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Animal welfare policy

Responsible:	Last updated:	Applies to employees:	Country:
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Introduction

At Strawberry, our overall ambition is to buy into a more sustainable value chain and be an industry-leading example. Ensuring sustainable sourcing and good animal welfare are integral to our mission, as well as achieving our goal for reduced climate emissions from food and beverages by 50 % by the year 2030.

This policy applies to all products we purchase and serve, in all our hotels, in all countries in which we operate.

As a major player in hospitality, we want to secure animal welfare in the value chain and uphold responsible animal welfare practices. We want to avoid supporting environmentally hostile production.

This policy explains what our hotels must refrain from purchasing and serving our guests, and which standards we set for our suppliers.

The document is revised annually. Strawberry is responsible for ensuring that the guidelines are updated and made known to all relevant suppliers.

Guiding principles

Animal welfare has long been a core value for Strawberry. We aim to purchase all animal materials and products from sustainable sources and through sustainable sourcing practices. We will also strive for enhanced animal welfare by engaging and cooperating with or challenging our suppliers and other stakeholders to uphold and improve current and future standards.

As a baseline, Strawberry follows [five freedoms](#):

- **Freedom from hunger, malnutrition and thirst:** by ready access to fresh water and a diet to maintain full health and vigor.
- **Freedom from fear and distress:** by ensuring conditions and care that avoid mental suffering.
- **Freedom from heat stress or physical discomfort:** by providing an appropriate environment including shelter and a comfortable resting area.
- **Freedom from pain, injury or disease:** by prevention or rapid diagnosis and treatment.
- **Freedom to express normal behaviour:** by providing sufficient space, proper facilities and the company of its own kind.

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In addition, Strawberry has identified product category specifics, aimed for improving animal welfare and clarification on product specific requirements, and/or offer guidelines for compliance for each focus area, including examples of acceptable verifications or certifications.

Strawberry's commitment

Food served at Strawberry hotels must not consist of products or species specified on our Red List and is to be complied with at all times:

- Products of goose liver or duck liver are not permitted.
- Raw materials from veal calf production or from the Belgian Blue breed must not be used.
- Species that are threatened or considered exotic must not be used.
- Wool from sheep that have been subjected to mulesing shall not be used in the production of our products.
- Fur from animals that have been bred or trapped primarily for the purpose of their fur shall not be used in the production of our products.

Supplier's commitment

- Strawberry expects suppliers to strive for transparency and traceability throughout the entire value chain. We expect our suppliers to, on request, provide the necessary information for documentation of compliance with the regulations applicable at all times, approvals and/or certifications. Product information for food and beverages must be available in the portal www.matinfo.no or provided in an agreed format.
- In general, suppliers within primary production must be connected to the Quality System in Agriculture (KSL) or certified in accordance with GFSI approved standards.
- We expect our suppliers and partners to work focused and systematically to comply with our [Code of Conduct](#), that covers fundamental requirements on human rights, labour rights, anti-corruption, animal welfare and the environment.

General Assurance

Origin

The supplier shall have documented information about origin for all products sold to Strawberry. Origin is defined as the country where the animal is born, bred and (if applicable) slaughtered and further processed.

Housing and living conditions

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Housing and living environments used shall provide suitable shelter from adverse weather conditions. It shall provide risk free conditions and facilities needed for health, comfort and normal behaviour including movement, rest and the stimulation of social behaviour, including social contact with other animals.

The housing environment used shall provide suitable conditions and an environment that provides facilities needed for health and the avoidance of stress.

The animals shall have access to objects to stimulate natural behaviour, such as roughage, (sawdust) bales, straws, elevated platforms etc. Animals shall have access to sufficient feed and water appropriate to their age, weight, physical and behavioural needs.

Responsible use of veterinary medicines

The use of medications, other procedures or treatments shall be limited to therapeutic use and not be used for preventive or growth promoting purposes. Antibiotics should only be used to cure or relieve disease that has been diagnosed by a veterinarian and should only be used when prescribed by a veterinarian. Suppliers must work actively to reduce the use of antibiotics, and make results available at the request of Strawberry. Strawberry does not accept tail docking and other operative interventions on animals, unless it is necessary out of consideration for the animal's health.

Farming and management practices

Farming and animal management practices shall minimize the distress and pain for animals and avoid injury. Painful procedures shall be avoided. Animals shall be frequently monitored to detect and/or prevent injuries or disease, and when required, the animal shall be treated by a veterinarian.

