

Foodservice

2 2
0 0
2 & 2
4 5

The Protein Tracker

**Protein split assessment
Dutch contract catering
2024 & 2025**

The Protein Tracker

National assessment of plant-based versus animal proteins procured by Dutch caterers in 2024 and 2025

The Protein Tracker is a tool developed by the Green Protein Alliance and ProVeg Netherlands for companies wanting to track the volumes of animal vs plant-based proteins in their procurement and sales.

June 2026

Copyright: Green Protein Alliance & ProVeg Netherlands

THE PROTEIN TRACKER

PROTEIN TRANSITION IN DUTCH CONTRACT CATERING

Introduction

Eating more plant-rich diets is broadly recognized as a necessary step towards a healthier and more sustainable way of living. In 2022, the government of the Netherlands even set a target to help accelerate this 'protein shift': 50% of all protein consumed should be plant-sourced by 2030¹. Food providers have a key role to play in the success of this dietary shift. In the Netherlands, all large supermarkets have committed to a target more ambitious than the Dutch government's: a sales ratio of 60% plant-based protein by 2030.

Like supermarkets, contract caterers play a key role in this protein shift. They provide hundreds of thousands of meals daily in Dutch offices, hospitals and schools, and thereby directly impact people's food choices. In order to make their contribution to the transition tangible, it is important to track progress in a standardized manner.

The Protein Tracker offers a practical and widely accepted assessment tool to track food providers' progress in the protein shift. This tool was developed in collaboration with NGOs, supermarket chains and experts, and has been used by the food industry since 2023. The Dutch Ministry of Agriculture, Fisheries, Food Security and Nature uses The Protein Tracker for its Supermarket Sustainability Dashboard².

In collaboration with caterers, The Green Protein Alliance and ProVeg Netherlands have adjusted the methodology used for supermarkets to make it suitable for the catering sector. With this tool, progress in the protein transition can be tracked based on the volume of proteins purchased. In order to help food service businesses track their protein procurement, data enterprises such as Foodstep and BrightGreen have also implemented the Protein Tracker into their tool for food service companies.

This first national Protein Tracker assessment for the catering sector was carried out using procurement data from the participating contract caterers from the years 2024 and 2025. This is the first publication that sheds light on animal vs plant protein procurement in the contract catering sector.

In this publication, Green Protein Alliance and ProVeg Netherlands present the first ever Protein Tracker results from 2024 -2025 for the following caterers: **Appèl, Compass Group Nederland, Food&I, Hai - corporate catering segment and Vitam**. Additionally, you will find in this publication the individual protein split for each of these caterers.

Powered by
Green Protein Alliance & ProVeg Netherlands



1 - <https://zoek.officielebekendmakingen.nl/kst-31532-271.html>
2 - <https://dashboardduurzaamheid.nl/eiwittransitie/>



1. The Protein Tracker Methodology

There are 4 steps to using the Protein Tracker tool. The first is to link each individual product or product category to a 'Protein Tracker group'. The next step is to calculate the volume of product (in kgs) procured within a given calendar year. This figure is then multiplied by the protein content in that product to compute the total volume of protein procured. Finally, the total protein split can be deduced based on the volume of proteins from all four Protein Tracker groups.

Figure 1 shows the steps. For a full breakdown of the methodology, please refer to The Protein Tracker methodology at theproteintracker.com.

