

FROSTA: conscious consumption



1. The Company

FROSTA is a German-based company that produces and markets frozen fish and seafood, vegetables, fruits, ready meals and side dishes; emphasizing quality, sustainability and energy saving on each served market.

2. Sustainability Innovation

FROSTA's sustainable innovation is based around the products being "all-natural" (100% natural taste), MSC-certified (Marine Stewardship Council) and environmentally-friendly (additive-free). From 2003, FROSTA in Germany started to implement the policy of completely abandoning the use of taste enhancers, colourings, aromas, stabilizers and emulsifiers, thereby was the first frozen food brand in Germany. Additionally products are packed with a tray made from FSC-certified (Forestry Stewardship Council) paper for cooking, which can then be thrown away, which is more environmentally friendly than aluminium.

Considering about implementation of the policy of 100% natural flavour at FROSTA began in Poland in the year 2010. The plan was finally introduced in the year 2012. The Policy required that the recipes be changed, and it required the change of ingredients, in order to produce food without chemical additives, replacing them with natural ingredients and spices. Therefore the colorants, flavours, flavour enhancers, chemically modified starch have been removed out of all of the FROSTA products. The raw materials are expected to be free of any such additives – no separators in the salt, no beta-carotene in the butter, no stabilizers in the cream, or similar.

From 2007 FROSTA has started to sell fish products MSC-certified in Germany. From the end of 2014 the full range of FROSTA's branded frozen ocean-caught fish on CEE market has carried the MSC eco-label. All fish from FROSTA in Poland, Czech Republic, Hungary and Romania come from sustainable and well-managed fisheries. The blue eco-label on packaging assures consumers that the product can be traced back to sustainable fisheries. Use of the MSC eco-label on seafood products is only permitted where there has been independent verification that the product originated from a certified fishery.

Sustainability Impact:

- Education building about sustainable seafood solutions that in fact enables the consumers to be aware about sustainable lifestyle (culinary recipes, advices, applications, etc.)
- The food is made from sources that do not disturb the harmony of nature, and furthermore, preserve the environment (both 100% taste and MSC certification)

3. Engagement of End Users and Other Stakeholders

FROSTA is in fact not only a provider of a sustainable food, but also a facilitator as it gives the end-users interactive tools to allow them to self-education and awareness building. The company outdistances the current market's offer, preparing itself for the future expectations of the customers who will become gradually more aware about food and its additives.

Poland is the most developed in terms of UDI, because PR Manager and Marketing Manager, responsible for the CEE markets, are both localized in Frosta's Bydgoszcz CEE's factory. In Hungary, the Czech Republic and Romania, FROSTA uses only a narrow range of television and Facebook. In the future, FROSTA Poland also plans to expand the operations to all CEE countries, where FROSTA AG operates.

End-users and Stakeholders:

- ***End-user:*** The purpose of the idea is to give the opportunity for individual customers, culinary bloggers, families, restaurants or any type of individuals and organizations interested in the type of ingredients and healthy food in general, to increase their consumption of sustainable food. As a result, each user becomes more conscious about sustainable food in itself (from ingredients to recipes). Through a variety of interactive tools (Fishtracker, smartphone applications competitions), events in stores, workshops with bloggers, as well as the printed materials such as "The Pocket Dictionary of additives", FROSTA gives the consumers 'infrastructure' to self-education and self-checking the origin of the products and the additives that are added to foods.
- ***Marine Stewardship Council:*** Together with the MSC (Marine Stewardship Council) uses interactive games on sustainable fisheries and responsible consumption, special meetings with consumers, supermarkets events, online platforms, mobile apps on healthy living - the users are provided with an online application/vocabulary, that serves as an educator in terms of all type of additives used in the food industry
- ***Universities and students:*** The academic staff of the Bydgoszcz University was involved in presenting the FROSTA sustainability solutions in the media, in fact, becoming the agent of the idea. FROSTA worked also with students – future experts in the field of nutrition, offering those students the first business cooperation in a form of the internship. Students turned out to be the fresh and competent side, in contacts with the end-users. During the events, the students obtained feedback from the consumers.

4. Diversified structure of UDI tools

The sustainable innovation in FRoSTA is based on both, a continuous process of meeting the corporate sustainability goals, as well as, an on-going process of customers' involvement through an interactive education and communication in a domain of sustainable food. Sustainability innovation is a global approach that is respectively matched to each FRoSTA's operating market. The company with a headquarter in Bremerhaven, Germany, is active in Poland and gradually in other CEE countries in sustainability marketing innovation and customer engagement to raise awareness of the MSC ecolabel as a tool for safeguarding the world's oceans and its own leading position on the food market with innovative products.

UDI methods and tools: Poland & CEE

UDI TOOLS	Poland	Hungary	Czech Republic	Romania
TV educational campaigns	X	X	X	X
Facebook:				
- Frosta's Facebook profile	X	X	X	X
- Frosters – contest FB profile	X	(in plan)	(in plan)	(in plan)
- Institute of Chemistry Abuse FB profile	X	-	-	-
Bloggers:				
- workshops with the bloggers	X	-	-	-
- sending Frosta's products to tests	X	-	-	-
- monitoring of the blogs	X	-	-	-
Smartphone interactive application <i>"Check what you eat"</i>	X	-	-	-
Events in stores	X	-	-	-
Book „Dictionary on food additives”	X	-	-	-
Fishtracker	X	-	-	-