



Project 1882.

# PLANT-BASED TRANSITION

Are hotel, restaurant, and fast-food chains taking responsibility in the plant-based transition?

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## Introduction – plant-based transition

Project 1882 works to make a difference globally for the animals that are the most exploited and suffer the worst, right now, those are the chickens and fishes. To improve the lives of animals, factory farms need to be dismantled and more people need to choose plant-based. To create a world without factory farms, companies in the food industry are important as they procure animal products on massive scales and thus have a major responsibility towards animals.

This report titled “*Plant-based transition – Are hotel, restaurant, and fast-food chains taking responsibility in the plant-based transition?*” shines a light on a few leading hotel and restaurant chains in Sweden to see what goals they have chosen to work with to reduce their impact on animals. Previous company reports published by Project 1882 have largely focused on which companies are saying no to Franken chickens by setting higher animal welfare standards according to the European Chicken Commitment; this report, meanwhile, focuses entirely on plant-based transition and plant-based goals – that is to say, targets that involve a company

reducing its purchases and sales of animal proteins and replacing them with plant-based alternatives.

The companies selected for this report were offered support in the form of information sharing, meetings, and concrete targets for the work to help them set clear goals that can make a real difference for the greatest number of individual animals. Most focus was on getting companies to reduce their purchases and sales of white meat: chicken and fish. Some companies are setting their own targets to reduce red meat only and replacing it with white meat. The way forward is not to replace one species of animal with another since this effectively means that more animals will be killed. What companies need to do is reduce animal protein and transition to plant-based alternatives.

The report highlights positive examples such as KFC Sweden and Linnea & Basilika, which have both published ambitious targets for animals. While, in contrast, Max Burgers Sweden, and McDonald’s Sweden, which are focusing significantly on chicken meat, are falling behind.

## The non-sustainable factory farms

### The development of factory farms

Have there always been factory farms? The short answer is no. For most of the 10 000-year history of agriculture, farming has been hard, back-breaking work carried out by humans. In simple terms, the farm of the past could be described as a farm with a family and a few animals of different species. It was not until the 1800s that machines began to replace people – a first step towards making food production more efficient. Factory farms emerged in the second half of the 1900s, when more animals began to be raised in smaller spaces. This was also when animals through artificial means were developed to reproduce and grow more rapidly.<sup>1</sup>

Such development continues where the focus remains on profit and efficiency, meaning intensive breeding and more and larger factory farms. The animals are forgotten. What is important is that the animals should become as large as possible in as short a time as possible. This trend is

seen not only in Sweden but globally as well, and the number of animals killed every day is shockingly high, 900 000 cows alone every day – a huge figure. But if we look at the animals that are the most exploited and suffer the worst, the figures are even more staggering: 202 000 000 chickens per day, which means that 140,000 chickens are killed every minute. There are no figures available for the number of fish killed, but it's likely in the hundreds of millions.

### Factory farms – a real threat to animals, the planet and public health

In addition to being completely unsustainable from an animal ethics perspective, factory farms also pose a real threat to the planet and public health. This is because factory farms contribute to high levels of meat consumption and a major environmental impact. Setting targets as a company to reduce the purchase and sale of animal protein can thus contribute to a number of benefits, in addition to the purely animal ethical ones.

For example, transitioning to a plant-based diet is essential in the fight against climate change and a decreased risk of future pandemics. Over 60 % of all infectious diseases such as COVID-19, swine flu, and avian flu are transmitted between animals and humans (zoonoses)<sup>2</sup>. Factory farms and the deforestation caused by the production of animal feed are major risk factors for new disease outbreaks.<sup>3</sup>

The extensive use of antibiotics in the global meat industry also increases the risk of antibiotic resistance, one of the main threats to public health. In addition, research shows that high meat consumption can lead to ill health, such as cardiovascular disease and cancer.

The list of negative impacts of factory farms is long, and there is no doubt that something needs to be done. Individuals can do a great deal, but food companies need to take their responsibility towards animals, consumers, and the planet. Companies need to set concrete targets to push towards the plant-based transition.



900,000 cows



1.4 million goats



1.7 million sheep



3.8 million pigs



12 million ducks



202 million chickens

This means that every average minute 140,000 chicken get slaughtered



Hundreds of millions of fish\*

Data: OurWorldInData.org. The numbers are based on the global totals for 2021. To express them for the average day the totals were divided by 365.

