



You asked,
we answer!

Hi! We are FRoSTA.

Corporate Social Responsibility Report 2020



Dear readers,

2020 was an extraordinary year in every respect and had us stretched to our limits. Maintaining production was an enormous challenge, you just can't make fish fingers or bami goreng in home office! **This meant that looking after the health and safety of our colleagues was our top priority.**

From one day to the next, our usual way of working together was turned completely upside down. In 2018 we had already planned to develop home office options wherever it made sense to, but this became a living reality within a couple of days thanks to Covid-19.

The pandemic has made sustainability a far more important issue. Now we are even more concerned with what and how much we consume. According to Ipsos, 65% of the people surveyed have been buying food more consciously and **paying more attention to the quality** of their foodstuffs since the start of the pandemic. Our ultimate goal of choosing our ingredients and making food as carefully as you would yourselves **has never been more relevant.**

This is also very clear from the vast number of questions and comments you have sent us through all the different media channels. It is mainly these questions and comments of yours that we are replying to in this report.

It was important to us to write a report that is easy to read and understand. So it's not a sustainability report for number crunchers. It's actually for anyone who is interested in how we make our products, what is important to us in the production

process, what challenges we face, what our future plans are and how we intend to achieve our goals. For anyone, who does want to delve deeper into the details will find all the current figures and calculations in our updated declaration of conformity with the German Sustainability Codex [DNK](#)  that will be published very shortly.

A big thank you goes out to our entire FRoSTA TEAM for making sure that sustainability is not just a buzzword at FRoSTA but actually a living reality in all departments involving solid realised projects along with the many additional ideas and suggestions for improvement that reach us every day. We would also like to thank every person who has tenaciously challenged us in some way because this keeps us on our toes and helps us to become better and better at what we do to be true to our motto: **Food the way it should be.**

But for now, have fun reading! We look forward to your suggestions. Our FRoSTA [Blog](#)  and Twitter are two of the easiest ways to join in.

Your FRoSTA board of directors.




Felix Ahlers




Hinnerk Ehlers




Maik Busse

Contents



You probably never realised it but **you have actually played a major role in shaping this CSR**. This is because our main focus in putting it all together was to provide the best possible answers to your specific questions as well as responding to the vast number of comments you have sent us. **Thank you for that! Look for the quotation marks as you read on because these indicate responses to questions you’ve asked us.**

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About FRoSTA AG

Main facts at a glance:

- Approx. 1,800 employees in six countries
- Four locations - three in Germany, one in Poland
- Specialists in frozen foods since 1961: ready meals, vegetables, fish, fruits and herbs
- Very popular in Germany, Poland, Austria, Italy and Eastern Europe
- Development and production of high-quality customer brands for European retail and wholesale trade

approx. **1,800** employees in **7 countries**



Our business




Vegetables, fruits and herbs
from our own cultivation and
contracted growers


Fish, meals and vegetables

Brands business



FROSTA brand
with Purity Command



tiko brand
Fish and meals



Elbtal brand
– Vegetables



La Valle degli Orti brand
– Vegetables

Trademarks business



Production partners according
to customer specifications

Non-retail business





New products 2020

Hi there, we are the latest arrivals!





New products Germany and Austria 2020

Fish from the Field

Global fish resources are dwindling dangerously fast. That's why we set out to find a more sustainable source of protein for the future. The result is our **'Fish from the Field' – the first honest vegan alternative to fish**. Black salsify, jackfruit, hemp protein and other delicious ingredients combine into a delicacy, very much like fish in both look and taste. Our **'Fish from the Field'** dishes are, as you'd expect from us, totally free of nasties like flavour enhancers, colourings and artificial flavourings.

Take the bait and try it for yourself!

Veggie fillets



Fillets in batter

Veggie fingers

Mixed vegetables in paper bags

These unseasoned mixed vegetables are **now available in our sustainable paper bag** in place of the previous plastic bag. But it isn't just the packaging that has changed: We now have a new favourite in this range, the top seller from our Italian colleagues, our Minestrone Soup Mix according to the **original Italian recipe**. It includes fourteen delicious vegetable ingredients, naturally prepared with no flavour enhancers, colourings or artificial flavourings.



+60 % growth
in 2020

#kochebunter pan-fried vegetables

With our new #kochebunter pan-fried vegetables range, **we brighten up your freezer** and bring the whole world into your kitchen. This vegan range is just bursting with oriental, Vietnamese or Indian cuisine inspiration. There are falafel balls, "cauliflower rice" or mango meets ginger, chilli and turmeric in a **colourful explosion of flavours. 100% vegan, 100% delicious.**



Pan-fried
vegetables with
chickpeas &
cranberries



New products
Poland 2020

Ready meals

We have redesigned our best-selling ready meals and relaunched them at an even more attractive price.



Vegan meals

Our answer to the veggie boom: An innovative range of burgers that's only about vegetables.

Pasta meals

Everyone in Poland loves pasta. That's why you can now buy our favourite pasta meals there too.



#Fastgood meals

Our new 'fastgood' meals range! They can be microwaved on their paper trays and served up as they are. You also save on dishwashing leaving more time to really enjoy these yummy meals.



 New products
Italy 2020



Rolling out the Ecobags

Ecobag is the new paper-based packaging for the Italian vegetable range from La Valle degli Orti that replaces plastic bags. This packaging, which is 75% paper is recycled just like waste paper in Italy. **This reduces the CO₂ footprint by 20%** compared to plastic bags.



September launch

Make way for a traditional Tuscan dish named Contadina soup (a.k.a. Ribollita soup). This soup is **just perfect during a nasty cold spell of weather**. It is made with white beans, black cabbage, carrots and potatoes topped off with small crispy, insanely tasty, crunchy bread croutons.



Natural fillets from sustainable fisheries

In September 2020, we launched two new natural fish fillets: cod and saithe, both from certified, sustainable fisheries of course.

Our sustainability goals

FRoSTA for the future!

Ding Dong! Climate change is on the doorstep. The United Nations' Agenda 2030 is our guide to a better future. It defines 17 economic, ecological and social development goals 🌐 (SDG). To make things easier for you, we have listed the corresponding SDGs at the beginning of each chapter. The following list shows which ones FRoSTA is already contributing to.

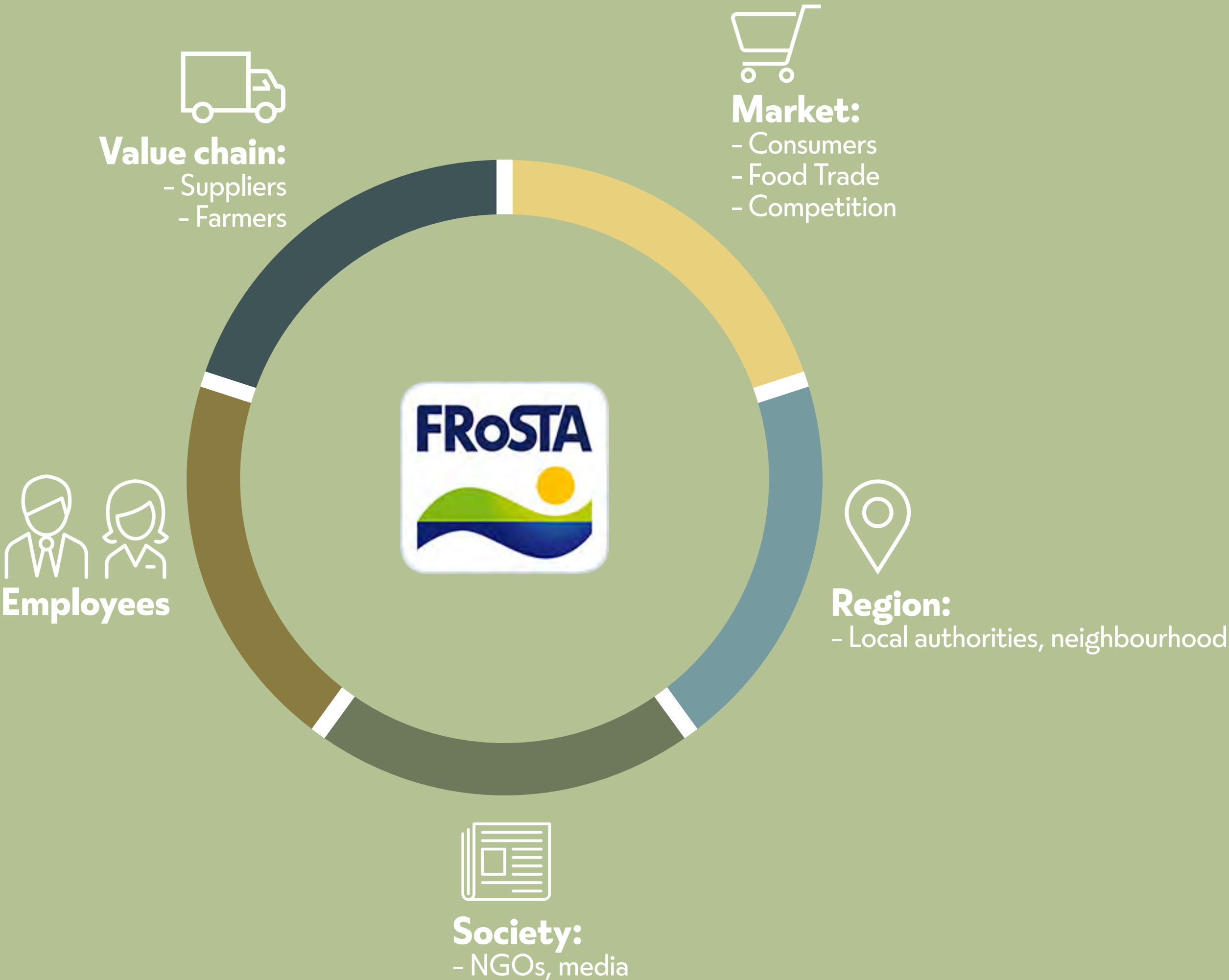


Our stakeholders

The FROSTA Ecosystem.

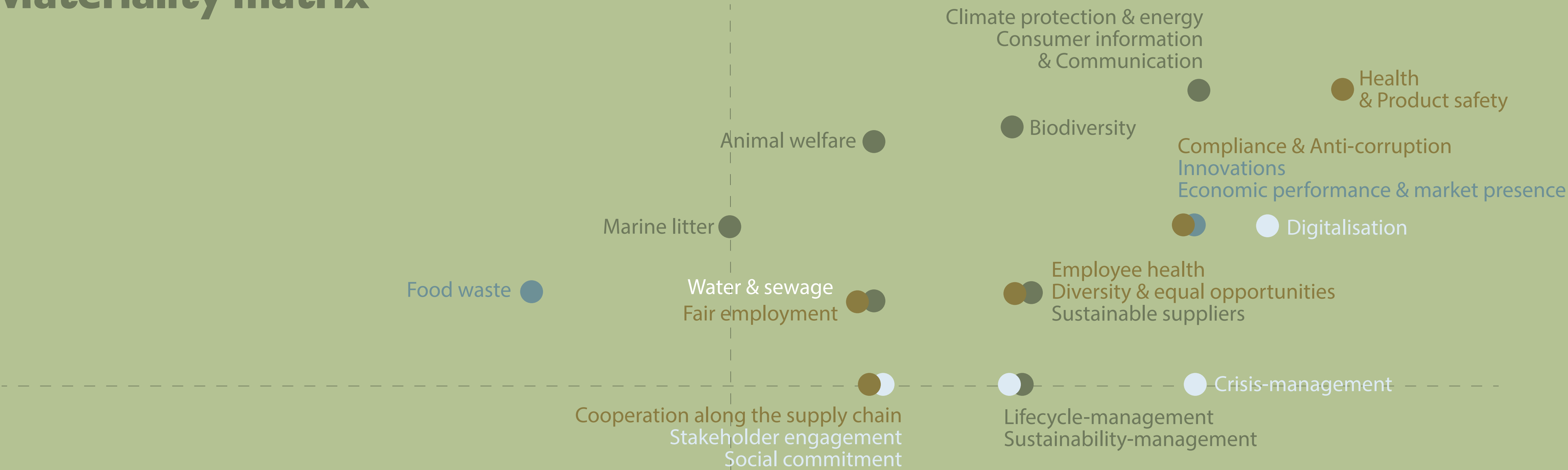
We have been fully committed to sustainability since 2003. We must carry out regular reviews to stay on target. **And by “us” we don’t mean just FROSTA AG itself but the entire everyday operational ecosystem we are part of.**

We are always in close contact with our stakeholders so we can meet all their needs and expectations. You can see who they are here:



Materiality matrix

Relevance for stakeholders/ relevance for society



This is what we value.

