





Crustacean Compassion is a not-for-profit animal welfare organisation which campaigns for the legislative protection and humane treatment of decapod crustaceans such as lobsters, crabs, prawns and nephrops, based on the scientific evidence of their sentience. Crustacean Compassion does not campaign against the use of decapod crustaceans as food. Instead, it welcomes good practice in the food industry and believes that all decapod crustaceans should have their species-specific needs met.

For more information visit

[www.crustaceancompassion.org](http://www.crustaceancompassion.org)

Crustacean Compassion commissioned Chronos Sustainability to develop The Snapshot.



Chronos Sustainability was established in 2017 to deliver transformative, systemic change in the social and environmental performance of key industry sectors. Chronos is involved in a wide range of global transformation projects across the sustainability spectrum and develops tools and strategies to enable its clients to accelerate action and effect real-world outcomes at scale.

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## Contents

Foreword	3
Introduction	4
Aims of The Snapshot	5
Benchmark structure	6
Company performance	7
Key findings	8
Industry insight	15
Results in detail	18
Recommendations for companies	30
Next steps	32
Appendices	33
Glossary	47
References	49

# Foreword

## Welcome to The Snapshot 2024, the third report reviewing the status of decapod crustacean welfare throughout the UK food industry.

The Snapshot provides all industry stakeholders with an opportunity to evaluate their position as a welfare guardian; review their internal and external policy approaches; and importantly, to take active steps towards improvement. This is in line with increased and growing consumer expectations, market pressures, environmental, social, and governance (ESG) commitments, and legislative requirements. Action on decapod welfare is also essential to safeguard the industry's future. Scientific evidence has overwhelmingly supported decapod sentience. It is not, though, now just our *moral duty* to improve welfare, but it's also our *responsibility* to understand and grasp that in doing so, we will support significant, wider benefits.

A major milestone in decapod welfare was reached in 2024 with the publication of the UK seafood industry's own new guidance on decapod welfare<sup>1</sup>, led by Seafish, the Shellfish Association of Great Britain and the Crab and Lobster Management Group. We were pleased to contribute to the development process and support the industry's commitment to this project, however, we are not able to fully endorse this guidance in its present form. This is because we believe the industry can do much more to drive decapod welfare standards forward, both by taking currently available opportunities to improve welfare and creating new ones.

Nowhere have these possibilities been more clearly illustrated than in The Snapshot reports to date. We are encouraged by the improvements seen both across the three years of assessment, and between each annual report. The 2024 findings are no exception. For example, for the first time, we have two companies in Tier 1 and nine companies in Tier 2, with 21 companies improving

their score from 2023. We are seeing processors change and move ahead to align with retailers' evolving sourcing requirements, along with more commitments to adopt or expand electrical stunning prior to slaughter and to end live sales to the public.

This demonstrates the capacity of individual industry players to both recognise the altered and altering landscape and to enact change across all levels of their supply and processing chain. We have long recognised that change can be incremental and can be restricted, for example, by technological support but, again, The Snapshot has shown some companies are investing in research and development. They are now rightly leading the field. All these steps demonstrate the desire and willingness the industry has to move forward. It is a reminder to those in Tiers 4 and 5 that catching up is harder than leading.

Future expectations are aligned to consumer demand, legislative change and technological improvements. Year on year, we are seeing the movement in the direction of all things supporting higher decapod welfare. It is right we recognise the companies that have introduced such changes to their systems, and it is also right that we castigate those who have not moved at all.

While we will continue to proactively engage with the industry at large and each benchmarked company individually to keep supporting their welfare journey, we urge all seafood businesses to create a better sea-to-plate story for decapod crustaceans. Consumers want to feel good about the effect their food choices have on the other life forms with whom they share the Earth. Only a food industry that respects people, animals and the planet can build a truly sustainable future.

**Dr Ben Sturgeon**  
CEO  
Crustacean Compassion

# Introduction

**Decapod crustaceans have been recognised as sentient in UK law since 2022 yet, three years on, very little has changed in a legal sense to protect them from widespread inhumane treatment.**

This means that the responsibility and capability to improve welfare standards for decapod crustaceans – such as crabs, lobsters, prawns and nephrops – in the UK food supply chain has fallen to the businesses that trade in decapod products. Commercial enterprises have had an opportunity to change the welfare experience for the billions<sup>2</sup> of decapods that are landed or imported into the UK every year, in line with the country's international reputation for elevated animal welfare standards.

Conceived in 2022 with expert consultants Chronos Sustainability, The Snapshot was designed as a collaborative tool to provide accountability and guidance for companies in the seafood industry. Assessing 30 retailers, producers, processors and foodservice companies – including all major UK supermarkets – the benchmark considers both wild-caught and farmed decapod crustaceans. The assessment is focused on their welfare at the following stages of the supply chain: capture and handling, holding and storage, transport, mutilations, stunning and slaughter. **See pages 7 and 33 for a full list of companies covered by the benchmark.**

Now in its third year, The Snapshot 2024 report reflects how food companies have progressed on decapod welfare, sharing good news about positive change and highlighting areas for further improvement. Based only on information in the public domain during the assessment period of August 2024, the benchmark explores how companies are committing to prioritise decapod welfare, setting and reporting on targets to improve standards and communicating about this work within the food industry and beyond to consumers.

The assessment framework was developed to help companies understand welfare expectations and forge a robust pathway towards higher welfare policies and practices. **See page 35 for a full explanation of the benchmark's methodology and approach.**





In the first benchmark report (compiled in 2022<sup>3</sup>), individual company scores were not published to give businesses more time to adapt to new welfare expectations. In the 2023 report<sup>4</sup>, individual company scores and rankings were made public for the first time. Scores and tier positions are published again in this 2024 report, empowering consumers to make informed choices about the seafood products they buy and providing a platform for companies to share their progress. By collating and sharing decapod welfare policy information in an accessible way, The Snapshot aims to boost transparency in the food industry, to the benefit of decapods, consumers and businesses alike.



**Crustacean Compassion commissioned this benchmark and works to encourage and enable food retailers to sell higher welfare products across their decapod crustacean product ranges. It does not campaign against the use of decapod crustaceans as food. Instead, it welcomes good practice in the food industry and believes that all decapod crustaceans – including crabs, lobsters, prawns and nephrops (langoustines) – should be treated humanely, determined by their species-specific needs.**

# Aims of The Snapshot

The goal of the benchmark is to improve the welfare of decapods, by ensuring that all decapods are humanely captured, handled, transported and slaughtered. Its objectives are:

-  1 To ensure that decapod crustacean welfare becomes an integral part of food companies' procurement policies.
-  2 To define key expectations of food companies on decapod crustacean welfare.
-  3 To drive transparency on the welfare of decapod crustaceans through regular reporting by seafood producers and retailers.
-  4 To encourage company efforts to continuously improve decapod crustacean welfare while eliminating inhumane practices from the supply chain.
-  5 Measure and report regularly on key decapod welfare issues to equip consumers and other stakeholders with information allowing them to identify companies with the best practices aimed at improving decapod crustacean welfare.

# Benchmark structure

Companies are assessed on their management of decapod welfare using 22 distinct criteria organised across four key pillars: Management Commitment and Policy; Governance and Management; Innovation and Leadership; and Performance Reporting and Impact. **A total of 165 points is available.**



**80 points available  
(49% of overall  
score)**

## Management Commitment and Policy

Acknowledgment of the welfare of decapod crustaceans as a business issue.

An explicit commitment to the welfare of decapod crustaceans within an animal welfare policy or within an overarching corporate sustainable sourcing policy, with a clear explanation of geographic, decapod crustacean species and product scope.

A clear commitment to reduce the negative effects of capture method on decapod crustacean welfare.

A clear commitment to reduce bycatch associated with decapod crustacean fishing.

A clear position on the avoidance of non-therapeutic mutilations of decapod crustaceans.

A clear position on appropriate species-specific holding conditions (during post-capture, holding for processing and retail stage) that takes account of each species' physical, physiological and behavioural needs.

A clear position on appropriate species-specific conditions during transport that takes account of each species' physical, physiological and behavioural needs.

A clear position on the avoidance of long-duration live transportation of decapod crustaceans.

A clear position requiring all decapod crustaceans to be humanely stunned and slaughtered.

A clear position on the avoidance of live sale of decapod crustaceans to the public or untrained handlers.



**50 points available  
(30% of overall  
score)**

## Governance and Management

Defined day-to-day management as well as senior management responsibility for the welfare of decapod crustaceans.

Objectives and targets for the management of decapod crustacean welfare, including reporting on their progress.

A description of internal processes for ensuring that a policy on decapod crustacean welfare is effectively implemented.

A description of how a policy on decapod crustacean welfare (or equivalent) is implemented through the supply chain.



**15 points available  
(9% of overall  
score)**

## Innovation and Leadership

Company involvement in projects dedicated to advancing the welfare of decapod crustaceans within the industry.

Promotion of decapod crustacean welfare to consumers through education and/or awareness-raising activities.



**20 points available  
(12% of overall  
score)**

## Performance Reporting and Impact

Reporting on the proportion of decapod crustaceans in the company's supply chain that are humanely stunned and slaughtered.

Reporting on the proportion of decapod crustaceans in the company's supply chain that are free from non-therapeutic mutilations.

Reporting on the proportion of decapod crustaceans in the company's supply chain transported within specified transport times.

Reporting on the proportion of decapod crustaceans captured using specified capture methods.

# Company performance

↑ Indicates how many tiers the company has moved up  
 + Improved score but not changed Tier

Tier 1 81% - 100%	Tier 2 61% - 80%	Tier 3 41% - 60%	Tier 4 21% - 40%	Tier 5 0% - 20%
Marks and Spencer Group PLC +	Associated Seafoods ↑↑↑	Charoen Pokphand Foods (CPF) ↑	Compass Group UK & Ireland (Compass Group PLC)	ALDI UK (ALDI SOUTH Group)
Young's Seafood ↑	Hilton Food Group ↑	Ocado Retail ↑↑	Lidl GB ↑	Amazon UK
	J Sainsbury PLC ↑↑	Sykes Seafood ↑↑	Whitby Seafoods +	Andrew Marr International
	Lyons Seafoods ↑↑	The Co-operative Group Ltd ↑	Wm Morrison Supermarkets Ltd +	ASDA Stores Ltd
	Macduff Shellfish Group ↑			Bidfresh +
	<b>NEW</b> Seafresh Group			Brakes
	Tesco PLC ↑			Iceland Foods Ltd
	The Blue Sea Food Company ↑↑			MacNeil Shellfish +
	Waitrose Ltd +			Northcoast Seafoods +
				<b>NEW</b> PDK Shellfish
				Thai Union +

**Tier 1:** Companies are leading the way on decapod crustacean welfare management and disclosure

**Tier 2:** Decapod crustacean welfare is an integral part of companies' business strategies

**Tier 3:** Companies are on the way to incorporating decapod crustacean welfare into their business strategies but there is more work to be done

**Tier 4:** Companies have begun to formalise their approach to decapod crustacean welfare but need to address key welfare issues

**Tier 5:** Companies appear to have taken few or no steps towards addressing decapod crustacean welfare in their supply chains

## Notes on companies (correct at time of writing):

Due to the sale of its UK operation since the last assessment, Iceland Seafood International is no longer included in the benchmark. Seafresh Group has been added as a new entrant.

PDK Shellfish has also been added due to its acquisition of Orkney Fishermen's Society, which has been assessed since 2022.

Since the 2024 assessment, The Blue Sea Food Company has been acquired by New England Seafood International.

**See Appendix II for company scores.**



# Key findings

## Key finding

**1**

**Over two-thirds of companies have improved their score since 2023, with more businesses taking action on decapod welfare.**

21 of the 30 companies increased their score in this year's assessment, resulting in 13 companies being elevated by at least one tier.

The number of companies publishing policies on some key decapod welfare issues has at least doubled for the second consecutive year.

## Key finding

**2**

**For the first time, processors and producers are taking the lead over retailers on decapod welfare issues.**

Once again, a retailer leads the scoring but a processor joins Tier 1 for the first time.

Processors and producers now achieve higher average scores than retailers across three of the four scoring sections.

## Key finding

**3**

**Commitments to adopt electrical stunning have increased but progress may be at risk without further industry innovation.**

The number of companies publishing commitments to electrical stunning has increased from five in 2023 to 12 this year.

Providing humane stunning and slaughter for all decapods in the UK food supply chain will require continued investment and commitment from the seafood industry.

## Key finding

**4**

**Selling live decapods to members of the public is becoming less acceptable as a retail practice.**

Over half of companies now publish commitments to not sell live decapods to the public, including nearly all major supermarkets.

As awareness of decapod welfare issues grows, companies that still offer live decapods for purchase by consumers will face increased public criticism, so should commit to end live sales now.

## Key finding

**5**

**Despite improved reporting, companies are yet to share their progress on decapod welfare directly with consumers.**

The proportion of companies reporting on their welfare performance has increased, with the average score for this section rising from 8% to 19%.

However, despite clear evidence of positive change in the industry, most companies are still not taking action to promote their decapod welfare policies to consumers.



## Key finding

# 1

**Over two-thirds of companies have improved their score since 2023, with more businesses taking action on decapod welfare.**

The latest Snapshot assessment has seen significant and meaningful change across almost the entire field of benchmarked companies, with 21 of the 30 companies increasing their overall score against the previous year. There are now two companies in Tier 1 – a retailer and a processor – as opposed to just one retailer last year.

In 2023 just five of the 30 companies achieved more than 50% of the available score. This year, 13 companies scored above 50%. This has resulted in 13 companies (43% of those assessed) moving up one or more tiers; of these, five moved up two tiers and one leapt up by three tiers. In 2023, over half the companies (16, 53%) were in the bottom group (Tier 5) with scores under 20% of available points, whereas this year, only 11 companies (37%) are there.

The five most improved companies showed remarkable gains on their 2023 scores, with increases ranging from 38% to 48% of the available total. Across the field, the overall average company score has increased from 24% to 40%. This figure has more than doubled since the first benchmark assessment was carried out in 2022, when it stood at 14% (see Figure 1).

### Decapod welfare continues to gain traction

Recognition of decapod welfare as a business issue among benchmarked companies has been steadily gaining momentum since The Snapshot's inception. Last year 77% of companies acknowledged decapod welfare as a business issue, an improvement from 70% in 2022. In 2024 this figure took an even greater leap to 90%. Explicit commitments to decapod welfare have also continued to grow, with the number of businesses publishing at least a partial policy rising from 57% in 2023 to 70% in 2024.

