WWF BASKET BLUEPRINT FOR ACTION

NOVEMBER 2021

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The report is an update to the Sustainable Basket Metric which was developed in 2019 by WWF in partnership with Tesco, whose industry insight and expertise were vital to its development. This latest version is intended to reflect the latest scientific data and requirements for transformational change in this fast-evolving field.

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The views expressed within this report are those of the WWF-UK and we recognise that providing feedback on this report does not mean these organisations adopt the same views.

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INTRODUCTION

WWF's ambition is to halve the environmental impact of UK baskets by 2030. Food production is one of the biggest threats to our environment - 60% of global diversity loss is caused by the food system. We need to work with the key players to change.

The WWF Basket focuses on seven of the most impactful environmental issues in the food system. Under each area sit several measures that represent the priority areas for intervention to drive change.

The aim of this paper is to provide the measurements and actions required by retailers to halve the environmental impact of UK baskets by 2030.

The target areas and actions are articulated at a corporate level, though some do reference specific high impact supply chains. Where ambitious industry initiatives exist, the WWF Basket aligns measures and actions to these.

These targets are also aligned to WWF's UK Global Footprint Report, which details the pathway to reducing the UK's footprint into safe planetary boundaries.

WWF BASKET OUTCOMES

If the outcomes are achieved, WWF believes we will have reached the ambition to halve the impact of UK baskets and set the UK food system on the path to regenerative production and consumption.

The outcomes have been set by WWF. While they provide a framework for those that have signed up to the WWF Basket, the outcomes are intended to be met for the UK, rather than by any individual retailer. However, signatories will be expected to take action to contribute to progress.