As 2021 dawned we were getting down to the nitty-gritty as usual. In five workshops, more than 50 employees from Germany, Italy and Poland engaged in lively discussions and worked intensely - online, of course. **The result was truly impressive:** our new materiality matrix. It sets out what is important for us and for our stakeholders. It also makes clear the future areas we want to be involved in, such as **digitalisation, marine litter and food waste.**

- Economy
- Ecology
- Social affairs
- Overlapping



Sustainability goals 2020

Our to-do list

 Product quality and safety

	Time schedule	SDG
Reduce the complaint rate by 20% (based on the complaint rate for FROSTA brand products) compared to 2018.	long-term	12
Implement animal health promoting standards that support the natural behaviour of animals through good husbandry practices. Compliance with requirements to be reviewed through regular audits.	2025	

 Environment & climate

Primary goal: Reduce specific greenhouse gas emissions associated with product manufacturing.
Long-term goal: Completely climate-neutral manufacturing processes.

Reduction of FROSTA Group specific CO₂e emissions (CO₂e/tFW) (Scope 1-3) by 6% compared to 2020.

2023

7

Reduction of FROSTA fleet CO₂e emissions by 5% per year.

continuous

7

Exchange of all FROSTA company cars (except sales force and agricultural vehicles) for a Mobility Card to strengthen personal responsibility for environmentally-conscious mobility.

2025

7

Reduction in the total meat content of all the ingredients of FROSTA products by 20% compared to 2018.

2022

12

Vigorously promote legally standardised labelling of the carbon footprint on all packaging.

continuous

12, 13

Water savings of 5% in total compared to 2020.

2023

14

“Emissions-free factory” pilot project at the Lommatzsch site. Promoting measures aimed at CO₂ neutrality in the pilot project at the Lommatzsch plant.

long-term

7

 Social commitment

Primary goal: We take responsibility for the living conditions in the areas around our production plants and those of our suppliers and contribute to improving them.

2% of FROSTA AG’s dividend sum of the previous year is spent on social projects. The support for social projects at our four locations is selected by our employees (latest news: now also in Rome, Italy).

Plan International: Continuation and expansion of the education project in Ecuador: among other things, support for 100 additional teenagers in three more communities, setting up four additional small businesses and supporting and promoting the existing business start-ups.

FROSTA cooking school for children in Bremerhaven with the aim of teaching more than 1,000 children a year how to cook. We also want to continue organising intercultural cooking events at the cooking school during the “Über den Tellerrand” (cooking over the rim of your plate) project. (on pause due to Covid-19).

Time
schedule

SDG

1, 4, 10

annual

2021

1, 2, 4, 5, 17

4

 Biodiversity

Primary objective: targeted measures to protect biodiversity and conserve ecosystems in agricultural landscapes.

Creation of 100,000 m² of ecologically valuable habitats & further development of the biodiversity area.

2021

13, 15

Long-term goal: New development of a scientific calculation standard for biodiversity (BioVal).

2024

9, 12, 13, 15

 Packaging

Primary goal: no negative impact on people or the environment from our packaging.

The following applies to all our packaging (primary, secondary and tertiary):

- 1. no packaging material made from food (e.g. corn-based bioplastics)
- 2. repeatedly recyclable by type
- 3. if not disposed of properly it is biodegradable in the environment

Conversion of secondary packaging (outer cartons) to 100% recycled paper.

Time
schedule

SDG

12

2025

2023

 Supply chain

100% of our manufacturers located in amfori BSCI risk countries carry out a regularly updated social audit in accordance with an internationally recognised standard accepted by FROSTA (SMETA, amfori BSCI or SA8000).

- Vegetable and meat producer already 100% compliant.
- Fish and spice producer compliance to be achieved by the end of 2022.

All strategic suppliers are certified to an internationally recognised environmental standard, e.g. ISO 14001.

Support initiatives to minimise plastic inputs into marine aquatic ecosystems.

Reduce CO₂ emissions from transport within the company by using lower-emission means of transport.
Optimising our distribution network and increasing our truck loads by 10% (compared to 2021).

2022

8

2022

8

long-term

14

2023

7

 Digitalisation

Primary objective:
Reduce electricity consumption and CO₂ emissions by using the latest digital solutions and digital transformation.

Reduction of electricity consumption by:

- Migration of all phones to MS Teams (by 80% less than in 2018)
- Less use of air conditioning by moving from on-premises to cloud servers

Reduce business travel including company vehicles (in km/t FP) by 40% compared to 2020 through remote workplaces, tools such as MS Teams and online training.

Time
schedule

SDG

2025

12

2025

12

 Jobs and our team

Primary goal: We take responsibility for the well-being of our employees.
We offer attractive jobs and enable all our employees to contribute their expertise and creativity.

Further implementation of sustainability and CSR in an onboarding process that increases employee awareness of the importance of the topic for FROSTA right at the start for better understanding and stronger commitment.

long-term

Further development of health management measures at all sites: training, vaccinations, healthy leadership style, improvement of working environment, etc.

2022

3

Development and implementation of diversity and inclusion management:

- Gender balance of 50:50 at all management levels (incl. Executive Board and Supervisory Board)
- Increasing the proportion of employees with disabilities
- Integration of immigrants and refugees (through internships and training)

2025

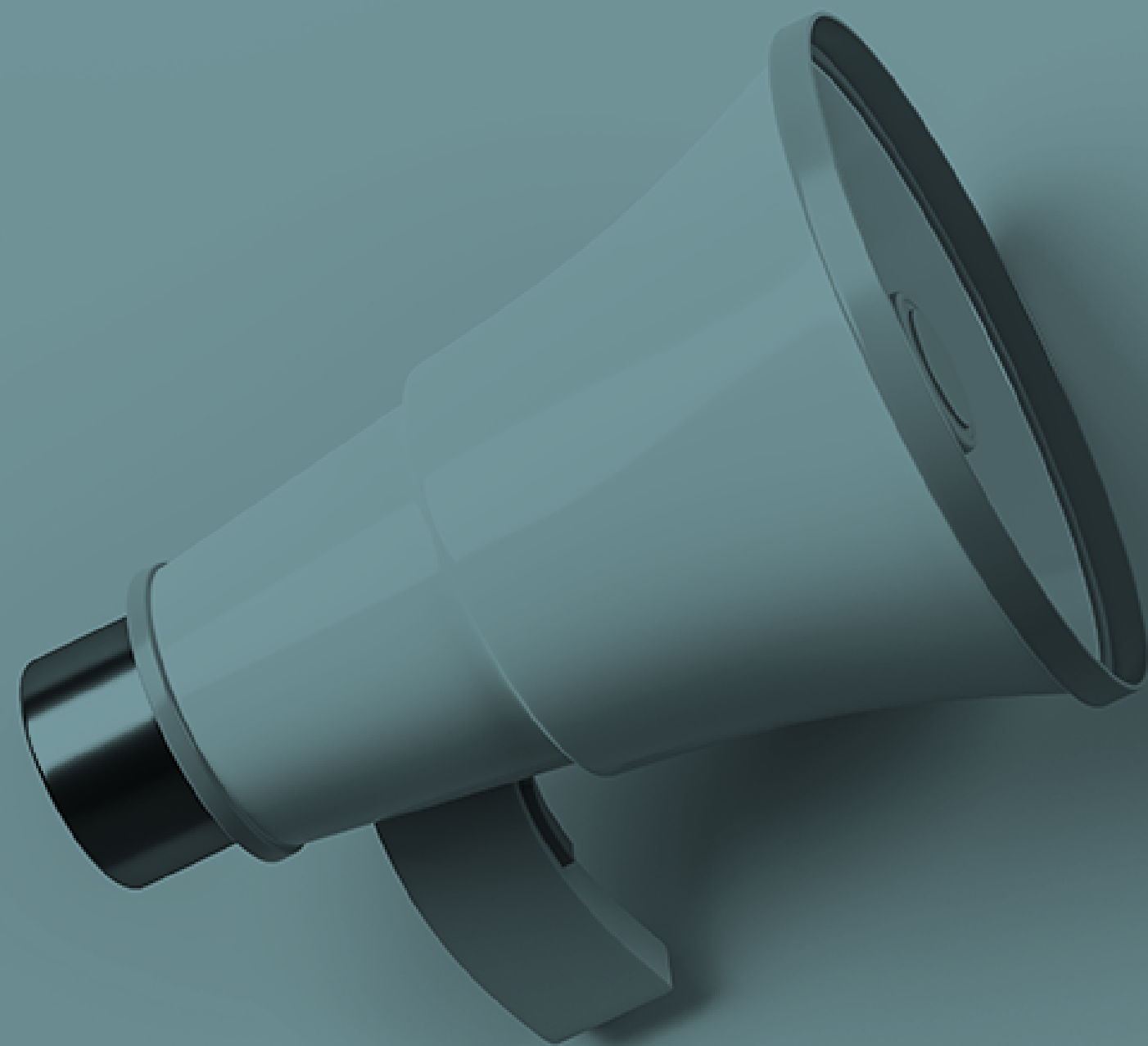
5, 4

“Can I call you
Robin Food?”

Hear! Hear!

Just like Robin Hood, we stand up for good food. And for you too!

For us, sustainability and maximum transparency are not just buzzwords, but a genuine heartfelt concern. Our FRoSTA Purity command was just the beginning.





Public commitment

Here are some examples of how we use our voice to actively advocate for you:

We demand the labelling of all additives!

With its “Ehrlich isst besser” (“Honesty eats better”) petition, the German Additives Museum wants to shine a bright light into the darkness of ingredients lists. We support this 100% and demand:



Please sign
quickly!

1.

**The complete listing of
all food additives**

Preferably on the label but at least
on the manufacturer’s website.

2.

**Uniform labelling of
flavoured foods**

The word FLAVOURED should be part of
the product name and be printed legibly on the
front of the packaging.

3.

**A comprehensible declaration
of functional additives**

In other words: ingredients with an additive
function must be toxicologically tested and
declared along with their function
(e.g. flavour enhancer: yeast extract).



Public commitment

We reminded Ms Klöckner of her real duty.