Breeding is not permitted where bell-cutting, tail docking, spur-cutting (spur-cutting can be permitted with a dispensation and control from the authorities), beak trimming, and forced feeding.

Animal welfare and safety must also be emphasized in the manufacture of animal derived products.

Transportation

Transportation practices shall minimize the distress and pain for animals and avoid injury. The transport must not exceed 8 hours.

Slaughter

Animals shall be handled and slaughtered in the least distressing and most pain-free manner possible and in accordance with applicable law.

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All animals shall be stunned and assured unconscious before slaughter.

Any staff undertaking the stunning and slaughter of animals, including casualty animals, shall be properly trained and competent.

Systems for monitoring animal welfare

The supplier shall have a system that follows health and animal welfare parameters. The system could include mortality at farm level; total numbers of veterinary treatments and procedures; monitoring and maintaining of animal and (if applicable) hooves/feet health, and the use of antibiotics or other medicines.

A Strawberry wholesaler must ensure their suppliers/producers have established these systems. Please refer to the Strawberry [Code of Conduct](#), "Expected follow-up and guidance" for more information.

Animal welfare in non-food products:

Animal testing during the manufacture of household products shall not occur.

Animal testing during the production of cosmetic products, skin care products shall not occur.

Leather and leather products: Must only be produced from by-products from food production. OEKO TEX Leather Standard or equivalent.

Down products: Must only be produced from by-products from food production. Preferably Nordic Ecolabelled or certified according to a similar standard (e.g. Responsible Down Standard).

Wool/Fur: Wool from sheep that have been exposed to mulesing must not be used in the production of our products. Fur from animals that have been raised or caught mainly for the sake of the fur must not be used in the manufacture of our products.

Detailed requirements and expectations

Product category specifics

In addition, Strawberry performs in-depth sustainability analysis on product categories and products, mapping focus areas to mitigate animal welfare risks. Areas are selected with the aim at improving animal welfare as well as allowing verification of compliance for each focus area. The table lists the requirements per animal type, the Strawberry procurement criteria, the

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identified risks and modes of either verification or certification as a mean to mitigate those risks. The last category is separated in premium, standard and minimum levels.

Premium standard: the strictest compliance risk factors.

Advanced standard: certifications promote enhanced sustainability practices with stricter approaches to risk management and environmental impact.

Minimum standard: baseline compliance on managing risks.

These can be used to prove compliance with the requirements of the Strawberry animal welfare focus areas.

More products and/or product categories such as farmed fish, duck and turkey will be added in the following update of the policy.

In addition to animal welfare requirements,

Strawberry encourages suppliers to continuously improve animal welfare and present documentation on the efforts. Strawberry also acknowledges that some areas require cooperation and joint efforts to further improve animal welfare and welcomes any invitation to such partnerships.

Suppliers specifically of poultry, pigs, cattle and fish products should have an action plan for reducing and/or phasing out below identified unsustainable animal welfare practices and present documentation on these efforts.

Fish/fish products that have a low soy content in the feed (max. 25%) or certified soy in the feed and that use sustainably produced feed raw materials must be prioritized.

Food must not contain or be produced from genetically modified microorganisms, animals or plants.

Soya in animal feed (concentrate feed) for meat production must be low (maximum 10%) or be certified soya. Sustainably produced feed raw materials must be prioritized.

Suppliers of poultry, pigs, cattle and fish products should have an action plan for reducing and/or phasing out the soy content or use certified soy in concentrate and fish feed. Suppliers of soya and products containing a significant proportion of soya must also actively work to ensure traceability to the plantation for the cultivation, to avoid that soya production contributes to deforestation and other social and environmental problems. This applies in particular to supplies. Certification standards must correspond to those prepared by Proterra and the "Round Table on Responsible Soy (RTRS)". Suppliers who can prove that their entire production is deforestation-free will be given priority.