Importantly, for the second consecutive year, the number of companies publishing policies has at least doubled in some key areas of decapod welfare concern, from the negative effects of capture method and bycatch through holding and transport conditions, to mutilations, stunning and slaughter methods, and live sales to the public (see Figure 2).

### Positive progress across the board

Along with the number of welfare threats being addressed, the scope of companies' decapod welfare policies has also seen significant expansion (see Figure 3). Companies with universal welfare policies covering all species in their supply chain, as well as all products and geographies, have sprung from three (10%) in 2023 to nine (30%) this year. Twelve (40%) have partial policies that are more limited in scope, leaving nine (30%) with no specific decapod welfare policies at all.

The Snapshot's 22 assessment criteria are grouped into four scoring categories looking at different elements of companies' welfare policy approach, from management commitment to performance reporting. In 2024, the overall average company scores not only rose yet again in each of the four categories; they also illuminated an accelerating rate of progress across those pillars since the benchmark began (see the **Results in detail** section for more insights).

Overall average company score for the Management Commitment and Policy section went up from 29% in 2023 to 45% in 2024, while the average score for Governance and Management rose from 24% to 40%. The Innovation and Leadership category saw the average score increase from 19% to 34%, a marked jump that was almost matched by the move from 8% to 19% in Performance Reporting and Impact.

The improved focus on policy monitoring, reporting and impact is to be expected as more welfare policies are developed and implemented, and companies start making progress against targets and objectives shared in previous years. Viewed in tandem with their ever-expanding policy requirements, this accelerating rate of change demonstrates how individual companies are irrevocably driving the welfare agenda forward across the seafood supply chain.

However, the visible upward shift among the majority throws into ever starker contrast the lack of change by companies who remain in the bottom tier. These include major discounter supermarkets and global seafood suppliers. As their competitors continue to stride ahead, these outliers' lack of action on an urgent animal welfare issue will become increasingly evident and unjustifiable.

Figure 1: Average scores 2022 – 2024 (%)

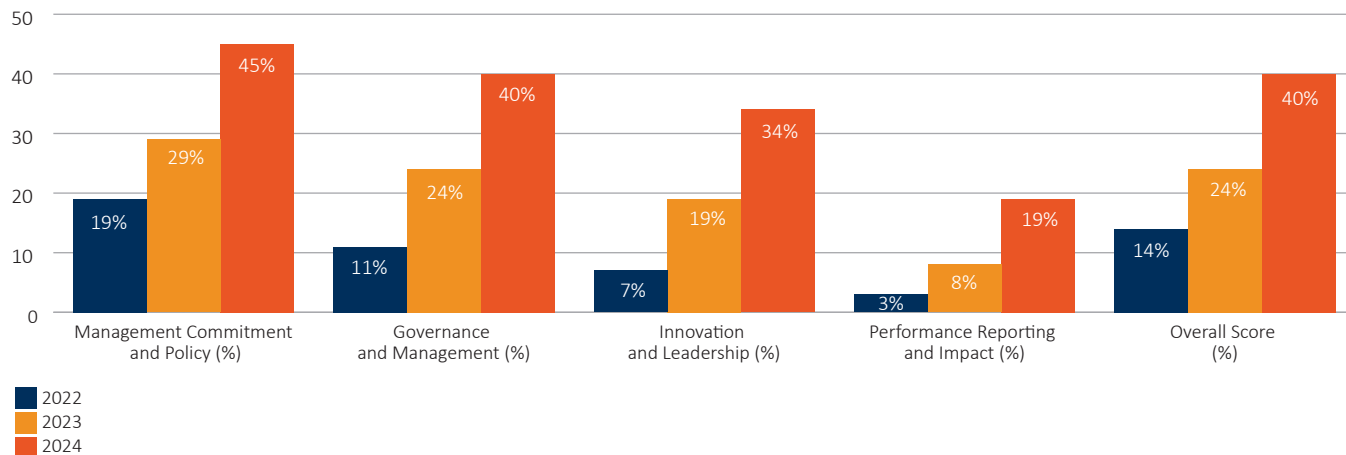


Figure 2: Percentage of companies with policies on key decapod welfare issues 2022 - 2024

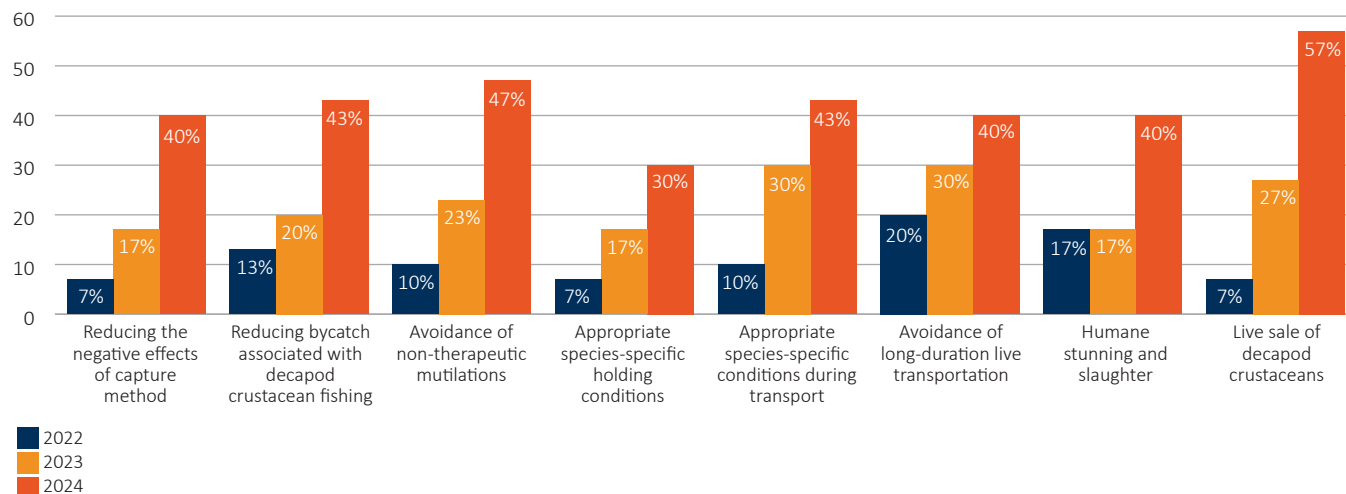
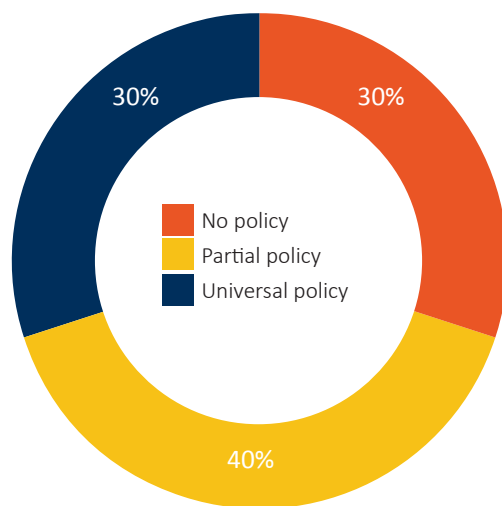


Figure 3: Scope of decapod welfare policies



## Key finding 2

**For the first time, processors and producers are taking the lead over retailers on decapod welfare issues.**

In the 2023 benchmark assessment, the top 10 scoring companies were equally divided between retailers and wholesalers, and processors and producers. However, the two leading scores were achieved by Marks & Spencer and Waitrose. Retailers as a group were not only leading on average company score but also outperforming processors and producers across all the scoring categories except Innovation and Leadership.

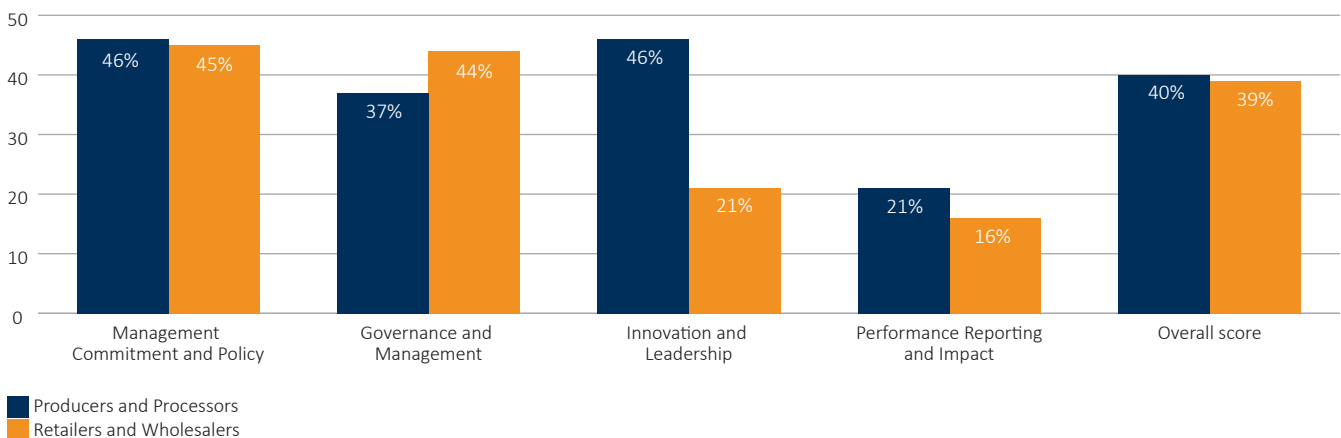
This year, the situation has reversed. Processors and producers have narrowly surpassed retailers in the Management Commitment and Policy section with an average company score of 46% to retailers’ 45%, while showing a more convincing lead in the Innovation and Leadership category (46% compared to 21%) and in Performance Reporting and Impact (21% compared to 16%). The overall average company score for processors and producers has advanced to 40%, just beating the 39% average achieved by retailers. Only in the Governance and Management section do retailers still hold the advantage, with an average score of 44% to processors and producers’ 37%.

However, in the individual company rankings for 2024, retailer Marks & Spencer continues to lead the way at the top of Tier 1 where it has been joined this year by processor Young’s Seafood.

Marks & Spencer, who topped the rankings last year, has shown continuing effort and attention to decapod welfare issues that has set a precedent, now clearly being followed by competitors and suppliers alike. Along with other forward-thinking companies, both Marks & Spencer and Young’s Seafood have continued to demonstrate a real-world commitment to solving outstanding welfare challenges, such as taking part in a research and development project to investigate options for the humane slaughter of nephrops at sea.

**See the Industry insight section on page 15 for more exploration of how the leading companies have moved ahead of their peers and rivals since the previous Snapshot assessment.**

**Figure 4: Average scores by sector (%)**



## Key finding

### 3

#### Commitments to adopt electrical stunning have increased but progress may be at risk without further industry innovation.

Based on the best current scientific evidence, effective electrical stunning followed by swift mechanical slaughter has been identified as the most humane method of killing decapods. Following slow progress on the adoption of electrical stunning in 2023, it is encouraging to see that in 2024, this figure increased from five companies (17%) to 12 (40%), with most publishing partial policies that are limited to certain species.

A greater level of transparency in 2024 around companies' existing commitments to and future targets around electrical stunning has widened the scope of species covered. Of the 12 companies (40%) that publish electrical stunning policies, eight (27%) include wild-caught crabs and lobsters, with two (7%) pledging to at least investigate the potential of electrical stunning for crayfish.

In previous years, more attention had been paid to farmed decapod species, with electrical stunning policies more likely to focus on farmed warm water prawns than wild-caught species. It was considered that this may have been driven by increasing access to electrical stunning trials for some prawn farmers and the relative ease of controlling conditions in aquaculture environments.

#### Companies going beyond industry guidance

As previously mentioned, we have also seen a real drive among some benchmarked companies to extend the reach of electrical stunning as a humane slaughter solution. Organisations including Marks & Spencer, Young's Seafood, Associated Seafoods, Whitby Seafoods, Sainsbury's and Macduff Shellfish have been supporting an industry project to develop humane stunning and automatic tailing technology for nephrops dispatched at sea.

In general, industry involvement in shaping the future of decapod welfare has increased, with 43% of companies (13) saying they are involved in research and development projects and the same number are contributing to welfare-focused industry initiatives, compared to 27% (eight) and 23% (seven) respectively last year.

The industry's *Codes of Practice for the Welfare of Crabs, Lobsters, Crawfish and Nephrops* – developed by Seafish, the Shellfish Association of Great Britain and the Crab and Lobster Management Group, with input from NGOs including Crustacean Compassion – were published in the summer of 2024<sup>1</sup>. Although some companies reference the Codes in their welfare policies, it is notable that the welfare positions of many benchmarked businesses continue to exceed the basic industry recommendations, particularly for mutilations and humane stunning and slaughter.

For example, the Codes acknowledge that electrical stunning is best practice for large decapods yet do not require companies to use electrical stunning to be considered 'high welfare'. The Codes also include guidance for how to carry out claw nicking on crabs, yet four companies have identified this as poor welfare and are looking to eliminate the practice.

While it is encouraging to see benchmarked companies taking ownership of welfare challenges and striving to identify and achieve best practice, continued momentum will be essential if the seafood industry is to meet its obligations to treat all decapods humanely. Further investment in research and innovation is required, coupled with a willingness to ultimately cease inhumane practices if no humane alternative can be found.

#### Defining 'humane' handling and slaughter practices

Where references are made to 'humane' handling, stunning and slaughter practices, these are taken from *Crustacean Compassion Code of Practice for the Welfare of Decapod Crustaceans in the Food Chain: from Capture to Killing*.<sup>5</sup> This is based on scientific evidence, including those referenced in the 2021 London School of Economics and Political Science report *Review of the evidence of sentience in cephalopod molluscs and decapod crustaceans*.<sup>6</sup> For example, based on the currently available evidence, it is only humane to kill decapods by inducing instantaneous stunning that persists until death occurs. While acknowledging the importance of setting species-specific parameters for all welfare policy areas, such as long-distance transport and holding conditions, the first benchmark in 2022 established baseline data on existing company practices and The Snapshot continues to assess any company efforts to address welfare during transport and storage. The benchmark will include clearer definitions in future iterations as knowledge develops and as best industry practice comes to light.

## Key finding

### 4

#### Selling live decapods to the public is becoming less acceptable as a retail practice.

Industry attitudes towards the sale of live decapods to consumers have seen a major shift this year. In 2023 eight companies (27%) had published a policy prohibiting the practice; this year, the number of companies committing to not sell live crustaceans to the public more than doubled to 17 (57%).

