

Indicator overview: The FOUR PAWS Atlas Challenge

Poll of meat and fish reduction as an approach to a sustainable and innovative strategy

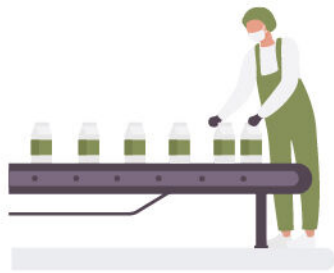
This overview shows the markets, in which the assessed food producers have a presence. (HQ) is added next to the country the company is headquartered in.



Food producers	Markets (HQ = headquarter)
	Austria, Germany, Switzerland, United Kingdom (HQ); worldwide
	Austria, Germany, Switzerland (HQ), United Kingdom; worldwide
	Austria, Germany (HQ), Switzerland, United Kingdom; 40 countries worldwide
	Austria, Germany, Switzerland, United Kingdom; United States of America (HQ); worldwide
	Austria, Belgium, Denmark, Germany, Finland, France, Greece, Hungary, Italy, Ireland, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom (HQ)
	Germany, Belgium (HQ), Finland, France, Sweden
	Austria, Germany, Switzerland, United Kingdom; Japan (HQ); worldwide
	Austria, Germany (HQ), Switzerland, Belgium, Croatia, France, Greece, Italy, Luxembourg, Netherlands, Slovenia, Spain
	Austria, Germany (HQ), Czech Republic, Hungary, Italy, Poland, Romania, Russia, Slovakia
	Germany, Netherlands (HQ), United Kingdom; Europe
	Australia, Austria, Germany, Ireland, United Kingdom (HQ), United States of America
	Austria, United Kingdom (HQ); growing presence in continental Europe
	United Kingdom (HQ); Europe
	United Kingdom (HQ); worldwide
	Austria, Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, India, Latvia, Lithuania, Norway (HQ), Romania, Russia, Slovakia, Sweden, Switzerland, United Kingdom
	Austria (HQ), Czech Republic, Hungary, Romania, Slovakia
	Germany, Switzerland (HQ), United Kingdom; worldwide
	Austria, Germany (HQ), Switzerland, United Kingdom; worldwide

The table on the following two pages provides an overview of the indicators for each food producer which the ranking is based on. For the assessment, the indicators were divided into four different sections. Please note that although a company could fulfill the majority of the criteria, it does not deem them as the highest scoring company due to the specific scoring system of the questionnaire.

Name of Company



Brand examples

Unilever		Nestlé		Dr. Oetker		Kraft Heinz		Nomad Foods		Continental Foods		Nissin Foods Europe		Bofrost		Frosta		Struik Foods Europe		Premier Foods		Princes Group		Oriental Food Express		Mr. Lee's Noodles		Orkla Group		Maresi		Hero		Meica	
DACH*	UK*	DACH*	UK*	DACH*	UK*																														
Knorr, Pfanni	Pot Noodle	Maggi, Wagner, Findus	Ristorante Pizza	Chicago Town	WW, Heinz Beanz	Iglo, BirdsEye	Erasco, Heisse Tasse	Cup Noodles						Sonnen Bassermann	Aah!Bistro, Batchelors	Hunger Breaks, Crosse & Blackwell	Kung Fu Food	Felix	Inzersdorfer																

Marketing

1. Highlight plant-based foods	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗	✓	✓	✗	✗		
2. Focus on plant-based foods & meat substitutes on website	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	
3. Highlight plant-based foods & meat substitutes under certain criteria	✓	✓	✓	✗	⊖	✓	✓	⊖	⊖	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	
4. Mention benefits and importance of meat reduction	✓	✓	✓	✗	✗	✓	✗	⊖	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

Future Commitment

1. Be part of initiatives / initial programs that promote / highlight meat reduction and/ or plant-based products	✓	✓	✗	✗	⊖	✓	✓	⊖	⊖	✗	✓	⊖	✓	⊖	⊖	✓	✓	✗	⊖	⊖	
2. Committing to meat reduction approaches and strategies	⊖	⊖	⊖	⊖	⊖	⊖	✗	⊖	⊖	✗	✓	⊖	✗	⊖	⊖	⊖	⊖	⊖	⊖	⊖	
3. Committing to fish / seafood reduction approaches and strategies	—	—	✓	✗	⊖	⊖	✓	⊖	⊖	✗	✓	—	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	
4. Expansion / development of plant-based foods and/ or meat substitutes	✓	✓	✓	✓	⊖	⊖	✓	⊖	✓	✓	✓	⊖	✓	⊖	⊖	⊖	⊖	✓	✓	⊖	⊖

Additional

i Response	✓	✗	✓	✓	✗	✗	✓	✗	✗	✓	✓	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗
ii Transparency	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	✗	✓	✗	✗	✗	✗	✓	✓	✓	✓

Key: ✓ = Yes ✗ = No — = Not applicable / Not part of product portfolio
 ⊖ = No information could be publicly found within the allocated research time

* DACH: Abbreviation for Austria (AT), Germany (DE) + Switzerland (CH)

** UK = United Kingdom

Disclaimer: December 2019 till the 30th of June 2020 reflects the careful research effort of FOUR PAWS. Any changes in the assessed companies which took place after the 30th of June 2020 and which may affect the ranking results, have not been taken into account. For more information please don't hesitate to contact: TheAtlasChallenge@vier-pfoten.org