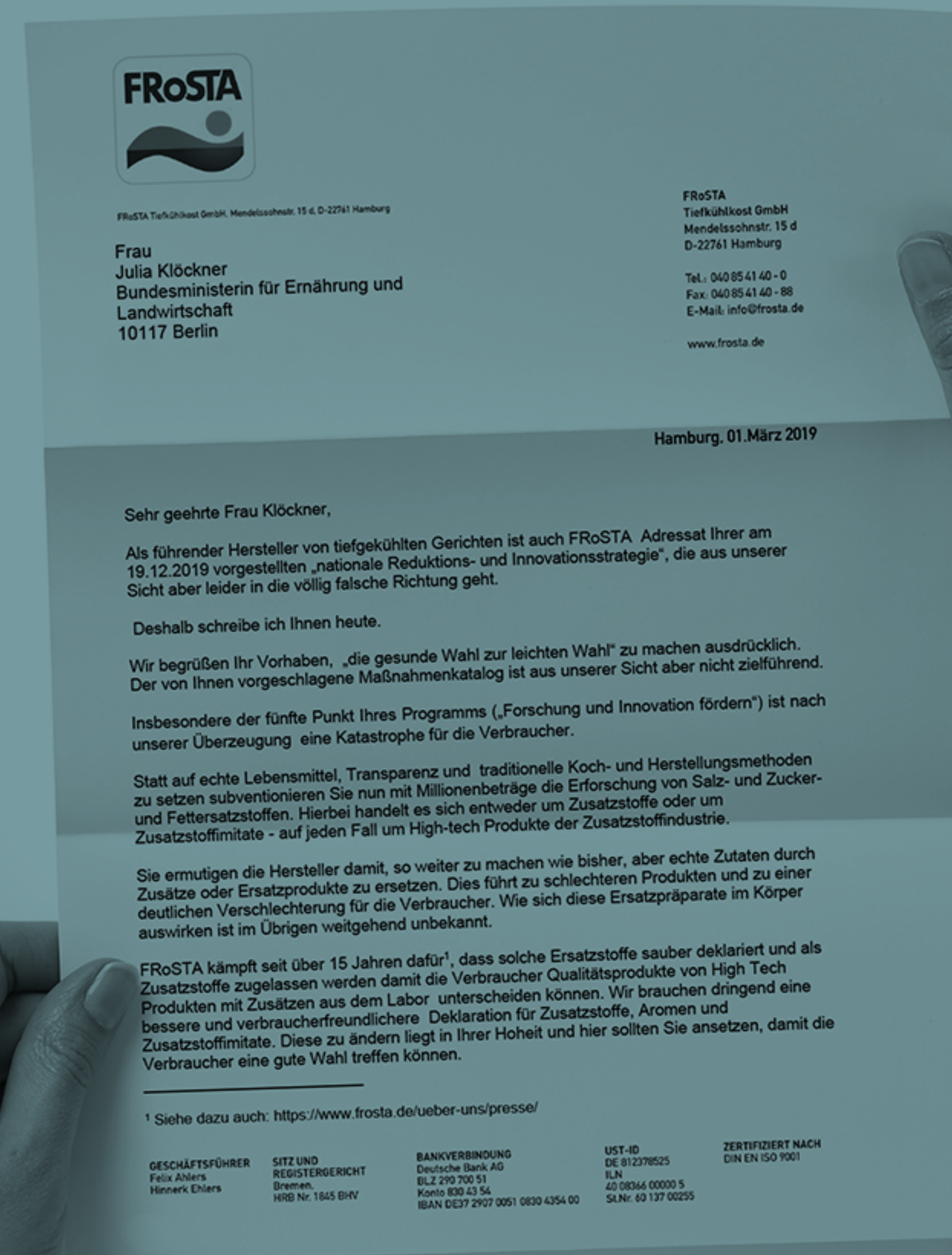
We wrote directly to Julia Klöckner, our german Federal Minister for Food and Agriculture, in March 2019 to make our position on her "Reduction and Innovation Strategy" crystal clear. **We find it absolutely scandalous that research projects aimed at deceiving our sense of taste are being funded at all.**

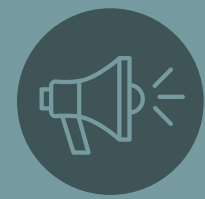
Dear Ms Klöckner,

At FRoSTA we are extremely critical of your current strategy for less sugar, fats and salt in ready-made products. **In particular, the allocation of millions for research into substitute products**, because these are just additives or imitations. (...)

What we really need is more real food and less fake food. And above all, we need transparent declaration of all additives including imitations and flavourings. This is what you, as Federal Minister, should be focusing on so that consumers can make properly informed choices.

Felix Ahlers, Chairman of the Executive Board of FRoSTA AG
Hamburg, 1 March 2019





Public commitment

We are advocates for gender justice.

We love equality. And we also live it. That is why we support the UN Global Compact and Women's Empowerment Principles initiatives. These are the principles we stand by:



Bettina Metz
Executive Director UN Women
Germany

"We must be the generation of change! By supporting the UN Women's 'Women's Empowerment Principles' initiative, companies are sending out the signal that they take gender equality seriously and want to empower women."

Bettina Metz, Executive Director UN Women Germany

We are fighting for CO₂e labelling.

Many people underestimate the impact that our diet has on the climate. That is why we support Oatly's petition to the Bundestag for CO₂e- labelling on all foodstuffs. With explicit labelling like this you could shop more consciously and sustainably.



Tobias Goj
General Manager
Oatly Germany GmbH

"Our food choices have a crucial impact on the climate. Together with other sustainable food companies like FRoSTA, we are taking our responsibility seriously. Politicians must ensure that a labelling standard becomes mandatory to ensure transparency and comparability."

Tobias Goj, General Manager, Oatly Germany GmbH

**We don't just sweep our own doorstep.**

As a company, we are responsible for respecting human rights all the way along our supply chain right **from the first link to the last**. That's why we signed the Business & Human Rights Resource Centre Statement.



**Business & Human Rights
Resource Centre**

of the total fresh food
purchased ends up in the
rubbish bin

9,3%

of the frozen products bought ends
up in the rubbish bin

1,6%

Sources: Universities of
Lincoln, Holbeach (UK) and
Vienna (A), 2017.

“One-nill to
frozen food I'd say!”

Food waste That's just rubbish!

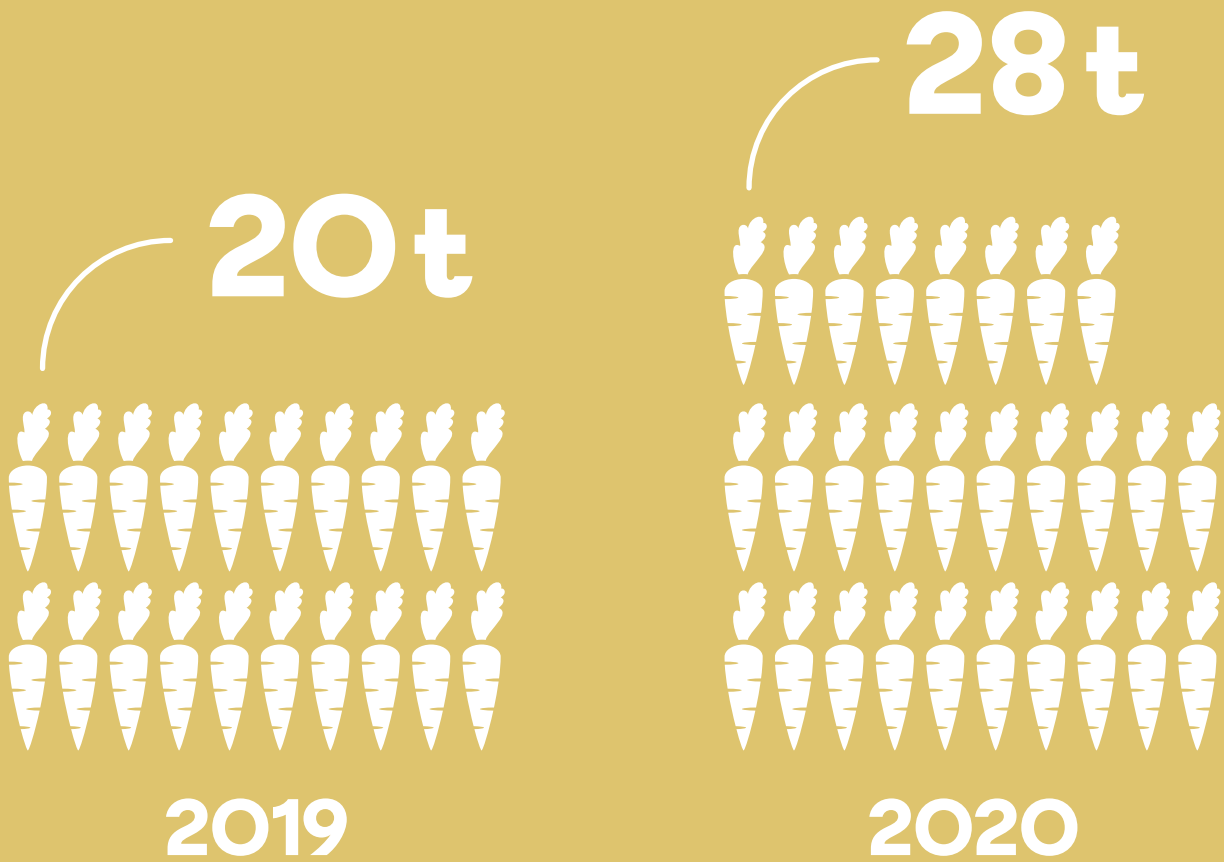
This topic is particularly close to our hearts because this is where we make a decisive contribution with our products. Worldwide, a third of all fresh food is thrown out simply because it goes off. Frozen food products, on the other hand, can be kept for months without any change in quality.

This is a clear advantage in the fight against the incredible waste of food.



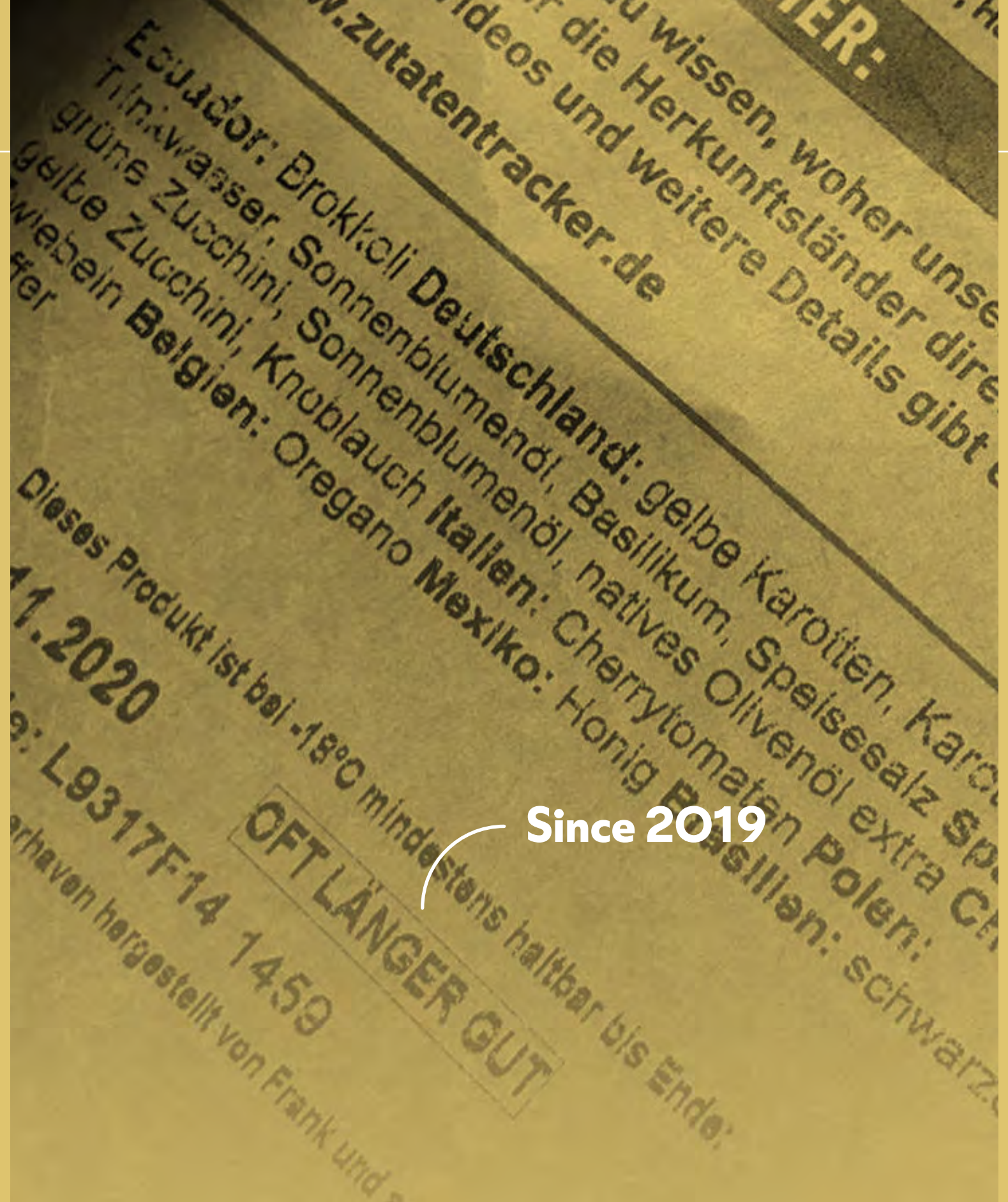


Food waste



Don't waste, donate!