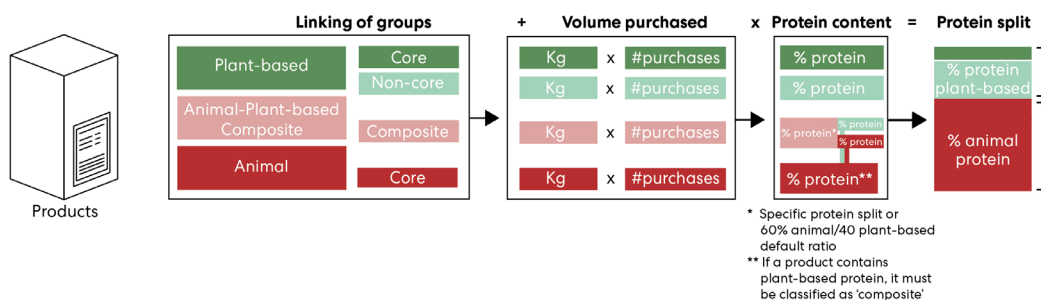


Figure 1 - Overview The Protein Tracker steps

The goal of the Protein Tracker tool is to help businesses establish the split between animal and plant-based proteins procured in a given calendar year. Since protein is found in a wide range of products and all food-related sales data offer valuable insights into protein consumption, the Protein Tracker methodology evaluates all products suitable for human consumption and categorises them into four groups. The groups are 'plant-based core', 'plant-based noncore', 'animal-plant-based composite' and 'animal core'. The plant-based ratio in the total protein split is composed of all protein from the groups 'plant-based core', 'plant-based noncore' and 40% of the protein from the 'animal - plant-based composite' group. The animal ratio consists of all protein in the 'animal core' group and 60% of the protein in the 'animal plant-based composite' group compiled. If data on the exact ratio of plant vs animal protein (rather than just the total protein content) in a product is available, the exact protein content is used in the assessment, rather than the 60/40 default split³.

Some animal products served in food service contain plant-based as well as animal-sourced proteins, and some are reformulated ('hybrid' or 'plant-enriched' products) as a way to help accelerate the shift towards alternative proteins. A caterer will always use the most accurate available data on the exact ratio of animal vs plant-based protein in a product for the assessment. E.g.: if a hybrid yoghurt contains 70% protein from cow's milk and 30% protein from plant-based sources, the 70% count towards the animal-sourced protein ratio and the 30% count towards the plant-based ratio. This way, small adjustments in product formulations (such as substituting 10% of its animal protein content with a plant-based alternative) are taken into account and reflected in the overall protein split.

3 - In the Protein Tracker tool for supermarkets, the 'animal plant-based composite' group uses a 50/50 animal/plant-sourced default ratio for products whose protein content is unknown. In food service, analysis shows this ratio is typically closer to 60% animal sourced and 40% plant-based. In order to better represent the reality of contract catering, we have adjusted the default ratio for plant-animal composite products accordingly.

2. 2. Protein split - 2024 vs. 2025

Participating caterers

The participating companies in the Protein Tracker assessment of 2024-2025 were Appèl, Compass Group Nederland, Food&I, Hai (corporate catering segment) and Vitam. No other Dutch caterers have carried out an assessment or had their data validated according to the Protein Tracker tool.

Assessment methodology & data quality

All participating caterers either carried out their own assessment with the Protein Tracker tool or had it done for them by a certified third party.

Caterers work with a large network of suppliers. Some caterers choose to source their products locally. This means data regarding protein content or protein volume are collected from several different sources, and are not always available or complete. In some cases, data on procurement volume are entirely unavailable, so caterers rely on procurement figures only to carry out the assessment.

The Protein Tracker tool helps caterers navigate this complexity in data. Caterers will often combine different strategies simultaneously in order to improve the quality of their data. They may manually add data to the database, collaborate with data experts and fill in the gaps using the NEVO Online database.

To ensure comparability between brands, it is important that caterers adequately follow all steps in the Protein Tracker methodology. Caterers are asked to make sure the scope of the data taken into account, such as product groups and data coverage, is as cross-comparable as possible.

However, it is practically impossible for any catering company to achieve 100% data coverage. This is why a threshold of at least 75% data coverage is required of the total purchasing value before publishing an individual caterer's protein split. To ensure representativeness of the data, 'heavy lifter' product categories that strongly affect the overall protein split (such as meat, fish, dairy, eggs, nuts and pulses) need to be well represented in those 75%. Multiple parties are currently working together to improve the quality and availability of procurement data.

Validation

All results in this report were validated by the Green Protein Alliance and ProVeg Netherlands. This data validation consisted of a qualitative survey of methodological consistency and a quantitative analysis using sample tests. Those caterers that work with Foodstep, had their results validated by Foodstep. Foodstep's methodology was evaluated for accuracy in previous stages of the development of the Protein Tracker tool.

3. Protein split Dutch catering sector

Results

An assessment of all validated data was carried out to determine the average protein split across all participant caterers. Caterers with larger procurement volumes contribute a larger share to the total protein split than smaller caterers do. This national protein split is an approximation, meaning it provides a first impression of the split between animal and plant-based proteins in Dutch catering over 2024 and 2025.

