.5
		Cage keeping (pigs)	0.5	0.5			0.5			0.5					
		Tethering (cattle)	0.5	0.5											
		Single keeping/veal crates	0.5	0.5	0.5										
		Beak trimming	0.5		0.5										
		Tail docking	0.5	0.5			0.5								
		Dehorning/disbudding	0.5												
		Castration without anesthesia and pain relief	0.5	0.5											
		Fully slatted flooring + no bedding material (litter)	0.5				0.5					0.5			
		Torture breeding	0.5	0.5	0.5										
		Live animal transport	0.5												
		Cruel slaughter methods (no pre-slaughter stunning)	0.5	0.5	0.5	0.5	0.5	0.5							
		Separation of young animals from their mothers	0.5												
		High-concentrate/inappropriate feeding	0.5												
		Killing of young animals of the unwanted sex (male chicks, female ducklings, male calves...)	0.5							0.5		0.5			
		Meat from live feather plucking/forced feeding (foie gras)	0.5			0.5				0.5					
Live lamb cutting (mulesing)	0.5														
No bathing/swimming for waterfowl	0.5														
Others (e.g. antibiotics, animal testing, ...)	0.5				Animal testing	Antibiotics			Antibiotics, animal testing	Animal testing					
Total points			11	4.5	4	4	2.5	2	2	1.5	1.5	1	0.5	0.5	



## VI. The FOUR PAWS Food Producer Questionnaire

### FOUR PAWS QUESTIONNAIRE

#### for food producers with a focus on ready meals

We kindly ask you to answer the questions below, which will help us evaluate the development in the food industry sector focusing on a meat<sup>h</sup> and dairy<sup>i</sup> reduction approach.

When answering a question with yes, we kindly ask you to provide concrete examples, attach or link to references such as ESG or CSR policies, other public documents, website pages or social media posts.

#### MEAT AND DAIRY REDUCTION AND CLIMATE GOALS

1. In any of your policies or other public documents, do you mention the impact of meat and dairy production/consumption on the climate?
  - No
  - Yes (Please specify.)
2. Have you set goals and/or taken measures to reduce the amount of meat and dairy used for your products (e.g. discontinuing animal-based meals partly or completely, adapting existing meals/products by blending<sup>j</sup> or completely replacing animal protein with plant protein or reducing meat portions, substituting meat and dairy products with alternatives such as cultivated meat<sup>k</sup> or products from precision fermentation<sup>l</sup>, ...)?
  - No
  - Yes (Please specify.)
- 2 a) If yes, do you compensate for this specific reduction by the increase of other animal-based ingredients (e.g. eggs, ...)?
  - No
  - Yes (Please specify.)
3. Do you inform consumers about the positive impact of meat and dairy reduction on animal welfare, the climate and the environment and if so, how?
  - No
  - Yes (Please specify.)

#### ANIMAL WELFARE

4. Do you have an animal welfare policy in place or mention the topic of animal welfare in any of your policies or other public documents?
  - No
  - Yes (Please specify.)

<sup>h</sup> Meat: all types of animal meat (fresh/frozen/processed) such as beef, pork, veal, poultry, lamb, including meat from marine animals such as fish and shellfish

<sup>i</sup> Dairy: milk, milk powder, cream, butter, yoghurt, cheese

<sup>j</sup> Blended/hybrid product: meat product which is partly mixed with e.g. vegetables, mushrooms and/or grains to reduce the overall meat content in the product itself (e.g. a 60/40 chicken burger contains 60% chicken and 40% mushrooms).

<sup>k</sup> Cultivated meat: meat that is grown in a cell culture outside an animal's body instead of inside

<sup>l</sup> Precision fermentation: method that uses microorganisms rather than cell cultures to produce e.g. milk or egg-white proteins, combining the process of traditional fermentation with the latest advances in biotechnology to efficiently produce a compound of interest, such as a protein, flavour molecule, vitamin, pigment, or fat.

- 4 a) Have you set goals and/or taken measures concerning animal welfare in farm animal husbandry (e.g. ending cruel practices, see [Cruel Practices in Farm Animal Husbandry](#))?
  - No
  - Yes (Please specify.)