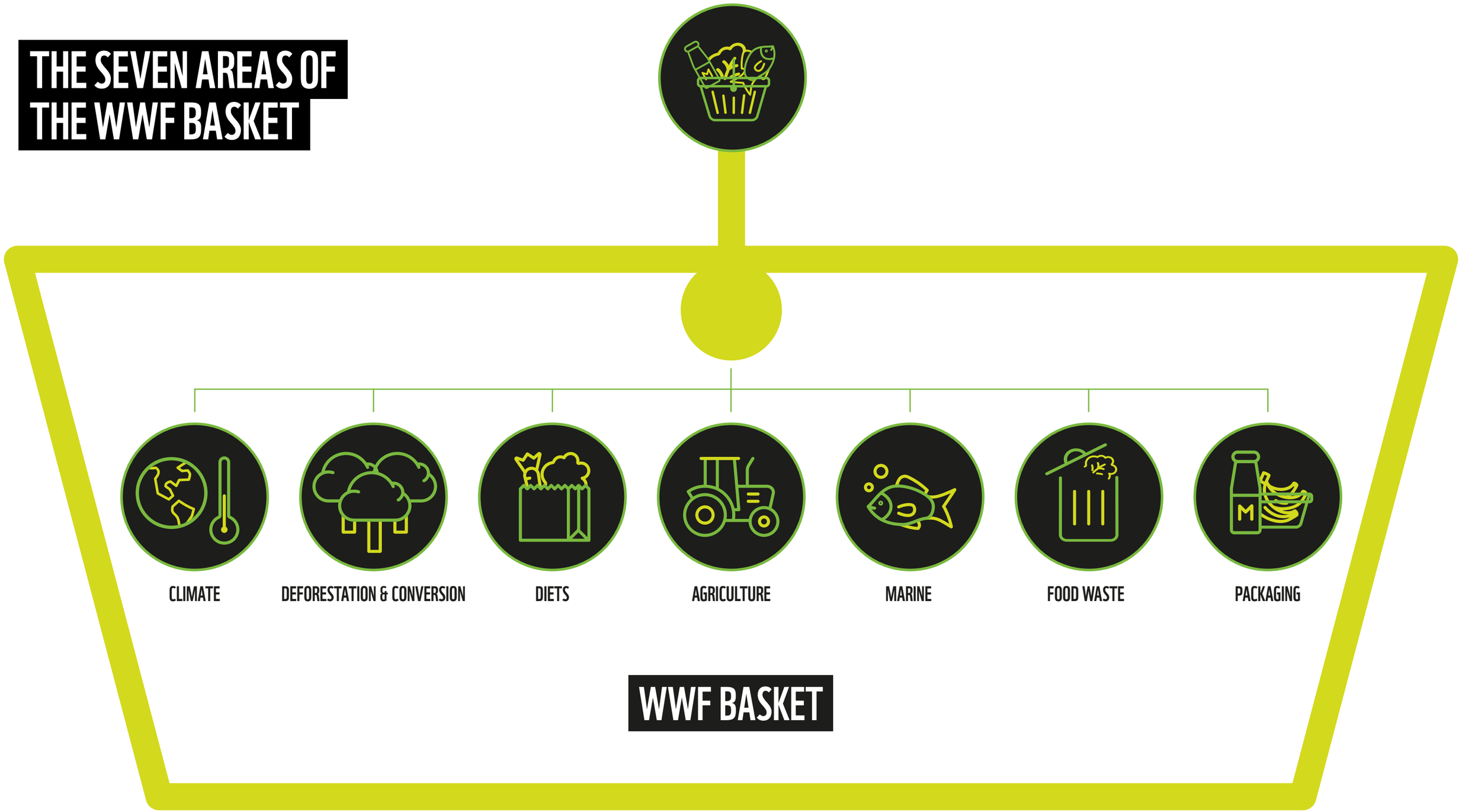
WWF BASKET MEASURES

These are the means for measuring progress against the targets. Retailers will be asked to supply information on their performance so WWF can track progress against the ambition to halve the environment impact of UK Baskets.

WWF BLUEPRINT FOR ACTION

The Blueprint for action lays out the priority actions which WWF-UK believes UK Food Retailers should take to tackle the climate and nature crises. Retailers may take other actions to achieve the targets, but in signing up to the overall ambition it is expected that they will take action.

THE SEVEN AREAS OF THE WWF BASKET



WWF BASKET

WWF

CLIMATE

UK BASKET OUTCOME

Achieved GHG reduction across all scopes in line with 1.5-degree science based target (SBT).

RETAILER PROGRESS MEASURES

% reduction of GHG emissions across scope 1 & 2 activities.
% reduction of GHG emissions across all scope 3 activities.

UK GLOBAL FOOTPRINT TARGET

Reduce UK domestic GHG emissions including international shipping and aviation by 39% compared to 2019 levels, and reduce the overseas carbon footprint of UK's consumption of imports by 33% by 2030.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. Set and publicly communicate a science based target aligned to a 1.5-degree pathway for all scopes.

b. Commit to net zero by 2040 or sooner - in line with the BRC Roadmap – with long-term science-based targets to reach net-zero value chain GHGs emissions.

c. Develop and publicly communicate action plans to achieve short term targets (2-4 years) and publicly report progress.

2) Target

a. Specify the baseline year (ideally as recent as possible).

b. Absolute targets are the preferred measure for reduction.

c. Supplier reporting should be inclusive and contain all of their suppliers, for own label and branded suppliers.

3) Measurement and Reporting

a. Quantify and publish scope 1, 2 & 3 emissions of your business following best practice in GHG accounting & reporting (e.g. GHG Protocol scope 3 Standard).

b. Work with WRAP to help inform development of new scope 3 Accounting Principles for UK Food & Drink businesses.

c. Communicate progress in independently verified annual reports.

4) Action in your supply chain

a. Collaborate with supply chain partners to make necessary reductions – including those detailed in the deforestation, diets, agriculture and marine sections of the basket.