Indication of protein split

The average protein split across all participant caterers in 2024 amounted to 57.2% animal protein vs 42.8% plant protein. In 2025, the protein split stood at 58.2% animal protein vs 41.8% plant protein. This constitutes a 1% setback in the direction of more animal protein.

The Protein Tracker protein split caterers in 2024 & 2025

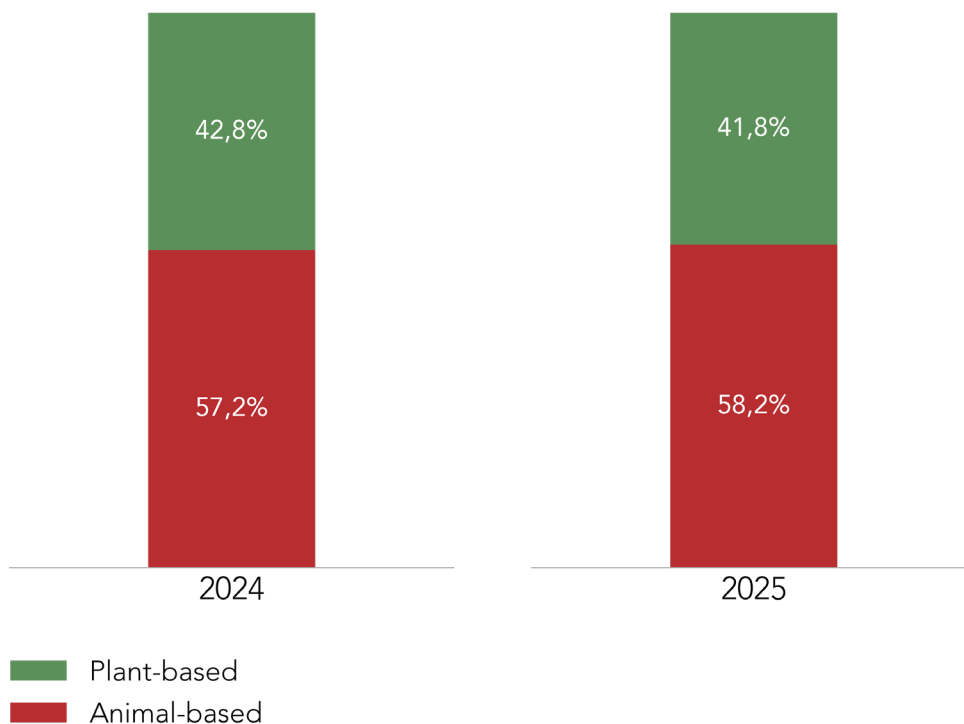


Figure 2 - Dutch national protein split in contract catering 2024 - 2025

Split across the four Protein Tracker groups

The split across four Protein Tracker groups illustrates how protein ratios have shifted. The bar charts in figure 3 show that the percentage of plant-based core products fell by 0.2%. The percentage of plant-based noncore products fell by 0.7%. The share of animal-plant-based composite products rose by 0.4% and animal core products rose by 0.6%.

These data show that there was an increase in procurement of both animal plant-based composite products and animal core products. Despite having the power to change their offering and nudge customers towards specific dishes, caterers feel obliged to please their customers so as not to lose them. It is highly recommended that caterers and their contractors find a way to start favouring plant-based over animal products in their offering while still giving customers what they want.

