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 produce	ers	Markets (HQ = headquarter)
Unilever	Unilever	Austria, Germany, Switzerland, United Kingdom (HQ); worldwide
Nestlé	Nestle	Austria, Germany, Switzerland (HQ), United Kingdom; worldwide
Dr. Oetker	Dr.Oetker	Austria, Germany (HQ), Switzerland, United Kingdom; 40 countries worldwide
Kraft Heinz	Kraft <i>Heinz</i>	Austria, Germany, Switzerland, United Kingdom; United States of America (HQ); worldwide
Nomad Foods	Nomad Foods	Austria, Belgium, Denmark, Germany, Finland, France, Greece, Hungary, Italy, Ireland, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom (HQ)
Continental Foods	Continental foods	Germany, Belgium (HQ), Finland, France, Sweden
Nissin Foods	NISSIN	Austria, Germany, Switzerland, United Kingdom; Japan (HQ); worldwide
Bofrost	bofrost*	Austria, Germany (HQ), Switzerland, Belgium, Croatia, France, Greece, Italy, Luxembourg, Netherlands, Slovenia, Spain
Frosta	FROSTA	Austria, Germany (HQ), Czech Republic, Hungary, Italy, Poland, Romania, Russia, Slovakia
Struik Foods Europe	Struik	Germany, Netherlands (HQ), United Kingdom; Europe
Premier Foods	PREMIER	Australia, Austria, Germany, Ireland, United Kingdom (HQ), United States of America
Princes Group	PRINCES	Austria, United Kingdom (HQ); growing presence in continental Europe
Oriental Food Express		United Kingdom (HQ); Europe
Mr. Lee's Noodles	Jees.	United Kingdom (HQ); worldwide
Orkla Group	Orkla	Austria, Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, India, Latvia, Lithuania, Norway (HQ), Romania, Russia, Slovakia, Sweden, Switzerland, United Kingdom
Maresi	maresi	Austria (HQ), Czech Republic, Hungary, Romania, Slovakia
Hero	Hero	Germany, Switzerland (HQ), United Kingdom; worldwide
Meica	Meica	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	A. C.		Nestle Nestle	00	Droeiker Di. Oether	Kraft Heinz Kraft Heinz	Nomed Foods (D) Foods	Continental foods Continental Foods	Nissin Foods Europe	bofrost* Bofrost	FROSTA ~ Frosta	Struik Foods Europe	Premier ODS Foods		Oriental Food Express	Mr. Lee's Noodles	Orkla Group	maxesi Maresi	Hero Hero	Meica
Brand examples	Knorr, Pfanni	Pot Noodle & Unileven	Maggi, Wagner, Findus	Ristorante Pizza		WW, Heinz Beanz Kraft	lglo, BirdsEye Nomod F	Erasco, Heisse Tasse	Cup Noodles	<i>pq</i>	FRoS	Sonnen Bassermann Struik	Aah!Bistro, Batchelors	Hunger Breaks, Crosse & Blackwell	Kung Fu Food	CONTRACTOR OF SPECIAL SPACES	Felix 🔥	Inzersdorfer ma	₩	Meica
CSR / Annual Report /	Phil	osop	hy								o.	72 /2								
Accessibility of annual report / CSR	~	~	~	~	0	~	~	0	~	×	~	0	~	~	0	0	~	~	~	0
Sustainable diet / nutrition is part of annual report	~	~	~	×	0	~	~	0	~	×	~	0	~	~	0	0	~	0	0	0
Sustainability seen as business responsibility to reduce impact on the planet	~	~	~	~	~	~	~	~	~	~	~	~	~	~	0	0	~	~	~	~
4. Statement / policy on environmental sustainability	~	~	~	~	0	~	~	~	~	~	~	~	~	~	0	0	~	~	~	0
5. Statement / policy on plant- based foods / proteins	~	~	~	×	0	0	~	0	~	×	~	0	×	×	0	0	~	~	0	0
Statement / policy on meat reduction	×	×	×	×	0	0	×	0	×	×	~	0	×	×	0	0	×	×	×	0
7. Statement / policy on fish / seafood	_	_	~	~	0	~	~	~	0	~	~	_	~	~	0	0	0	0	-	_
8. Statement / policy on food innovation / meat substitutes	~	0	~	~	0	0	~	0	0	×	~	0	×	×	0	0	~	~	0	~
Product Range																				
1. Offer plant-based foods	~	~	~	×	~	~	~	~	~	~	~	~	~	~	×	~	~	~	×	×
2. Offer vegetarian foods	~	~	~	~	~	~	~	~	~	~	~	~	~	~	×	~	~	~	~	~
Offer meat substitutes / innovative products	~	~	~	×	~	~	~	0	~	~	×	×	~	×	×	×	~	0	0	~
4. Offer fish / seafood substitutes	×	×	~	×	×	×	×	×	×	×	~	×	×	×	×	×	×	×	×	×
 Replace or remove meat-based with plant- based ingredients 	×	0	~	×	0	0	×	0	0	~	~	0	~	0	0	0	0	0	0	0
6. Reduce fish / seafood- based products	_	_	0	×	0	0	~	0	0	×	~	-	0	0	0	0	0	0	_	_

Name of Company Brand examples			on uniteder	estle Nestlé			Heinz Kraft Heinz	S KO Nomad	Continental foods Continental Foods	Nissin Foods Europe	bofrost* Bofrost	A Frosta	Struik Foods Europe	Premier DS Foods	yces Princes Group	Oriental Food Express	Mr. Lee's Noodles	Orkla Group	WSI Maresi	TO Hero	Meica
		Knorr, Pfanni 🥦 🔭	Pot Noodle	Maggi, Wagner, My Nestie Findus	Ristorante PO Pizza	Chicago Town	WW, Heinz Beanz Kraft <i>Sleinz</i>	iglo, BirdsEye Nomed Foods 💭	Erasco, Heisse Tasse	Cup Noodles	fog	FROSTA	Sonnen Bassermann Strui	Aah!Bistro, Batchelors	Hunger Breaks, Crosse & Blackwell	Kung Fu Food	COCCA Monta	Felix Ö	nzersdorfer maxkSI	Hero	Meica
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	~	~	~	×	0	~	~	0	0	~	~	×	×	×	×	×	~	×	×	×
4.	Mention benefits and importance of meat reduction	>	~	~	×	×	~	×	0	×	×	>	×	×	×	×	×	×	×	×	×
F	uture Commitment																				
1.	Be part of initiatives / initial programs that promote / highlight meat reduction and/ or plant-based products	~	~	×	×	0	~	~	0	0	×	~	0	~	0	0	~	~	×	0	0
2.	Committing to meat reduction approaches and strategies	0	0	0	0	0	0	×	0	0	×	~	0	×	0	0	0	0	0	0	0
3.	Committing to fish / seafood reduction ap- proaches and strategies	1	_	~	×	0	0	~	0	0	×	~	_	0	0	0	0	0	0	_	_
4.	Expansion / development of plant-based foods and/ or meat substitutes	~	~	~	~	0	0	~	0	~	~	~	0	~	0	0	0	~	~	0	0
Additional																					
ì	Response	~	×	~	~	×	×	~	×	×	~	~	×	~	×	×	×	×	~	×	×
ii	Transparency	~	~	~	~	×	×	~	~	×	~	~	×	~	×	×	×	~	~	~	×

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

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

^{**} UK = United Kingdom