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Animal type	Requirement	High risk animal welfare areas	Standards to prove compliance on managing and/or mitigating risks
Cattle	<p>All beef should be Sigill, IFS, KSL or Global GAP certified and suppliers must attach country of origin.</p> <p>Permanent tethering is not allowed. Cattle shall be kept in either loose house systems or be allowed to spend time outside for at least 6h per day during an equivalent of 6 weeks in total during the calendar year when weather and ground conditions allow it.</p> <p>Dehorning, castration and disbudding or other surgical procedures should aim to be performed under anaesthesia and analgesia.</p>	<p>Nordics: limited space, restricted ability to perform natural behaviors, lack of access to the outdoors, and the separation of cow and calf.</p> <p>The EU: Animal welfare varies by country, with stricter regulations in Western EU nations but lower standards in Eastern EU countries. Specific and comprehensive regulations are limited.</p> <p>Rest of the world: Legislations vary widely, specific country analysis is to be required..</p>	<p>Premium standard: KRAV (Sweden), Dyrevern-market (Norway), Bedre Dyrevelfærd (Denmark)</p> <p>Advanced standard: Debio (Norway), Red Tractor (EU), EU Organic</p> <p>Minimum standard: Sigill, KFS, IFS, Global Gap</p>
Chicken	<p>Chicken products should be produced according to the European Chicken Commitment. These demands should be incorporated by our suppliers no later than 2026.</p> <p>The primary criteria, if a prioritization is needed, are the following: Stocking density max 30kg/m2 or less Breeds that demonstrate higher welfare outcomes shall be adopted; Hubbard Redbro (indoor use only); Hubbard Norfolk Black, JA757, JACY57, 787, 957, or 987, Rambler Ranger, Ranger Classic, and Ranger Gold, or other breeds that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol. Stunning before slaughter: CAS ((Controlled Atmosphere Stunning) gas multi-phase systems), or effective electrical stunning without live inversion.</p> <p>Outdoor Access: The supplier must provide information on if chickens have the possibility for outdoor</p>	<p>Main issues: Stocking density and flock thinning, choice of breeds, inhumane slaughter, lack of natural environment, restricted ability to perform natural behaviors</p> <p>Nordics: Lower antibiotic use compared to the EU, reducing contamination risks.</p> <p>The EU: Despite regulations, intensive farming practices remain prevalent. An estimated 90% of EU broiler chickens are reared in intensive conditions, leading to significant welfare concerns.</p>	<p>Premium standard: KRAV (Sweden), Dyrevern-market (Norway), Bedre Dyrevelfærd (Denmark)</p> <p>Advanced standard: ECC addresses the main issues of animal welfare and raises the bar for chicken welfare with more specific and stricter standards than EU law. EU Organic</p> <p>Minimum standard: Sigill, KSL, Global G.A.P.</p>

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	access.		
Farmed salmon	<p>All fish products must be labeled in accordance with regulatory requirements. ASC certified seafood products are to be preferred.</p> <p>The ASC certification does not target animal welfare directly but is used as a mean to communicate the demand for more sustainable products and take pressure off wild-caught fish.</p> <p>Projects aimed to enhance animal welfare will be acknowledged and this category will be further assessed for the next update of this policy.</p>	<p>Infectious diseases, injuries (including lice removal), stress and poor living conditions because of high stocking densities lead to stress and weaken the immune system, and approx. 20% deaths in production every year. Salmon lice infestations due to poor management of the aquacultures cause painful wounds, stress, and increased disease risk. Cleaner fish also have high mortality, ca 40 %.</p> <p>The percentage varies heavily between regions, from 10-25%. In comparison, 100.000 small ruminants die in production each year.</p>	<p>All fish products must be labeled in accordance with regulatory requirements. ASC certified seafood products are to be preferred.</p> <p>Projects aimed to enhance animal welfare will be acknowledged.</p>
Fish	<p>WWF's seafood guide for endangered fish species should be followed to the greatest extent possible to maintain sustainable fishing.</p> <p>All fish products must be labeled according to regulatory requirements. MSC- and ASC-certified seafood products should be preferred.</p> <p>Efforts should be made to ensure all seafood is sustainably produced with MSC or ASC certification where possible.</p> <p>The MSC and ASC certification does not target animal welfare directly but is used as a mean to communicate the demand for more sustainable products and take pressure off wild-caught fish.</p> <p>Projects aimed to enhance animal welfare will be acknowledged and this category will be further assessed for the next update of this policy.</p> <p>Products made available to Strawberry hotels/companies by the supplier in the Strawberry e-commerce platform (Millum/By.Strawberry), including own product catalogues, must be aligned with this policy. They must never</p>	<p>Multiple risks mainly caused by overfishing and other unsustainable fishing and fishery management practices.</p>	<p>All fish products must be labeled in accordance with regulatory requirements. MSC and ASC certified seafood products are to be preferred.</p> <p>Projects aimed at enhanced animal welfare will be acknowledged.</p>