Protein Split Protein Tracker groups caterers in 2024 & 2025

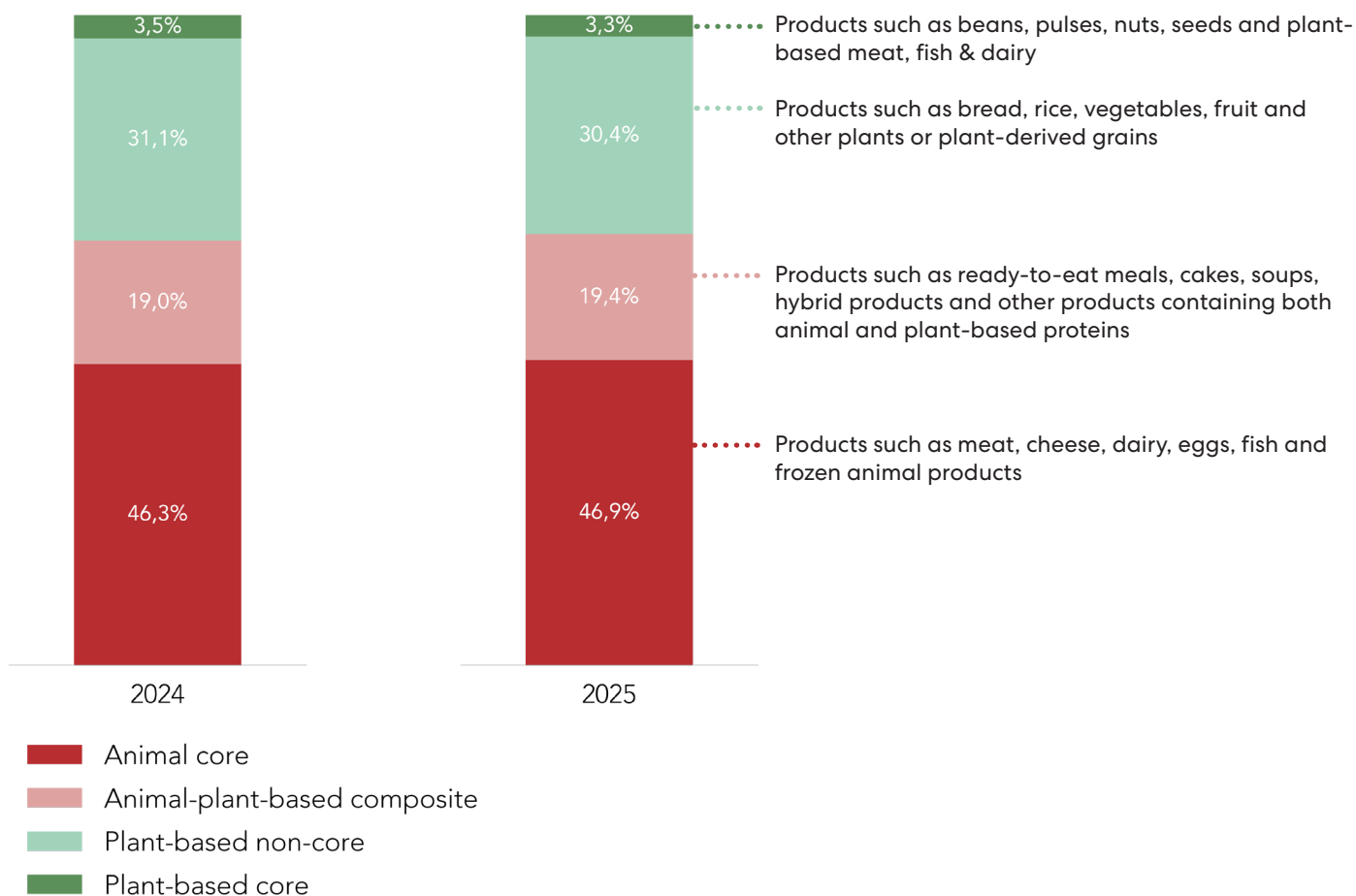


Figure 3 - National protein split per Protein Tracker Group 2024 & 2025

4. The road to 60/40

These data provide a first indication of the progress in the protein transition within the Dutch food service sector. The current protein ratios still favour animal protein over plant-based protein. This means that, if caterers are to meet their long-term protein targets, the procurement of plant-based products will have to increase at the expense of animal products. Most caterers participating in the Protein Tracker assessment want to achieve a target of 60% plant-based protein by 2030.