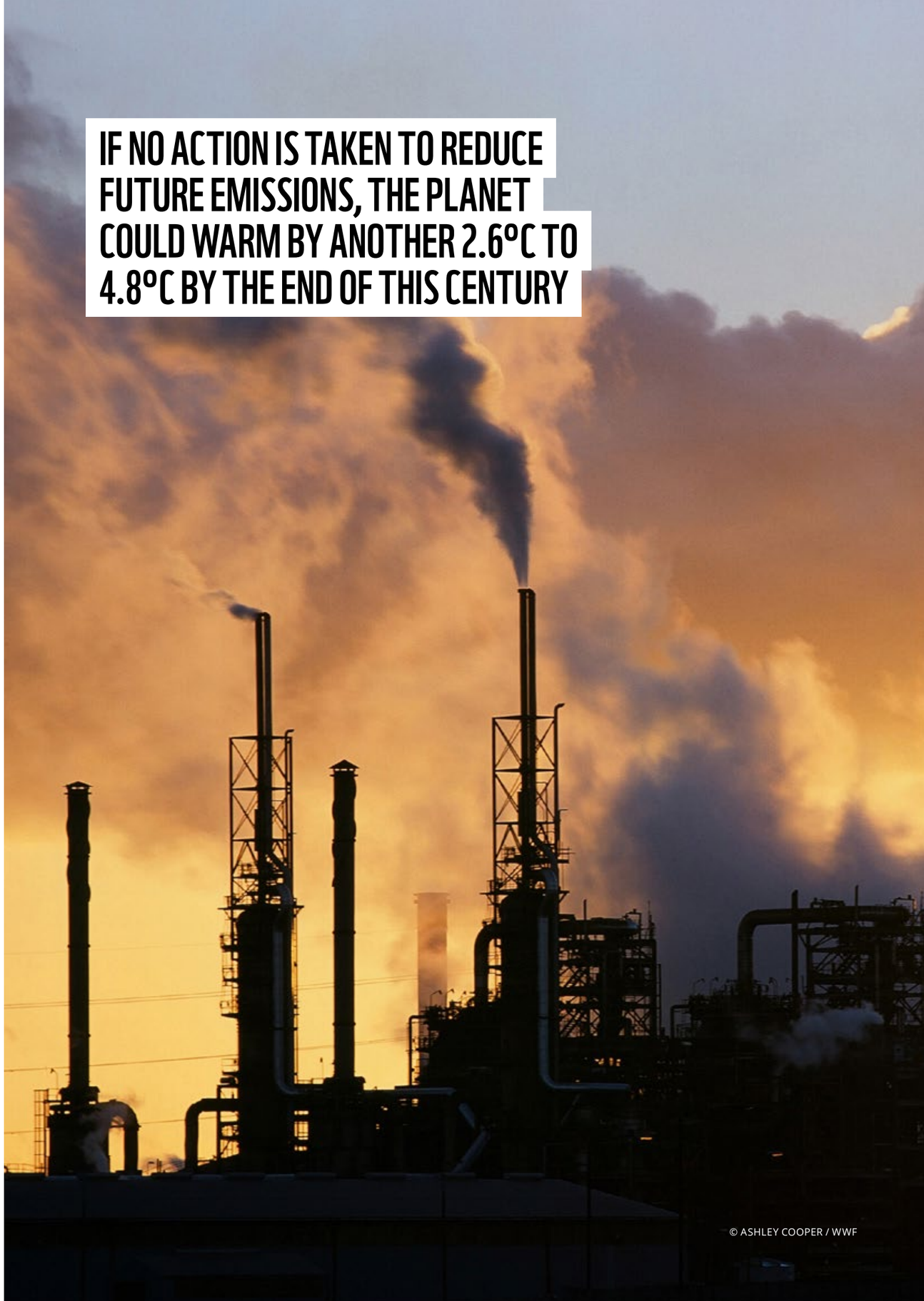
b. Require public emissions reporting in supplier contracts and encourage suppliers to set their own 1.5 degree aligned SBTis.

