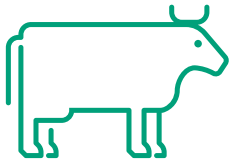


# Guidelines on Animal Welfare



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## I. UNDERSTANDING, SCOPE AND COMMUNICATION



REWE Group's customers expect and should be able to trust that REWE Group, as a trade company, is aware of its responsibility in the supply chains of its private labels and that it addresses social and ecological effects. In its ["Guidelines for Sustainable Business Practices"](#), REWE Group acknowledges this responsibility. The values described therein form the foundation for the responsible actions of the company.

REWE Group has specified this foundation in the ["Approach for responsible supply chains"](#) in order to identify, evaluate and process the social and ecological effects. In addition, REWE Group obliges all suppliers of its private label products to comply with its [Supplier Code of Conduct](#).

For REWE Group, treating animals with respect in the production of goods of animal origin is essential. REWE Group also follows the widespread concept of "Five measures and animal protection goals".

- Positive mental experiences
- Good environmental conditions
- Good health
- Good nutrition
- Species-appropriate behaviour

This concept, derived from the “Five Freedoms” of the British Farm Animal Welfare Council, reflects current scientific understanding and allows for expansion as new insights emerge.

### Goal and Scope of the Guidelines

In 2020, REWE Group realigned its animal welfare strategy. The trade company aims to improve animal welfare by documenting its attitude to this issue and defining an overarching strategy to be implemented through goals, actions and requirements.

REWE Group is aware that the production of goods of animal origin also has an impact on the environment and mankind. These Guidelines outline various aspects of animal welfare and highlight the different challenges that require harmonisation in the realms of animal husbandry, from rearing through to the customer.

REWE Group is likewise aware that these challenges cannot be entirely eliminated through its animal welfare strategy alone, and that additional approaches are required, such as expanding the range of plant-based products to support the demand in this market. In this respect, REWE Group is for example setting the tone with vegan store brands at REWE and PENNY.

The scope of these Guidelines comprises REWE Group’s supply chains of private label products of animal origin sold at REWE and PENNY in Germany. These Guidelines focus on the animal species that account for the largest proportion of the range and in which the company can achieve the greatest possible effect. With regard to the fish and seafood ranges, separate goals and actions are defined in the [Guidelines for Fish and Seafood](#). The Guidelines on Animal Welfare define a binding framework for REWE Group’s actions and the business relationships with its contractual partners.

The specified requirements and goals set out in these Guidelines are consistently checked. New objectives and measures are agreed upon if necessary. In addition, these Guidelines are updated on the basis of future trends and developments.

### Communication

REWE Group is continuously developing formats that are suitable to effectively communicate the contents of these Guidelines, e.g. via intranet, the Group’s website or supplier platform, to suppliers, employees and other stakeholders and to raise their awareness of animal welfare in the supply chain.

## II. CHALLENGES



Products derived from animal husbandry play a central role in food retail and therefore for REWE Group. Animal products, such as eggs, milk and meat, are also raw materials for processed foods and are a firmly established part of present-day dietary habits.

Social awareness of the living conditions of farm animals has risen continuously in recent years. 88 per cent of consumers therefore expect transparency surrounding products of

animal origin, including details of how animals are kept. One in two consumers attach great importance to animal welfare labels (BLE, 2021) when buying food products. Politicians are intensifying their efforts to satisfy society's awareness of animal welfare. REWE Group has been committed to improving animal welfare for many years. The Group is concerned with addressing the challenges in this field with a series of new approaches.

Conventional intensive animal husbandry in Germany is frequently characterised by a high degree of efficiency and business-oriented thinking which prioritises maximum animal output. Thus, for example, rapid growth and weight gain is encouraged, stocking density is maximised in barns, and soft bedding replaced with slotted concrete flooring with automatic slurry scrapers (BLE, 2021). In addition, this approach can lead to other consequences, including the likelihood that male calves born to dairy cows are deemed uneconomical and predominantly shipped elsewhere in Europe (BLZ, 2021a). Close proximity, little or no movement or peace and quiet and the absence of natural foraging can lead to stress and changed social behaviour with increased levels of aggression. This in turn can result in injuries (BLE, 2021).