\*Estimates of the number of fish killed are, unfortunately very uncertain. But while the uncertainty is high, it is clear that the number of fish killed is extremely large. Hundreds of millions of fish are certainly killed every day.

1. Flygare, Iréne och Isacson, Mats (2003) *Det svenska jordbrukets historia* (band 5) *Jordbruket i välfärdssamhället 1945-2000* (The History of Swedish Agriculture (vol. 5) Agriculture in the Welfare Society 1945-2000). Stockholm: Natur och kultur.  
2. Folkhälsomyndigheten (2023). *Zoonosberedskap* (Zoonosis Preparedness).  
3. United Nations Environment Programme (UNEP). *Antimicrobial Resistance: A Global Threat*.



## Plant-based transition

In discussions with the companies included in this report, Project 1882 has proposed concrete goals that will make a real difference for animals while at the same time helping companies in the plant-based transition. Some companies have made their own decision to reduce or in some cases eliminate red meat. This is a step in the right direction as long as they do not choose to replace it with white meat as this would mean more animals are killed. Project 1882 has therefore put extra focus on getting companies to reduce their purchase of both chicken and fish.

### Why focus on chickens?

There are more chickens than any other land animal, and they are also the most exploited. In Sweden alone, over 100 million chickens are killed each year. In Sweden's chicken factories, Frankenchickens live in crowded farming facilities – tens of thousands of birds, each sharing one square meter of space with up to 25 other chickens. Their growth is so rapid that their bodies increase in weight by 5 000 % in just 35 days. This leads to widespread health problems such as pain, disease, and mobility issues before their lives end. This rapid growth and the unhygienic conditions in dark facilities result in the on-site death of about three million Frankenchickens every year, and a further

three million are so badly injured that they are simply 'discarded' at the slaughterhouse.<sup>4</sup>

Another major issue in chicken factories concerns the parent of Frankenchickens. To ensure they survive long enough to reproduce, they are fed restrictively, resulting in hunger and cannibalism. Chicken scandals gain media attention every year, and in 2023 the suffering of the parent animals was shown on one of Sweden's most influential TV programme in terms of investigative journalism, Uppdrag granskning, in the one-hour long episode called – "The Price of Chicken".<sup>5</sup>

Intensive farming means that chickens are subjected to systematic animal cruelty, but a transition to plant-based would mean fewer animals will suffer.

### Why focus on fish?

Fish are often treated as emotionless objects, despite the fact that they can feel pain and suffering.

In fish factories, they suffer greatly due to overcrowding and stress during handling and transportation. Slaughter practices involve either no stunning or painful and ineffective stunning, which causes them great discomfort and stress.

As for wild fish, they are not covered by animal welfare legislation during capture and slaughter, and often suffocate in the air or die from throat-cutting or gutting while still conscious. Project 1882 is working to reduce this suffering by encouraging companies to reduce their purchases of fish which will have a direct and positive impact. Choosing plant-based alternatives over fish is a step towards more ethical and responsible business practices that respect the right of all animals<sup>6</sup>

### Project 1882 target recommendations

Based on the above information, Project 1882 proposes the following targets to help companies make a real difference for animals and support the plant-based transition:

- That purchases of animal protein will be reduced by 50 –100 % by 2030 from current levels (preferably based on total purchases in 2023).
- White meat purchases are to be reduced by 50 –100 % by 2030 from current levels (preferably based on total purchases in 2023).
- Plant-based proteins are to account for 70 –100 % of the proteins sold by 2030.

4. Project 1882 (2023). *Kycklingar – Monterar ned djurfabrikerna* (Chickens – Dismantling factory farms).  
 5. SVT (2023). *Uppdrag granskning: Kycklingens pris* (The Price of Chicken).  
 6. Project 1882 (2023). *Fiskar – Monterar ned djurfabrikerna* (Fish – Dismantling the Factory farms).

# Implementation

## Survey questions

All participating companies received a survey in May 2024, with the final response date set for September 11. During the reporting process, the companies were also provided with detailed information about the

selected areas of the report and were offered dialogue through meetings and discussions with Project 1882 to implement policies and goals for a plant-based transition.

Do you currently have public targets to reduce your purchase of meat?

Yes  
No

How is the target formulated?

Please provide your answer

Do you plan to set a public target to reduce your purchase of meat in the next 12 months?

Yes  
No

How will you formulate the target?

Please provide your answer

Is there a set strategy to reach your targets? For example, a roadmap or milestones?