There are occasionally times when we have to make changes to our product range and are unable to sell off the end of line products through our usual channels. A small dedicated FROSTA team takes care of the situation and makes sure that these products don't end up in the rubbish tip but **get donated to food banks or other charitable organisations.**



Best before but not inedible after!

Some people don't realise that products don't have to be thrown out after the "best before" date. **If that were true, it would be called a "must be used by" date.** We support the **"Often good for longer"** initiative and print this notice right next to the stipulated "best before" date.



Too good to go? Yo!

Since mid-2020, we have also been involved with the food rescuers from **Too Good To Go**. Once a month, discontinued products are **"saved"** at our factory outlet in Bremerhaven. We are delighted about the great interest people have shown in this initiative. Our meals have always sold out within a very short time!

“I don't buy frozen food
because you never really
know what's in it.”

Product quality & safety

Trust is good but control is FRoSTA.

When it comes to the quality of our products, we are real control freaks. Whether in the sea, on the field, during processing or packaging – every step is strictly monitored. But, in the end, our most important quality control target is still you. **It is only when you enjoy the taste of it that we are satisfied.**





Product quality &
safety

“What do you think of the Nutriscore and why isn’t it on your packaging?”

We have been following the FRoSTA Purity Command since 2003. Of course, the honest labelling of ALL foodstuffs is long overdue. The Nutriscore as it currently stands, only gives information on the sugar, salt, fat, protein and vegetable content of a product with **nothing at all about additives and flavourings**. The problem is that these cheap additives and flavourings tend to be increased to improve the Nutriscore result rather than using more expensive naturally tasty ingredients.

We need real transparency and not a fig leaf. It just can’t be right that a product with real extra virgin olive oil scores lower in the current traffic light system than a low-fat light product containing emulsifiers and flavourings faking consistency and taste. **That’s why we’d really like our dear Ms Klöckner, the Federal Minister of Food, Agriculture and Consumer Protection to upgrade the Nutriscore system. Then we’d definitely be on board immediately.**





Product quality & safety

“Why is there such a small selection of FRoSTA products in my supermarket?”

The supermarket itself determines the assortment it offers based on the local demand. But you have other options. The Storefinder  on frosta.de will show you where you can find your favourite product or you can order it directly from our Onlineshop .



“Is it possible to visit your production facility?”

If you would like to know how we make our fish fingers you can watch us doing just that through the panorama window of the Transparent Factory in Bremerhaven. Unfortunately, private tours inside our factories are not permitted due to the strict hygiene regulations.

FRoSTA is there for everyone all the time.

There are always exciting articles about us in the press and on television. We also regularly post our own articles on frosta.de  and our social media channels. For example, we invited a few influencers to the “**INSTAWalk**” in 2019. Take a look!



How the tide turned for our spinach.

In 2020, ÖKO-TEST rated our leaf spinach as UNSATISFACTORY. Not nice, but true. Although it was still within the legal limits, Öko-Test is a far stricter evaluation. **And that’s a good thing.** We did our homework and stopped buying it abroad. **We now grow it ourselves at our own factory in Bobenheim-Roxheim.**



Product quality & safety

The details are decisive – even with fish fingers.

In 2020, our fish fingers were rated GOOD by ÖKO-TEST. That's good, you might think. **But good is not good enough for us.** An important detail on the packaging was missing: the reference to [Zutatentracker.de](https://www.zutatentracker.de) (ingredient tracker website), where you can find all the information about the fishing methods and supply chain. We corrected the error and ÖKO-TEST upgraded its verdict: **VERY GOOD!**





Since 2003!

The FRoSTA Purity command

We can do without many things, but not quality.

The FRoSTA Purity command has been in place since 2003. Since that time, our products have been 100% free from added flavour enhancers, colourings, flavourings and ALL additives – even those that do not have to be declared by law. For example, technical additives, enzymes and ingredients with additive functions. That is great. But unfortunately, it also meant we had to do without some of the products in our range. Here are a few examples:





FRoSTA Purity command

Products that will not be available from us



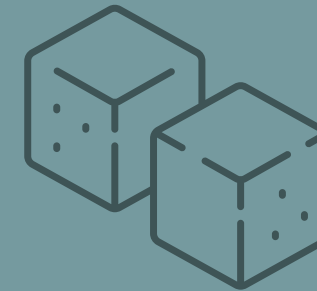
“Traditional baked fish in batter”:

A classic batter needs baking powder but hidden in that is the **E500 additive** and we really don't want that at all.



“Pan-fried Beans with bacon”:

To give the bacon its beautiful red colour and help it keep for longer it is treated with **nitrite curing salt (E249)**. You guessed it!
The bacon just has to go.



“Tofu Bami Goreng”:

Well, at first glance, tofu sounds really good but you need the coagulant **magnesium chloride (E511)** to produce it. Sadly that, of course, makes it a candidate for rejection. This is true even though it is only an auxiliary substance in an ingredient that **doesn't need to be declared**.



“Pan-fried Goulash with red wine”:

Here, red wine is the catch. It is almost always treated with **sulphite (E221)** for a longer shelf life. That's why we've been abstinent since 2003. Well, at least as far as our products are concerned.



“Gourmet fillet Mediterranean style with olives”:

Black olives usually contain **E579 colouring** so they have been rolled away from our range.



FRoSTA Purity command

“And what is the big deal in leaving something out? It should actually make things easier!”

So you might think. But additives were invented to make life easier for the food industry. Flavourings arrived to create taste where there wasn't any. Emulsifiers came along to smuggle in large amounts of water and anti-caking agents to prevent clumping. But the quality of the product suffers enormously as a result. **That's why FRoSTA uses no additives or tricks, just honest ingredients for the best quality.**



Real fresh cream,
instead of dried milk products



Virgin oil
instead of margarine



Traditionally cooked stocks instead
of flavourings or yeast extract





FRoSTA Purity command

“Why are FRoSTA products so expensive?”

Additives often make food cheaper, but rarely better. **Since we do without any additives**, many of our ingredients have to be specially produced for us so that they meet the high standards of our Purity command. This is not only time-consuming but also expensive. **You get what you pay for though – good quality.**

6€%

Our pure rock salt without separating agents and iodine is 60% more expensive than conventional salt.

4x

Our butter is four times more expensive than conventional margarine.

5€%

Our purely mechanically pressed sunflower oil is 50% more expensive than standard oil.



“What does the Food of the future look like?”

Fish from the Field

Fish without fish? What is this all about?

Available in gastronomy since the dawn of 2020 this food revelation now arrives in your own home. Fish from the Field is a completely new taste experience. It's like fish but made from plants.

More precisely, from light vegetables, hemp flour and linseed oil. Add a crispy breadcrumb coating and you have a vegan fish fillet. Our Fish from the Field is a completely natural species, free from flavour enhancers, flavourings or colourings. That's why it doesn't taste like fake fish but simply fishtastic!





Fish from the Field

“Why don’t you offer more vegan products?”

We do. We have a whole range of vegan and vegetarian products. And new ones are being added all the time.

Launching a vegan fish alternative came out of a major concern of ours from our knowledge of the current worldwide situation. Dwindling fish stocks means that vegetable sources for protein are becoming more and more important.

Fish from the Field is the first honest fish alternative – with natural ingredients and no artificial fish flavourings, flavour enhancers or colourings. This is because we are firmly convinced that the future of our food comes **from the field and not out of the laboratory.**



Our ingredients:



Jackfruit



Black salsify



Cauliflower



Borlotti beans



Hemp seed protein



Linseed oil

We are only neutral when it comes to the climate!

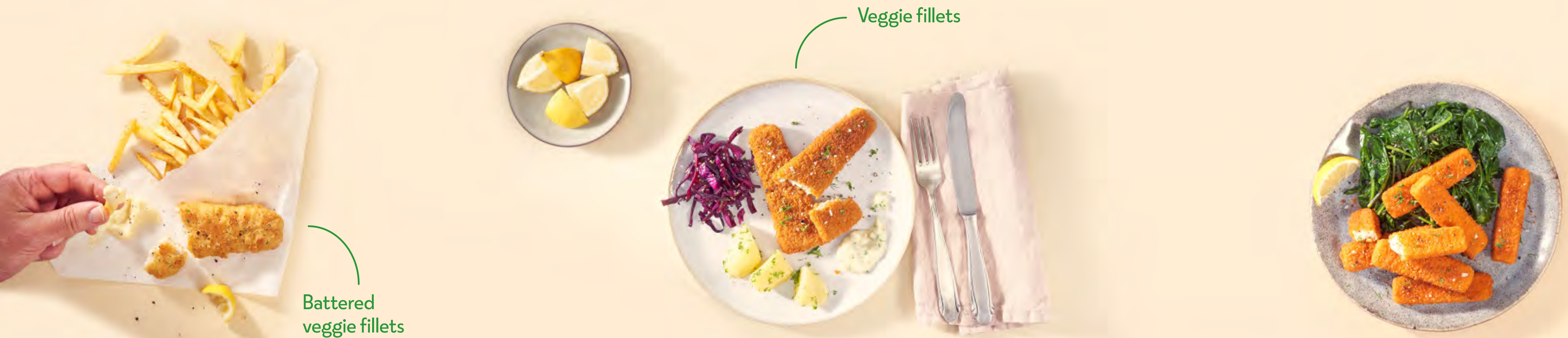
The production, transportation and storage of our Fish from the Field naturally creates CO₂. **But we compensate for this with the help of Climatepartner.** In concrete terms: we support a climate protection project to preserve the Amazon rainforest and finance a regional project in Rostock.

Here, red alder trees are planted and moorland meadows maintained to bind CO₂, nitrous oxide and methane and to create habitats for rare species. **And this in turn makes our Fish from the Field climate neutral. Yay!**



Fish from the Field

What have you got for me? The classic dishes:



Does Fish from the Field have a better carbon footprint than conventional fish fingers?

Catching fish for processing into normal fish fingers consumes a lot of energy, something like 309g CO₂e/100g whilst our field fish fingers have a much slimmer CO₂ footprint of around 221g CO₂e/100g.

Where can I catch a Fish from the Field?

Its natural habitat is the supermarket freezer. If you don't find it there, angle over to our online shop [fischvomfeld.de](https://www.fischvomfeld.de) 🌐 and we will deliver our field fishes straight to your home.

“What is the shoe size of
your ecological footprint?”

Climate & environment

Are we a climate killer?

We are very familiar with ice and cold. Global warming, on the other hand, did not play a major role in the first half of our company's history. Still, at some point we started asking ourselves what part we were playing in all of this. After all, deep-freezing has generally been considered to be an energy guzzler.

Is our business model really a climate killer?





2008:

Those who can calculate have a clear climate impact advantage

Are we a climate killer?

Working with the **Potsdam Institute for Climate Impact Research**, the **Ökoinstitut Freiburg** and the **WWF**, along with a number of other companies in various industries, we wanted to find out the volume of CO₂ emissions we cause, right from cultivation through to preparation. **No one has managed to do this so far.** The aim is to develop a standard against which carbon footprints for products (PCFs) can be measured. And we have been involved in this right from the start. It's really exciting!



Product Carbon Footprint (PCF)

What exactly is behind these three letters? The carbon footprint is the sum of all the CO₂ emissions caused by a product during its life cycle, right from cultivation, processing and packaging, sale, preparation and consumption through to the disposal of the packaging. By the way, it also shows which steps cause the most emissions.