5. Do you have any plans to phase out animal products from factory farming<sup>m</sup>?
  - No
  - Yes (Please specify.)

6. Do you inform consumers about the animal welfare issues of factory farming, and if so, which issues do you address and how?
  - No
  - Yes (Please specify.)

#### PLANT-BASED FOOD INCREASE

7. Do you offer any plant-based<sup>n</sup> ready meals<sup>o</sup> and if so, how many in comparison to all product lines/brands of ready meals for human consumption? [Please state percentage.]
  - No
  - Yes (Please specify.)
- 7a. Do you evaluate the ratio of plant to animal proteins (protein split<sup>p</sup>) in your product portfolio?
  - No
  - Yes (What is the status hereof?)
8. Have you set goals and/or taken measures to increase the amount of plant-based products in your ready meal portfolio (e.g. introducing plant-based products as alternatives to well-known/popular meals, permanently increasing the number of plant-based products measured by the status quo, launching a completely plant-based ready meal product line, partnering with companies specialised on meat and dairy alternatives, ...)?
  - No
  - Yes (Please specify.)
- 8a. Have you set goals and/or taken measures to increase the amount of plant-based products in your overall portfolio? If yes, which kind of products?
  - No
  - Yes (Please specify.)
9. Do you advertise your plant-based ready meals via your social media channels, newsletters, ads on TV, print or online media or any other advertising channels (i.e. billboards etc.)?
  - No
  - Yes (Please specify.)
- 9a. Are your plant-based meals offered with price parity to meals with animal-based protein?
  - No
  - Yes (Please specify.)

<sup>m</sup> Factory farming: industrial method of raising farm animals. On factory farms, animals are raised under conditions intended to maximise production at minimal cost. The animals in these systems regularly suffer from poor husbandry conditions, most cruel practices, and their basic needs are not met. On factory farms, animals are confined in small spaces and the animals are kept indoors and/or in cages for their entire life. This often leads to behavioural abnormalities, which in turn result in the animals being adapted to the husbandry system for economic reasons and not vice versa.

<sup>n</sup> Plant-based: free from all animal-derived products/ingredients (none of the following: meat, fish, eggs, dairy, honey, gelatine, shellac)

<sup>o</sup> Ready meals: ready-to-eat and ready-to-cook main meals – shelf-stable/ambient (canned, retort pouches etc.), chilled or frozen – that only require minimal preparation effort like re-heating (e.g. canned soups/stews, TV dinners), baking (pizza) or cooking (chilled pasta dishes) excluded: pot noodles, packet soups, frozen vegetables, any sides such as fresh cut salads, sandwiches/wraps, cut fruit

<sup>p</sup> Protein split: to record the ratio of plant to animal proteins in the product portfolio and work towards e.g. a target ratio of 60% plant to 40% animal protein by 2030 as a foundation for an aspired protein shift

