

METRO AG Wins Praise for Newly Enhanced Seafood Welfare Requirements Across Global Supply Chain



Duisburg, North Rhine-Westphalia Nov 30, 2025 ([Issuewire.com](https://www.issuewire.com)) - METRO AG, one of the world's leading wholesale food retailers with over 700 stores and depots across 21 countries and serving 17 million professional customers annually, won praise for its newly enhanced animal welfare requirements for seafood sourced across its global supply chain. The group's updated Animal Health and Welfare Position statement, released recently on the company's [website](https://www.metrogroup.com), adds a new requirement that all fish and crustaceans sourced for METRO's own-brand seafood products must be humanely stunned via mechanical or electrical stunning before slaughter.

The updated policy applies to all METRO AG stores globally, including both its METRO and MAKRO brands, which span western Europe, eastern Europe, and Asia. The new policy improvements, which also include asking the company's shrimp suppliers (both own-brand and branded) to avoid eyestalk ablation, are expected to benefit tens of millions of fish and hundreds of millions of crustaceans annually.

"We recognise animals as sentient beings and strive to increase quality of life for animals by balancing mental and physical well-being as well as natural behaviour, wherever reasonable," METRO AG noted in its updated Animal Health and Welfare Position statement. "For own-brand products...we aim to

ensure 100% humane stunning prior to slaughtering in order to minimise anxiety, pain and suffering and the distress experienced by animals...This provision also applies to all fish and crustacean products, for which only mechanical or electrical stunning are approved as stunning methods."

"We commend METRO AG for strengthening its animal welfare standards to improve the welfare of fish and crustaceans at slaughter," said Astrid Duque, Sustainability Program Director at Lever Foundation, the international NGO that worked with the company on its new policy. "METRO AG's new requirement for humane stunning represents significant progress in reducing the suffering of hundreds of millions of aquatic animals annually and sets a strong benchmark for other food retailers to follow."

Currently, many fish and crustaceans in the global food supply chain are slaughtered without stunning by being cut open alive or being left to suffocate in open air or in ice slurries. Over the past year an increasing number of food companies, from retailers such as Co-op (UK), Sainsbury's and Costco to restaurant brands such as Espresso House and Pret a Manger, have implemented new policies that improve the welfare of fish and crustaceans in their supply chains. Many individual customers are also leaving seafood off their plates as the best way to protect aquatic animals.

Media Contact

Lever Foundation

*****@leverfoundation.org

Source : Lever Foundation

[See on IssueWire](#)