This is how the carbon footprint of our paella pans out:

- Ingredients 56%
- Storage Ingredients 2%
- Transport Ingredients 5%
- Packaging Ingredients 3%



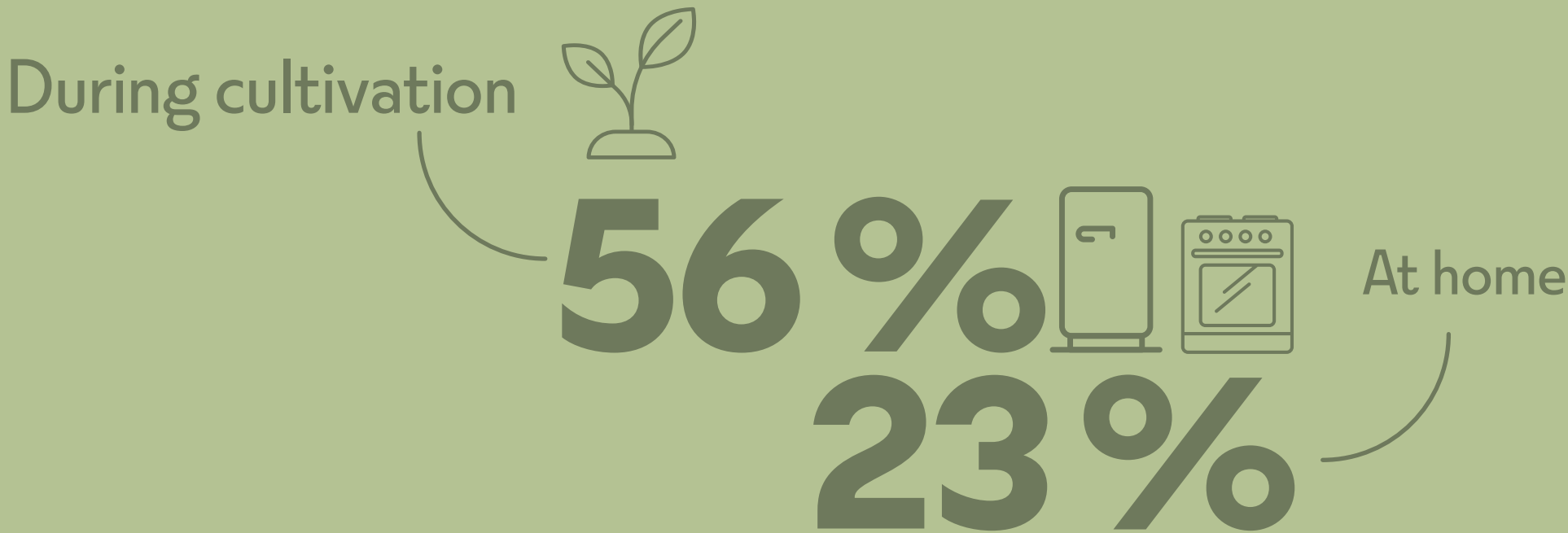
- Processing at FRoSTA 5%
- Trade 4%
- Consumers 23%
- Purchase Consumers 2%



Climate & environment

Who would have thought?

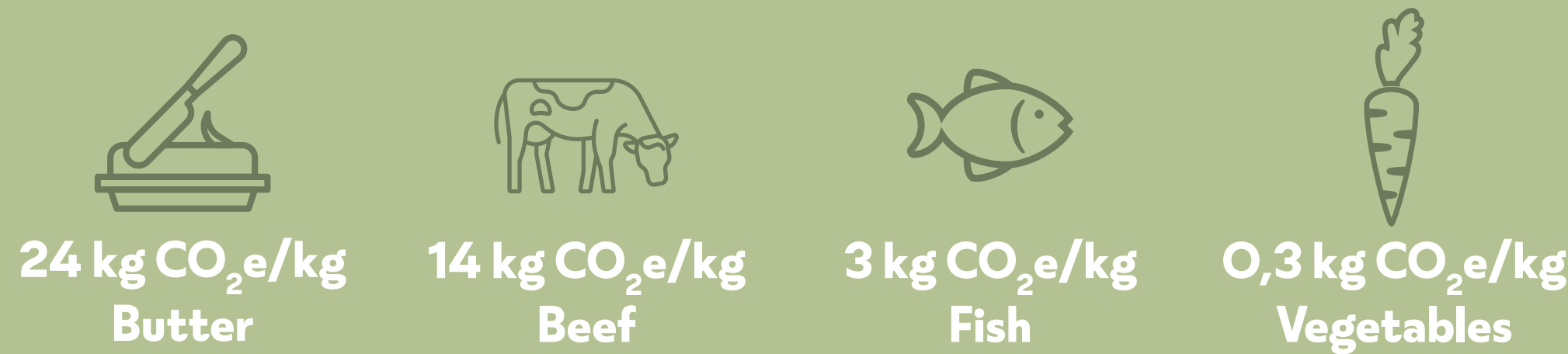
1. Most emissions are generated during the cultivation of the ingredients and during storage and preparation at home.



2. Cooking for yourself doesn't actually save CO₂! On the contrary, if vegetables from greenhouses are used, fresh preparation comes off even worse.



3. Vegetables are significantly more climate-friendly than animal ingredients.



4. The cultivation method makes all the difference!





Climate & environment

2011: How big is the carbon footprint of what you are eating?

Finally! We now know the carbon footprints of all our products and have published them on our homepage. You can compare for yourself. Here, for example, are the smallest and largest footprints:



Vegetable fry-up
with sweet potatoes &
sweet chilli
151 g CO₂e/100 g



Chili con Carne
515 g CO₂e/100 g

2011: The first FRoSTA Carbon Footprint Assessment.

We have even gone one step further and calculated the corporate carbon footprint (CCF) for our four plants (60,550 t CO₂e). Now we know exactly where we can save on emissions.



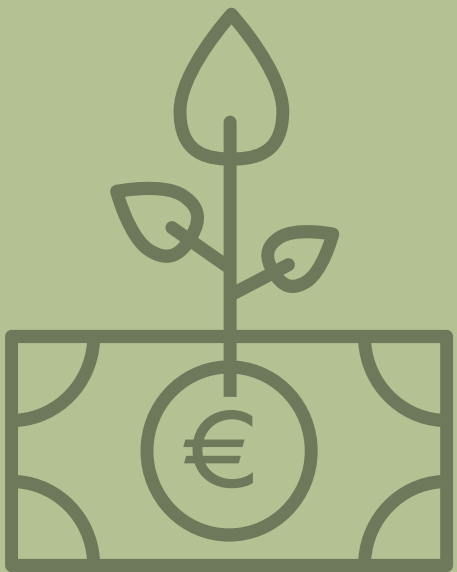
What does the “e” in CO₂e actually stand for?

The “e” stands for equivalents. All the other types of greenhouse gases, such as methane, are grouped together and made comparable to CO₂.



Climate & environment

Since 2015: We invest in the environment.



It is our aspiration that every investment should also pay off ecologically. Whether we are building a new production line or purchasing and transporting our ingredients, we always calculate the environmental impact. We could see, for example, that it wouldn't be worthwhile to switch to buying our broccoli from Europe. Crazy, isn't it?

Bardzo
dobry!

Since 2018:

Calculation and publication
of the PCFs of our Polish
products

Molto
buono

Since 2020:

Calculation and publication
of the PCFs of our
Italian products

2020: Equal obligations for all!

More and more food brands are calculating the carbon footprints of their products. However, for you to be able to compare them and make informed choices, we need a standard method and the results must be on the packaging. This is exactly what the **"Hey Bundestag" petition by Oatly** is demanding and we have naturally given them our full support.



Great initiative –
and we're on board!



Climate & environment

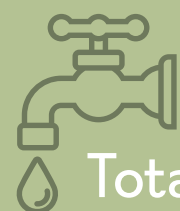
2018 vs 2020

Where do we stand?



Total CO₂e emissions:

-7,2%* CO₂e / kg FW



Total water consumption:

-5,2%



Travel activities
of all employees
(plane, train and car)

-42%



Self-generated eco-energy:

- from the combined heat and power plant in Bremerhaven **+70%**
- Photovoltaics from Bydgoszcz **+7%**
- Biogas from Elbtal **+25%**

• **Total +51%**



Waste

-26%



Is green electricity really green?

Unfortunately, not always. It is only green if the electricity suppliers actually invest in renewable energies, the electricity mix changes and the share of pure green electricity increases. This “good” green electricity can be recognised, for example, by the “OK Power” or “green electricity” label.

We want our progress in reducing CO₂ emissions to be reported to you as transparently as possible. That is why we have also indicated in our carbon footprint what makes up our green electricity: in 2020, the total share of green electricity was 34%, 67% of which was certified green electricity. Our goal is to increase this share to 100% by 2022.

*Without offsetting green electricity

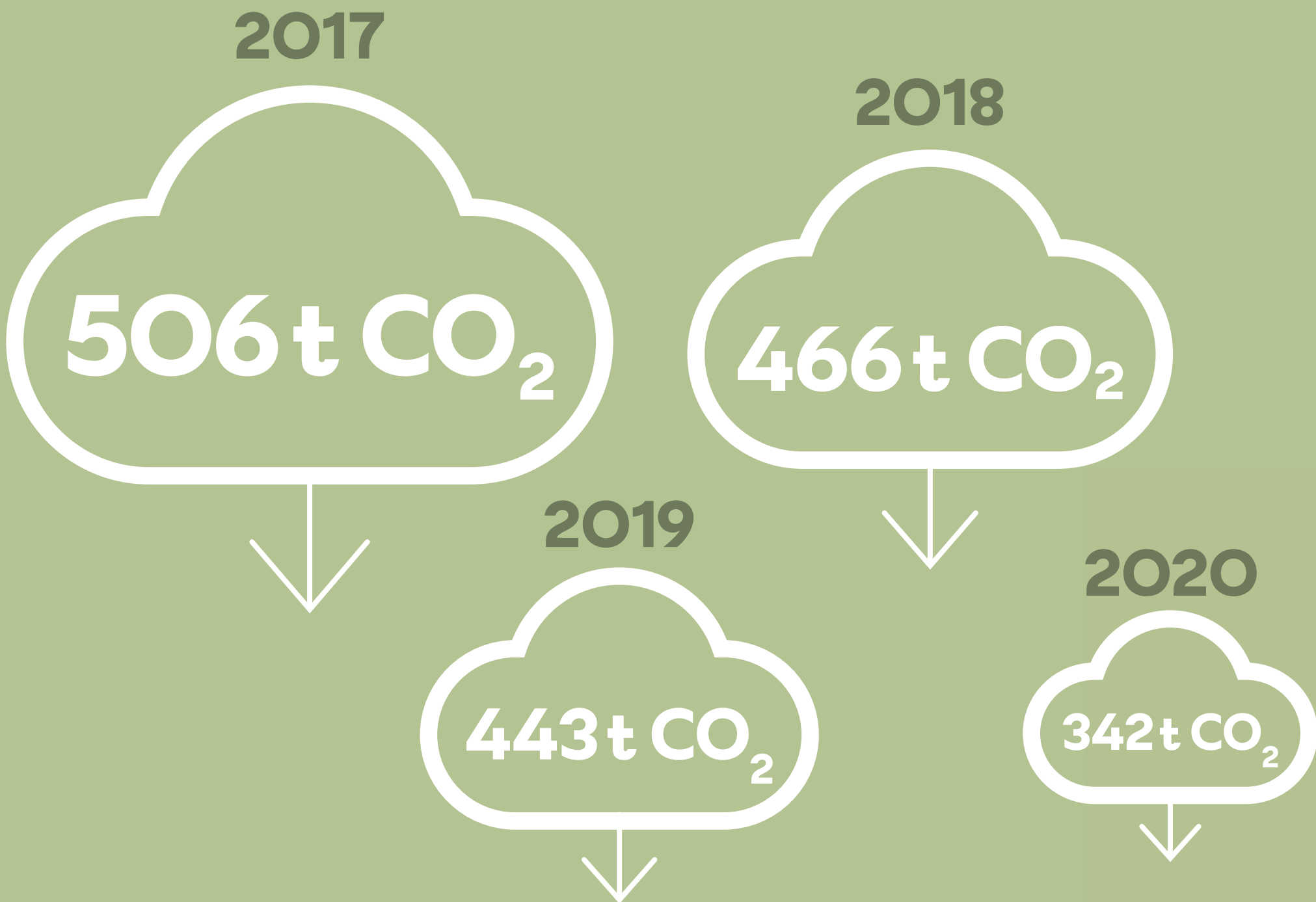


Climate & environment

Our company car policy.

Even though we don't have a large fleet, since 2013 everyone has had to adhere to a clear CO₂ cap for their company cars.

The result:



We offset the remaining CO₂ emissions from our company vehicles every year by purchasing and retiring Gold Standard CO₂ certificates. The money is used to provide Indian families with wood gas cookers with high energy efficiency.

In doing so, it is important for us to follow the correct sequence: **first reduce, communicate transparently and then compensate for what remains!**



Climate & environment

Or maybe riding a bike would be better?