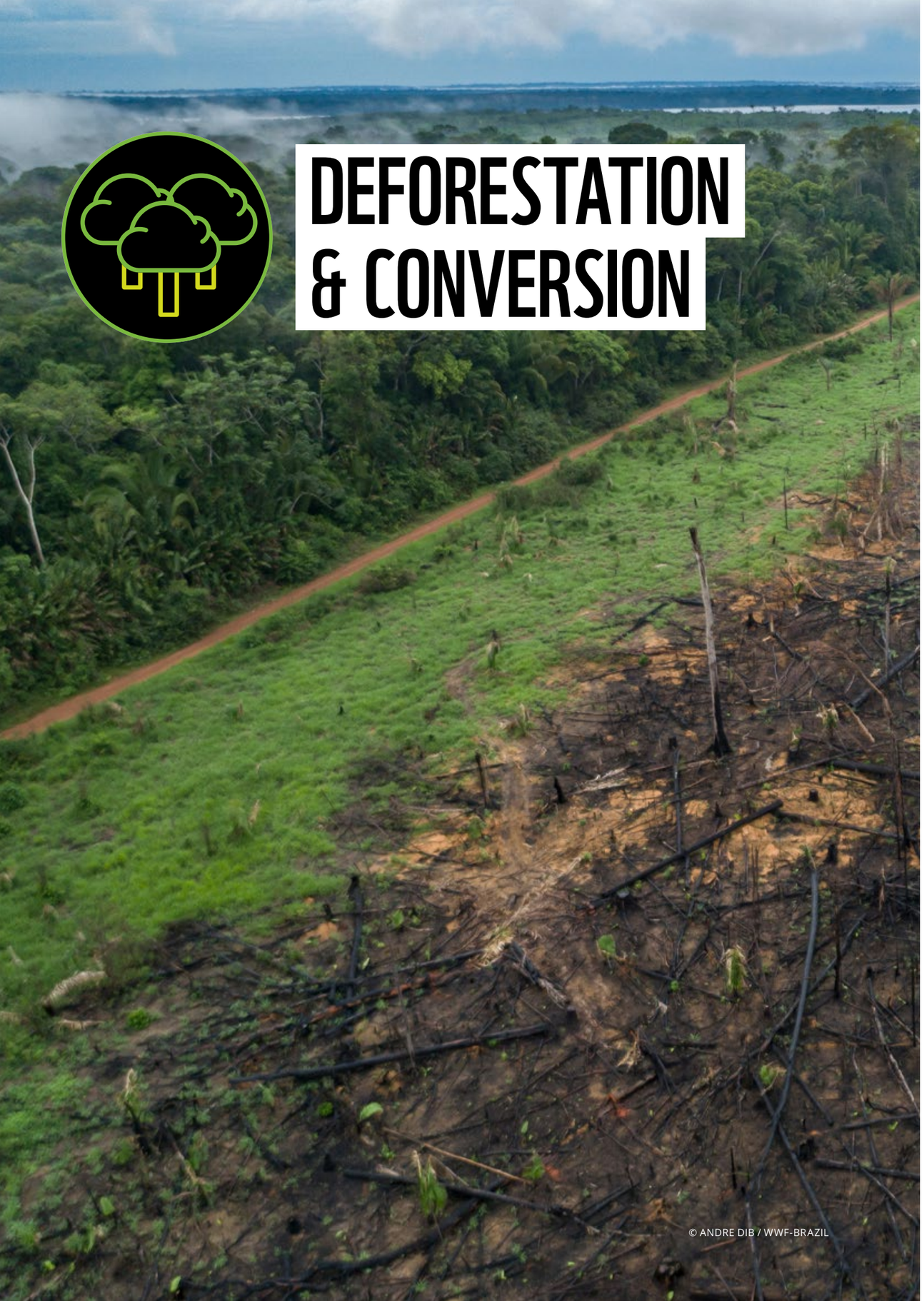
c. Use collaborative forums such as Courtauld 2030 and IGD to work with industry colleagues on pre-competitive actions.

5) Advocate

a. For the UK government to take action and supports a net zero transition based on 1.5-degree pathway.

b. For consistent mandatory reporting to create a level playing field.





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DEFORESTATION & CONVERSION

UK BASKET OUTCOME

100% deforestation and conversion-free agricultural commodity supply chains[1] by 2025 at latest, with a cut-off date of 2020 at the latest (existing earlier cut-off dates should be upheld).[2]

Require first importers to have deforestation and conversion-free supply chains by 2025 at latest, with a cut-off date of 2020 at the latest.

RETAILER PROGRESS MEASURES

Measured for palm oil & soy, but applicable across deforestation risk commodities[3] % or conversion-risk commodity in own supply chain that is verified deforestation and conversion-free.

% of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only deforestation and conversion-free material, across their entire operations, with a cut-off date no later than 2020.

UK GLOBAL FOOTPRINT TARGET

UK supply chains of deforestation/conversion-risk commodities are responsible for zero deforestation and conversion of ecosystems as soon as possible and no later than 2023 (with a cut-off date of 2020 at the latest), degradation of domestic environments is halted, and environmental degradation that occurs overseas as a result of the UK's demand for materials and goods is minimised by 2030.

1 Definition of deforestation and conversion – please refer to the Accountability Framework Initiative definitions

2 Having a deforestation- and conversion-free commitment with a 2020 cut-off date and a 2025 target date means the company will no longer source commodities grown on land converted after 2020 - and it will have achieved this for 100% of its supply chains by 2025.

3 Commodities in scope for deforestation- and conversion-free – WWF has identified the seven core commodities responsible for the majority of the UK's overseas footprint palm oil, soy, wood, rubber, timber, pulp & paper, beef & leather and cocoa. The targets in the basket are focused on palm oil and soy as this these are the commodities currently driving conversion in priority landscapes.

Source- WWF-UK website

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BLUEPRINT FOR ACTION

The below has been specifically designed for palm oil and soy supply chains (particularly soy used as animal feed and thus embedded in poultry, pork and other livestock and animal products). These steps and principles are transferable to other commodities, and we encourage food businesses to explore how these might be applied to other forest and conversion-risk supply chains.