# References

- 1 Pham P. Convenience Food: market data & analysis Market Insights report by Statista. Statista; 2024. p 31. Industries & Markets Report No.: 48833.
- 2 Statista. Convenience Food: market data & analysis. 2024 [accessed 2024 Dec 3]. <https://www.statista.com/study/48833/convenience-food-market-data-and-analysis/>
- 3 Holland F. Regulating ready-meals production could bring “huge” emissions cuts in EU - report. Just Food. 2024 [accessed 2024 Dec 23]. <https://www.just-food.com/news/regulating-ready-meals-production-could-bring-huge-emissions-cuts-in-eu-report/>
- 4 Food and Agriculture Organization of the United Nations. FAOSTAT. Crops and livestock products. 2023 [accessed 2024 Dec 23]. <https://www.fao.org/faostat/en/#data/QL>
- 5 Ritchie H, Roser M. How many animals are factory-farmed? Our World in Data. 2024 Feb 24 [accessed 2024 Dec 23]. <https://ourworldindata.org/how-many-animals-are-factory-farmed>
- 6 Alonso ME, González-Montaña JR, Lomillos JM. Consumers’ Concerns and Perceptions of Farm Animal Welfare. *Animals*. 2020;10(3):385. <https://doi.org/10.3390/ani10030385>
- 7 Napolitano F, Girolami A, Braghieri A. Consumer liking and willingness to pay for high welfare animal-based products. *Trends in Food Science & Technology*. 2010;21(11):537–543. <https://doi.org/10.1016/j.tifs.2010.07.012>
- 8 Poore J, Nemecek T. Reducing food’s environmental impacts through producers and consumers. *Science*. 2018;360(6392):987–992. <https://doi.org/10.1126/science.aag0216>
- 9 Sandström V et al. The role of trade in the greenhouse gas footprints of EU diets. *Global Food Security*. 2018;19:48–55. <https://doi.org/10.1016/j.gfs.2018.08.007>
- 10 Ritchie H, Roser M. Less meat is nearly always better than sustainable meat, to reduce your carbon footprint. *Our World in Data*. 2024 Mar 18 [accessed 2024 Dec 23]. <https://ourworldindata.org/less-meat-or-sustainable-meat>
- 11 UN environment programme (UNEP). What’s Cooking? An assessment of potential impacts of selected novel alternatives to conventional animal products. 2023 Dec 8 [accessed 2024 Dec 23]. <https://www.unep.org/resources/whats-cooking-assessment-potential-impacts-selected-novel-alternatives-conventional>
- 12 European Environment Agency. EEA greenhouse gases — data viewer. 2024 Apr 15 [accessed 2024 Dec 23]. <https://www.eea.europa.eu/en/analysis/maps-and-charts/greenhouse-gases-viewer-data-viewers>
- 13 Ritchie H, Roser M. Half of the world’s habitable land is used for agriculture. *Our World in Data*. 2024 Feb 21 [accessed 2024 Dec 23]. <https://ourworldindata.org/global-land-for-agriculture>
- 14 FOUR PAWS. Meat Exhaustion Day. How meat is eating up the planet. 2024 spotlight on the USA. 2024 [accessed 2024 Dec 23]. [https://media.4-paws.org/2/3/8/c/238c33f2b0035c8f5118ce98af32e35210cf\\_e1c7/2024-02-29\\_Meat\\_Exhaustion\\_factsheet\\_USA.pdf?\\_jtsuid=61198167877819238295300](https://media.4-paws.org/2/3/8/c/238c33f2b0035c8f5118ce98af32e35210cf_e1c7/2024-02-29_Meat_Exhaustion_factsheet_USA.pdf?_jtsuid=61198167877819238295300)
- 15 The EAT-Lancet Commission on Food, Planet, Health - EAT Knowledge. EAT. [accessed 2024 Dec 3]. <https://eatforum.org/eat-lancet-commission/>
- 16 ProVeg International. The untapped opportunities in plant-based ready-meals. 2024 Oct 7 [accessed 2024 Dec 23]. <https://proveg.org/article/the-untapped-opportunities-in-plant-based-ready-meals/>
- 17 Market.us. Ready Meals Market. 2024 Mar [accessed 2024 Dec 3]. <https://market.us/report/ready-meals-market/>
- 18 vegconomist - the vegan business magazine. Plant-Based Ready Meals Are a Win for Convenience, Sustainability, and Industry Growth -. 2024 Oct 7 [accessed 2024 Dec 23]. <https://vegconomist.com/food-and-beverage/plant-based-ready-meals-convenience-sustainability-industry-growth/>
- 19 Systemiq; Madre Brava; Fern. Ready-made meals study. Key insights. 2023 [accessed 2024 Dec 23]. <https://www.systemiq.earth/wp-content/uploads/2023/07/Fern-Madre-Brava-EU-SFSL-Ready-Made-Meals-Study-Key-insights-slides-for-website-04.07.2023.pdf>
- 20 FOUR PAWS International. Cruel Practices in Farm Animal Husbandry. 2024 Oct 25 [accessed 2024 Dec 23]. <https://www.four-paws.org/campaigns-topics/topics/farm-animals/cruel-practices-in-farm-animal-husbandry>
- 21 Dr. Oetker. Building a sustainable Home. [accessed 2024 Dec 23]. <https://media.graphassets.com/xblRGoFZSz2nc5ckqvBe?>
- 22 Dr. Oetker. Our Position on... Topics related to our company and products. 2024 [accessed 2024 Dec 23]. <https://www.oetker.com/our-responsibility/driving-sustainability/our-position-on>
- 23 Nestlé. Meat, poultry and eggs sourcing. 2024 [accessed 2025 Jan 17]. <https://www.nestle.com/sustainability/sustainable-sourcing/meat-poultry-eggs>
- 24 Nestlé. Accelerate, Transform, Regenerate: Nestlé’s Net Zero Roadmap. 2023. <https://www.nestle.com/sites/default/files/2023-12/nestle-net-zero-roadmap-en.pdf>
- 25 Nestlé. Dairy supply chain. 2024 [accessed 2025 Jan 17]. <https://www.nestle.com/sustainability/sustainable-sourcing/dairy>
- 26 Climate action in our portfolio | Nestlé Global. [accessed 2025 Jan 17]. <https://www.nestle.com/sustainability/climate-change/brands-initiatives>