Due to the conditions under which they are kept and their rapid weight gain, animals also show a greater tendency towards disease: broiler chickens and turkeys fattened for consumption can suffer, among other problems, from bone structure deformation, ulcers or cardiovascular disorders, while pigs suffer from injuries and respiratory ailments. Dairy cows can, for example, suffer from lameness or bovine mastitis (Heinrich-Böll-Stiftung, 2018). To counter the risk of disease, antibiotics are administered more frequently as a preventive measure in intensive farming. This has been banned in Germany since 2006. However, due to the conditions under which animals are kept on large farms in particular, it is virtually impossible to administer medication on an individual basis (DUH, 2021).

Furthermore, Germany is dominated by large-scale central abattoirs and the transport of animals across state borders is quite usual. During the potentially long journeys in which the supply of water and feed is frequently inadequate, and where rest stops are not complied with, and too little space is provided for animals must be viewed critically (BZL, 2021b).

### III. PRINCIPLES AND OBJECTIVES



The three principles “abolish”, “adapt” and “expand” form the framework of REWE Group's animal welfare strategy.

For example, any lack of usability or long journeys within the supply chain should be abolished and the conditions under which animals are kept should be oriented towards their needs — with more space to keep them occupied, and fewer interventions. Regional production should also be expanded. The company has defined detailed content and areas of emphasis on the basis of its strategy ([see Chapter IV. Strategic Approach and Implementation](#)). The intention is to continuously expand the content.

## Objective

In respect of animal welfare, REWE Group has set itself a strategic goal: in those supply chains that embrace goods of animal origin for private label products sold by PENNY and REWE, the company intends to embed improved animal welfare by 2030.

## IV. STRATEGIC APPROACH AND IMPLEMENTATION



In order to achieve its goals, REWE Group follows a four-stage process in its animal welfare strategy, analogous to the Group's [Approach for Sustainable Supply Chain](#): risk and hotspot analysis, derivation of emphases and goals, implementation through actions and requirements, and monitoring and reporting.

### Risk and hotspot analysis

The most recent realignment of the animal welfare strategy took place in 2020. To this end, an extensive analysis was conducted that took account of both external as well as internal factors and the hotspots – i.e., the material social and ecological challenges – were investigated. These in turn were supplemented by stakeholder surveys, trend evaluations and a consideration of the current political situation. Experts were also consulted and the range of store brand products analysed.

### Derivation of focus topics and goals

Based on the analysis, six focus species and eight focus product groups were identified as being of material importance, representing the bulk of REWE Group's product range and through which the company can achieve the maximum possible effect relating to animal welfare. For the purpose of achieving the strategic animal welfare goal, topics with particular emphasis were defined, among them species-appropriate husbandry methods, origins and the value appreciation of life.

**Focus Species:** Chicken, Turkey, Pork, Beef, Dairy Cows, Laying Hens

**Focus Product Group:** Poultry, Pork, Beef, Sausage, Cheese, Milk, Dairy Products, Eggs

To accompany the areas of emphasis identified through the analysis, REWE Group is formulating clear sub-goals for its store brand product range. The company achieved the goal of structuring store brand fresh egg supply chains in order to ensure that these are 100 per cent without chick culling in 2021. In addition, fresh milk private label products have been 100 per cent sourced from Germany and Austria since the end of 2021.

In setting its goals, the company focuses on improving the conditions under which animals are kept, given that in the years to come, it intends to repeatedly raise its required standards of husbandry (see Section "Implementation through measures and requirements"). In this way, it is intended that, by the end of 2030, 100 per cent of fresh meat products, including pork, beef and poultry, in the self-service range and service counters will meet husbandry

system minimum standard 3. REWE Group is likewise endeavouring to shift 100 per cent of milk to husbandry minimum standard 3 by the end of 2030.