1) Minimum expectations

a. Own supply chain: Source verified deforestation- and conversion-free material, for instance through physical certification (segregated or identity preserved) to robust standards which contain a deforestation and conversion cut-off date of 2020 or before; or through sourcing from landscapes and jurisdictions which are verified deforestation- and conversion-free.[4,5]

   i. Increase verified deforestation and conversion-free volumes sourced annually. Book-and-claim or mass balance certification does not guarantee that the volumes used are free of deforestation and conversion and should be phased out.

b. Suppliers: Communicate to suppliers that your company will only purchase from suppliers with zero deforestation and zero conversion policies and practices applying across their entire operations, all volumes handled and sold, including third-party and indirectly supplied material.

2) Target

a. Own supply chain: Set a public target to eliminate all deforestation and conversion from your supply chain as soon as possible, and by 2025 at the latest, with a cut-off date of 2020 at the latest, in alignment with Accountability Framework definitions, principles and operational guidance.

b. Suppliers: Establish a policy to only purchase from suppliers that have zero deforestation and conversion policies and practices of their own consistent with your own companies’ policies, with a target to achieve this fully by 2025 at the latest. Suppliers’ policies should apply across their entire operations, all volumes handled and sold, including third-party and indirectly supplied material. Start engaging your main suppliers to cover at least 80% of your volumes, with a time-bound ambition to cover 100% of volumes.

3) Measurement and reporting

a. Annually assess and publicly disclose the sourcing of deforestation and conversion risk commodities in your supply chain, covering:
   - all major uses of the commodity, including in animal feed.
   - the quantities that are/aren’t verified as deforestation- and conversion-free.
   - the traders/first importers, and the provenance to subnational level as a minimum, with a preference for greater granularity.

b. Establish systems and processes to monitor and verify compliance within the supply chain, following the definitions and guidance in the Accountability Framework Initiative.

4 Robust certification schemes that can provide deforestation- and conversion-free palm oil for the company’s own supplies include segregated or identity-preserved RSPO, or ISCC+.

5 Robust certification schemes that can provide deforestation- and conversion-free soy for the company’s own supplies include segregated or identity-preserved RTRS, ProTerra, Europe Soy, Danube Soy, ISCC+ or other schemes benchmarked against the FEFAC 2021 Soy Sourcing Guidelines including desired criterion #34 pertaining to conversion-free soy.

4) Action in your supply chain to drive the shift to clean suppliers

Develop and implement a supplier performance management system with all direct suppliers to ensure that there are appropriate commercial rewards for suppliers making substantive progress, and consequences for non-compliance.

i. This should include contractual clauses specifying the deforestation- and conversion-free requirement, with a cut-off date of 2020 at the latest; clear policies and procedures for how supplier non-compliance is addressed; criteria and thresholds determining the severity of non-compliances and the corresponding course of action (e.g. engagement, suspension, termination, non-renewal).

ii. Non-compliance after the cut-off date can lead to remediation. Failure to engage, lack of improvement or worse performance despite support should trigger sanctions including commercial action as necessary. For example, this could include cancelling supplier contracts in extreme cases where there is repeated non-compliance and no engagement. Encourage and support your direct suppliers to engage their own suppliers in a similar way.

5) Innovation and investment

a. Invest in on-the-ground initiatives to support better environmental and social outcomes in commodity production landscapes where there is risk of deforestation and conversion. Publicly communicate about these investments.