And we are even going one step further. By 2025, we want to abolish all company cars, except for field staff. Instead, everyone who used to have a company car will now get a simple mobility budget that they can use at their own discretion. Driving less (or not at all) is now worthwhile again.



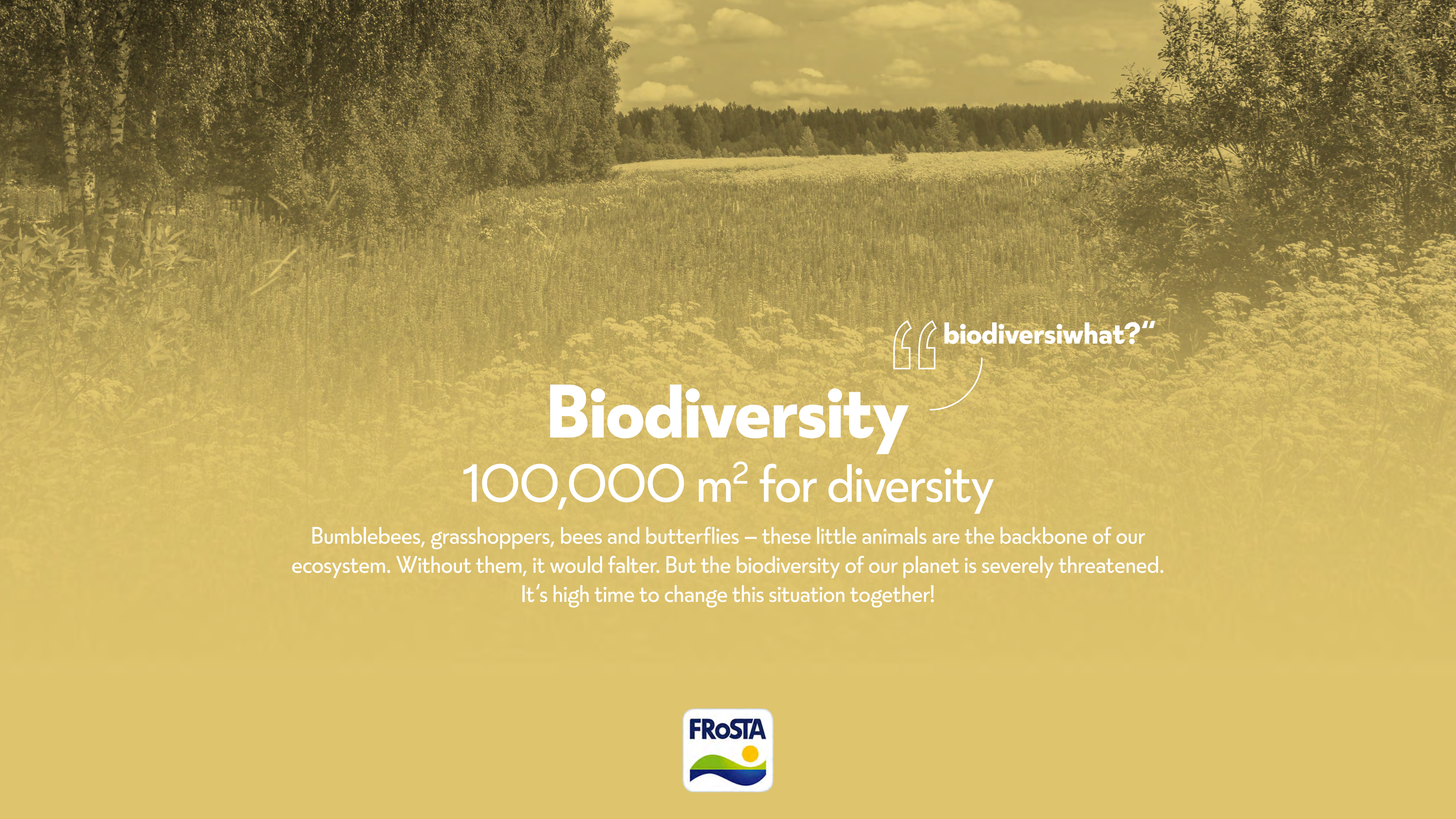
Our opinion on the statutory company car regulation.

The current tax benefits for company cars encourage people to use a company car privately as often as possible and to drive as much as possible. This is because private car travel in a company car is free of charge, while the fares for rail and bus travel need to be paid for. Such policies discourage environmentally friendly behaviour. That's why we decided to change this!

"The mobility budget is a good idea. It gives flexibility regarding the choice of means of transportation and makes me think far more carefully about my decisions regarding what is really necessary to get from A to B. The cargo bike is sufficient for many trips, especially in the city. It suits me and our everyday family life."

Sebastian Bernbacher, Marketing Manager, FRoSTA AG





“biodiversiwhat?”

Biodiversity

100,000 m² for diversity

Bumblebees, grasshoppers, bees and butterflies – these little animals are the backbone of our ecosystem. Without them, it would falter. But the biodiversity of our planet is severely threatened. It's high time to change this situation together!





Biodiversity



“biodiversiwhat?”

A healthy environment needs diversity: diversity of ecosystems, genetic diversity and richness of species. This is called biodiversity. **If it gets lost, the entire system goes out of balance.**

Take insect dieback, for example. Without insects, there is no pollination, without pollination no fruits, without fruits no food.

Game over!

The best pesticide? Environmental protection.

One of the main reasons for the global loss of biodiversity is intensive agriculture. The use of pesticides has dramatically reduced the number of species and the presence of organisms in the soil. **This decline is strongly noticeable, even in nature reserves.**

We are working closely with our farmers to try to avert this disaster. For conventionally grown vegetables, we have jointly defined our own limits for minimal pesticide usage. These are two-thirds below the legal requirements. And our Bioland products are naturally grown **without any mineral fertilisers or synthetic pesticides at all.**

For us, plant protection is not a question of chemistry, but of responsibility.



Our goal: 100,000 m² of nature-oriented areas by the end of 2021

We want something to change. But we aren't doing this by pointing the finger but by setting a good example. **First of all, we put our own house in order, which means that we do some planting.** We are creating nature-oriented areas at all our sites. These are, for example, green areas that provide a habitat for native plants and insects. And for doing this we are using an area totalling 100.000 m². That corresponds to about 14 football pitches.





“Is this just simply greenwashing or does it really have an effect?”

Funnily enough, we asked ourselves this same question. After all, we want to make a real change and not just waste our money on cheap showmanship. The Institute for Sustainable Land Management (INL) is going to scientifically examine our green areas, doing things like counting specific insect species. **This will make the success measurable.**

In addition, we plan to collect data on biodiversity by working with the “**BioVal – Biodiversity Valuing & Valuation**” research project and not just for our nature-oriented areas, but also our fields too. In this way, we will be able to promote biodiversity beforehand in our management decisions.

BioVal – Biodiversity Valuing & Valuation 



“Plastic bags ... and that is supposed to be environmentally friendly?”

Packaging

Our packaging? Out of the box!

We are quite demanding when it comes to our packaging. It has to look good, be informative, protect the products and offer a real environmental benefit. What we definitely don't want is the usual cheat packaging that looks sustainable, but with its irremovable coatings only impedes the recycling process.

The bad news is that sadly we couldn't find anything suitable. The good news is that we have a team that, together with our partners from the packaging industry, is developing precisely the kind of sustainable packaging you are looking for. Here we show you what we have achieved so far and where this journey is heading for.



 Packaging



Conclusion: much potential for improvement.

2008:

We participate in the PCF pilot project and calculate the CO₂ footprint of our packaging.



Saves 500 t of aluminium and 50 ha of plastic film per year

2013:

Our Schlemmerfilet (gourmet fillet) returns without aluminium tray and plastic foil.



Economically printed, 20% less CO₂ & 10% lighter

2016:

Changeover to the first freezer bag that can be recycled by type.

2011:

All FROSTA folding boxes are FSC® certified.



Hurray!

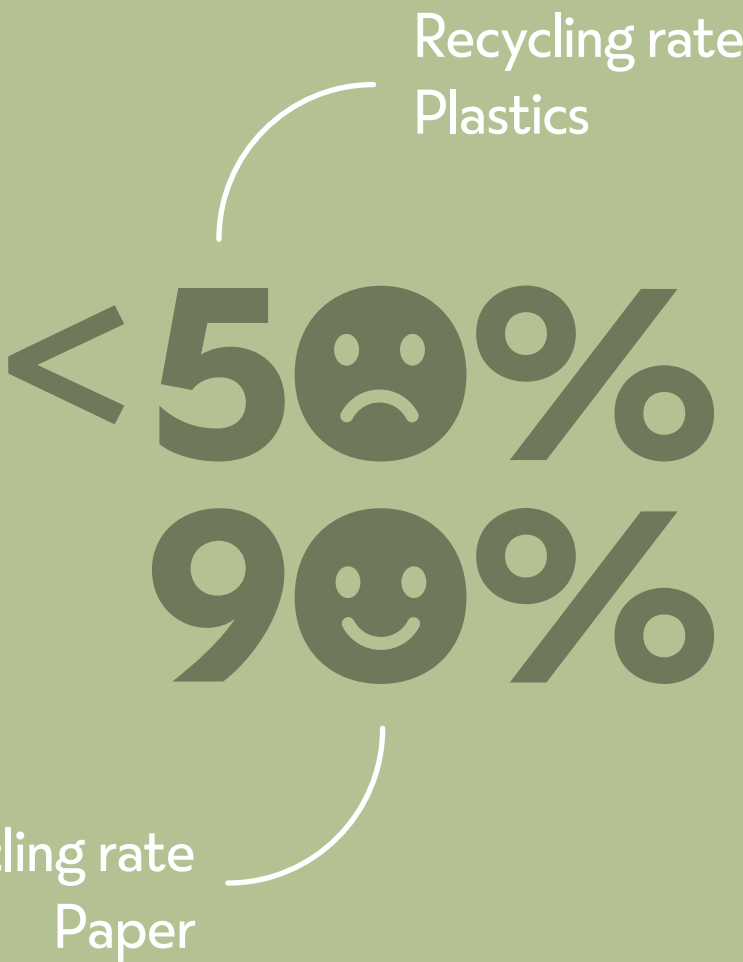
2015:

Maximum transparency: the countries of origin of all ingredients are printed on the packaging.



 Packaging

2017:
Our new mission: We want to develop the first paper bag for the freezer! **Why?** We already have our super-duper recyclable plastic bag. However, the reality of recycling rates in Germany is sadly rather disappointing.



2019:
Launch ECOBag in Italy

2019: 
The Packaging Act for a higher recycling rate comes into force. We have already been meeting these requirements for three years.



2018:
Innovation: Clickbox

Without plastic lid,
without aluminium

2019:
We visited several paper recycling plants. **We learned** that paper with a silicone coating cannot be recycled and impedes the process enormously, whilst small food residues on paper packaging do not impede the paper recycling process at all.



 Packaging

38% less CO₂ compared to plastic bags



100% paper, without coating



Dr. Ulrike Eberle, Managing Director
corsus-corporate sustainability GmbH

2020:
At last: The first FROSTA products in pure paper bags arrive in supermarkets in Germany.



“The carbon footprint of the 100% paper packaging for frozen products developed at FROSTA shows that it is also significantly more climate-friendly than previous packaging. A development that goes in the right direction, food packaging that does not need a plastic coating is more than equivalent to the polypropylene packaging that was used up to now. A real innovation!”

2020:
We have optimised the cardboard tray for our Gourmet Fillet (Schlemmerfilet) once again. The PET coating is now so thin that it can be separated from the paper very easily in the recycling process. Now the tray can be recycled like waste paper.

Without silicone



Natural brown cardboard tray: unbleached, uncoated, unprinted



Packaging

Something we still have to get to grips with.

We want to take the topic of sustainable packaging further by making innovations that set completely new standards. For example, even though we are convinced of the quality of **our plastic bag that can be recycled by type**, as long as less than half of all plastics are actually recycled in practice, we will continue to look for alternatives, such as **our innovative new paper bag**.

