Supermarket	Aldi Nord	Aldi Süd	Hofer	Aldi Suisse	Aldi	Lidl	Lidl	Lidl	Lidl	Kaufland	Edeka	Netto	Marktkauf	REWE	Penny	Billa	Penny	Adeg	Globus	Norma	MPREIS	Spar	Unimarkt	Coop	Denner	Globus	Manor	Migros	Spar	Volg	ASDA	Co-op	Iceland	M&S	Morrisons	Sainsbury's	TESCO	Waitrose
Country *	DE	DE	AT	CH	UK	DE	AT	CH	UK	DE	DE	DE	DE	DE	DE	AT	AT	AT	DE	DE	AT	AT	AT	CH	CH	CH	CH	CH	CH	CH	UK	UK	UK	UK	UK	UK	UK	UK
CSR / Policy / Annual report																																						
1. Annual report / CSR (publicly available)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Animal welfare = essential part of purchasing policy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	?	✓	✓	✓	?	✓	✓	✓	✓	✓
3. Climate Policy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	?	?	✓	✓	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4. Animal agriculture is a main driver of climate crisis → acknowledge (shared) responsibility	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	?	?	✓	✓	?	?	?	✓	?	?	?	?	✓	?	?	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓
5. Measures to reduce negative effects of products from factory farms	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	?	?	?	?	?	✓	?	✓	✓	?	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓
6. Climate footprint for animal-derived products	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	✓	✓	✓	?	?	?	?	✓	✓	✗	✓	?	✗	✓	?	✗	?	✓	?	?	✓	✓	✓	?
7. Measures for prevention of zoonotic diseases as a consequence of factory farming	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	?	?	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8. Farmer support (animal welfare, biodiversity, climate...)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	?	✓	✓	✓	?	✓	✓	✓	✓	✓
9. Binding meat/animal protein reduction strategy	?	?	✗	✗	?	?	✗	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?
10. Policy on reduction of specific animal-derived products (e.g. meat from Brazil, meat from live plucking, foie gras, exotic/endangered	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	✓	✓	?	✓	?	✓	✓	?	?	?	?	?	✓	✓	?	✓	✓	✓	?	✓
11. Specific reduction not compensated by an increase of any other animal protein type	?	?	?	?	?	?	?	?	?	?	?	?	?	✓	✓	?	?	?	?	?	?	?	?	✗	?	?	?	?	?	?	?	?	?	?	?	?	?
12. Policy on the increase of plant-based foods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	✓	?	✓	✓	?	✓	✓	?	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product Portfolio																																						
13. 50% or less meat from factory farming	?	?	?	?	?	?	?	?	?	✓	?	?	?	?	?	?	?	?	?	?	?	?	?	✓	?	?	?	?	?	✓	?	?	?	?	?	?	?	?
14. Percentage for specific products with animal welfare label	✓	✓	?	?	✓	✓	?	?	?	✓	?	?	?	✓	✓	?	?	?	?	?	?	?	?	✓	✓	?	?	?	?	✓	?	✓	?	✓	?	✓	?	✓
15. Hybrid/blended products	✓	✓	✓	✗	✗	✓	✓	✓	✗	✗	✗	✓	✗	✗	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗
16. Clear labelling of plant-based and vegetarian products (V-label)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ = Yes ✗ = No ? = No (clear) information given / could be publicly found within the allocated research time

* Country abbreviations: Austria (AT), Germany (DE), Switzerland (CH), United Kingdom (UK)