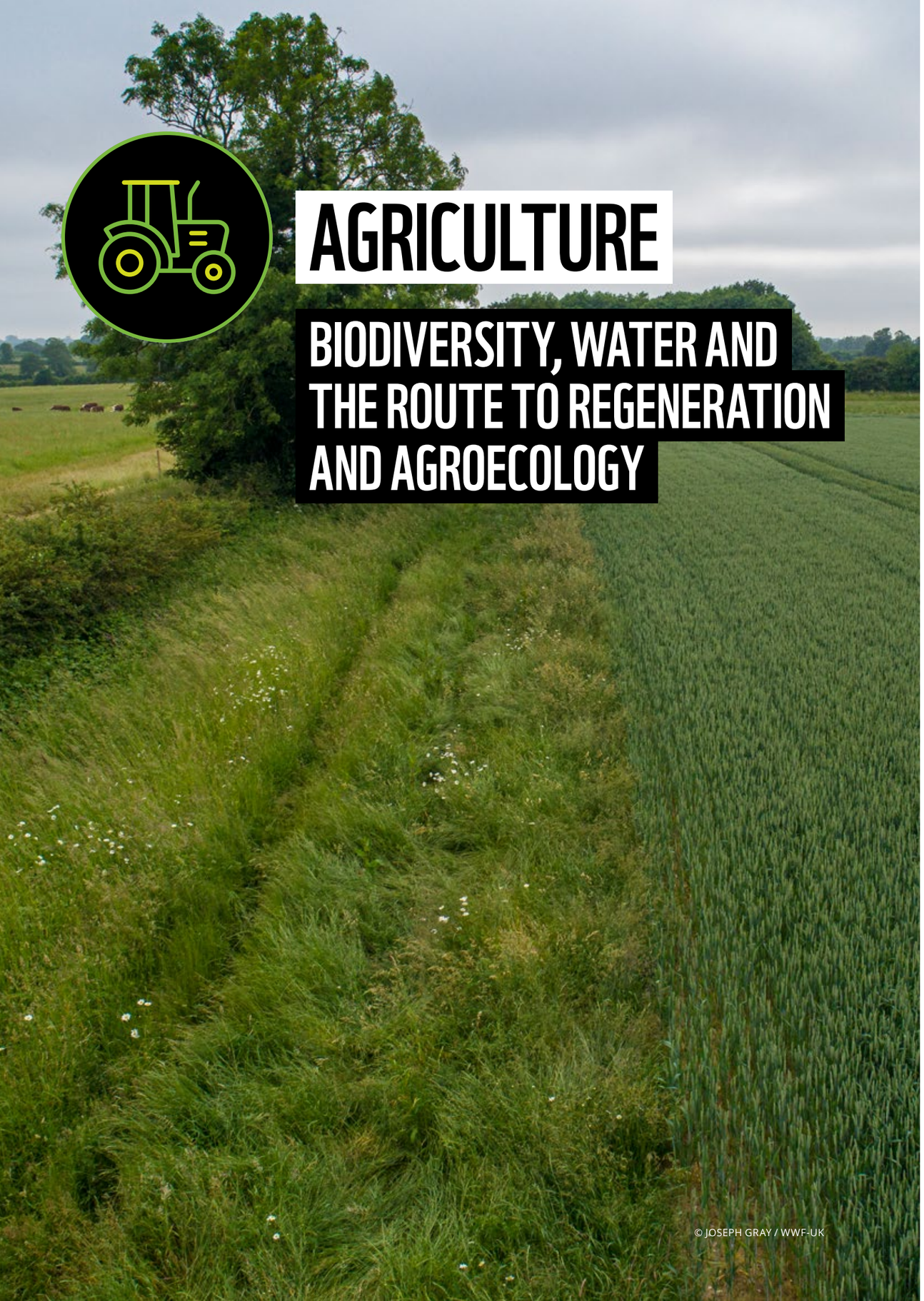
b. Mobilise financial and technical support for expansion on to existing agricultural or degraded land and to incentivise producers to conserve native vegetation beyond legal obligation on their property.

c. Actively collaborate with supply chain peers, as well as suppliers and buyers, to achieve impact at pace and scale on environmental and social outcomes in forests and other natural ecosystems.

6) Advocate

a. Join and actively participate in action-oriented coalitions that are contributing to sectoral change towards conversion-free commodity supply chains, such as the Soy and Palm Oil Transparency Coalitions and the UK Soy Manifesto.

b. Publicly advocate to producer and consumer country/regional governments and authorities for policies and investments that de-link deforestation and conversion from commodity production and accelerate protection and restoration of forests, grasslands and other natural ecosystems.



AGRICULTURE

BIODIVERSITY, WATER AND THE ROUTE TO REGENERATION AND AGROECOLOGY

UK BASKET OUTCOME

At least 50% of whole produce and grains certified or covered by a robust environmental scheme.
100% meat, dairy and eggs, including as ingredients sourced to 'Better' standard.
At least 50% of fresh food[6] from areas with sustainable water management.

RETAILER PROGRESS MEASURES

% of produce & grains sourcing in a robust environmental scheme[7].
% meat, dairy and eggs sourced to 'Better' standards[8, 9].
% of sourcing from regions with sustainable water management.

UK GLOBAL FOOTPRINT TARGETS

Restoring 75% of the UK's terrestrial and freshwater protected sites to favourable condition, and creating or restoring 500,000 hectares of wildlife-rich habitat outside the protected site network, focusing on priority habitats as part of a wider set of land management changes providing extensive benefits.