Unfortunately, we did not achieve our goal of switching all bags to paper by the end of 2020. For products with a high proportion of sauces or colouring ingredients, such as beetroot, we are still looking for an optimum solution. Apart from that, the paper bag already meets our requirements for ideal packaging very well. By the way, this also applies for our transportation and outer packaging:

FRoSTA packaging of the future:



No packaging materials made from foodstuffs
(e.g. corn-based bioplastic)



Multiple recyclable by type



Biodegradable



“What does digitalisation have to do with sustainability?”

Digitalisation

Environmental protection at the push of a button.

When it comes to ones and zeros, we naturally want to be among the ones.

In other words: FRoSTA wants to become a Digital Champion! Why? Because digitalisation is one of the keys we need to achieve our ambitious sustainability goals. And because our fingers are simply itching to play a leading role in shaping the future of the industry.





Digitalisation



Our digital
innovation driver
Ben Windhorst

**“Sustainability is FRoSTA’s heartbeat.
Our strategy is to drive green innovations
through digital solutions: 100%
simple + digital.”**

Ben Windhorst,
IT Director, FRoSTA AG



Visitor management – the digital doorman.

At FRoSTA, the first step through the entrance is also the first step towards digitalisation. In our visitor management system, all our guests are recorded digitally. This makes the process much, much easier and saves paper as well.

There you go!



New Work at good old FRoSTA

New Work is no longer so new for us, but has long been part of our everyday working life. Be it the modernisation and digitalisation of our production or working in home office. With the **Modern Workplace project** we started to introduce mobile work equipment even before the Corona crisis.

When the first lockdown happened, we were able to react quickly and allow most of our administration colleagues to work from home. Nowadays, **all our meetings can take place completely independent of where we happen to be.**



Digitalisation



FRoSTA and SAP – the digital dream team.

The fact that we have been able to publish the carbon footprint of all our products since 2011 is largely thanks to one man: **Urban Buschmann**. As head of Sustainability and Process Development, he is, so to speak, our very own Thomas Edison. Long before the topic became public, he was already fiddling with a calculation method using Excel spreadsheets. But the data quickly became more and more complex and **we needed a professional tool**.

Since 2014, with the help of intelligent applications from SAP, we have been able to easily calculate both the daily CO₂ footprint and eco-balance of all FRoSTA products at the push of a button – **a truly pioneering digital achievement!**

And we continue to move forward. We are currently using the SAP software for the development of our own eco-control module that enables us to calculate our agricultural biodiversity.



Urban Buschmann,
our very own Thomas Edison

“Thanks to our very close cooperation with SAP, FRoSTA is now able to provide climate data for all FRoSTA products, the company’s eco-balance and also the larger environmental correlations for all important management decisions.”

Urban Buschmann, Head of Sustainability
and Packaging Development, FRoSTA AG



Digitalisation

FRoSTA DIGITAL SUMMIT.

Home office conferencing

Imagine there is a conference and no one turns up. **Voilà ... there you have our first international DIGITAL SUMMIT.** Thanks to modern technology this is now possible. With 456 participants from 3 countries, via 25 workshops as well as speeches and even a yoga break, our biggest ever digital meeting was a huge success!

It was also a huge success in terms of the environment and sustainability. Since no one had to travel, tons of CO₂ were saved! Reason enough to focus more on digital meetings even after Corona.



#FRoSTADigitalSummit



Animal welfare

“Do a good conscience and meat go together?”

In Germany, less meat was eaten in 2020 than any other year during the last 30 years. One reason for this is that more and more people are concerned about animal welfare. As a company, we are actively committed to animal welfare, improved animal health and the protection of natural habitats.





Animal welfare

Meat facts:

The responsible treatment of animals is important to us. That is why we know our entire supply chain and can trace every piece of meat transparently. **This also means that we have unrestricted access to rearing, slaughtering and processing at all times.** When sourcing from amfori BSCI risk countries, we also insist on a Social Audit certificate.

Compliance with the Code of Conduct  and all applicable legal requirements regarding working conditions for employees is just as much a focus for us as animal welfare. Our goal is **to implement a standard that promotes animal health and supports the natural behaviour of animals** through good husbandry, thus promoting animal health. We want this to be accompanied by our own regular audits.





Animal welfare

The Chicken Gang

When it comes to animal welfare issues, the European Broiler Initiative of the Albert-Schweitzer Foundation and other NGO’s is a great example for us. The most important criteria for this initiative are:

	Standard in GER	Broiler Initiative
Space	up to 26 animals per m ² (39 kg/m ²)	up to 20 animals per m ² (30 kg/m ²)
Breeding	heavily overbred	restricted
Daylight	partly	yes
Perch	none	2 m per 1,000 animals
Pecking opportunities	none	2 pecking opportunities per 1.000 animals

We are already working with our suppliers to ensure that **by 2026** we will only be using chicken meat that meets this high standard. More info at: [Europäische Masthuhn-Initiative](#) 



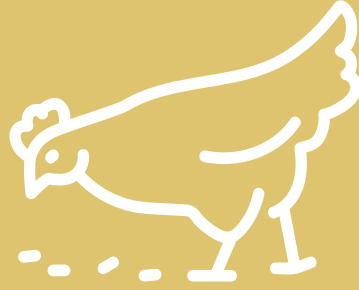
What is important for us:

We are really pleased that the killing of male chicks **will be banned** from 2022 onwards. Until the law comes into force we support alternative programmes such as the [Brother Cock Initiative](#) 

Also applies to our chicken feed!

**100%
REAL TASTE**

no taste enhancers
no colourants
no flavourings



No colourings in our eggs

We do not use any additives at all. By the way, **this applies to our chicken feed as well.** There are colouring additives that make the yellow of the yolk even more intense. And you don’t even have to declare that on the packaging! Instead of colouring additives, our free-range chickens are just provided with the important nutrients they actually need. This means the egg yolk is less yellow but it is **free from additives!**



Animal welfare

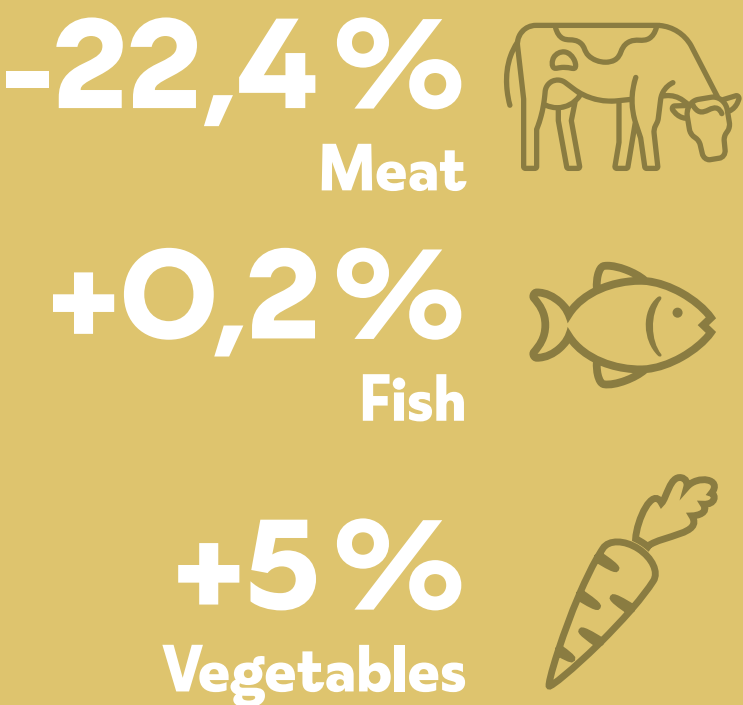
Four Paws, one prize.

Meat has the largest carbon footprint. So in 2018, we set ourselves the goal of significantly **reducing our meat offerings** and expanding our range of vegetarian and vegan dishes. But we are also concerned about the shrinking of the world's fish stocks.

That's why we invented Fish from the Field, the first honest, plant-based fish alternative. And because **honesty is the best policy**, we were promptly awarded the **FOUR PAWS prize** at the Atlas Challenge for our commitment. Thank you! That whets our appetite to do even more.



This is what we have already achieved:



Change in the percentage share of all ingredients across all FROSTA brand products in all countries from 2018 to 2020.

"We welcome FROSTA's plans to reduce the proportion of meat and fish ingredients and to communicate this publicly. We hope that other companies will follow this positive example. The expansion of plant-based products in the portfolio is not only good for animal welfare but also a very good investment in our future, for the animals, humanity and for our planet."

Dr Martina Stephany, Director Farm Animals and Nutrition FOUR PAWS



Dr Martina Stephany





Animal welfare

“What do you look for regarding the origin of your animal products?”

We have strict criteria at all stages of our food production and particularly where animals are involved. Close communication and regular visits to our suppliers' production sites are a matter of course for us. This is the only way we can get a clear idea of the conditions under which animals are kept and the health of the animals, so we can work together to drive improvements.

When it comes to fish, preserving the world's fish stocks is our top priority. And because we are determined to protect the diversity and biodiversity of the oceans we have even invented a whole new kind of fish – the 'Fish from the Field' that actually contains no fish at all.

Facts about fish:

Whether it is Alaska pollock, wild salmon or shrimps – all FRoSTA fish and seafood are sourced from 100% MSC and ASC certified fisheries and aquacultures.

Marine Stewardship Council (MSC)

The MSC label is a globally recognised environmental label for sustainably caught fish and seafood from responsible fisheries. More info at:

[The MSC | Marine Stewardship Council](https://www.msc.org) 



Aquaculture Stewardship Council (ASC)

The ASC logo is the world's most important award for fish and seafood from responsible breeding.

More information at:

[The ASC | Aquaculture Stewardship Council](https://www.asc-aqua.org) 





Animal welfare

“Is it even acceptable to still eat fish?”



Caroline Wilm,
Brand Manager Fish &
Fish from the Field

The overfishing and destruction of our oceans by fishing are dramatic and concern us deeply. We therefore see it as our duty to comply with existing sustainability standards and to continue to improve them. So you can continue to eat fish with a clear conscience. **Sustainable fishing is possible and necessary.**

Fish not only serves as a source of protein for around **3 billion people worldwide***, many people also make their living from fishing. The MSC (Marine Stewardship Council) has been criticised on several points and **we can understand why**. Some things can still be optimised. However, the MSC currently still offers the best independent certification standard for sustainability.

That's why one thing is clear to us: the minimum standard for fish supplied under the **FRoSTA** brand is consistently and exclusively MSC certification. But we go beyond the MSC requirements. **We know all our suppliers** and regularly visit them on site (or even on the high seas) to **carry out inspections** and get a clear overall picture of conditions. We also request additional information from our suppliers regarding traceability and fishing methods.

Sustainability aspects are also a **top priority** in decisions regarding our product range. Endangered fish species, such as cod from the Baltic Sea or yellow fin tuna, are generally excluded. **A stable fish stock is obligatory for us.**

Moreover, we are convinced that we need to actively shape the food of the future in other ways as well. That is why we have launched our vegan Fish from the Field fish alternatives. We think that fish alternatives should be just as much a part of our diet as fish is.

Why not question the living conditions when buying fish as much as you do when buying meat? **We can all educate ourselves and make better conscious choices.** At FRoSTA, we continue to do our best to provide you with all the information we have so that you can make properly informed choices about what you eat.

*<https://www.worldwildlife.org/industries/sustainable-seafood>

“And what about
Human Rights?”

Supply chain

Hand in hand in hand in hand.

When it comes to the origin of our products, we want to know absolutely everything. We regularly visit the production sites to make sure that the quality, processing and the working conditions all meet our high standards. And to make sure that you are also well informed, you will find the country of origin of each ingredient on the back of our packaging.





Supply chain

Well, we should be allowed to ask questions.

Absolutely! Your critical questions are our motivation to get a little better every day. Dennis, our purchaser, is always happy to answer any questions you have.



Dennis Diener,
Strategic Purchaser
Vegetables, Meat & Fruit

How do you audit and ensure the quality as well as the social situation on site?