Progress towards protein targets in food service

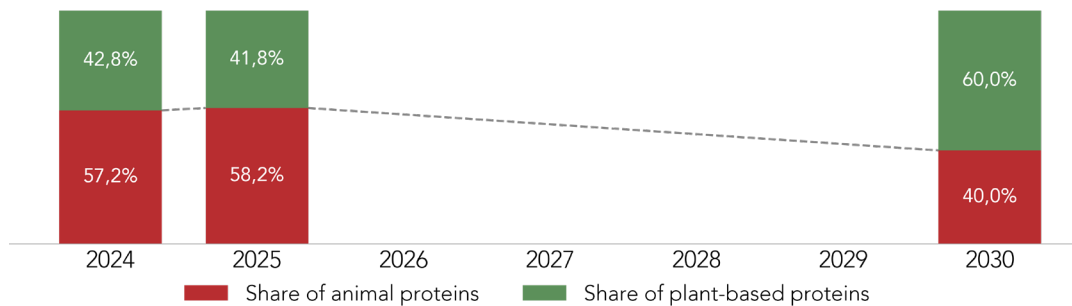


Figure 4 - Progress towards protein targets in food service

Dutch caterers are in the lead internationally when it comes to ambitions and transparency in the plant-based shift. With this first assessment of the 'protein transition' in the sector, caterers in the Netherlands are providing transparency on their plant-based progress for the first time. This is a vital first step in achieving plant protein targets. Yet in order to meet these targets, caterers will need to show how they translate their ambitions into tangible results in the coming years.

The growth of plant-based proteins in procurement is falling behind caterers' protein targets. This assessment shows that the interventions implemented thus far have insufficiently contributed to more plant-based sales.

An important change in the past two years, however, was the launch of high protein animal products and animal products enriched with plant protein. The offering of attractive plant-based dishes in food service has seen much growth in recent years. Still, procurement of high protein dairy remains substantial, and the procurement of fully plant-based or plant-enriched products is still limited when compared with animal-sourced products. There is no sign yet of a substantial shift towards plant-based protein. In both offering and consumption, Dutch catering is still heavy on meat and dairy.

In recent years, several caterers have individually taken steps to help accelerate the protein transition. However, collective action is needed to take the plant-based shift forward. A sector-wide, structural and step-by-step approach is needed if caterers want to achieve their targets without losing customers.

5. Breakdown individual catering companies

This Protein Tracker assessment represents plant & animal protein procurement in several catering companies. In this chapter, a breakdown of results is provided for each individual catering company: how they implemented the methodology, protein split results & protein targets. For those caterers who can report on no more than 75% of their procurement data, or whose protein categories are not taken into account, no individual results are published. Nevertheless, all participating caterers' data count towards the overall protein split for the Dutch catering sector.

Appèl

Appèl have used the Foodstep dashboard to carry out their assessment. Foodstep uses the Protein Tracker tool and has carried out the assessment using Appèl's supplier data.

For the 2024 assessment, 82.9% of their food procurement value was taken into account, for 2025, 83.9% of their food procurement value was taken into account.

All catering, excluding banqueting by external companies, was part of this assessment. Appèl wants to achieve a procurement ratio of 50% plant-based and 50% animal-sourced food by 2026.

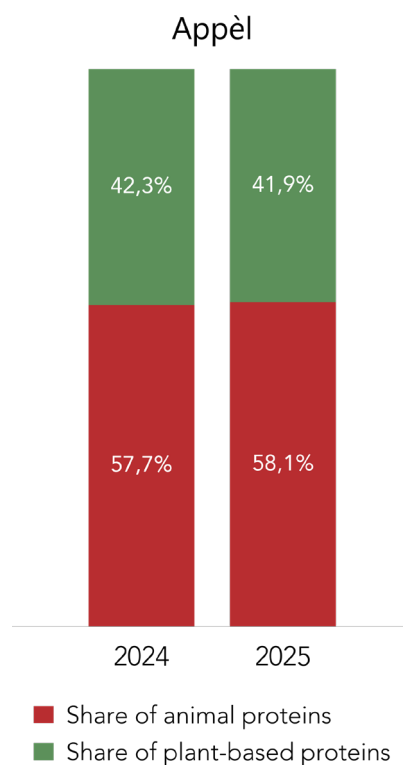


Figure 5 - Protein split Appèl

“We want to be our clients’ go-to partner for insights and experience in the shift towards healthier and more sustainable diets. Whether that’s for school meals or corporate catering. In our restaurants, we help our customers choose the best option for their own health and the planet.

In our offering, we are opting for healthy alternatives that are also purely plant-based or hybrid. With our large procurement volumes, we can leverage our offering to make a significant contribution to our sustainable goals.”