This change was driven at least in part by Crustacean Compassion's 2024 campaign asking major supermarkets to publicly state their commitment to never sell live decapods. All but two – ALDI and ASDA – had met the request to publish that policy at the time of writing and nine other companies from different parts of the supply chain have done the same.

With the seafood industry increasingly recognising pre-slaughter electrical stunning as the most humane way to kill decapods, it is clear humane slaughter cannot be achieved in the average domestic kitchen. Members of the public purchasing live decapods to kill and cook at home are highly unlikely to have access to the right equipment or have the skills required to swiftly and humanely dispatch decapods by mechanical means.

Although legislation exists that would, if properly enforced, pose a legal threat to anyone found to be treating decapods inhumanely, consumers are not generally under any pressure of accountability for their handling and/or killing of these sentient animals. New guidance for home cooks was due to be made available alongside the industry-led Codes of Practice, however, at the time of writing this advice had still not been issued.

By challenging the normalisation of live sales to the public, retailers and producers can raise awareness of these welfare risks among consumers and eliminate a source of unnecessary pain and suffering. Although live sales have not been common in the UK's major supermarkets, shoppers are still able to buy live decapods from fishmongers, smaller chain retailers and specialist retailers, both in-person and online. With the UK's biggest grocery suppliers visibly ruling out the practice of live sales, now and in the future, other retailers must surely follow suit. Otherwise, they will face serious questions about how they are meeting their legal obligation to ensure humane treatment for decapods under their care.



## Key finding

# 5

**Despite improved reporting, companies are yet to share their progress on decapod welfare directly with consumers.**

The proportion of companies reporting on their welfare performance has increased, with the average score for this section rising from 8% to 19%. However, despite the significant leaps made in welfare provision by many of the benchmarked companies since 2022, there is still very little communication with the end users of the decapod supply chain: consumers. Only five (17%) of the 30 benchmarked companies scored points in 2024 for sharing information on the subject in consumer-facing settings.

Decapod welfare has become a prominent industry-wide topic resulting in extensive business-to-business discourse, from trade conferences to research projects. The sourcing policies developed by retailers and processors determine which products reach supermarket shelves. However, it is the shopper in the seafood aisle who will decide which products make it to the checkout and who dictate demand for high-welfare options. As public awareness of decapod welfare issues

continues to grow, retailers have a responsibility to be transparent about their sourcing policies. Companies are also missing an opportunity to reap the benefits of that transparency, by highlighting the good work going on in the industry and letting their customers know that higher welfare decapod products are available to them.

Platforms for sharing positive progress include social media, news media, consumer-facing website pages, in-store signage, food package and shelf labelling, advertising campaigns and information leaflets, along with displaying public support for third-party activities such as NGO awareness campaigns and programmes.

Concerns about outstanding welfare challenges are not an excuse for failing to communicate. In a world where transparency, traceability and sustainability are becoming non-negotiable factors in consumers' decision making, companies must be seen to be doing the right thing and striving to improve if they are to survive in the long-term.



**At Co-op, we know it's important for consumers to know where their food comes from and as part of our commitment to animal welfare and driving positive change in our seafood supply chain, we are proud to have supported the Crustacean Compassion Snapshot Framework since 2022.**

Sam Darley, Fisheries & Aquaculture Manager,  
The Co-operative Group Ltd

## Industry insight

Since the first Snapshot assessment began in 2022, the scale and rate of positive change within the seafood industry has been undeniable. As the results of the 2024 assessment demonstrate, when individual businesses acknowledge that action needs to be taken on a previously ignored animal welfare issue, progress can be rapid, collaborative and far-reaching across the supply chain.

### Poor performers becoming more isolated

It remains disappointing to see that the lowest performing companies (those in Tier 5) include two major supermarkets – ALDI (which was described as the UK's largest seafood retailer in 2024<sup>7</sup>) and ASDA – and seafood industry giant Thai Union. However, the disparity between those taking decapod welfare seriously and low-scoring outliers is growing clearer with each passing year. While in 2023 these companies shared Tier 5 with most of the field (16 companies, 53%) four of those have since moved upwards by at least one tier and with new entrant Seafresh Group being placed in Tier 2, this leaves 11 businesses (37%) in the bottom tier.

### Seafood businesses breaking free of industry norms

For the second consecutive year, a coalition of businesses and organisations – including Marks & Spencer, Associated Seafoods, Whitby Seafoods, Sainsbury's, Macduff Shellfish and Young's Seafood

– have actively pursued a solution to the inhumane practice of tailing live nephrops at sea for the scampi market. At the time of writing, this project to develop a stunning and automatic tailing machine had progressed to trial stage. The research and development work has been accompanied by an ongoing programme of corporate communication by leading partners, including presentations at industry conferences.

With a lack of guidance from industry bodies on the humane dispatch of decapods at sea, these companies have taken ownership of a significant welfare gap and are striving to get ahead of the problem in a pre-competitive fashion.

### New entrant makes strong showing on debut

Producer and processor Seafresh Group entered the benchmark for the first time in 2024 and was ranked in Tier 2. This ranking suggests a strong awareness of and commitment to welfare standards was in place before Seafresh Group was added to The Snapshot, putting the company in a strong position to perform well in its first assessment.

We encourage all non-benchmarked companies to check their decapod welfare policies against The Snapshot assessment framework and future-proof their own performance on this important animal welfare issue.



**Seafresh Group (SFG) has been steadfast in taking a science-based approach to animal welfare. A priority in 2024 has been to implement operating welfare indicators (OWIs) based on well-studied and measurable metrics, with defined limits which can indicate both negative and positive welfare outcomes. By embedding OWIs into production protocols, we have the tools to continuously monitor and maintain welfare, as well as verify that the changes we make do result in improved welfare. These protocols have been the backbone to our work thus far, and the supply chains where we have had the most success are for the species which have been studied the most. SFG is proactive in engaging in research & development with academic institutions and technology companies to address knowledge gaps and develop protocols for supporting the implementation of innovation. As a seafood supplier who works directly with both retailers and producers, SFG is uniquely positioned to facilitate these collaborative projects and ensure that our concerted efforts result in effective progress.**

Shannon Roberts, Aquaculture & Fisheries Biologist, Seafresh Group

# Crustacean Compassion's Welfare Leader Marks & Spencer

While we have seen significant and laudable progress by many businesses since The Snapshot was launched, one company has continued to demonstrate an as-yet unrivalled commitment to improving decapod welfare standards **year after year**.

Marks & Spencer has been in the leading position since the benchmark's inception with pre-existing welfare policies that were already starting to address key welfare threats in the decapod supply chain. Over the last two years the retailer has become a compelling voice for decapod welfare in the seafood industry, showing through both word and deed a genuine desire to tackle challenges head on and lift the industry as a whole.

By taking existing opportunities to implement higher welfare practices in the market, Marks & Spencer has shown a willingness to adapt to the changing legal and social landscape and make decapod welfare a business priority without hesitation. Now, despite the challenges

facing a retailer that stocks a broad variety of decapod species – including some for whom higher welfare alternatives to industry norms have not yet even been investigated – Marks & Spencer has not rested on its laurels in 2024. Partial policies that only cover elements of a product range will limit further scoring, yet the company continues to strive to identify welfare gaps and take real-world steps to address them.

Marks & Spencer's approach to decapod welfare innovation can be summed up in one of their published promises:

***To use our voice for good globally to lead and drive change and improvements in all seafood welfare matters especially decapod crustaceans.***

The continued energy, dedication and leadership Marks & Spencer has shown in this area of animal welfare over the last two years has earned recognition as Crustacean Compassion's Welfare Leader.

“

**We have the highest animal welfare standards in the industry and for us ensuring these standards is the right thing to do and part of the exceptional quality that sets M&S apart. This year, we've seen amazing collaboration with multiple partners finding new innovations to improve the welfare standards for all decapod crustaceans caught and farmed for M&S. The engagement we've had from our supply chain in a relatively short space of time is really encouraging. We have achieved a lot but there is much more to do, and we require the continued collaboration of the whole industry to be successful.**

Linda Wood, Aquaculture & Fisheries Manager, Marks & Spencer



M&S  
— FOOD —





**100%**  
of Australian rock lobster electrically stunned by 2024



**100%**  
100% of crayfish will be electrically stunned by 2026



**100%**  
of brown crab already electrically stunned



**100%**  
of Canadian lobster will be electrically stunned by 2025



**100%**  
of vannamei shrimp will be electrically stunned by 2026



**Trials to investigate humane stunning and slaughter for monodon shrimp to be completed by 2026**



**Prohibition of eyestalk ablation in shrimp supply chain**



**Scoping trials for alternatives to claw nicking in partnership with SAGB and Seafish**



**Engagement with suppliers to extend welfare protections to more species, such as cold water prawns and Argentinian red shrimp**



**Visible leadership role in the industry's efforts to eliminate low-welfare practices, such as taking part in the nephrops tailing research project and co-hosting a 'welfare week' for seafood businesses in Norway**

# Results in detail

## Management Commitment and Policy

This section assesses companies' policies on decapod crustacean welfare, including specific commitments on ensuring appropriate species-specific handling conditions, avoiding mutilations, avoiding long-distance live transportation and ensuring humane slaughter. As the most heavily weighted section of the benchmark – companies can achieve up to 49% of the overall score (80 points) in this section – the Management Commitment and Policy criteria explore whether companies have made clear and explicit commitments to improving decapod welfare standards.

The number of companies that acknowledge decapod welfare as a business issue increased from 77% in 2023 to 90% in 2024. The number of companies publishing a decapod welfare policy has also increased from 17 (57%) in 2023 to 21 (70%) in 2024, with nine (30%) companies publishing a universal policy that covers all species, geographies and products. Twelve companies (40%) publish a partial policy limited in scope.

In some key areas of welfare threat within the supply chain, the number of companies publishing policies has, for the second year, more than doubled. These include commitments to reducing the negative effects of capture method (up from five companies (17%) in 2023 to 12 (40%) in 2024); reducing bycatch associated with decapod fishing (from six (20%) to 13 (43%) companies); avoidance of non-therapeutic mutilations (from seven (23%) to 14 (47%) companies); commitments to humane stunning and slaughter (from five (17%) to 12 (40%) companies); and banning the sale of live decapods to the public (from eight (27%) to 17 (57%) companies).

Processors and producers have reversed a pattern established in 2022 and 2023 by outperforming retailers and wholesalers in this category, with average company scores of 46% and 45% respectively. Between the 2022 and 2023 assessments, the overall average company score across the field for the Management Commitment and Policy section went up by 10% of the available total, rising from 19% to 29%. In 2024, the average company score for this section was 45%, representing a greater annual improvement of 16%.

### Humane stunning and slaughter

Policy commitments on humane stunning and slaughter stagnated in 2023, with the number of companies publishing policies pledging to adopt or expand use of electrical stunning technology remaining at five (17%). However, in 2024 this figure rose to 12 companies (40%), all of which – with the exception of The Blue Sea Food Company which has a universal policy – limited their commitments to some of the species in their supply chain.

Based on reporting, Marks & Spencer electrically stuns 100% of its brown crab and Australian rock lobster and has set targets to implement electrical stunning for Canadian lobster, vannamei and monodon prawns, and crayfish by 2027. Young's Seafood reports that it electrically stuns 100% of brown crab and lobster and is working towards a 100% target for warm water prawns.

Waitrose reports that it electrically stuns 100% of brown crab and lobster; all its warm water prawns and cold water prawns are currently killed via thermal shock. However, Waitrose states it recognises electrical stunning as best practice for all decapods and is committed to following Crustacean Compassion guidelines to achieve humane stunning and slaughter for all species.

Tesco has committed to achieving 100% electrical stunning for vannamei prawns by 2026 and to exploring the option for monodon prawns. The retailer had only published a farmed decapods welfare policy at the time of assessment but has stated a welfare policy for wild-caught species will be published in due course.

Hilton Food Group reports that it electrically stuns 100% of brown crab and American lobster, however, 100% of monodon prawns and 13% of vannamei prawns are still subjected to thermal shock.

Sainsbury's reports that it electrically stuns 100% of brown crab and lobster and is trialling electrical stunning with all its fresh and frozen shrimp farmers, with a view to implementing it by the end of 2026. Macduff Shellfish reports that it electrically stuns all brown crab. Seafresh Group reports that it electrically stuns all brown crab and lobster and intends to trial it for crayfish.

Ocado Retail states all farmed prawns will be electrically stunned by the end of 2025 and that it is working to support nephrops suppliers to find a humane slaughter solution for animals dispatched at sea.

“ **Waitrose recognises that electrical stunning is best practice for all decapod crustaceans as the best option available for rendering decapods insensible. [...] Waitrose is committed to ensuring own label decapod crustaceans are humanely stunned and slaughtered, in line with Crustacean Compassion guidance, across all species and geographies.**

Waitrose

“ **...We recognise and support the move to the use of electrical stunning of decapod crustaceans as a more effective and humane method [than thermal shock].**

Tesco

### Decapod welfare during holding and transport

Policies covering species-specific holding conditions increased from five companies (17%) in 2023 to nine (30%), while those on species-specific transport conditions and the avoidance of long-duration live transport both advanced from nine companies (30%), to 13 (43%) and 12 (40%) respectively.

While acknowledging the importance of setting species-specific parameters for all welfare policy areas, The Snapshot continues to assess any company efforts to address welfare during transport and storage. The benchmark will include clearer definitions in future iterations as knowledge develops and as best industry practice comes to light. In the meantime, companies are encouraged to share the maximum times set for transportation of live decapods based on their species-specific needs. Marks & Spencer specifies maximum live transport times of between less than an hour and 25 hours (Canadian lobster), while Waitrose, The Blue Sea Food Company and Lyons Seafoods aim for less than 24 hours from landing to processing for all live decapods.

### Mutilations

Nearly half of companies (14, 47%) now have a position on the avoidance of non-therapeutic mutilations, compared to seven (23%) in 2023. The most common mutilations policy commitment focuses on the elimination of eyestalk ablation for prawns. Those companies that have not already barred the practice from their supply chain communicate their intention or have set targets to do so; of these, five (17%) have targets to eliminate it no later than 2026.

