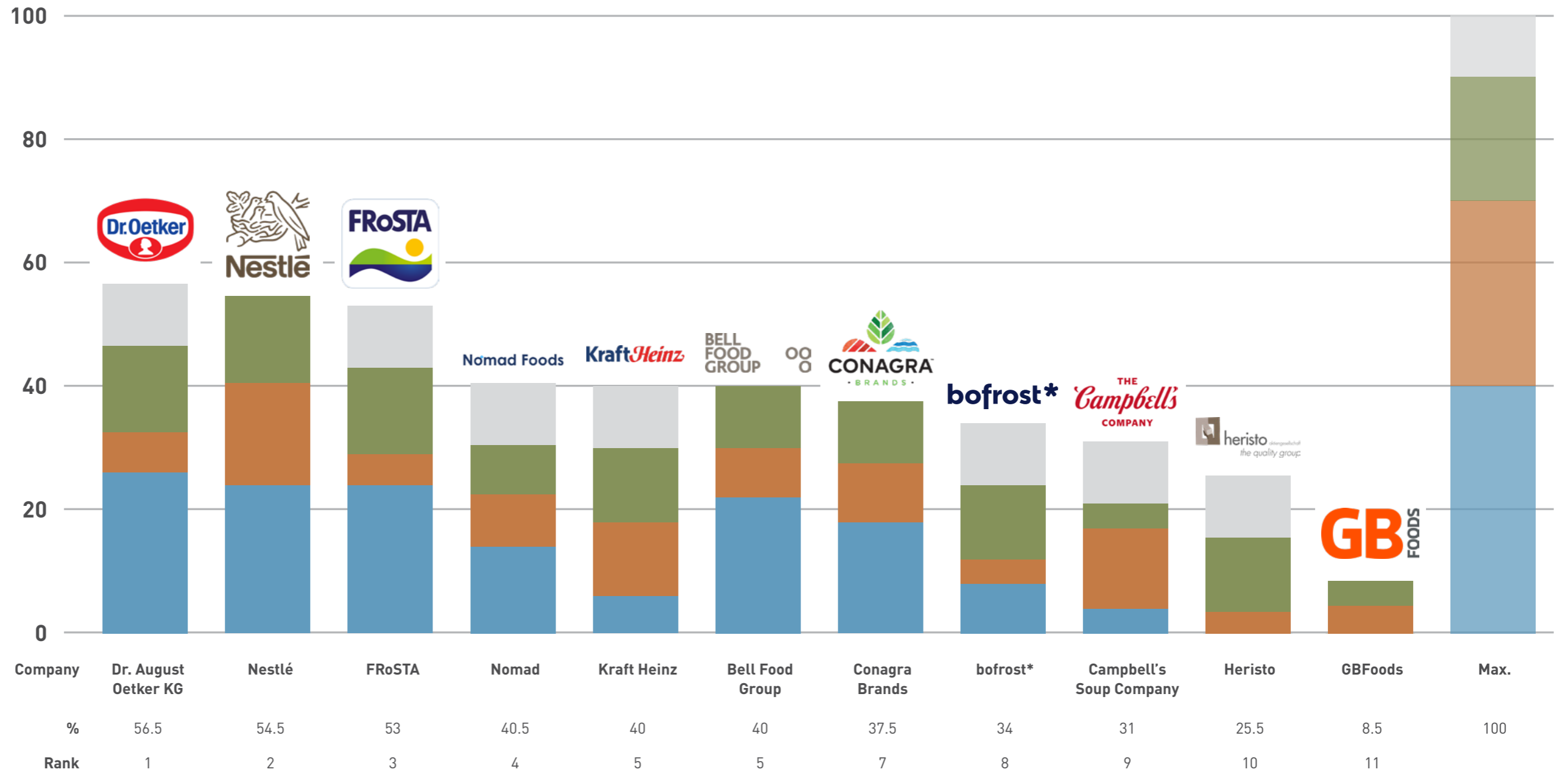


3. Results



| | | | | | | | | | | | | |
|--|-----|------|----|-----|----|----|-----|----|----|-----|-----|----|
| Active cooperation | 10 | 0 | 10 | 10 | 10 | 0 | 0 | 10 | 10 | 10 | 0 | 10 |
| Plant-based food increase | 14 | 14 | 14 | 8 | 12 | 10 | 10 | 12 | 4 | 12 | 4 | 20 |
| Animal welfare | 6.5 | 16.5 | 5 | 8.5 | 12 | 8 | 9.5 | 4 | 13 | 3.5 | 4.5 | 30 |
| Meat + dairy reduction and climate goals | 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.

IV. Result overview

Table 1: Result Categories

| Points | Result category | Fulfilment of criteria |
|--------|----------------------|----------------------------------|
| 0-20 | ■ Very poor ■ | No/barely any criteria fulfilled |
| 21-40 | ■ Poor ■ | Few criteria fulfilled |
| 41-60 | ■ Average ■ | Some criteria fulfilled |
| 61-80 | ■ Good ■ | Most criteria fulfilled |
| 81-100 | ■ Very good ■ | (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](#).

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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 | | | | 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 | 24 | 0 | 0 | 6 | 24 | 14 |
| | Percentage score per category | | 100% | 55% | 20% | 10% | 45% | 65% | 60% | 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 | | | 2 | | |
| | | Clear wording (on factory farming / intensive breeding etc.) | 3 | | | | | | | | | | | 3 | |
| | Total points in category | | 30 | 8 | 4 | 13 | 9.5 | 6.5 | 5 | 5 | 4.5 | 3.5 | 12 | 16.5 | 8.5 |
| Percentage score per category | | 100% | 27% | 13% | 43% | 32% | 22% | 17% | 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 | | | | 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 | 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 | | |