- Sebastiaan Janssen, Procurement Manager

Compass Group Nederland

Compass Group Nederland used the Foodstep dashboard to carry out their assessment. Foodstep uses the Protein Tracker tool and has carried out calculations using Compass Group Nederland's supplier data.

For the 2024 assessment, 87.6% of their food procurement value was taken into account, for 2025, 90.4% of their food procurement value was taken into account. Their assessment only includes their corporate catering segment.

Compass Group Nederland wants to achieve a procurement ratio of 70% plant-based and 30% animal-sourced by 2029.

Compass Group Nederland

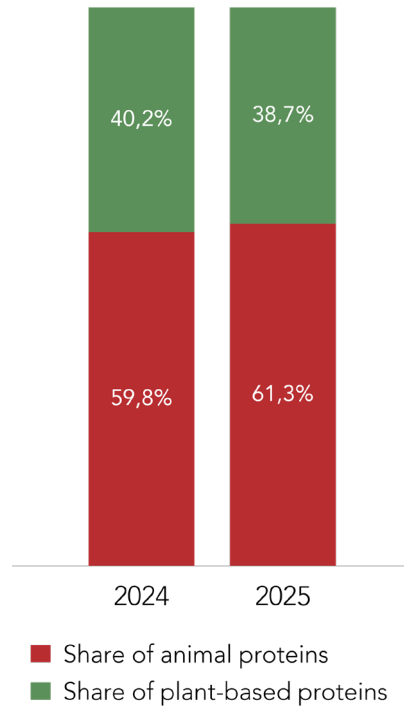


Figure 6 - Protein split Compass Group Nederland

“As an allround catering company, we’re seeing that customers don’t automatically reach for plant-based options. The slight drop from 40.2% to 38.7% plant protein illustrates that the protein shift won’t happen without concerted effort. We will continue to improve our offering to help customers choose more sustainable options.”

Our kitchens are plant-centered and in collaboration with suppliers, we are working on the development of hybrid products that make a real impact. We’re taking small steps, which, collectively, will make a big difference.”

- Debbie Rooms, Head of Sustainability

Food&i

Food&i used the Foodstep dashboard to carry out their assessment. Foodstep uses the Protein Tracker tool and has carried out calculations using Food&i's supplier data.

For the 2024 assessment, 78.9% of their food procurement value was taken into account, for 2025, 85.8% of their food procurement value was taken into account.

Food&i wants to achieve a procurement ratio of 60% plant-based and 40% animal protein by 2027.

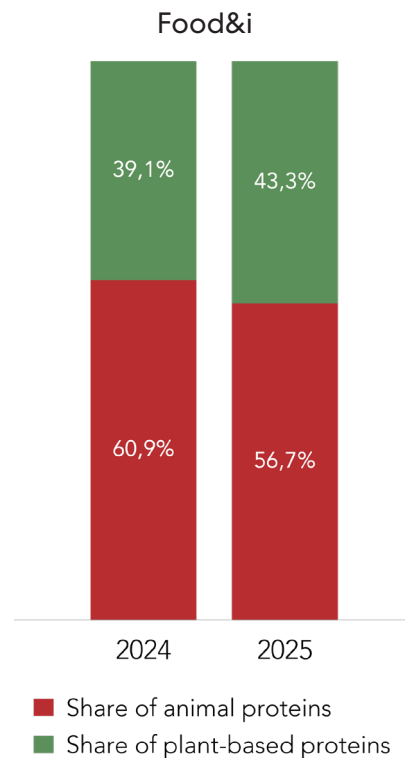


Figure 7 - Protein split Food&i

“At Food&i, we’ve been working on more plant-rich catering from the start. 2025 marked our formal benchmark assessment: the moment we started reporting on our protein targets as a sector. For the next few years, we’ve outlined our planned progress in our Sustainable Food Route.

We’re implementing a number of strategies: offering more beans & legumes for healthy, sustainable and affordable options, introducing hybrid meat products and organising plant-based cooking workshops. We’re shaping a greener future one bite at a time.”

- Take Wester, Sustainability & Transition Manager

Hai - corporate catering

Hai carried out their Protein Tracker assessment based on supplier-specific data and the NEVO Online database.