Five companies – Marks & Spencer, Seafresh Group, Associated Seafoods, Waitrose and Compass Group UK & Ireland – have identified claw nicking for crabs as inhumane and plan to investigate alternatives. Seafresh Group has set a target for elimination of the practice by December 2025. Young’s Seafood states it does not allow the declawing of live crabs and its supplier will only purchase whole crabs.

### Avoidance of sale of live decapods to the public or untrained handlers

Commitments to avoid selling live crustaceans direct to consumers saw a significant jump this year, with the number of companies publishing policies rising from eight (27%) in 2023 to 17 (57%). In last year’s report, only four of the companies making this commitment were major retailers. At the time of writing, all the large UK supermarkets – with the exception of ASDA and ALDI – had published this policy in the public domain. In addition, eight processors had made the same pledge.

Although the decline of fish and seafood counters in supermarkets over recent years has made the sale of live decapods less likely, live sales in other retail settings – including online, necessitating the delivery of live animals via postal or non-specialist courier services – continue to be widely available. By highlighting their aversion to selling live decapods, influential retailers, processors and producers are putting pressure on other companies to cease this practice, which does not allow any oversight of how decapods are transported, stored, handled and slaughtered in private homes.

## Governance and Management

This section of the benchmark assessed companies on their internal governance and management processes for ensuring the effective implementation of company policies, including a description of management responsibility for decapod welfare, setting targets or objectives, reporting on progress and specifying decapod welfare as part of supplier auditing. Policy commitments must be backed up by robust processes within the company to ensure that compliance is monitored and consequential action is taken if policies are violated.

Retailers continued to outperform producers and processors in this section for the third year running, with the sector scoring an average company score of 44% versus 37%. As with other policy sections, the rate of progress has accelerated. The average company score on this section across all sectors rose from 11% in 2022 to 24% in 2023 yet took a larger leap to 40% in 2024.

Sixteen companies (53%) published full information on who is responsible for the day-to-day management of animal welfare policies and who is ultimately responsible at senior management level, with two companies (7%) sharing partial information about day-to-day oversight only.

Setting targets and objectives and then reporting on their progress is an important aspect of welfare policymaking, as a commitment does not have any impact unless the company is held accountable for its implementation. Seven companies (23%) scored full

points for setting targets and objectives for welfare improvement and outlining how these would be achieved, plus a further seven (23%) published targets without accompanying detail. Of those, six (20%) report on progress against multiple targets, three (10%) report against only one target and five (17%) do not explain progress against their targets and objectives. Companies need to put reporting mechanisms in place when setting goals for improvement, so policy commitments can be supported by evidence of real-world change.

In previous years targets to eliminate eyestalk ablation were the most commonly published among companies and seven (23%) published targets related to this practice in 2024, with or without stating a timeline for achieving this. However, the same number of companies have published targets to trial, implement or expand electrical stunning within their supply chain.

More than a third of companies (11, 37%) now provide specific training on decapod welfare to their employees and the same number describe the actions taken in the event of non-compliance with the decapod welfare policy. Addressing the implementation of welfare policies through the supply chain, 12 companies (40%) state that decapod welfare is a part of suppliers' contractual obligations, 15 companies (50%) specify decapod welfare as part of supplier auditing or certification programmes and 12 companies (40%) say they provide support and/or education to suppliers about decapod welfare.



## Innovation and Leadership

Scores in this section of the benchmark were awarded to companies based on their involvement in research and development (R&D) projects and industry initiatives directed at improving the welfare of decapod crustaceans, and on their promotion of decapod welfare to consumers.

For the third consecutive year, processors and producers are ahead of retailers in the Innovation and Leadership section, with the sector scoring a company average of 46% compared to retailers' 21%. Overall, there has been a sharpening pace of change in this area too – the average company score across all sectors moved from 7% in 2022 to 19% in 2023, taking an even bigger step up to 34% in 2024.

This year 13 companies (43%) reported being involved in research and development projects to improve decapod welfare, compared to eight (27%) in 2023. The number of businesses taking part in industry initiatives focusing on this subject also increased to 13 (43%),

an improvement on seven (23%) last year. Common activities included contributions to the development of the industry-led Codes of Practice for decapod crustacean welfare. Six companies (20%) – Associated Seafoods, Whitby Seafoods, Marks & Spencer, Young's Seafood, Sainsbury's and Macduff Shellfish – shared their involvement in an industry project to develop humane stunning and tailing technology for nephrops dispatched on vessels at sea.

However, communication with consumers has not increased much since last year's assessment, which found that two companies (7%) – Macduff Shellfish and Hilton Seafood Group – had publicised decapod welfare in consumer-facing settings. In 2024 this rose to five companies (17%), with the addition of Young's Seafood, Seafresh Group and Whitby Seafoods. Methods of raising awareness around decapod welfare included news stories and social media posts.

## Performance Reporting and Impact

This section assesses companies on their reporting of decapod welfare in their supply chains, including the proportion of decapods humanely stunned and slaughtered and the proportion of decapods free from mutilations, as well as reporting on transport times and capture methods. Offering up to 20 points (12% of the overall score), this section has historically seen the lowest average company score. Reasons for this could include the relative immaturity of decapod welfare (compared with other animal welfare issues in the food industry) and the fact that many benchmarked companies have only recently started to develop and implement policies.

Between the first and second benchmark assessments, this section saw only a modest increase in average company score across all sectors from 3% in 2022 to 8% in 2023. However, in 2024 the average company score jumped significantly to 19%.

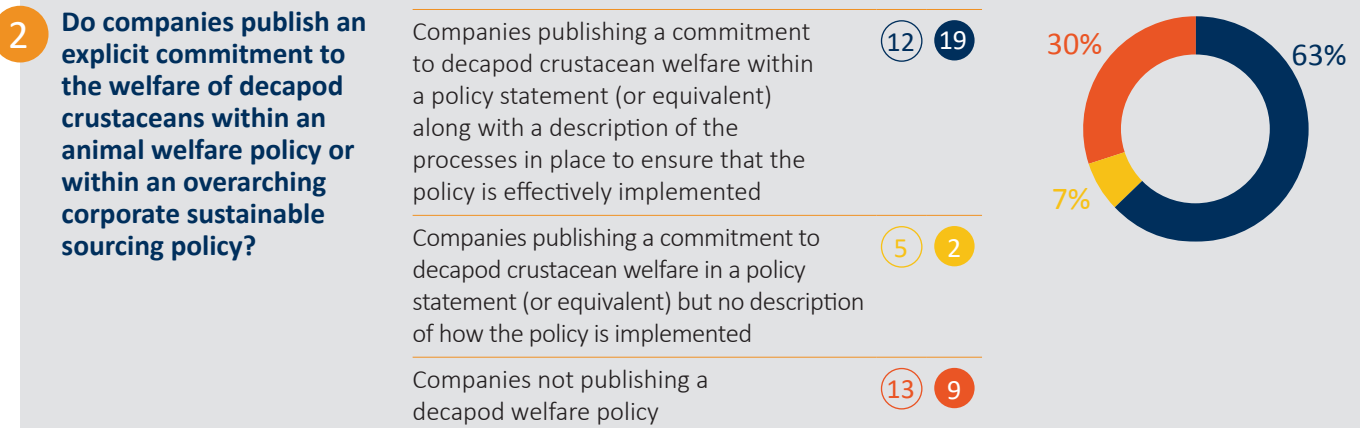
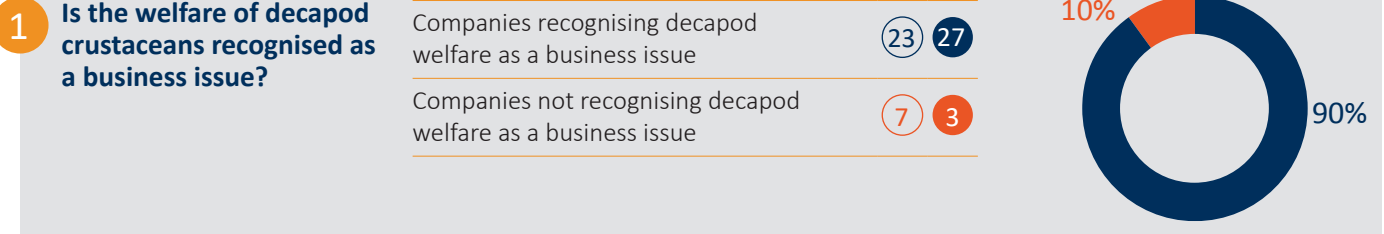
For the first time since The Snapshot was launched in 2022, processors and producers have surpassed retailers and wholesalers in Performance Reporting and Impact. In 2024 processors and producers scored a sector company average of 21% in this section, whereas retailers scored 16% on average.

Nine companies (30%) reported at least partially on the percentage of decapods that were humanely stunned and slaughtered (using electrical stunning), while 10 companies (33%) reported at least partially on the percentage that were free from non-therapeutic mutilations. Only four companies (13%) provided data on how many decapods were transported within specified travel times and seven companies (23%) reported on the capture methods used in their decapod supply chain.

Reporting on decapod welfare has at least doubled in all these areas since 2023, except for reporting on the proportion of decapods free from mutilations, which only saw reporting rise from six (20%) companies to 10 (33%). However, reporting levels remain relatively low among the 30 businesses. It should be expected that performance reporting and impact data will notably increase in future years, as welfare policy commitments mature and targets become due for completion.

(X) Number of companies - 2023 results    (X) Number of companies - 2024 results

## Management Commitment and Policy

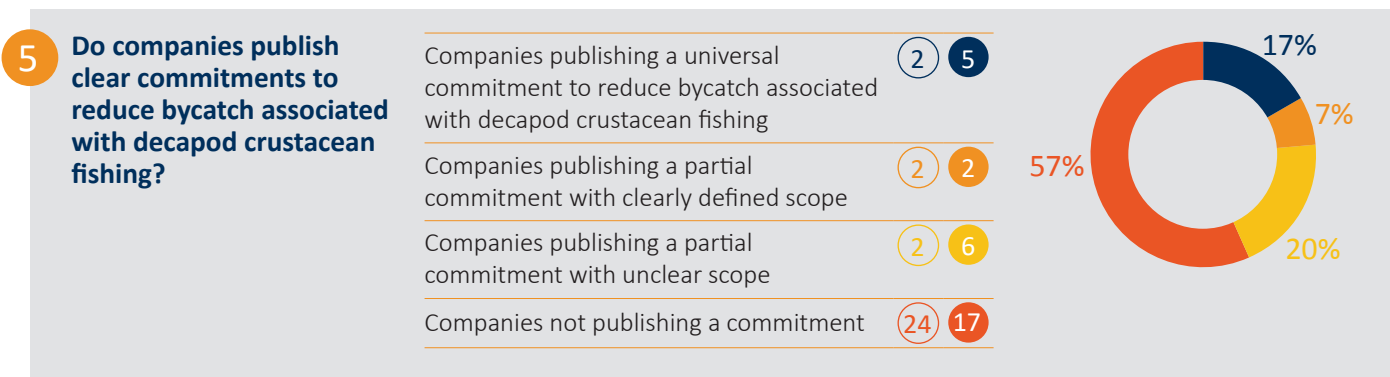
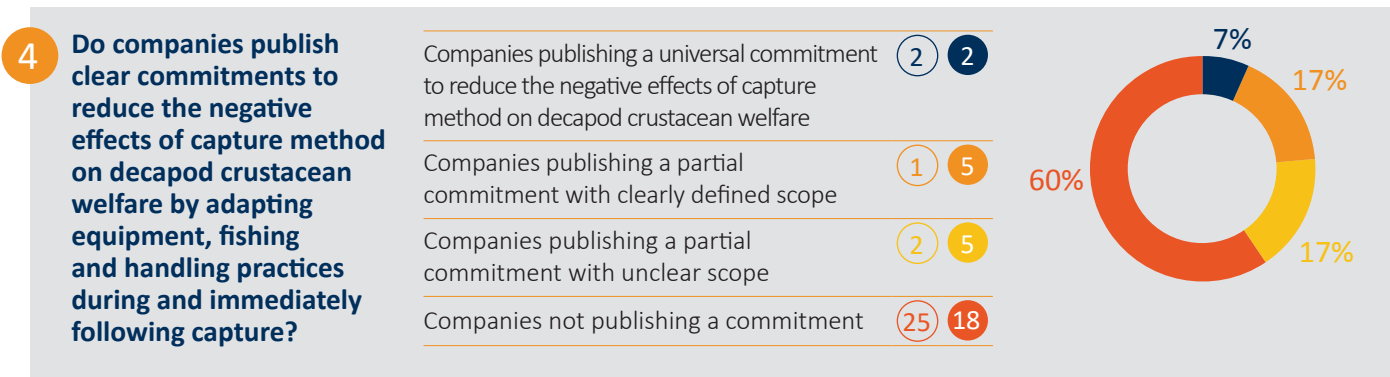
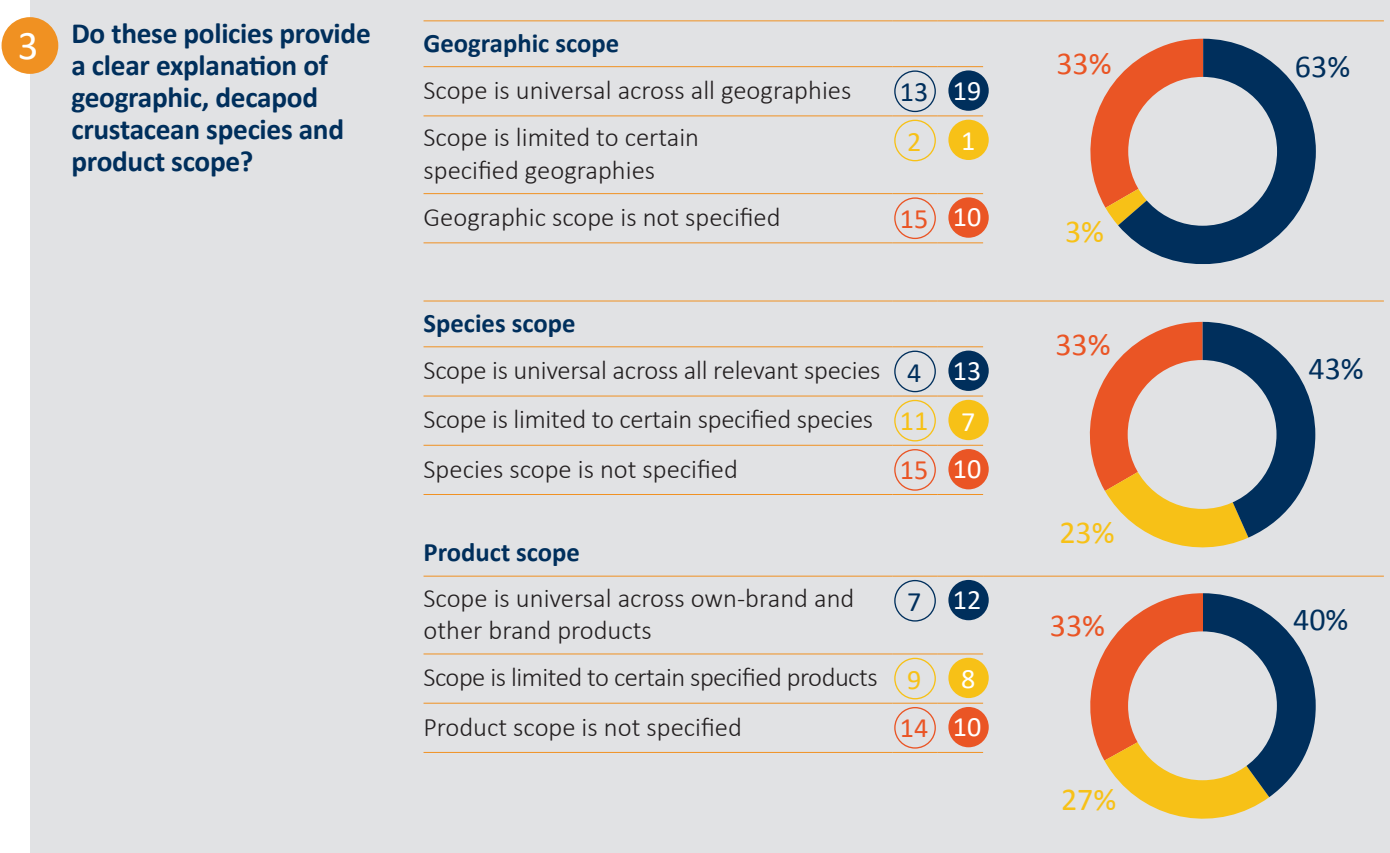


\*Percentages are rounded to the nearest whole number and therefore may not add up to 100%.