This only works of course, if you share the same values and implement them sustainably in the daily way of working together. As a guideline, we have drawn up a Code of Conduct  for our suppliers. It is based on the Conventions of the International Labour Organisation (ILO) and the amfori Business Social Compliance Initiative (BSCI). Producers from BSCI risk countries must also pro-

vide a Social Audit certificate according to an internationally recognised social standard (e.g. SMETA). High quality standards, hygiene and environmental standards, such as IFS and BRC (food safety) or ISO 14001 (ISO 50001 – energy management) are mandatory in the FRoSTA ecosystem. With regular audits and on-site visits, we ensure that the standards are being met.

 Supply chain



“We want to motivate companies to build structures that benefit their employees and local people.”
Dennis Diener, Purchase

“Direct contact with local people is particularly important to us.”

Do you actually have to go there yourself, or do you have the inspections carried out by a third party?

Even before selecting potential suppliers, we place great emphasis on the above-mentioned quality requirements. Then go to the site to get a firsthand impression of practical implementation and compliance with

these requirements. For example, we can see whether the social situation and working conditions meet our standards. We then have this checked again by external audits. For example, using SMETA social standards (see box). This might all sound at first as if it is over-complicated but it’s actually worth it, because the partnerships we enter into are always quite long-term.

Sedex Member

The Sedex Members Ethical Trade Audit is one of the most widely used audits for sustainable and ethical business relationships. It supports companies to ensure responsible sourcing and transparency in the supply chain.





Supply chain

Why do you grow your broccoli in Ecuador rather than locally?

It takes a great deal to meet our quality requirements for broccoli – all the way from cultivation to harvesting and through to processing as well as requiring ideal climatic conditions. Strange as it may seem, we have only managed to get such optimal conditions in Ecuador. The temperate climate in the high plateaus at 2,000 to 3,000 m with an average

annual temperature of 14 degrees Celsius allows for uniform growth and makes the use of chemical pesticides almost unnecessary. The broccoli is transported already frozen by ship. We calculated the CO₂ footprint and found out to our surprise that it was no higher than lorry transportation from Spain.

Please tell us more about your social projects in Ecuador!

We always encourage our partners to develop their own projects. For example, in addition to a kindergarten at the production site itself, there is now also the “Mothers’ Breastfeeding Centre”, since many of the working mothers want to continue breastfeeding their babies. The centre offers the mothers breastfeeding compartments where they can express milk for their babies in a quiet hygienic environment and store it in a

cool place. Or there is the “Corporate Responsibility Programme”, which was launched by one of our partners. That’s also super exciting! Here the goal is to impart agricultural knowledge to young people and also instruct them in areas like responsibility, self-confidence, environmental protection and entrepreneurial thinking.

If you want to find out more about our social commitment it’s on the very next page. →



“Are you just out to make a profit or
do you also give something back?”

Social commitment

FRoSTA is there for everyone!

As a company, we have a great responsibility, not just for the environment but also for people. That is why we have been donating 2% of the dividend sum of FRoSTA AG for social projects since 2015. This means that we get involved at a very local level in the areas around our sites and also in the countries of origin of our ingredients.





Social commitment



of young people in Ecuador
between the ages of 15 and 24 are without
work, school or vocational training

Our plan? Plan International!

We are experts in frozen food, but not experts in social projects. So we have enlisted the support of **Plan International**, an experienced partner, to ensure that our social commitment bears fruit. Over the last four years we have been jointly establishing a social project in Ecuador in which young adults build up their own small businesses that give them a secure income. **A total of 900 young people have already benefited from this scheme and participated in more than 100 workshops.**

In response to the Covid 19 pandemic, seven tailoring workshops and more than 11,000 masks for communities, medical personnel or the Ministry of Agriculture were produced. To bridge food shortages, **166 families took advantage of our training to plant a home garden.** In addition to the donation project, several departments are involved in supporting 14 sponsored children in Ecuador. Children and young people are our future. **Working together with Plan International we want to do all we can to help implement their business ideas.**

18%



Kathrin Hartkopf,
Plan International Germany

“The ‘Income for young people and their families’ project in Ecuador is the second joint project with FRoSTA AG. Young women in particular are given great job prospects and can begin providing for themselves and their families independently. It is important for us to create perspectives for young people, even in crisis situations like the Coronavirus pandemic.”

Kathrin Hartkopf, Spokesperson of the Executive Board of Plan International Germany



Social commitment

Social Projects in Ecuador

This is what we have already achieved:



4

bakeries



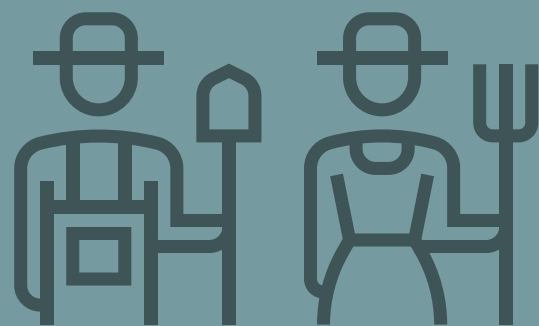
27

vegetable farms



330

participants in workshops



209

jobs have been created,
144 full-time, 65 part-time



20.349

plants and seeds
for 166 family gardens



Social commitment



Elena Wöhlken,
Apprentice

“As apprentices, we were able to plan the World Girls’ Day with many exciting activities. I was, for example, allowed to work as a press spokesperson. I wouldn’t have had a chance like this otherwise during my apprenticeship.”

Elena Wöhlken, apprentice at FRoSTA

Girls Day, YAY!

11th October is International World Girls’ Day. **Plan International** created it to draw attention to the equal rights of girls and young women. In 2020 our warehouse was illuminated pink and we had a special campaign up our sleeves.

During the **“Youth Takeover”** campaign, our female apprentices were allowed to take on the management roles in the areas of product development, production and public relations for one day.

Tailwind for children in Bremerhaven.

Part of our donations goes to local non-profit organisations. The **Rückenwind** (tailwind) **association** in Bremerhaven-Lehe, for example, uses those donations to support children from socially disadvantaged families. Here too, our apprentices got involved with their own workshop on **“Opportunities and Careers”**.



Social commitment



We have been supporting the Bremerhaven “Über den Tellerrand” (cooking over the rim of your plate) satellite project since 2016. We even helped to launch it and since then have been very happy to make our FRoSTA cooking school in Klimahaus available for the many great multicultural cooking events and also sponsor the food. **In 2018, we got to know Yaser from Afghanistan and were able to recruit him as an apprentice.**

Unfortunately, we were only able to cook twice in 2020 before the cooking school had to be closed due to the Covid 19 pandemic. We are very much looking forward to seeing everybody again!



Yaser Faizin,
Apprentice

“2018 was the first time that I took part in ‘Cooking over the rim of your plate’. I am now in my second year as an apprentice at FRoSTA. I am still incredibly happy that I was given the opportunity to do an internship, the qualification year and now the training.”

Yaser Faizin, refugee from Afghanistan
Apprentice for becoming a specialist in food technology



Social commitment

“Are you supporting smaller businesses and organisations during the Corona crisis?”

In 2020, we provided hospitals in the area of our plant located in Bydgoszcz in Poland with masks and food.



Brilliant campaign!

Christmas donations instead of Christmas party.



What a brilliant campaign – the **#Lokalrunde initiative!** We were immediately on board. After all, food brands like ours got off lightly during the Corona crisis compared to the gastronomy sector. **In total more than €200,000 from 18 brands were raised** to help restaurants, bars, snack bars, pubs, etc. during the lockdown that threatened their very existence.



We are FROSTA

“So, how is the mood at FRoSTA?”

Jobs and our team

Our working atmosphere? Anything but frozen.

At FRoSTA, sustainability is not only a question of ecology and economy, but first and foremost a question of attitude towards our own employees. Every day we take on the responsibility of offering around 1,700 people an attractive and fair job in which they can contribute both their expertise and their creativity.

We recognise that it is only when our people are motivated that we as a whole company can actually achieve our ambitious sustainability goals.





Jobs and our team



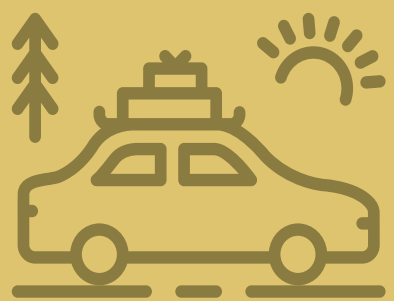
Our values.

Our values are the DNA of our corporate culture. They determine how we interact and work with each other. That’s why we like to find out as early as we can during the recruitment process what makes you tick and whether you fit in with us (hiring for attitude). By the way, we are on first-name terms **at all levels of the company**, just in case you might be coming in for an interview.



It’s all about balance.

Needless to say, we do everything we can to promote the physical, mental and emotional health of our employees through a good balance of work and private life. It is only when people are doing well that the company is also doing well.



Time out for the CEO.

The fact that our offers are really serious incentives and can be taken up by everyone in the company became clear recently when Felix Ahlers, our CEO, took a seven-month sabbatical in 2018!

Felix Ahlers,
during his sabbatical



“I wanted to send out a signal that we allow this kind of freedom, because that is important, if you want to keep good people. It also shows appreciation for my two colleagues; it shows them that I trust them and that we, as a board, need to step back a bit more and give the departments more freedom.”

Felix Ahlers, CEO FROSTA AG



Jobs and our team

What makes us different? We make no difference.

Same same – but different.

We can only get better as a company if we attract the best talents – namely enthusiastic people with great ideas. **Promoting equal opportunities makes us more innovative and competitive.** Gender equality and the advancement of women are therefore both an aspiration and an incentive at FRoSTA. To make it official, we committed to the **UN Women's Empowerment Principles** in February. This makes our goal clear: we strive for a balanced gender ratio at all management levels.

“The commitment to the UN Women's Empowerment Principles is an encouraging milestone on our way to achieving gender equality in our society and in our working lives.”

Felix Ahlers, CEO FRoSTA AG

In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the
UN Global Compact Office



All inclusive.

Even though there have been no reported cases of discrimination related to equality and diversity at FRoSTA in recent years, we still want to improve. To this end, we have started two new project groups. One of them deals with **the introduction of a gender standard.** This report is the starting signal for a new era in corporate communication.

From now on, **we will consistently express ourselves in a gender-neutral way** in order to demonstrate and live gender equality linguistically and to be a role model for social rethinking. The second project group is focusing more on the topic of diversity and inclusion. As an international company, it is important to us that diversity and tolerance are firmly anchored in our daily interactions.



Jobs and our team

Our Corona Crisis Management

Just like everywhere else, Corona had a strong impact on our everyday working life. Fortunately, even before the pandemic, we had already started to promote more flexible working using mobile work devices. This meant **we were able to react quickly** and convert our total administration to home office. Unfortunately, this was not possible for our colleagues in production, but their health and safety is always our top priority. True to our motto: **“People over fish fingers”** daily temperature checks and masks for everyone were obligatory at FROSTA right from the very beginning – long before it was compulsory, by the way.

During the height of the second lockdown, we **switched from radar testing to daily testing**. With the help of many volunteers from administration, including board members, we were able to master this massive logistical challenge. **But our biggest thanks go to our production staff.** They kept the place running!



Dr Peter Kölln
company physician

“By instigating daily temperature tests, distribution of medical and FFP2 masks as well as daily Covid 19 tests during peak periods, FROSTA reacted very quickly to the Covid 19 crisis and made the protection of FROSTA employees top priority right from the very beginning.”

25.048

Covid 19 tests
(as of March 2021)

About this report:

This is FRoSTA AG's third sustainability report. In it, we report on all FRoSTA AG production and sales locations (see map on p. 5). For more information, go to the German Sustainability Code page where you will soon find our DNK reporting under the German Sustainability Code (DNK) – [DNK](#) .

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Abkürzungsverzeichnis:

amfori BSCI	= amfori Business Social Compliance Initiative
BioVal	= Biodiversity Valuing & Valuation
CCF	= Corporate Carbon Footprint
CO ₂ e	= Carbon dioxide equivalent
CSR	= Corporate Social Responsibility
ha	= Hectare
MS	= Microsoft
PCF	= Product Carbon Footprint
SDG	= Sustainable Development Goal
tFW	= tonnes of finished goods
UN Women	= United Nation Women
Additive E	= Food additive ("E" for Europe)
SMETA	= Sedex Members Ethical Trade Audit
T	= Tonne
PET	= Polyethylene terephthalate