All surface water bodies and at least 90% of groundwater bodies in the UK meet sustainable abstraction and ecological flow requirements, and the UK supports sustainable water management in key overseas sourcing regions based on quantification of the impact of its imports on overseas water availability and flows.

- Reversing soil degradation and restoring fertility by 2030.
- Reduce nitrogen and phosphorus use by at least 80%.
- Use 50% recycled phosphate in manufactured fertiliser.
- Appropriately size domestic livestock production to maximise the beneficial roles of farm animals.
- Develop and support alternative systems for producing animal feed.

6 Fresh Food – whole fruit, vegetables, animal protein including meat, dairy, eggs, fish – both fresh and frozen – not including where used as an ingredient.
7 Robust Environmental Scheme - LEAF Marque, Countryside Stewardship, Global G.A.P., Organic or ELMs, Glastir advanced, Scottish Agri-environment Climate scheme levels tbc
8 Eating Better Sourcing Framework https://www.eating-better.org/uploads/Documents/Sourcing_Better_Framework.pdf
9 Better meat measured in tonnes including ingredients

BLUEPRINT FOR ACTION - AGRICULTURE - BIODIVERSITY, WATER AND THE ROUTE TO REGENERATION AND AGROECOLOGY

1) Minimum expectations

a. Ensure that biodiversity recovery is represented alongside incentives to reduce carbon footprint.

b. Follow the steps of the WWF Water Stewardship ladder and the WWF Water Risk filter to assess your water risks. Follow the steps of the Courtauld Water Roadmap to take action.

c. Engage in catchment/landscape level action – to improve the quality and availability of water at catchment scale in the top 20 most important product & ingredient sourcing areas in the UK and overseas by collaborating with suppliers and financially contributing to Courtauld 2030 Water Ambition.

d. Build internal understanding on how the benefits of regenerative agriculture and improved soil health within your supply chains can help deliver sustainability objectives. Participate in cross-sector initiatives that seek to maximise the impact of soil health action across the food supply chain.

e. Align any internal regenerative agriculture policies to the FAO's 10 Principles of Agroecology in order to consider biodiversity and social elements, as well as soil and water. The WWF Farming With Biodiversity Paper provides a valuable framework.

f. Align action on pesticides to the PAN-UK scorecard to be 'Outstanding' on at least half of the topics ranked, and no less than 'Making good progress' on the remaining topics.

2) Targets

a. Set targets and develop action plans for % of meat, dairy and eggs sold in the 'Better' and 'Best' categories of the Eating Better Sourcing Better Guide.

3) Measurement and Reporting

a. Publicly report your actions for biodiversity in the supply chain.

b. Publicly report your coverage of robust environmental schemes across your sourcing.

c. Publish proportions of meat, eggs and dairy sold in line with the Eating Better Sourcing Better Guide of 'Basic', 'Better' and 'Best'.

d. Publicly detail meat, dairy and egg sourcing standards, including retailer-specific 'bolt ons' to existing certification schemes – for example through farming groups.

e. Publicly report your contributions to Courtauld 2030 Water Ambition.

f. Collaborate with leading industry coalitions such as SFT's Global Farm Metric to unify farm-level measurement, and report through open-source data bases such as HESTIA.

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4) Action in your supply chain

a. Encourage habitat conservation through Biodiversity Action Plans in protein, produce and grain supply chains. BAPs developed to promote landscape-level approaches and collaboration, supporting farmers where required (for example, with funded environmental advice).

b. Collaborate with suppliers to ensure farmers/growers engage with catchment level actions to address water and biodiversity issues where landscape level projects exist (Courtauld 2030 water projects).

c. Align agricultural plastics management with Global G.A.P standards (as a minimum) to ensure responsible management of plastics.

d. Work with certifiers, farmers and suppliers to improve certification standards across the supply chain.

e. Develop a roadmap of action on livestock feed – including reduction in GHG emissions, landuse and resource impact.

f. Support knowledge transfer, peer-to-peer learning and advice to farmers, advisors and landowners on regenerative/agroecological farming.

g. Work with farmers to understand the role that sourcing policies can have in incentivising or disincentivising practices which promote soil health and protect water resources, particularly for products associated with short-term land tenure. Implement your findings to incentivise good soil health and water practices.

5) Innovation & Investment

a. Financially contribute to Courtauld 2030 Water Ambition landscapes.

b. Support novel and alternative feed solutions, particularly based around a circular agriculture approach.

c. Support farmers and innovations to reduce amount of phosphates applied, encourage used of recycled phosphate and the reduction of nitrogen application.

d. Work with Eating Better, Sustainable Soils Alliance , and WRAP's C2025 GHG Working Group to collaborate on actions to move the industry forward.