(x) Number of companies - 2023 results    (x) Number of companies - 2024 results

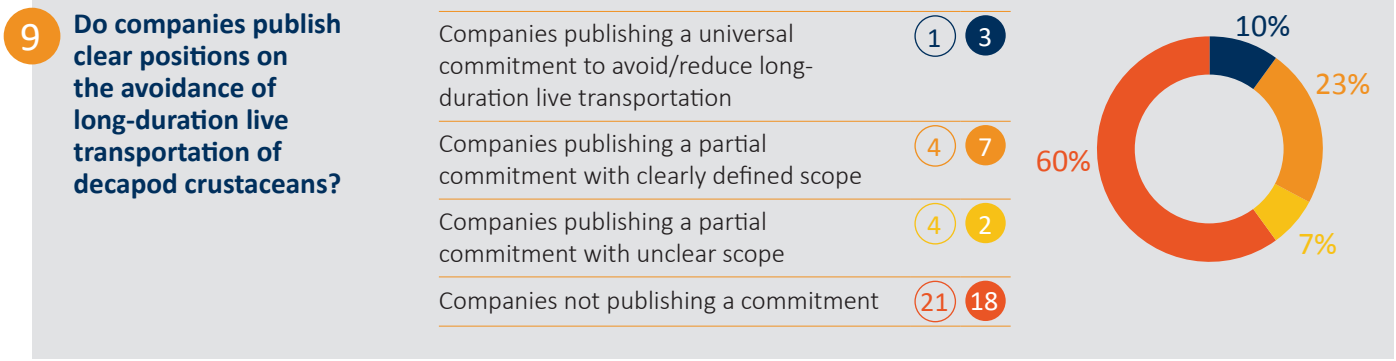
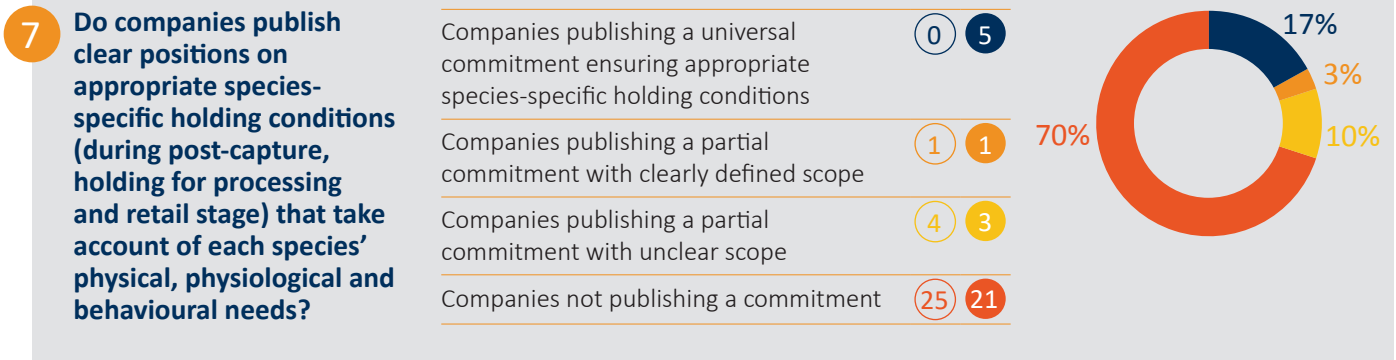
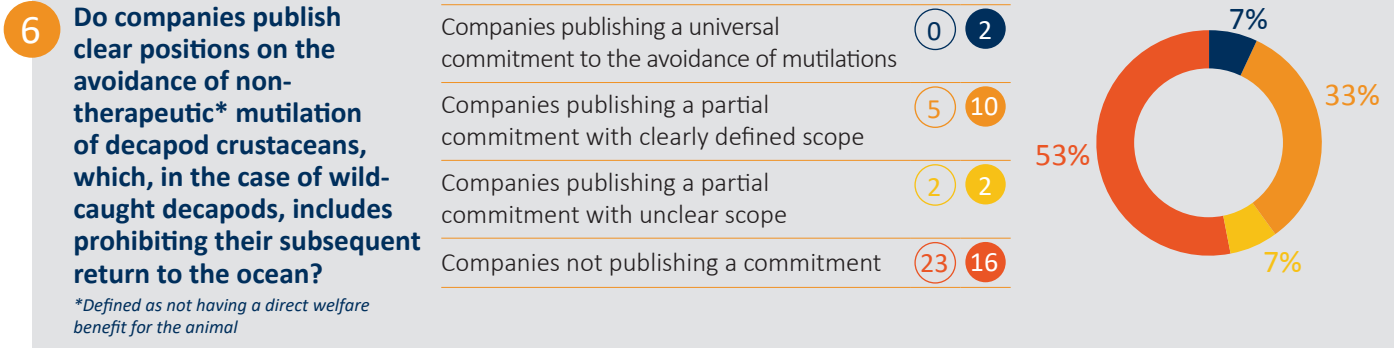
## Management Commitment and Policy



(x) Number of companies - 2023 results

(x) Number of companies - 2024 results

Management Commitment and Policy





(x) Number of companies - 2023 results      (x) Number of companies - 2024 results

### Management Commitment and Policy

**10 Do companies publish clear positions requiring all decapod crustaceans to be humanely stunned and slaughtered, using methods that result in instantaneous insensibility to pain and distress or where insensibility is induced without causing pain and distress and is maintained until death occurs?**

Companies publishing a universal commitment requiring all decapod crustaceans to be humanely stunned and slaughtered	0	1
Companies publishing a partial commitment with clearly defined scope	5	9
Companies publishing a partial commitment with unclear scope	0	2
Companies not publishing a commitment	25	18

Commitment Level	Percentage
Universal commitment	3%
Partial commitment with clearly defined scope	30%
Partial commitment with unclear scope	7%
No commitment	60%

**11 Do companies publish clear positions on the avoidance of live sale of decapod crustaceans to the public or untrained handlers?**

Companies publishing a universal commitment to avoid the live sale of decapod crustaceans to the public or untrained handlers	7	16
Companies publishing a partial commitment with clearly defined scope	0	0
Companies publishing a partial commitment with unclear scope	1	1
Companies not publishing a commitment	22	13

Commitment Level	Percentage
Universal commitment	53%
Partial commitment with clearly defined scope	0%
Partial commitment with unclear scope	3%
No commitment	43%

### Governance and Management

**12 Do companies define management responsibility for the welfare of decapod crustaceans?**

Companies describing day-to-day management responsibility	12	18
Companies not describing day-to-day management responsibility	18	12

Responsibility Level	Percentage
Describing day-to-day management responsibility	60%
Not describing day-to-day management responsibility	40%

Companies describing senior management responsibility	11	16
Companies not describing senior management responsibility	19	14

Responsibility Level	Percentage
Describing senior management responsibility	53%
Not describing senior management responsibility	47%

(x) Number of companies - 2023 results

(x) Number of companies - 2024 results

## Governance and Management

### 13 Do companies set objectives and targets for the management of decapod crustacean welfare?

Companies setting objectives or targets, together with information on the actions to be taken to achieve these

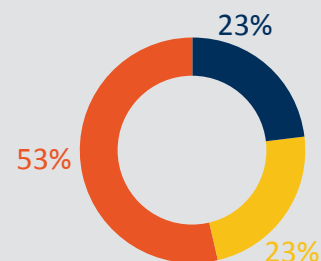
(3) (7)

Companies setting objectives or targets, with no or limited information on how these are to be achieved

(4) (7)

Companies not setting objectives or targets

(23) (16)



### 14 Do companies report on their progress against improvement objectives or targets linked to improving the welfare of decapod crustaceans?

Companies reporting on progress against multiple objectives and targets

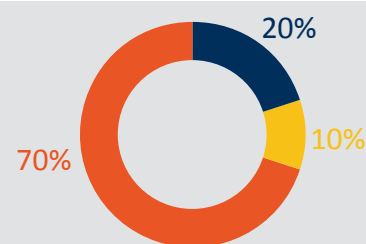
(1) (6)

Companies reporting on progress against at least one objective or target

(4) (3)

Companies not reporting on progress

(25) (21)



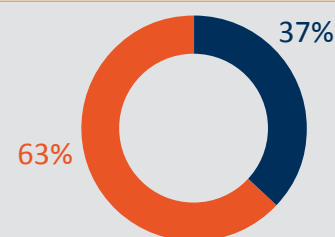
### 15 Do companies describe their internal processes for ensuring that their policies on decapod crustacean welfare are effectively implemented?

Companies providing specific training to employees in decapod crustacean welfare

(7) (11)

Companies not describing provision of training for employees in decapod crustacean welfare

(23) (19)

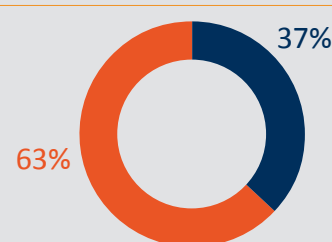


Companies describing action taken in event of non-compliance with decapod welfare policies

(7) (11)

Companies not describing action taken in event of non-compliance with decapod welfare policies

(23) (19)



(x) Number of companies - 2023 results      (x) Number of companies - 2024 results

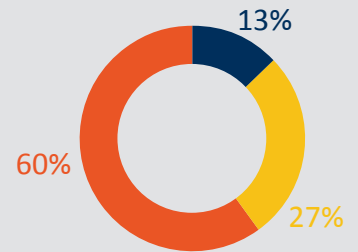
**Governance and Management**

**16 Do companies describe how they implement their policies on decapod crustacean welfare (or equivalent) through their supply chains?**

Companies incorporating decapod crustacean welfare into contractual obligations for all suppliers (across all species, products and geographies)      (2) (4)

Companies incorporating decapod crustacean welfare into contractual obligations for some suppliers (limited by geography and/or certain products or species)      (8) (8)

Companies providing no information on decapod crustacean welfare being incorporated into contractual obligations for suppliers      (20) (18)



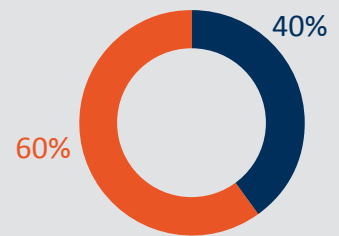
Companies specifying decapod crustacean welfare as part of supplier auditing or certification programme      (11) (15)

Companies not specifying decapod crustacean welfare as part of supplier auditing or certification programme      (19) (15)



Companies providing specific support and/or education to suppliers on decapod crustacean welfare policy/issues      (5) (12)

Companies not describing specific support and/or education to suppliers on decapod crustacean welfare policy/issues      (25) (18)



(x) Number of companies - 2023 results      (x) Number of companies - 2024 results

**Innovation and Leadership**

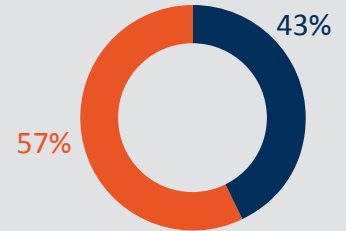
**17** Are companies currently investing in projects dedicated to advancing the welfare of decapod crustaceans within the industry?

Companies describing involvement in research and development programmes to improve decapod crustacean welfare

8 13

Companies not describing involvement in research and development programmes to improve decapod crustacean welfare

22 17

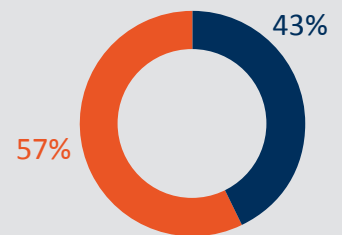


Companies describing involvement in industry or other initiatives directed at improving the welfare of decapod crustaceans

7 13

Companies not describing involvement in industry or other initiatives directed at improving the welfare of decapod crustaceans

23 17



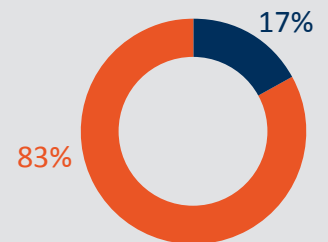
**18** Do companies promote decapod crustacean welfare to consumers through education and/or awareness-raising activities?

