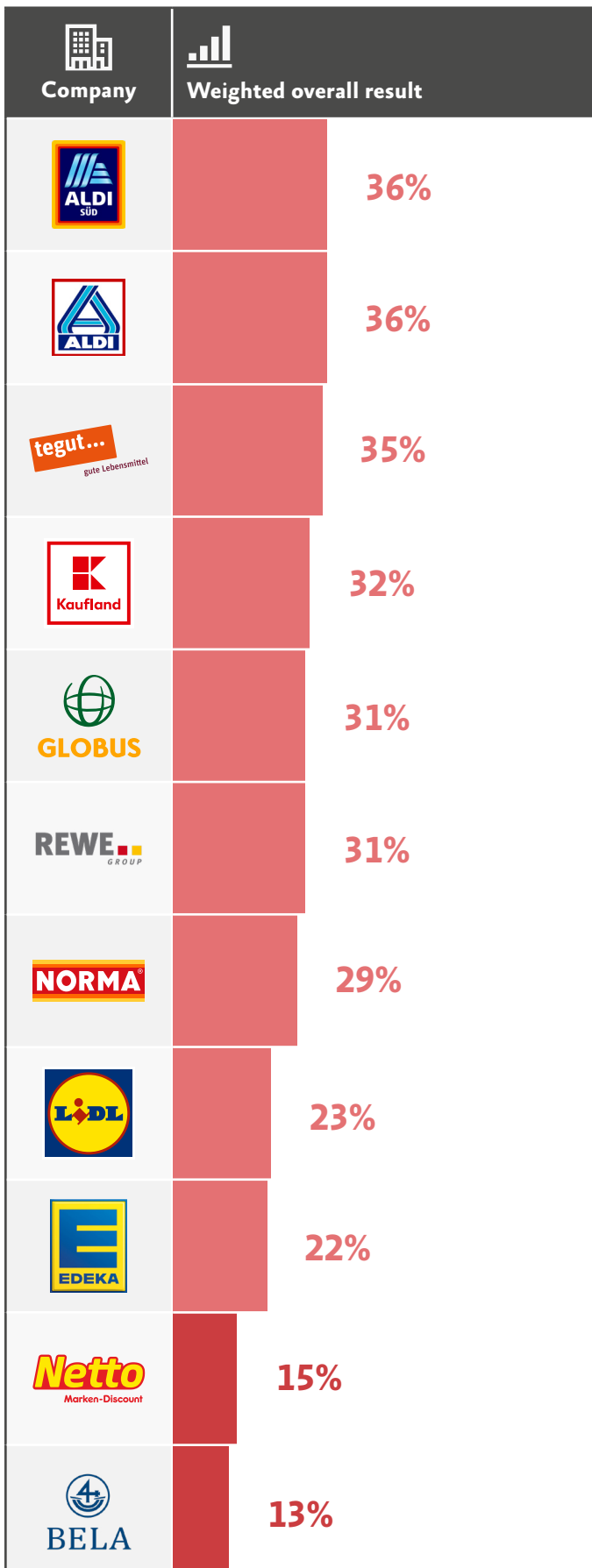


Animal Welfare Ranking of Supermarkets 2024

The results at a glance



How did we evaluate?

Data basis

The data are based on the retailers' publicly accessible animal welfare-related purchasing guidelines as of December 2023. The companies were given the opportunity to add further public content to the sources we researched.

We evaluated animal welfare guidelines for eleven animal groups, the negative list (e.g. no products from particularly cruel husbandry conditions) and overarching topics (e.g. phasing out levels 1 and 2 of the German husbandry type label »Haltungsform«, protein diversification targets).

Weighting of the animal groups

For each animal group, the partial result was weighted by a factor that takes equal account of the annual turnover made with the animal group and the respective number of animals kept or slaughtered. This means that measures for broiler chickens have a greater impact on the result than for cattle, for example, due to the high number of individuals.

Overall results in %

Percentage of points achieved out of the possible total score

The following criteria were assessed in detail:

- **Strength:** To what extent do the company's specifications meet the animal welfare criteria we examined?
- **Implementation:** Is a measure already fully being implemented? Company targets were also taken into account, although fewer points were awarded here.
- **Scope:** Proportion of the product range to which individual measures apply. The most points were awarded for guidelines that cover the entire product range (private labels and manufacturer's brands).

Strength and implementation each accounted for 25% of the score, while the scope accounted for 50%.

Key