Yes  
No  
Partially

Is there anything else you would like to mention? For example, do you have other plant-based targets? What percentage of your current supply is plant-based? In what other ways are you working to reduce meat consumption?

Please provide your answer



# Results

## Are hotel, restaurant, and fast-food chains taking responsibility in the plant-based transition?

In this analysis, we look at how the companies included in the report are addressing their responsibilities in the plant-based transition. We evaluate them in terms of the goals proposed by Project 1882 (see goals on page 7) that make a real difference for animals as well as the planet and public health.

## Hotel chains

**Chains selected:** Best Western, Elite Hotels, First Hotels, Scandic Hotels Group, Strawberry.

The best-performing hotel chain is **Scandic Hotels Group**. Their goal is that by 2025, 60 % of the food they serve will be plant-based. In dialogue with Project 1882, the chain states that through their goal they have reduced their meat purchases by almost 30 %, which is very positive. They have also invested in training chefs and restaurant staff to make plant-based dishes more

appealing to their guests. Scandic is clearly showing that they are taking responsibility for reducing their use of animal proteins and increasing the proportion of plant-based ones. Project 1882 is continuing the dialog with Scandic about more far-reaching goals.

As for the other hotel chains, there is strong hope both **Strawberry** and **Best Western** will set concrete goals for a plant-based transition. Both chains are in dialogue with Project 1882 about this important area, and

these are set to continue. As for Elite Hotels, they state that they are already making efforts to increase the range of plant-based offers where they plan to increase that amount by 3 % per year. However, it is unclear whether this increase will mean a reduction in meat. The dialogue with Elite Hotels is also set to continue.

Unfortunately, **First Hotels** has chosen not to engage in discussions with Project 1882 or respond to the survey, which is disappointing.

ELITE HOTELS  
OF SWEDEN

BW | Best Western.  
Hotels & Resorts

Strawberry

FIRST  
HOTELS

Scandic

## Restaurant chains

**Chains selected:** ChopChop, Grekiska, Hawaii Poké, Linnea & Basilika, Oh Poké, O'Learys, Pinchos, PONG Buffé, Rasta (Burgsvik Group), Texas Longhorn, The Bishops Arms.

When it comes to restaurant chains, **Linnea & Basilika** tops the list. After dialogue with Project 1882, the chain has chosen to set ambitious goals to reduce their use of red meat by 70 % by 2030 and that they will reduce purchases of chicken by 50 % by that same year. Similar targets have also been set for their affiliated company **AM Sushi**, which includes a 50 % reduction in seafood and the same reduction in chicken by 2030. By setting concrete targets, the chain is demonstrating responsibility for a more animal-friendly and sustainable future.

After discussions with Project 1882, **Hawaii Poké** has set a target to increase their sales of plant-based

proteins to 50 % by 2027 and plans to invest heavily to achieve this goal. Similarly, **Oh Poké** has set a target of 50 % of their dishes sold containing plant-based proteins by 2030. Their hope is to increase this percentage in even less time. Both chains show a clear commitment to both transitioning to more plant-based options and reducing their reliance on animal proteins.

In dialogue with Project 1882, **O'Learys** has shown a willingness to take steps towards a plant-based transition but has yet to set any public targets. They are working with suppliers such as Oumph to broaden their range of vegetarian and vegan dishes and plans to set clear targets within the next year. **Pinchos** has also shown to be open to setting targets for 2030 and already has more than 40 % vegetarian or vegan options on their menu, which is positive. This

shows there to be great potential in both of these chains, and Project 1882 is hopeful that they will soon set concrete targets for a plant-based transition. To see the work of **The Bishops Arms**, see the goals of the owner, Elite Hotels, on page 10.

**Chop Chop, Grekiska, Pong Gruppen, Rasta** (owned by **Burgsvik Group**), and **Texas Longhorn** are falling behind compared to other restaurants. While these chains do offer some plant-based options, they lack clear and public goals for reducing the use of animal protein. Additionally, the chains have not set any targets or responded to Project 1882's survey. Without a dialogue with Project 1882, it becomes difficult to influence their progress toward more animal-friendly guidelines. As a result, they are placed last in our analysis – clear goals are essential for real change.