Companies promoting decapod crustacean welfare to consumers

2 5

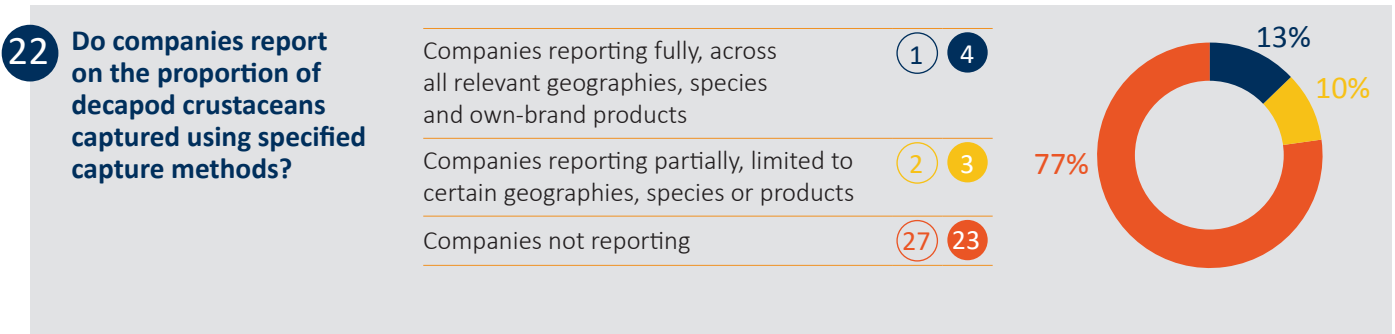
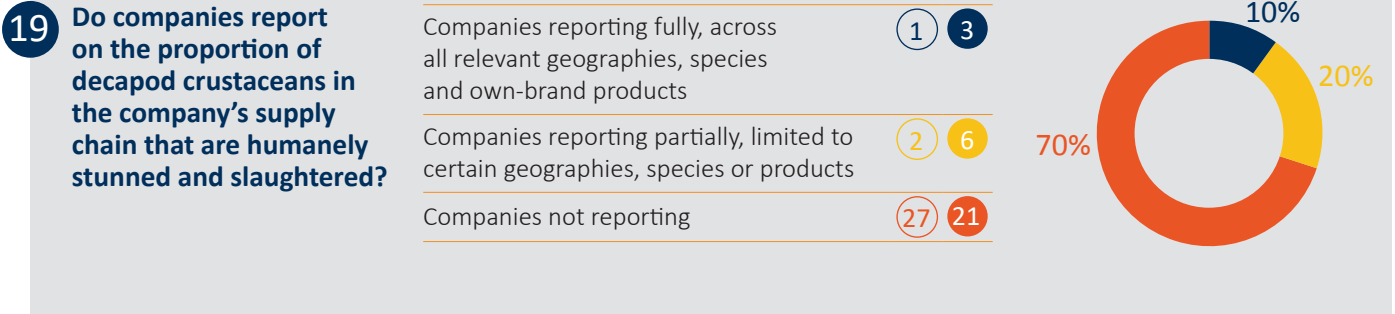
Companies providing no evidence of promoting decapod crustacean welfare to consumers

28 25



(X) Number of companies - 2023 results      (X) Number of companies - 2024 results

### Performance Reporting and Impact



# Recommendations for companies

Companies can advance decapod crustacean welfare standards in their own operations and across the industry by taking the following steps:



1

**Publish policy commitments** on all key decapod welfare issues and set objectives for the company's efforts to improve decapod welfare.



2

**Strive to expand welfare policies** with partial scope to cover all species, products and geographies.



3

**Communicate directly with consumers** about action being taken to improve decapod welfare standards.



4

**Invest in research and development projects** to address outstanding welfare challenges in the supply chain.



5

**Report regularly** on the company's progress towards decapod welfare objectives and targets.



## A focus on... consumer communications

### 3. Communicate directly with consumers about action being taken to improve decapod welfare standards



#### What companies should share:

- The fact the company has a decapod welfare policy and where it can be found
- Excerpts from the policy or stand-alone statements that make clear the company respects and acknowledges decapod welfare as an important business issue
- Key commitments the company has already made to specific decapod welfare standards
- Targets and objectives the company has set itself for improvements, including timelines and information on how it intends to get there
- Updates on projects, latest reporting on welfare performance and news about changes to sourcing policies
- Support for third-party decapod welfare campaigns, projects and programmes
- Comments on welfare-related news stories
- Links to organisations that can provide more detail on decapod welfare issues and the reasons behind the company's welfare-focused work, such as Crustacean Compassion



#### How companies should share:

- Publish information on the company's website as an integral part of consumer communications and engagement, such as on the company's consumer-facing homepage, seafood product shopping page, news page or blog
- Social media campaigns
- Marketing or awareness-raising activity on TV, radio, online or in the print media
- Public participation in welfare-focused campaigns by third parties such as NGOs
- Information leaflets or packs
- On-pack or on-shelf labelling, as long as this is evidenced on the company's website, in its published reports or on social media platforms
- Articles in in-store and branded magazines
- Giving presentations about or otherwise highlighting decapod welfare at consumer events, such as food shows, or online

Companies know best where their consumers, or their customers' consumers, are likely to be and what channels are mostly likely to reach and resonate with them.



#### When should companies share?

As often as possible – whenever companies have anything new to say, see decapod welfare stories in the news or just on a regular basis to remind consumers about their high welfare approach to decapod crustaceans.

## Next steps

The Snapshot will be repeated on a regular basis and will continue to be based exclusively on publicly available information.

Crustacean Compassion understands the iterative nature of benchmarking and that the methodology will need to be reviewed on a regular basis to ensure that it remains aligned with and reflects current scientific knowledge. For each iteration, the benchmark will publish its methodology as necessary, explaining its assessment approach and commenting on how companies are currently reporting on decapod crustacean welfare.

If you would like your company to be considered for future iterations or for more information on The Snapshot or Crustacean Compassion's work, please contact us on:

[info@crustaceancompassion.org](mailto:info@crustaceancompassion.org)  
[www.crustaceancompassion.org](http://www.crustaceancompassion.org)



**Crustacean Industry Welfare Hub**

Working together for decapod welfare

### Join the Crustacean Industry Welfare Hub (CIWH)

Companies looking to improve decapod welfare standards in their supply chain can find a wealth of helpful information and resources on the Crustacean Industry Welfare Hub. This free, members-only online hub is designed specifically for people working in the seafood industry and related fields. Benefits include exclusive webinars and early access to Crustacean Compassion publications.

Visit [www.ciwhub.org](http://www.ciwhub.org) to join today.





# Appendix I

## List of companies covered by the benchmark

Company	Sector	Ownership	Headquarters (Country)*
1. ALDI UK (ALDI SOUTH Group)	Retailers & Wholesalers	Private	Atherstone, England (HQ in Essen, Germany)
2. Amazon UK	Retailers & Wholesalers	Public	London, England
3. ASDA Stores Ltd	Retailers & Wholesalers	Private	Leeds, England
4. Brakes (subs. of Sysco)	Retailers & Wholesalers	Public	Ashford, England
5. Iceland Foods Ltd	Retailers & Wholesalers	Private	Deeside, Wales
6. J Sainsbury PLC	Retailers & Wholesalers	Public	London, England
7. Lidl GB	Retailers & Wholesalers	Private	Tolworth, England (HQ in Neckarsulm, Germany)
8. Marks and Spencer Group PLC	Retailers & Wholesalers	Public	London, England
9. Ocado Retail	Retailers & Wholesalers	Public	Hatfield, England
10. Tesco PLC	Retailers & Wholesalers	Public	Welwyn Garden City, England
11. The Co-operative Group Ltd	Retailers & Wholesalers	Co-operative	Manchester, England
12. Waitrose Ltd	Retailers & Wholesalers	Private	Bracknell, England
13. Wm Morrison Supermarkets Ltd	Retailers & Wholesalers	Private	Bradford, England
14. Compass Group UK & Ireland (subs. of Compass Group PLC)	Foodservice & Catering	Private	Chertsey, England
15. Andrew Marr International	Producers & Processors	Private	Hessle, England
16. Associated Seafoods	Producers & Processors	Private	Buckie, Scotland
17. Bidfresh (subs. of Bidvest)	Producers & Processors	Public	Southport, England
18. Charoen Pokphand Foods (CPF)	Producers & Processors	Private	Kidderminster, England (HQ in Bangkok, Thailand)
19. Hilton Food Group	Producers & Processors	Public	Huntingdon, England
20. Lyons Seafood (subs. of Labeyrie Fine Foods Group)	Producers & Processors	Private	Warminster, England
21. Macduff Shellfish Group (subs. of Clearwater Seafoods)	Producers & Processors	Private	Mintlaw, Scotland
22. MacNeil Shellfish	Producers & Processors	Private	Larkhall, Scotland
23. Northcoast Seafoods (part of Maruha Nichiro Group)	Producers & Processors	Private	Grimsby, England
24. PDK Shellfish (incl. Orkney Fishermen's Society)	Producers & Processors	Private	Oban, Scotland
25. Seafresh Group (Holdings)	Producers & Processors	Private	Redditch, England
26. Sykes Seafood (incl. Ruskim Seafoods)	Producers & Processors	Private	Knutsford, England
27. Thai Union	Producers & Processors	Public	Samut Sakhon, Thailand
28. The Blue Sea Food Company	Producers & Processors	Private	Paignton, England
29. Whitby Seafoods	Producers & Processors	Private	Whitby, England
30. Young's Seafood	Producers & Processors	Private	Grimsby, England

\*The benchmark looked at UK operations, as at the time of assessment in August 2024.

## Appendix II

Company	2024 Overall score (165 pts)	2024 Overall score
Marks and Spencer Group PLC	149	90%
Young's Seafood	148	90%
Waitrose Ltd	125	76%
The Blue Sea Food Company	124	75%
Tesco PLC	122	74%
Hilton Food Group	117	71%
J Sainsbury PLC	112	68%
Macduff Shellfish Group (subs. of Clearwater Seafoods)	110	67%
Lyons Seafoods (subs. Of Labeyrie Fine Foods Group)	104	63%
Seafresh Group	104	63%
Associated Seafoods	101	61%
The Co-operative Group Ltd	88	53%
Ocado Retail	86	52%
Sykes Seafood (incl. Ruskim Seafoods)	70	42%
Charoen Pokphand Foods (CPF)	67	41%
Whitby Seafoods	60	36%
Wm Morrison Supermarkets Ltd	57	35%
Compass Group UK & Ireland (subs. of Compass Group PLC)	53	32%
Lidl GB	35	21%
Bidfresh (subs. of Bidvest)	29	18%
Iceland Foods Ltd	29	18%
Amazon UK	15	9%
ALDI UK (ALDI SOUTH Group)	10	6%
ASDA Stores Ltd	10	6%
Brakes (subs. of Sysco)	10	6%
Northcoast Seafoods (part of Kangamuit Seafood Group)	10	6%
Thai Union	10	6%
MacNeil Shellfish	3	2%
Andrew Marr International	0	0%
PDK Shellfish (incl. Orkney Fishermen's Society)	0	0%

# Appendix III

## Methodology

In March 2022 Crustacean Compassion commissioned Chronos Sustainability ('Chronos') to design and implement an industry benchmark on decapod crustacean welfare. Chronos and Crustacean Compassion reviewed the academic and industry literature and drafted the assessment criteria prior to 'road-testing' the criteria in pilot assessments of five companies.

Following a public consultation and engagement with industry representatives in the summer of 2022, Chronos and Crustacean Compassion finalised the benchmark criteria and scope. Based on the feedback received, there was widespread acknowledgement of the need to effectively manage the welfare of decapods as well as broad support for the benchmark as a tool to help drive improvement in company practices. Additionally, some modifications were made to the benchmark criteria and scope. The most significant change made to the methodology was the decision to assess companies on both published and non-published data, to help build a more complete picture of current company practices and to give companies more time to publish information on their management approaches. It was further decided that individual company rankings would not be published in the first iteration of the benchmark, to enable Crustacean Compassion to collaborate with the industry on its expectations and to learn from the industry about the practical challenges experienced by seafood producers and retailers.

However, in line with the benchmark's objective to drive transparency on this issue, it was clearly communicated that future benchmark reports would include company rankings and would focus exclusively on published information.

The first benchmark assessments were carried out in 2022 and the first public report, *The Snapshot 2022*, was released in January 2023. For further detailed information about the development and consultation process for the benchmark, see *The Snapshot 2022* report Appendix II.<sup>3</sup>

### Assessment approach

The 2024 benchmark assessed 30 UK seafood producers, processors, foodservice companies and retailers on their policies, management and disclosure of decapod crustacean welfare. Companies were selected on the basis of one or more of the following factors: their

market size (i.e. revenue), the estimated proportion of their business related to decapod crustaceans, the scale of their influence within the UK industry or how innovative they appeared to be in addressing decapod crustacean welfare. The focus of the assessment was the corporate entity, rather than subsidiary companies, although evidence available at the subsidiary level was also considered. Whilst the benchmark is focused on the key producers and retailers of decapod crustaceans within the UK market, companies were nonetheless assessed on their global supply chains, i.e. the benchmark assessed companies on products imported into the UK, products exported from the UK and live decapod crustaceans exported from the UK. This was to ensure the same expectations are placed on imported products as on UK products.

Companies were assessed on published information only.

### Assessment process

In May 2024 all benchmark companies were sent a copy of *The Snapshot 2024: Preparing for Assessment*<sup>8</sup>, which offered further guidance on the assessment criteria and what assessors would be looking for when compiling scores.

The first step in the assessment process involved a desktop review of company information and the generation of a draft score for each company. This included a detailed review of the content on companies' corporate websites, in annual reports and sustainability reports, and other relevant publications, press releases and social media published by the company directly. The assessment involved a review of parent companies' websites as well as those of their subsidiaries.

Each company assessment report was peer reviewed by the assessment team to ensure consistency in the assessment and scoring approach. Companies were then invited to comment on their preliminary assessment to highlight any information which they felt had been missed or misinterpreted. The assessments were then shared with Crustacean Compassion for a final technical review prior to finalising the reports. The final company assessments, showing individual scores against the criteria and responses to any comments from the company, were shared with the participating companies prior to the launch of the report. The full assessment criteria can be found in Appendix IV.

### Comments on the assessment approach

The following high-level comments provide explanations on how company information was assessed against the criteria. The aim of this section is to clarify what the assessors are looking for and to help companies to understand how data is interpreted and scored.