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	include or consist of products or species specified on our Red List.		
Eggs/egg laying hens	<p>Beak trimming is not allowed. This also applies to the parent generation. Producers shall have a management plan to prevent and address feather pecking. Forced feeding is prohibited.</p> <p>All suppliers of birds are to be KSL verified or corresponding approval.</p> <p>All eggs must be free-range/barn-type and cage-free, organic is still preferred but not mandatory.</p> <p>The share of free-range eggs in other products should be increased..</p>	<p>Main issues: lack of space, inability to practice natural behaviours and inhumane slaughter practices.</p> <p>Norway: 6,1% of Norwegian hens are in cages, 86% are indoor free-range, 0,5% are free-range with access to outdoor run, and 7,4% are considered organic. The hens are still prevented from satisfying forms of natural behavioral needs and are restricted in their free movement.</p> <p>Sweden: Sweden: As of 2024, only 2% of hens were kept in cages, in 2015 this number was at 40%. The predominant housing systems for laying hens in Sweden are barn systems and free-range systems. In 2022, barn systems accounted for 77% of laying hens, while free-range systems comprised 10%. Organic egg production is also significant, with 12.7% of eggs produced under organic standards in 2024.</p> <p>Finland: There are four types of egg production in Finland: enriched cages, barn-type, free range and organic hen houses. Caged hens are not banned, although it is clear that living in a small mesh cage as an egg production machine is not in the best interest of the animal. There are no restrictions on broiler rearing.</p>	<p>Premium standard: Dyrevern-market, Debio (Norway), KRAV (Sweden), Bedre Dyrevelfærd (Denmark)</p> <p>Advanced standard: RSPCA Assured, Global Animal Partnership, EU Organic.</p> <p>Minimum standard: Sigill, KFS, IFS</p>

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Pork	<p>All pork products should adhere to the requirements of Sigill, IFS, KSL, or Global GAP, with clear country of origin labeling.</p> <p>Tail docking is not allowed.</p> <p>Pigs shall never be fixated and should be kept so that they can move freely in the stables. The same for sows, with piglets must also have room to move freely and weaning period should be min 4 weeks.</p> <p>Operational surgeries shall be performed under sufficient anesthesia and analgesia. Efforts should be made to castrate piglets using the vaccine method.</p>	<p>Main issues: Limitation in movement and natural behavior deprivation, high density, lack of resources, stress, spread of disease, genetic selection and abnormal rapid growth, artificial insemination, transport stress, exhaustion, injuries and pain, castration with none of inadequate anesthesia, inadequate slaughter practices, lack of veterinary care, antibiotic resistance, poor sanitation, lack of stimulation and isolation.</p> <p>Nordics: Common issues include tail docking, insufficient space, stress and lack of stimulation. Only 1% of Norwegian pigs live outside. Current law in the EU and Norway is considered insufficient with the latest research on animal welfare for pigs.</p> <p>EU: Ban on tail docking, but there are still widespread problems with the implementation and enforcement of this ban. Only Sweden and Finland in the EU are respecting the ban (EPRS, p. 8). More intensive farming conditions lead to higher stress and lower welfare.</p> <p>Research has estimated 85% of sows in the EU are kept in cages, which severely restrict their movement and natural behaviors.</p>	<p>Premium standard: Dyrevern-marked (Norway), Bedre Dyrevelfærd (Denmark), KRAV (Sweden). KRAV-certified chicken must also follow the ECC standard for euthanasia.</p> <p>Advanced standard: EU Organic, Hållbar gris.</p> <p>Minimum standard: Sigill, DANISH, KSL, Global G.A.P.</p>
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Related Legislation

<https://www.woah.org/en/what-we-do/animal-health-and-welfare/animal-welfare/>
https://food.ec.europa.eu/animals/animal-welfare_en

Related Links

<https://www.oeko-tex.com/en/our-standards/oeko-tex-leather-standard>
<https://textileexchange.org/responsible-down-standard/>
<https://responsiblesoy.org/?lang=en>
[The World Organisation for Animal Health's guiding principles](#)
Strawberry [Code of Conduct](#)
Global G.A.P./Global S.L.P: [Animal Welfare Standard](#)
Sigill [standard](#) and [criteria](#) documents and [certification guidelines](#)
<https://www.msc.org/>
<https://asc-aqua.org/>