**RASTA**



**PONG GRUPPEN**



**HAWAII POKÉ**



**LINNEA & BASILIKA**



**Oh Poké**



**GREKISKA**  
grill & bar



**O'Learys**



**TEXAS**  
LONG HORN



**CHOPCHOP**  
ASIAN EXPRESS



**THE BISHOPS ARMS**



**PINCHO NATION**

**I have been in the industry long enough to have witnessed scandal after scandal in animal production. Moving towards more plant-based options is the right direction, and that's where we are headed, says Tony Lindgren, Head of Product and Business Development at Linnea & Basilika Group.**

## Fast-food chains

**Chains selected:** Bastard Burgers, Brödernas, Burger King Sweden, KFC Sweden, Max Burgers, McDonald's Sweden, Sibylla, and Subway.

As early as 2022, **KFC Sweden** announced its goal to increase sales of plant-based proteins by 5 percentage points per year by 2030 after a dialogue with Project 1882. This demonstrates clear and long-term commitment to reduce their dependence on animal proteins and contribute to a more animal-friendly and sustainable future. This puts KFC Sweden at the top of the fast-food chains.

At the time of this report, **Brödernas** had not set clear targets for a plant-based transition; however, they are open to working with Project 1882 to develop one in the future. As for **Bastard Burgers**, they state that they have internal targets to reduce meat purchases; unfortunately, however, this only includes red meat. The chain was previously chicken-free but now has chicken back on the menus, which is disappointing. On the positive side, Brödernas and Bastard Burgers have a large vegan range.

**Max Burgers** has set their own goal, to reduce sales of red meat and instead focus on plant-based burgers – but also, unfortunately, chicken meat. This goal means that more animals will be killed and is a clear example of companies prioritizing the climate at the expense of animals. Max Burgers is mentioned in the sustainability report of Scandi Standard (owner of the Swedish broiler producer Kronfågel), which highlighted the success of their collaboration. The report states that in 2022, almost 1 000 tons of chicken fillets were sold through Max and the product Grand Chicken<sup>7</sup>, which according to Project 1882 calculations corresponds to about 1 160 000 chickens. This is a high figure that accounts for only one of the chain's many chicken products. On several occasions, Project 1882 has pointed out the problems with the goal set by Max Burgers (to focus on plant-based products but also chicken products) and invited discussion and meetings with Max Burgers, but unfortunately Max has chosen not to listen.

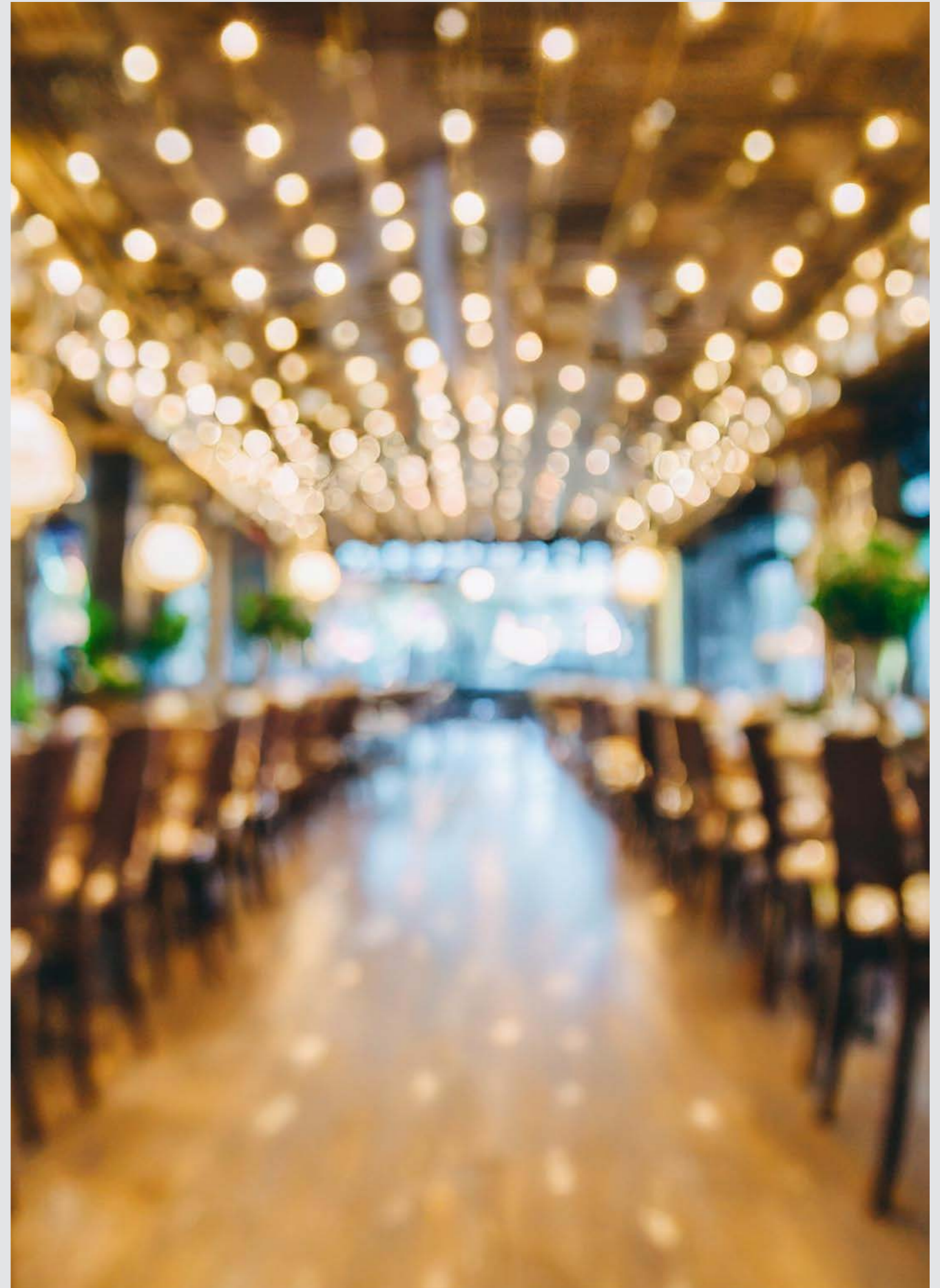
None of the chains—**Burger King Sweden, McDonald's Sweden, Sibylla, or Subway Sweden**—have