#### Acknowledgment of decapod welfare as a business issue (Q1)

This question was looking for an acknowledgment from the company that the welfare of decapod crustaceans is a relevant business issue. This could be a statement on the company's webpage, in a sustainability or annual report or as part of a wider animal welfare policy (either through explicit inclusion of decapods or a lack of obvious exclusion from policies covering their product ranges).

#### Policies on decapod crustacean welfare (Q2)

This question was looking for evidence of companies formalising their approach to animal welfare, and specifically to decapod crustacean welfare in a policy (or equivalent document such as a statement of guiding principles, a code of practice or a sourcing charter).

Companies were only awarded points for this question if they had also scored points in Q1 (acknowledging decapod welfare as a business issue).

### Policy commitments on key decapod welfare issues (Q4-11)

These questions were looking for a clear company policy on key decapod welfare issues. Statements referring to legislative requirements were not awarded points unless they also made it clear that this was company policy.

#### Performance reporting on decapod crustacean welfare (Q19-22)

These questions looked for evidence of specific reporting of the proportion of decapods in a company's supply chain that were humanely stunned, not subjected to mutilations, transported within specified transport times and captured using specified capture methods.

Companies were only awarded points if they reported on the proportion of decapods, statements such as 'our decapods' did not qualify for points.



# Appendix IV

## Assessment criteria

### Management Commitment and Policy

Question 1. Does the company acknowledge the welfare of decapod crustaceans as a business issue?		
<b>Rationale</b>	Acknowledging the welfare of decapod crustaceans as a business issue is an important first step towards implementing a comprehensive approach to the responsible sourcing of nephrops, shrimps, crabs and lobsters. It is good practice for food companies to identify whether and why the welfare of decapod crustaceans is a relevant issue for the business.	
<b>Scoring</b>	No evidence that the welfare of decapod crustaceans is regarded as a relevant business issue.	0
	The company identifies decapod crustacean welfare as a relevant business issue.	10
	<b>(Max Score 10)</b>	
Question 2. Does the company publish an explicit commitment to the welfare of decapod crustaceans within an animal welfare policy or within an overarching corporate sustainable sourcing policy?		
<b>Rationale</b>	It is good practice for companies to formalise their approach to animal welfare, and specifically to decapod crustacean welfare in a policy (or equivalent document such as a statement of guiding principles, a code of practice or a sourcing charter). While the existence of a policy may not provide a guarantee of implementation, the absence of a policy is a clear sign that the welfare of decapod crustaceans is not on the business agenda.	
<b>Scoring</b>	No evidence of a formal policy statement (or equivalent) on decapod crustacean welfare.	0
	The company has a commitment to decapod crustacean welfare in a policy statement (or equivalent) but no description of how the policy is to be implemented.	5
	The company has a commitment to decapod crustacean welfare within a policy statement (or equivalent) and a description of the processes in place to ensure that the policy is effectively implemented.	10
	<b>(Max Score 10)</b>	
Question 3. Does the policy statement provide a clear explanation of geographic, decapod crustacean species and product scope?		
<b>Rationale</b>	Understanding the scope of a policy is important to understand the breadth of a company's commitment to action on decapod crustacean welfare.	
<b>Scoring</b>	<b>3a. Geographic scope</b>	
	Geographic scope is not specified.	0
	Scope is limited to certain specified geographies.	2
	Scope is universal across all geographies.	5
	<b>3b. Species scope</b>	
	Species scope is not specified.	0
	Scope is limited to certain specified species.	2
	Scope is universal across all relevant species.	5
	<b>3c. Product scope</b>	
	Product scope is not specified.	0
	Scope is limited to certain specified products (such as own-brand products).	2
	Scope is universal across own-brand and other brand products.	5
<b>(Max Score 15)</b>		

<b>Question 4.</b>	<b>Does the company have a clear commitment to reduce the negative effects of capture method on decapod crustacean welfare by adapting equipment, fishing and handling practices during and immediately following capture?</b>	
<b>Rationale</b>	The extent of welfare compromise experienced during capture using trawling, pots, creels or gill nets is significantly affected by the method used but can include exposure to shifts in barometric pressure, salinity and temperature as well as physical trauma/injury/crushing, exhaustion, fear and death. Pots and traps can also cause serious problems if lost or discarded as the lost gear may continue to capture aquatic animals. Some of the challenges posed to the animals can be reduced to some extent through adapting equipment, fishing and handling practices during and immediately following capture, for example, by adjusting mesh size, changing the frequency that pots are checked, or adjusting the design of pots to enable escape.	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to reduce the negative effects of capture method on decapod crustacean welfare but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to reduce the negative effects of capture method on decapod crustacean welfare and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to reduce the negative effects of capture method on decapod crustacean welfare across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max Score 5)</b>	

<b>Question 5.</b>	<b>Does the company have a clear commitment to reduce bycatch associated with decapod crustacean fishing?</b>	
<b>Rationale</b>	High levels of bycatch can be associated with decapod crustacean fishing, including undersized individuals of the target species and other non-target species of decapod crustacean. Even when returned to the sea alive, many unintentionally caught animals suffer morbidity and mortality as a result of the stressors experienced during the catching and sorting processes. Changes to fishing practices and equipment, for example retrieval of lost pots or the design and materials used for nets and pots, can facilitate a reduction in the level of bycatch. Refinement – and reduced duration – of on-board handling and sorting practices can also help improve the ability of discarded bycatch to survive and thrive on return to the sea.	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to reducing bycatch associated with decapod crustacean fishing but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to reducing bycatch associated with decapod crustacean fishing and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to reducing bycatch associated with decapod crustacean fishing across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max Score 5)</b>	

<b>Question 6.</b>	<b>Does the company have a clear position on the avoidance of non-therapeutic* mutilation of decapod crustaceans, which, in the case of wild-caught decapods, includes prohibiting their subsequent return to the ocean? <i>*Defined as not having a direct welfare benefit for the animal</i></b>	
<b>Rationale</b>	Decapod crustaceans are subjected to mutilation procedures in farmed/brood stocks and post-capture that alter their bodies, causing unnecessary pain and distress. These include eyestalk ablation, claw nicking and declawing. Mutilation of decapod crustaceans is only permitted if undertaken by a veterinary surgeon for direct benefit to the welfare of the animal.	
<b>Scoring</b>	No stated position.	0
	The company has made a partial commitment to the avoidance of mutilations but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company has made a partial commitment to the avoidance of mutilations and the scope (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to the avoidance of mutilations across all relevant species, own-brand and other branded products and geographies.	5
	<b>(Max Score 5)</b>	

<b>Question 7.</b>	<b>Does the company have a clear position on appropriate species-specific holding conditions (during post-capture, holding for processing and retail stage) that takes account of each species' physical, physiological and behavioural needs?</b>	
<b>Rationale</b>	Large numbers of decapod crustaceans are subjected to some form of holding or storage at various stages from the time they are captured in the wild or 'harvested' on farms until they are killed. This includes on-board storage post-capture, during pre-and post-transport periods, prior to killing/processing and while on live display in retail outlets, restaurants and live markets. The duration of storage can vary, sometimes being for several months. The conditions – and associated welfare challenges – are hugely variable. Depending on the species and duration of storage, the animals may be held in water tanks with or without water recirculation, in air at various levels of humidity/moisture and sometimes directly on ice. Hence, the welfare risks to which the animals are exposed during holding/storage include inappropriate and fluctuating temperature, poor water quality (including salinity), exposure to air, light and noise, food deprivation/starvation, overcrowding, mixing with conspecifics and other species, behavioural restrictions (including through claw banding), inability to hide and rough/careless handling, including when 'graded' for size and quality. As a result, the animals can suffer significant stress, physiological and immunological disturbances, hunger, muscle depletion, injury, morbidity and mortality.	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to ensuring appropriate species-specific holding conditions but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to ensuring appropriate species-specific holding conditions and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to ensuring appropriate species-specific holding conditions across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max Score 5)</b>	

Question 8.	Does the company have a clear position on appropriate species-specific conditions during transport that takes account of each species' physical, physiological and behavioural needs?	
<b>Rationale</b>	Decapod crustaceans are subjected to a broad range of conditions on journeys of widely differing duration, some lasting several days. Common transport practices expose decapod crustaceans to multiple stressors, including inappropriate and/or fluctuating temperatures and other environmental conditions (e.g., water quality), unsuitable packaging/containment, overcrowding, stacking, air exposure, vibration, noise, light and manual handling. Confinement in close proximity to others of the same or sometimes different species also poses welfare challenges. The loading and the unloading processes also involve exposure to stressors such as temperature change, and air and sun exposure. Transport is defined as including loading and unloading.	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to ensuring appropriate species-specific transport conditions but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to ensuring appropriate species-specific transport conditions and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to ensuring appropriate species-specific transport conditions across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max Score 5)</b>	

Question 9.	Does the company have a clear position on the avoidance of long-duration live transportation of decapod crustaceans?	
<b>Rationale</b>	When being transported, animals can experience hunger, discomfort, pain, frustration, fear and distress, as well as physical welfare problems including injury, disease and death. For these reasons, transport of live decapod crustaceans should be minimised wherever possible and journeys should be kept as short as possible.	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to avoid/reduce the duration of live transport of decapod crustaceans but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to avoid/reduce the duration of live transport of decapod crustaceans and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to avoid/reduce the duration of live transport of decapod crustaceans across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max Score 5)</b>	



<b>Question 10.</b>	<b>Does the company have a clear position on requiring all decapod crustaceans to be humanely stunned and slaughtered, using methods that result in instantaneous insensibility to pain and distress or where insensibility is induced without causing pain and distress and is maintained until death occurs?</b>	
<b>Rationale</b>	<p>Decapod crustaceans should only be stunned using electrical stunning, resulting in instantaneous* insensibility to pain and distress or where insensibility is induced without causing pain and distress. This insensible state must be maintained until death occurs. Stunning methods that are not supported include: chilling, wet/ice chilling, chemical anaesthetics, CO2 gassing.</p> <p>Following effective stunning, slaughter/killing should be performed immediately and using a method where the insensible state persists until death occurs, without pain or distress.</p> <p><i>* within one second</i></p>	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to requiring all decapod crustaceans to be humanely stunned and slaughtered but the scope (in terms of geography, species or products) is not clearly defined.	2
	The company makes a partial commitment to requiring all decapod crustaceans to be humanely stunned and slaughtered and the scope of the commitment (in terms of geography, species or products) is clearly defined.	6
	The company makes a universal commitment to requiring all decapod crustaceans to be humanely stunned and slaughtered across all relevant species, own-brand and other brand products and geographies.	10
	<b>(Max Score 10)</b>	

<b>Question 11.</b>	<b>Does the company have a clear position on the avoidance of live sale of decapod crustaceans to the public or untrained handlers?</b>	
<b>Rationale</b>	<p>The displaying of live decapod crustaceans in retailer outlets and restaurants presents significant welfare and ethical issues. The welfare concerns are further exacerbated by uncertainties about the competency and methodology surrounding the subsequent killing of the animals in such outlets or in consumer homes (in the case of retail outlets).</p>	
<b>Scoring</b>	No stated position.	0
	The company makes a partial commitment to avoid live sale of decapod crustaceans to the public or untrained handlers but the scope (in terms of geography, species or products) is not clearly defined.	1
	The company makes a partial commitment to avoid live sale of decapod crustaceans to the public or untrained handlers and the scope of the commitment (in terms of geography, species or products) is clearly defined.	3
	The company makes a universal commitment to avoid live sale of decapod crustaceans to the public or untrained handlers across all relevant species, own-brand and other brand products and geographies.	5
	<b>(Max score 5)</b>	

## Governance and Management

Question 12.	Has the company assigned management responsibility for the welfare of decapod crustaceans to an individual or specified committee?	
<b>Rationale</b>	When looking at the management of decapod crustacean welfare, both oversight and implementation responsibilities are important. Oversight is necessary to ensure that senior management is aware of the business implications of animal welfare and is prepared to intervene when needed (e.g. if there are tensions between the organisation's animal welfare policy and other business objectives). However, it is often the case that those charged with oversight know relatively little about the specific details of how to effectively manage animal welfare. It is, therefore, important that there are individual(s) responsible for ensuring that the animal welfare policy is implemented and that animal welfare is effectively managed.	
<b>Scoring</b>	<b>12a. Management responsibility</b>	
	No clearly defined management responsibility.	0
	The company has published details of the management position with responsibility for decapod welfare on a day-to-day basis.	5
	<b>12b. Board or senior management responsibility</b>	
	No clearly defined board or senior management responsibility.	0
	The company has published details of how the board or senior management oversees the implementation of the company's decapod crustacean welfare policy.	5
	<b>(Max score 10)</b>	

Question 13.	Has the company set objectives and targets for the management of decapod crustacean welfare?	
<b>Rationale</b>	Objectives and targets are the point where policy commitments are translated into substantive action, and where resources and responsibilities are allocated for the delivery of these objectives and targets.	
<b>Scoring</b>	No published objectives and targets.	0
	The company has published objectives and targets but with no or limited information on how these are to be achieved.	5
	The company has published objectives and targets together with information on the actions to be taken to achieve these, the resources allocated and the schedule for the delivery of these objectives and targets.	10
	<b>(Max score 10)</b>	

Question 14.	Does the company report on its progress against its improvement objectives or targets linked to improving the welfare of decapod crustaceans?	
<b>Rationale</b>	Companies should provide an explanation of progress against their objectives and targets.	
<b>Scoring</b>	The company does not provide an explanation of progress against its objectives and targets.	0
	The company provides an explanation of progress against at least one objective or target.	3
	The company provides an explanation of progress on how it has performed against its multiple objectives and targets.	5
	<b>(Max score 5)</b>	

<b>Question 15.</b>	<b>Does the company describe its internal processes for ensuring that its policy on decapod crustacean welfare is effectively implemented?</b>	
<b>Rationale</b>	The effective implementation of an animal welfare policy relies on employees who are competent to oversee the implementation of the policy, and on controls that allow the company to respond quickly and effectively in the event of non-compliance with the policy. Evidence-based training of employees and refresher training of crew/staff on decapod crustacean welfare, based on the latest knowledge of species-specific needs, is important in ensuring knowledge transfer and implementation of the company’s policies.	
<b>Scoring</b>	<b>15a. Employee training</b>	
	No information provided on employee training in decapod crustacean welfare.	0
	The company provides specific training to employees in decapod crustacean welfare.	5
	<b>15b. Actions taken in the event of non-compliance</b>	
	The company provides no information on the actions to be taken in the event of non-compliance with its policy on decapod crustacean welfare.	0
	The company describes the actions it takes in the event of non-compliance with its policy on decapod crustacean welfare.	5
	<b>(Max score 10)</b>	