Supermarket	Aldi Nord	Aldi Süd	Hofer	Aldi Suisse	Aldi	Lidl	Lidl	Lidl	Lidl	Kaufland	Edeka	Netto	Marktkauf	REWE	Penny	Billa	Penny	Adeg	Globus	Norma	MPREIS	Spar	Unimarkt	Coop	Denner	Globus	Manor	Migros	Spar	Volg	ASDA	Co-op	Iceland	M&S	Morrisons	Sainsbury's	TESCO	Waitrose
Country	DE	DE	AT	CH	UK	DE	AT	CH	UK	DE	DE	DE	DE	DE	DE	AT	AT	AT	DE	DE	AT	AT	AT	CH	CH	CH	CH	CH	CH	CH	UK	UK	UK	UK	UK	UK	UK	UK
Marketing																																						
17. Marketing strategy to increase sales of plant-based foods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
18. Highlight plant-based foods' positive effects' (on animals, climate, health, planet)	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
19. Highlight the positive effects of reducing animal-based protein (on animals, climate, health, planet)	✗	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗	✓	✗	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✓	✓	✓
20. Initiatives/programs promoting meat reduction	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✗	✓	✗	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Progress & Commitment																																						
21. Future targets to increase plant-based foods	✓	✓	✓	✓	✗	✓	✓	?	?	?	✓	✓	✓	✓	✓	?	?	?	?	?	?	✓	?	✓	✓	?	?	✓	?	?	✓	?	?	✓	✓	?	✓	?
22. Future targets to reduce animal protein	?	?	✗	✗	✗	?	✗	?	?	?	✗	✗	✗	✗	✗	?	?	?	?	?	?	✗	?	✗	?	?	?	?	?	?	?	?	?	?	?	?	?	?
23. Plan to ban cheap meat advertising	✗	✗	✗	✗	✗	✗	✗	✗	?	✗	✗	✗	✗	✗	✗	?	?	?	?	?	?	?	?	✗	?	?	?	?	?	✗	?	?	?	?	?	?	?	?
24. Plan to increase products with high animal welfare labels	✓	✓	✓	✓	✗	✓	✓	✓	?	✓	✗	✗	✗	✓	✓	?	?	?	?	?	?	?	?	✓	✓	?	?	?	?	✓	?	?	?	?	?	?	?	?
25. Plan to offer cultivated meat (once available)	✗	✗	✗	✗	✗	✗	✗	✗	?	✗	✗	✗	✗	✗	✗	?	?	?	?	?	?	?	?	✗	?	?	?	?	?	✗	?	?	?	?	?	✓	?	?
26. Plan to implement stronger climate policy (Scope 3)	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	?	?	?	?	?	?	?	?	✓	?	?	?	?	?	✗	?	✓	?	?	✓	✓	?	✓
27. Plan to limit conventionally produced animal protein	✓	✓	✓	?	✗	✓	✓	?	?	✓	✓	✓	✓	✓	✓	✓	?	?	?	?	?	✓	?	✓	?	?	✓	?	?	✓	?	?	?	✓	?	?	?	?
28. Would consider increasing the price of animal-based products	✗	✗	✗	✗	✗	✓	✓	✗	?	✗	?	?	?	✗	✗	✗	?	?	?	?	?	?	?	✗	?	?	?	?	?	✗	?	?	?	?	?	?	?	?
29. Would consider 'true cost' price tags	✗	✗	✗	✗	✗	✓	✗	✗	?	✗	?	?	?	✗	✓	✓	?	?	?	?	?	?	?	✗	?	?	?	?	?	✗	?	?	?	?	?	?	?	?
30. Aim at price parity for plant-based and animal-derived products	✗	✗	✗	✗	✗	✗	✗	?	?	✗	?	?	?	✗	✗	✗	?	?	?	?	?	?	?	✗	?	?	?	?	?	✓	✓	✓	?	?	?	?	?	?
Additional																																						
i. Transparency of accessible information	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
ii. Responded/Cooperative and provided additional information	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗

This table provides an overview of the food retailers evaluated as part of the Atlas Challenge ranking and maps their results according to the indicators defined. The indicators were divided into four categories. Note that although a company could fulfil the majority of the criteria, it does not necessarily deem them with the highest score, due to the specific scoring system of the questionnaire. Disclaimer: FOUR PAWS conducted the research based on publicly available information online between January-June 2022. Any changes that were implemented by the selected food retailers after this set time frame, were not taken into account. As part of the research and analysis, FOUR PAWS sent a questionnaire to the selected food retailers for their input. Those who actively refused participation – Globus (DE), Marktkauf (DE), Penny (AT), Adeg (AT), MPreis (AT), Spar (CH), Denner (CH), Sainsbury (UK) and Waitrose (UK) – as well as the non-respondents, were thus evaluated solely by FOUR PAWS' research on publicly available information online. For more information, please contact TheAtlasChallenge@vier-pfoten.org