chosen to respond to Project 1882's survey. Like Max Burgers, some of these chains are heavily promoting chicken products in Sweden. McDonald's has had discussions with Project 1882 but has yet to set any concrete goals to reduce the use of animal-based proteins. On a positive note, McDonald's has informed Project 1882 that they plan to expand their plant-based menu over the coming years. However, it remains concerning that Burger King and McDonald's in Sweden lag behind compared to their menus in countries like the UK and Germany, where more plant-based options are already available.

It is evident that fast-food chains need to take greater responsibility and set clear goals to reduce meat consumption. Project 1882 is disappointed with this sector, where most chains are lagging in their efforts to provide plant-based alternatives and are also heavily investing in increasing the sale of chickens. There is significant potential for improvement for almost all these companies, and concrete action is required to make a real difference for the animals.



7. Scandi Standard (2023). Sweden – Our Markets.



## Final words

In summary, the report of Project 1882 and the dialog we are having with companies about a plant-based transition demonstrate they can set concrete goals that will make a real difference for animals. The goals set by Linnea & Basilika, KFC Sweden, and Scandic Hotels Group, for example, are ones that will eventually reduce the number of animals on factory farms. The report also shows that most major players show a willingness, together with Project 1882, to set such goals in the future. Unfortunately, many of the companies in the hotel, restaurant, and fast-food industries have a long way to go to reduce their dependence on animal proteins and increase the share of plant-based alternatives. What is particularly unfortunate is when companies choose to switch from one animal species to another instead of directly investing in plant-based proteins.

Project 1882 continues to engage with the food industry on this important issue and hopes to share more positive examples in the future. Companies have the power to make a difference for animals by reducing their meat purchases, especially chickens and fish. We plan a follow-up report on these issues in 2025.





# About Project 1882.

Project 1882 works globally to make a difference for the animals that are the most exploited and suffer the worst. We have been doing this since 1882. We provide information about animal welfare and bring citizens' opinions to those in power. We shape public opinion and influence legislation. We dismantle factory farming and advocate for the development of animal-free research methods.

We inspire and enable consumers and companies to choose vegan options and make animal-friendly choices. With effective campaigns, we engage the public, highlight animal welfare problems, present solutions, and bring about concrete changes. We strive for a world where animals are respected as sentient beings with the right to their own lives.

Since animals suffer all over the world, we work both locally and globally to generate the most impactful positive changes for them possible. Our clients are the chickens, hens, cows, pigs and other animals that need our help – we are here to give them a voice and defend their rights. That is the core of our project since 1882.

Learn more about our work and how you can support us on our website [www.project1882.org](http://www.project1882.org)

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