### Implementation through measures and requirements

The strategic approach to improved animal welfare is implemented on three levels:

- Transformation through lighthouse projects
- Promotion of animal welfare overall through standards
- Definition of explicit minimum requirements for suppliers

The basis defines explicit minimum requirements for suppliers. These exceed statutory required standards. This list of requirements is continuously reassessed, adapted and advanced. For example, if REWE Group achieved one of their goals - such as supply chains “without chick culling”.

Furthermore, REWE Group promotes animal welfare overall by cooperating with standards and industry initiatives - as a founding member of the animal welfare initiative among others since 2019 - by providing four-step industry labelling of the [husbandry system standards 1 to 5](#). They guarantee 10 per cent more space indoors, for example, or more manipulable materials for animals.

In addition, the system provides transparency concerning animal welfare and contributes to a deliberate purchase decision. This has been gradually introduced to milk and dairy products since early 2022.

To drive forward the transformation in this sector, REWE Group is continuously looking for innovative solutions which are piloted in “lighthouse projects”. Ideally these projects are successful enough to be gradually developed further in the long run. “Spitz & Bube free-range husbandry eggs”, which was initiated by REWE in 2016, provides an example of such projects. The beaks of laying hens remain in their natural state and male chicks are raised as well. This project initiated the development of the current standard “without chick culling”.

REWE Group also supports the continuously growing trend of vegan nutrition, for example. Vegan private label products covering several product groups were therefore launched. In 2020, PENNY became Germany’s first discount store selling “Food for Future”. REWE introduced “REWE organic + vegan” in 2021 and all products are additionally certified according to organic standards. Moreover, the trade company offers hybrid meat products, in which vegetables make up 50 per cent of the product, with the “Better half” brand. This appeals especially to customers who aim to reduce their consumption of meat without missing the taste of meat.

Product group	Requirement
Eggs	<ul style="list-style-type: none"> <li>• KAT e.V. Certification for eggs</li> <li>• Rearing of male chicks for organic eggs in the REWE sales lines</li> <li>• Discontinuation of genetically modified feed for laying hens - with the seal of the Federation for Food without Genetic Engineering VLOG e.V.</li> </ul>
Milk & dairy products	<ul style="list-style-type: none"> <li>• Discontinuation of genetically modified feed for cows - with the seal of the Federation for Food without Genetic Engineering VLOG e.V.</li> <li>• Certification of products made from meadow-grazed milk according to an independent standard for pasture rearing, such as PRO WEIDELAND or the premium level of animal welfare label of the German Animal Welfare Association.</li> </ul>
Meat	<ul style="list-style-type: none"> <li>• QS standard for fresh meat</li> <li>• Discontinuation of genetically modified feed for poultry - with the seal of the Federation for Food without Genetic Engineering</li> <li>• CO<sub>2</sub> anaesthesia for fresh meat broilers and turkeys</li> <li>• Fresh meat from poultry and pork according to husbandry system minimum standard 2</li> <li>• 5xD for pork</li> </ul>

### Monitoring and Reporting

REWE Group monitors and evaluates the progress in implementing the measures and achieving the targets outlined. The findings of the monitoring are incorporated into the further development of the measures.

In the event of intentional gross disregard of the requirements described in the Guidelines, REWE Group reserves the right to impose penalties or to terminate the business relations. In addition to existing audits, REWE Group also conducts its own audits and cross-audits with independent institutions - in agricultural holdings, in slaughterhouses and in processing plants.

The Group regularly and appropriately reports publicly on the current status of all activities concerning animal welfare.

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The dialogue on the topic of Animal Welfare is of great importance to us. Please do not hesitate to contact us should you have any questions at: [nachhaltigkeit@rewe-group.com](mailto:nachhaltigkeit@rewe-group.com)

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