- 27 Animal welfare | Nestlé Global. [accessed 2025 Jan 17]. <https://www.nestle.com/sustainability/sustainable-sourcing/animal-welfare>
- 28 Nestlé. Creating Shared Value and Sustainability Report 2023. Advancing regenerative food systems at scale. 2023. <https://www.nestle.com/sites/default/files/2024-02/creating-shared-value-sustainability-report-2023-en.pdf>
- 29 Nestlé. Was tut Nestlé eigentlich für das Tierwohl? Wir setzen uns für bessere Haltungsbedingungen bei Nutztieren ein. [accessed 2025 Jan 17]. <https://www.nestle.de/frag-nestle/tierhaltung-tierschutz>
- 30 Nestlé. Nestlé co-founds the Global Coalition for Animal Welfare. 2018 Oct 12 [accessed 2025 Jan 17]. <https://www.nestle.com/media/news/nestle-global-coalition-for-animal-welfare>
- 31 Global Coalition for Animal Welfare (GCAW). About Us. 2024 [accessed 2025 Jan 17]. <https://www.gc-animalwelfare.org/about-us/>
- 32 Nestlé. Plant-based alternatives to egg and shrimp now on menu at Nestlé. 2021 Oct 7 [accessed 2025 Jan 17]. <https://www.nestle.com/media/news/plant-based-alternatives-egg-shrimp>
- 33 Nestlé. Tasty and nutritious food. 2024 [accessed 2025 Jan 17]. <https://www.nestle.com/nutrition-health/tasty-healthy-food>
- 34 Nestlé. Plant-based portfolio. 2024 [accessed 2025 Jan 17]. <https://www.nestle.com/brands/plant-based-portfolio>
- 35 FRoSTA. Hi! We are FRoSTA. You asked, we answer! Corporate Social Responsibility Report 2020. 2020. <https://epapers.frosta-ag.com/sustainability-report-2020/#page=2>
- 36 FRoSTA. Unsere beliebtesten Gerichte jetzt auch vegan. 2024 [accessed 2024 Dec 23]. <https://www.frosta.de/beliebteste-frosta-gerichte-vegan/>
- 37 FRoSTA. Hähnchenbrust. 2024 [accessed 2024 Dec 23]. <https://www.frosta.de/zutaten/haehnchenbrust/>
- 38 Nomad Foods. Serving the World with Better Food. [accessed 2024 Dec 23]. <https://www.nomadfoods.com/wp-content/uploads/2024/05/nomad-foods-2023-sustainability-report-access.pdf>
- 39 Nomad Foods: “The Development of the Plant-Based Area is Already in the Next Phase” - vegconomist - the vegan business magazine. 2024 Mar 14 [accessed 2025 Jan 27]. <https://vegconomist.com/interviews/nomad-foods-development-plant-based-next-phase/>
- 40 Nomad Foods. Nomad Foods. Policy on animal welfare. 2024. <https://www.nomadfoods.com/wp-content/uploads/2024/08/animal-welfare-nomad-foods-policy.pdf>
- 41 Nomad Foods, BlueNalu. Nomad Foods and BlueNalu collaborate to introduce cell-cultured seafood in Europe. 2021 [accessed 2024 Dec 23]. <https://www.nomadfoods.com/wp-content/uploads/2021/09/bluenalu-x-nomad-foods-press-release-for-130921-website.pdf>
- 42 Kraft Heinz. Together at the table. Kraft Heinz. 2023 ESG Report. 2023. <https://www.kraftheinzcompany.com/esg/pdf/KraftHeinz-2023-ESG-Report.pdf>
- 43 Kraft Heinz. Kraft Heinz Animal Welfare. 2024 [accessed 2025 Jan 17]. <https://www.kraftheinzcompany.com/esg/animal-welfare.html>
- 44 Kraft\_Heinz\_Policy\_External\_Animal\_Welfare.pdf. [accessed 2025 Jan 17]. [https://www.kraftheinzcompany.com/pdf/Kraft\\_Heinz\\_Policy\\_External\\_Animal\\_Welfare.pdf](https://www.kraftheinzcompany.com/pdf/Kraft_Heinz_Policy_External_Animal_Welfare.pdf)
- 45 Kraft Heinz. Not Your Average Joint Venture: Kraft Heinz and TheNotCompany Create Partnership to Accelerate AI-Driven Plant-Based Innovation Globally. 2022 Feb 22 [accessed 2025 Jan 17]. <https://news.kraftheinzcompany.com/press-releases-details/2022/Not-Your-Average-Joint-Venture-Kraft-Heinz-and-TheNotCompany-Create-Partnership-to-Accelerate-AI-Driven-Plant-Based-Innovation-Globally/default.aspx>
- 46 Kraft Heinz. The Kraft Heinz Not Company Introduces KD NotMacandCheese: The First Plant-Based Offering from KD. 2024 Mar 12 [accessed 2025 Jan 17]. <https://news.kraftheinzcompany.com/press-releases-details/2024/The-Kraft-Heinz-Not-Company-Introduces-KD-NotMacandCheese-The-First-Plant-Based-Offering-from-KD/default.aspx>
- 47 Rebello A. The Beans is How 2023 Annual Report is here! SDG2 Advocacy Hub. 2024 [accessed 2025 Jan 17]. <https://sdg2advocacyhub.org/latest/the-beans-is-how-2023-annual-report-is-here/>
- 48 Bell Food Group. Nachhaltigkeitsbericht 2022 Bell Food Group. 2022. p 74. <https://www.bellfoodgroup.com/de/downloads/#nachhaltigkeitsbericht>
- 49 Bell Food Group. Tierwohl-Policy Bell Food Group. p 8. <https://www.bellfoodgroup.com/de/downloadfile/bell-food-group-tierwohl-policy/?fileid=649d35304edaf>
- 50 Bell Food Group. Geschäftsbericht 2023 Bell Food Group. Bell Food GRoup; 2024. p 116. <https://www.bellfoodgroup.com/de/downloadfile/geschaeftsbericht-2023/?fileid=65dde3820ef1d>
- 51 Bell Food Group. Verbotene Produkte und Produktionsformen “DON’TS.” 2023. <https://www.bellfoodgroup.com/de/downloadfile/bell-food-group-verbotene-produkte-und-produktionsformen-donts/?fileid=64e71d9dbb60c>
- 52 Bell Food Group. Gemeinsame Sache für die Nachhaltigkeit. 2024 [accessed 2025 Jan 27]. <https://www.bellfoodgroup.com/de/stories/die-bell-food-group-setzt-auf-verantwortungsbewusste-lieferanten/>
- 53 Eaternity Institut. Unsere Zukunft mit nachhaltiger Ernährung schon heute! 2024 [accessed 2024 Dec 23]. <https://eaternity.org/>