<b>Question 16.</b>	<b>Does the company describe how it implements its policy on decapod crustacean welfare (or equivalent) through its supply chain?</b>	
<b>Rationale</b>	Many of the business risks and opportunities associated with animal welfare relate to companies’ supply chains. Companies have the ability to influence their suppliers’ performance both formally (e.g., through contracts, auditing processes) and informally (e.g., through capacity building and education).	
<b>Scoring</b>	<b>16a. Does the company describe how it implements its policy (or equivalent) on decapod crustacean welfare through its supply chain via supplier contracts?</b>	
	No information on how decapod crustacean welfare is included in supplier contracts.	0
	The company incorporates decapod crustacean welfare into contractual obligations for suppliers, but this is limited by geography and/or certain products or species.	3
	The company incorporates decapod crustacean welfare into contractual obligations for suppliers across all species, products and geographies.	5
	<b>16b. Does the company describe how it implements its policy (or equivalent) on decapod crustacean welfare through its supply chain via monitoring, auditing or certification?</b>	
	No information provided on how supplier compliance with contract conditions is monitored.	0
	The company specifies decapod crustacean welfare as part of supplier auditing or certification programme.	5
	<b>16c. Does the company describe how it implements its policy (or equivalent) on decapod crustacean welfare through its supply chain via education and support?</b>	
	No information on support and/or education provided to suppliers on decapod crustacean welfare.	0
	The company provides specific support and/or education to suppliers on decapod crustacean welfare policy/issues.	5
	<b>(Max score 15)</b>	

## Innovation and Leadership

Question 17.	Is the company currently investing in projects dedicated to advancing the welfare of decapod crustaceans within the industry?									
<b>Rationale</b>	<p>Decapod crustacean welfare is a collective issue for the food industry as well as being an individual issue for each company in the industry. Making progress and raising standards across the industry requires individual companies to support research and development programmes to improve decapod crustacean welfare, to share their knowledge and expertise with their suppliers and with their industry peers, to play a supportive role in public policy debates, and to support industry and stakeholder initiatives directed at improving decapod crustacean welfare.</p> <p>Only those industry initiatives and research that are explicitly related to improving decapod crustacean welfare and that the company has played a significant role in are eligible to be scored. Industry initiatives can include roundtables or working groups dedicated to decapod crustacean welfare.</p>									
<b>Scoring</b>	<p><b>17a. Involvement in research and development</b></p> <table border="1" data-bbox="292 801 1479 947"> <tr> <td data-bbox="292 801 1361 869">No evidence of company involvement in research and development programmes to improve the welfare of decapod crustaceans.</td> <td data-bbox="1369 801 1479 869">0</td> </tr> <tr> <td data-bbox="292 869 1361 947">Evidence of current company involvement in research and development programmes to improve the welfare of decapod crustaceans.</td> <td data-bbox="1369 869 1479 947">5</td> </tr> </table> <p><b>17b. Involvement in industry or other initiatives</b></p> <table border="1" data-bbox="292 958 1479 1171"> <tr> <td data-bbox="292 958 1361 1059">No evidence of active company involvement in industry or other initiatives directed at improving the welfare of decapod crustaceans.</td> <td data-bbox="1369 958 1479 1059">0</td> </tr> <tr> <td data-bbox="292 1059 1361 1171">Evidence of active company involvement in industry or other initiatives (e.g., working groups, supporting NGO activities, responding to government consultations) directed at improving the welfare of decapod crustaceans.</td> <td data-bbox="1369 1059 1479 1171">5</td> </tr> </table> <p><b>(Max score 10)</b></p>		No evidence of company involvement in research and development programmes to improve the welfare of decapod crustaceans.	0	Evidence of current company involvement in research and development programmes to improve the welfare of decapod crustaceans.	5	No evidence of active company involvement in industry or other initiatives directed at improving the welfare of decapod crustaceans.	0	Evidence of active company involvement in industry or other initiatives (e.g., working groups, supporting NGO activities, responding to government consultations) directed at improving the welfare of decapod crustaceans.	5
No evidence of company involvement in research and development programmes to improve the welfare of decapod crustaceans.	0									
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Question 18.	Does the company promote decapod crustacean welfare to consumers through education and/or awareness-raising activities?					
<b>Rationale</b>	<p>Companies have an important role to play in raising awareness of decapod crustacean welfare among their customers and clients. This, in turn, should contribute to increases in demand for higher welfare products.</p> <p>In order to receive a score of 5 or 10, the focus of activities should be on decapod crustacean welfare. The activities that can be considered in this question include:</p> <ul data-bbox="292 1538 1479 1807" style="list-style-type: none"> <li>• The provision of information about decapod crustacean welfare on the company's website (as an integral part of customer communications and engagement).</li> <li>• On-pack or on-shelf labelling – provided this is evidenced on the company's website, in its published reports or on social media platforms.</li> <li>• Information leaflets or information packs.</li> <li>• Media promotions.</li> <li>• Supporting third party campaigns or programmes on decapod crustacean welfare.</li> <li>• Social media campaigns.</li> </ul>					
<b>Scoring</b>	<table border="1" data-bbox="292 1818 1479 1897"> <tr> <td data-bbox="292 1818 1361 1852">No evidence of promoting decapod crustacean welfare to consumers.</td> <td data-bbox="1369 1818 1479 1852">0</td> </tr> <tr> <td data-bbox="292 1852 1361 1897">At least one example of promoting decapod crustacean welfare to consumers.</td> <td data-bbox="1369 1852 1479 1897">5</td> </tr> </table> <p><b>(Max score 5)</b></p>		No evidence of promoting decapod crustacean welfare to consumers.	0	At least one example of promoting decapod crustacean welfare to consumers.	5
No evidence of promoting decapod crustacean welfare to consumers.	0					
At least one example of promoting decapod crustacean welfare to consumers.	5					

**Performance Reporting and Impact**

<b>Question 19.</b>	<b>Does the company report on the proportion of decapod crustaceans in the company’s supply chain that are humanely stunned and slaughtered?</b>	
<b>Rationale</b>	<p>Companies making public commitments to humane stunning and slaughter of decapod crustaceans should report on the proportion that are humanely stunned and slaughtered.</p> <p>Decapod crustaceans should only be stunned using electrical stunning, resulting in instantaneous* insensibility to pain and distress or where insensibility is induced without causing pain and distress. This insensible state must be maintained until death occurs. Stunning methods that are not supported include: chilling, wet/ice chilling, chemical anaesthetics, CO2 gassing.</p> <p>Following effective stunning, slaughter/killing should be performed immediately and using a method where the insensible state persists until death occurs, without pain or distress.</p> <p><i>*within one second</i></p>	
<b>Scoring</b>	No reporting on the proportion of decapod crustaceans that are humanely stunned and slaughtered.	0
	The company reports on the proportion of decapod crustaceans that are humanely stunned and slaughtered, but this reporting is limited to certain geographies, species or products.	3
	The company reports fully on the proportion of decapod crustaceans that are humanely stunned and slaughtered, covering all relevant geographies, species and products.	5
	<b>(Max score 5)</b>	

<b>Question 20.</b>	<b>Does the company report on the proportion of decapod crustaceans in the company’s supply chain that are free from non-therapeutic mutilations?</b>	
<b>Rationale</b>	<p>Companies making public commitments to avoidance of mutilations of decapod crustaceans should report on the proportion that are free from non-therapeutic mutilations. Non-therapeutic mutilations include eyestalk ablation, claw nicking and declawing.</p>	
<b>Scoring</b>	No reporting on the proportion of decapod crustaceans that are free from non-therapeutic mutilations.	0
	The company reports on the proportion of decapod crustaceans that are free from non-therapeutic mutilations, but this reporting is limited to certain geographies, species or products.	3
	The company reports fully on the proportion of decapod crustaceans that are free from non-therapeutic mutilations, covering all relevant geographies, species and products.	5
	<b>(Max score 5)</b>	

<b>Question 21.</b>	<b>Does the company report on the proportion of decapod crustaceans in the company's supply chain transported within specified transport times?</b>	
<b>Rationale</b>	In addition to having clear policy commitments and management practices, companies are expected to maintain strict measurement criteria for animals in their supply chain. This question is looking specifically at measures linked to the live transportation of decapod crustaceans in their supply chains.	
<b>Scoring</b>	No reporting on the proportion of decapod crustaceans transported within specified transport times.	0
	The company reports on the proportion of decapod crustaceans transported within specified transport times, but this reporting is limited to certain geographies, species or products.	3
	The company reports fully on the proportion of decapod crustaceans transported within specified transport times, covering all relevant geographies, species and products.	5
	<b>(Max score 5)</b>	

<b>Question 22.</b>	<b>Does the company report on the proportion of decapod crustaceans captured using specified capture methods?</b>	
<b>Rationale</b>	In addition to having clear policy commitments and management practices, companies are expected to maintain measurement criteria for decapod crustaceans in their supply chain. This question is looking specifically at measures linked to the capture method used for different species of decapod crustaceans. The many, often severe challenges faced by decapod crustaceans during capture or harvesting are the cause of very significant welfare issues. These are suffered both at the time and also in the longer term, having an impact on the welfare and survival during onward travel and storage. Measuring and reporting on capture method is an important step in addressing welfare during capture and moving to less harmful methods of capture.	
<b>Scoring</b>	No reporting on the proportion of decapod crustaceans captured using specified capture methods.	0
	The company reports on the proportion of decapod crustaceans captured using specified capture methods, but this reporting is limited to certain geographies, species or products.	3
	The company reports fully on the proportion of decapod crustaceans captured using specified capture methods, covering all relevant geographies, species and products.	5
	<b>(Max score 5)</b>	

# Glossary

<b>Animal/decapod crustacean welfare</b>	The physical and mental wellbeing of animals/decapod crustaceans and the freedom to express behaviours that are innate to them.
<b>Aquaculture</b>	The farming of aquatic animals, including crustaceans, fish and molluscs.
<b>Benchmark</b>	A corporate benchmark is a tool used to evaluate how companies are approaching and managing a particular issue, for example, animal welfare or human health. It helps stakeholders (who may include companies, investors, consumers and NGOs) to understand corporate practice on a particular issue by providing a ranking or rating of company performance, whilst also providing a clear set of expectations for companies as to how to improve their policies and performance on the issue.
<b>Bycatch</b>	The incidental capture and morbidity and/or mortality of non-target marine animals during fishing. This includes undersized individuals of the target species and other non-target species of decapod crustacean.
<b>Cold water prawns</b>	Wild-caught prawns originating from the cold water of the North Atlantic and Arctic Ocean.
<b>Claw nicking</b>	The process of claw nicking involves the fracturing of the apodemes and the cutting of tendons in the dactyls of claws to prevent functioning. It is performed on large decapod crustaceans such as crabs and lobsters. Claw nicking is done in preparation for the transport and storage of decapods. Research has shown that the process of claw nicking is extremely harmful to the animals as the painful wounds can lead to blood loss, infection, death. Claw nicking also prohibits freedom to express natural behaviour as claws are essential for natural movement and activity for these animals <sup>5,9</sup>
<b>Creels and pots</b>	Baited pots, traps and creels are commonly used types of fishing gear for capturing decapod crustaceans. They are designed to enable the target species to enter but not to leave the catching chamber.
<b>Decapod / Decapod crustacean</b>	An order of crustaceans from the Greek meaning '10-limbed'. They include crabs, lobsters, nephrops, prawns, shrimps and crayfish.
<b>Declawing</b>	The practice of manually removing one or both claws from live crabs or other decapod crustaceans. There is clear evidence that declawing causes trauma, stress and pain to the animals. There is also evidence that declawed animals show increased morbidity and mortality if returned to the sea following declawing, as they are less able to feed, defend themselves or compete for resources <sup>5,9</sup> .
<b>Eyestalk ablation</b>	A widespread practice of removing one or both eyestalks of (farmed) breeding female shrimps or prawns, often without anaesthetic, in order to increase egg production and reproductive success. There is clear evidence that the practice causes trauma, stress and pain to the animals. Alternative methods to increase reproductive success are available <sup>5,9</sup> .
<b>Food companies</b>	Food businesses including producers, processors, manufacturers and food retailers.
<b>Non-therapeutic mutilations</b>	Mutilations are procedures that destroy, remove or irreparably damage the limbs or other body parts of animals. Decapod crustaceans are subjected to mutilation procedures in farmed/broodstock and post-capture that alter their bodies, causing unnecessary pain and distress. These common practices include eyestalk ablation, claw nicking and declawing <sup>5,9</sup> . Non-therapeutic mutations are defined as those not having a direct welfare benefit for the animal.

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<b>Sentience</b>	To be sentient is to have positive or negative experiences, such as experiences of pain, pleasure, comfort, warmth, hunger, anxiety or joy.
<b>Stunning</b>	A process ensuring that an animal is (instantaneously) unconscious and insensible to pain before being slaughtered. Following effective stunning, the slaughter/killing should be performed immediately and using a method where the insensible state persists until death occurs, without pain or distress. Effective stunning, which is guaranteed to last throughout the entire process, must take place prior to slaughter, regardless of the slaughter method used <sup>5,9</sup> .
<b>Electrical stunning</b>	A method of stunning which involves an electrical current being passed through the animal, rendering them insensible prior to slaughter. Evidence indicates that electrical stunning can deliver a quick, effective and humane stun to decapod crustaceans including crabs, lobsters, crayfish and shrimp, when appropriate electrical parameters are applied for the species <sup>5,9</sup> .
<b>Thermal stunning/ ice chilling</b>	A process of placing live crustaceans in ice slurry post-capture as a method of stunning and killing. Evidence indicates that use of wet/ice chilling as a stunning method is associated with both welfare concerns and doubts regarding its efficacy. Whilst this process may make the animal appear still, evidence suggests this is due to a paralytic state rather than induction of instantaneous insensibility, therefore it is not considered to be a humane method of stunning or slaughter <sup>5,9</sup> .
<b>Warm water prawns</b>	Prawns, most commonly farmed, originating from warm waters across the world, mostly coming from Asia and Latin America. They include the Black Tiger ( <i>Panaeus monodon</i> ) and Vannamei or Whiteleg shrimp ( <i>Litopenaeus vannamei</i> ) species.

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Guidance on how to improve decapod crustacean welfare standards can be found on the Crustacean Industry Welfare Hub [www.ciwhub.org](http://www.ciwhub.org)