For the 2024 assessment, 80% of their food procurement value was taken into account, for 2025, 80% of their food procurement value was taken into account. Only Hai's corporate catering segment was included in the assessment.

Hai wants to achieve a procurement ratio of 60% plant-based and 40% animal-sourced by 2030.

Hai - segment bedrijfshoreca

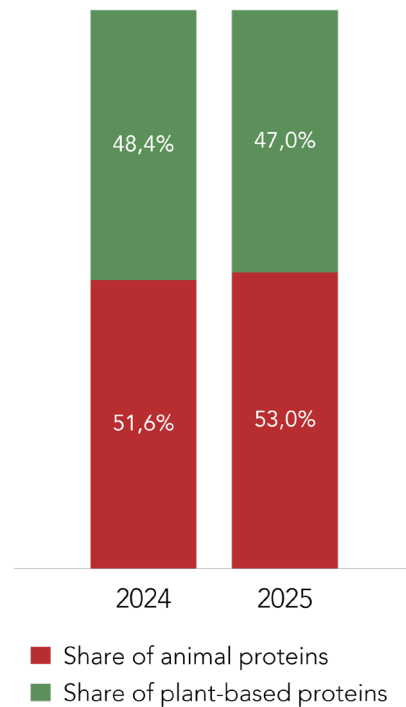


Figure 8 - Protein split Hai -corporate catering

“Hai thinks of the protein transition as a key ingredient to a more sustainable food system. We keep implementing new steps in order to achieve 60% plant-based procurement by 2030.

We’re aligning our menu with the Eat-Lancet diet and aim to inspire people to choose plant-based. We also believe hybrid products can be part of the solution.”

- Frank Dobbelsteen, Director of Strategy, Innovation & Sustainability

Vitam

Vitam used the Foodstep dashboard to carry out their assessment. Foodstep uses the Protein Tracker tool and carried out calculations using Vitam's supplier data.

For the 2024 assessment, 79% of their food procurement value was taken into account, for 2025, 78% of their food procurement value was taken into account.

Vitam wants to achieve a procurement ratio of 75% plant-based and 25% animal-sourced food by 2030.

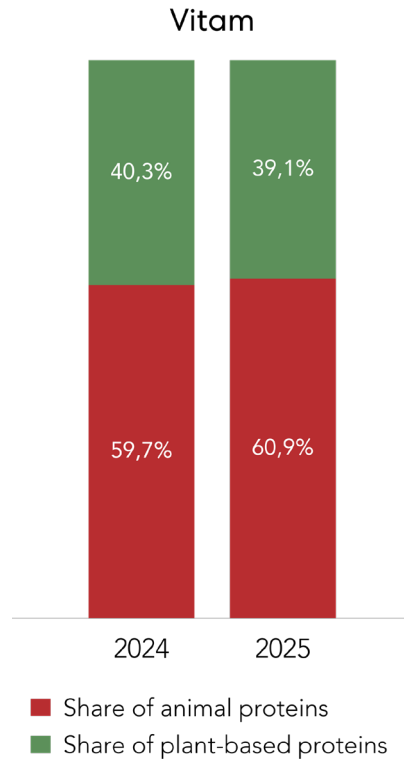


Figure 9 - Protein split Vitam

“We’ve realised that if we want a more plant-based offering we need to take it one step at a time. Hybrid products have been an important part of the solution; customers are more willing to try these. And the more people are on board with this plant-based shift, the bigger the impact we can have.”

- Els Duivenvoorden-van der Helm, Director CSR & Quality

Non-participating caterers

The caterers that participated in the Protein Tracker assessment are just several of a larger number of catering companies in the Netherlands. Talks with new participants are ongoing and some have already started implementing the Protein Tracker tool. Others have already implemented some interventions but decided not to take part in this first collective assessment. The more caterers join in the future, the better our grasp of the overall protein split in Dutch catering. Our aim is to grow the number of participants each year.

Acknowledgements

This report is the result of a successful collaboration between NGOs and catering companies in the Netherlands. Green Protein Alliance and ProVeg Netherlands want to thank all participating caterers for their efforts in the joint implementation and continuous improvement of the tool.