- 54 Amann M. Hilcona. Klimawandel auf dem Teller – Klimabewusstes Essen. 2023 Aug 31 [accessed 2025 Jan 27]. <https://hilcona.com/de/nachhaltigkeit/klimawandel-auf-dem-teller-klimabewusstes-essen/>
- 55 Hilcona. Veganuary? 366 Tage vegan mit HILCONA. Medienbereich der Hilcona AG. 2024 Jan 11 [accessed 2025 Jan 27]. <https://www.hilcona.media/pa/veganuary-366-tage-vegan-mit-hilcona/>
- 56 Bell Food Group. Die Bell Food Group beteiligt sich an Mosa Meat. 2024 [accessed 2025 Jan 27]. <https://www.bellfoodgroup.com/de/stories/die-bell-food-group-beteiligt-sich-an-mosa-meat/>
- 57 CDP. Conagra Brands CDP Climate Change 2023 Report. CDP Disclosure Insight Action. <https://www.conagrabrands.com/files/cdp-climate-2023>
- 58 Conagra Brands. Conagra Brands, Inc. Animal Welfare Position Statement Eggs Standards. 2024. <https://www.conagrabrands.com/files/eggs-position-statement>
- 59 Conagra Brands. ConagraBrands Citizenship Report 2023. 2023. p 56. <https://www.conagrabrands.com/citizenship-reports/conagra-brands-citizenship-report-2023>
- 60 bofrost\*. Vegane und vegetarische Ernährung für die Familie. 2024 [accessed 2024 Dec 23]. [https://www.bofrost.de/magazin/inspiration/laenderkueche\\_Magazin\\_Inspiration\\_Familie/vegane-und-vegetarische-ernaehrung.html](https://www.bofrost.de/magazin/inspiration/laenderkueche_Magazin_Inspiration_Familie/vegane-und-vegetarische-ernaehrung.html)
- 61 bofrost\*. Fragen zum Fleisch, Geflügel und Wild von bofrost\*. 2024 [accessed 2024 Dec 23]. <https://www.bofrost.de/faq/qualitaet-fleisch-gefluegel-wild.html>
- 62 Campbell's. Campbell's 2024 Corporate Responsibility Report. [accessed 2024 Dec 23]. [https://s27.q4cdn.com/108522393/files/doc\\_downloads/2024/04/2024-corporate-responsibility-report.pdf](https://s27.q4cdn.com/108522393/files/doc_downloads/2024/04/2024-corporate-responsibility-report.pdf)
- 63 Campbell's. Campbell's 2024 Corporate Responsibility Report Update. Animal Welfare Guidelines and Addendum. 2024 [accessed 2024 Dec 23]. [https://www.thecampbellscompany.com/wp-content/uploads/2024/04/Animal-Welfare-Guidelines\\_updated03-26.pdf](https://www.thecampbellscompany.com/wp-content/uploads/2024/04/Animal-Welfare-Guidelines_updated03-26.pdf)
- 64 Campbell's. FAQs. 2024 [accessed 2024 Dec 23]. <https://www.campbells.com/faqs/>
- 65 Campbell's. Campbell's® Chunky®. The Campbell's Company. 2024 [accessed 2024 Dec 23]. <https://www.campbells.com/chunky/>
- 66 heristo. Unser Anspruch für die Zukunft. 2024 [accessed 2025 Jan 31]. <https://www.heristo.de/de/verantwortung>
- 67 GBFoods. Protecting the environment. [accessed 2025 Jan 27]. <https://gbprodgbfoods.azurewebsites.net/protecting-the-environment/>
- 68 United Nations Climate Change (UNFCCC). The Paris Agreement. [accessed 2025 Jan 31]. <https://unfccc.int/process-and-meetings/the-paris-agreement>



## About FOUR PAWS

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. Founded in 1988 in Vienna by Heli Dugler and friends, the organisation advocates for a world where humans treat animals with respect, empathy and understanding. The sustainable campaigns and projects of FOUR PAWS focus on companion animals including stray dogs and cats, farm animals and wild animals – such as bears, big cats and orangutans – kept in inappropriate conditions as well as in disaster and conflict zones. With offices in Australia, Austria, Belgium, Bulgaria, France, Germany, Kosovo, the Netherlands, Switzerland, South Africa, Thailand, Ukraine, the UK, the USA and Vietnam as well as sanctuaries for rescued animals in eleven countries, FOUR PAWS provides rapid help and long-term solutions.



### FOUR PAWS International

VIER PFOTEN International –  
gemeinnützige Privatstiftung

Linke Wienzeile 236

1150 Vienna | Austria

Phone: +43-1-545 50 20-0

office@four-paws.org



[four-paws.org](https://www.four-paws.org)



[four-paws.org/linkedin](https://www.four-paws.org/linkedin)



[four-paws.org/instagram](https://www.four-paws.org/instagram)



[four-paws.org/facebook](https://www.four-paws.org/facebook)



[four-paws.org/x](https://www.four-paws.org/x)



[four-paws.org/youtube](https://www.four-paws.org/youtube)