6) Advocate

a. For ambitious environmental aspirations within agricultural and environmental policy.

b. Alignment around metrics and measures for sustainable and regenerative agricultural practices.

AGRICULTURE

AGRICULTURAL EMISSIONS

UK BASKET OUTCOME

Agricultural emissions lowered in line with 1.5-degree SBT.

RETAILER PROGRESS MEASURES

% of protein, produce & grain farms monitoring GHG footprint.
% reduction in sourcing from lowland peat.
% reduction in agricultural GHGs.

UK GLOBAL FOOTPRINT TARGET

Through a nature-positive pathway:

Reduce direct emissions from agriculture by at least 24% by 2030 on 2020 levels (13 $MtCO_2e$), and by 50% by 2050 (27 $MtCO_2e$), without offshoring these impacts.

Reduce net land-related emissions so that UK land becomes a net carbon sink by 2040 at the latest and achieves a 19 MtCO2e (and growing) carbon sink by 2050.

Restore and sustainably manage 70% of the UK's two million hectares of peatland.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. Ensure all offsetting and insetting follows principles equivalent to the Gold Standard.

b. Remove peat from all bagged compost by 2022, all in store products such as potted plants by 2023, and as a substrate from growing fresh produce by 2025.

2) Target

a. Agriculture target represented in your scope 3 SBTs (see Climate section).

3) Measurement and Reporting

a. Map your agricultural emissions as part of your scope 3 reporting and target setting – working with farming groups to measure accurate GHGs in supply chains.

b. Map product sourcing from lowland peat land in preparation for action to reduce sourcing in response to Defra's Lowland Agriculture Peat Taskforce (due Summer 2022).

4) Action in your supply chain

a. Encourage certification schemes to adopt GHG accounting within standards, across all sectors.

b. Incorporate farm-level GHG accounting beyond farming groups, initially as a farm-level action, but with a pathway to measuring, monitoring and providing incentive to reduce emissions by 2030.

5) Innovation & Investment

a. Support and invest in resources into innovations in sustainable agriculture, such as methane reducing feed additives, manure management and alternative feed.

6) Advocate

a. For English, Scottish and Welsh farming schemes to include robust environmental standards.

MARINE

UK BASKET OUTCOME

100% of seafood from sustainable sources by 2030:

All seafood sourced should be certified and go beyond by adopting an area-based 'Seascape' Approach.
Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings.

RETAILER PROGRESS MEASURES

% Certified wild-caught & aquaculture material sourced (converted into whole fish/animal weight, tonnes).
% of wild-caught resources adhering to all aspects of WWF's Seascape Approach.
% farmed seafood products with FFDR(FFDRm and FFDRo)<1 and with all feed ingredients certified by ASC Feed standards or equivalent.

UK GLOBAL FOOTPRINT TARGET

100% of marine resources from sustainable sources by 2030.
Aquaculture halves the use of unsustainable fishmeal and fish oil from purpose-caught fish by 2030, avoiding substitution by environmentally damaging replacement.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. All sources covered by relevant certification schemes* (MSC, ASC, BAP, GGAP (for ecological aspects), RFVS (for human rights), RSPCA (for animal welfare) and/or GSSI recognised as appropriate) or by a third party verified equivalent.

b. Commitment from companies to source certified material with no conditions or good progress towards closing conditions.

*The list of appropriate certification schemes will be determined by considering their criteria, ambition, governance and transparency. The most robust and relevant certification schemes should be prioritised.

2) Target

All seafood sourced should be certified or from a third party verified equivalent and be sourced from areas adopting an area-based 'Seascape' Approach.
'Seascape' Approach can be achieved by:

a. All seafood sourced from fisheries that have a fishing mortality at or below F_{MSY}, and a stock with biomass at or above levels that maintain full reproductive capacity.

b. Demonstrate a responsible sourcing approach regarding IUU and human rights abuse within supply chains, setting a date with clear actions for full traceability and transparency and remediating issues where found.

c. Incidental bycatch is below levels which threaten long-term viability and recovery of fish (including sharks), mammal, turtle and bird populations.

d. Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings.

e. Steps taken to achieve net zero with no net detrimental blue carbon impact from seafood sourcing.

3) Measurement and reporting

a. Commit to full supply chain disclosure through a publicly available scheme such as the Ocean Disclosure Project or equivalent to demonstrate progress towards meeting target 2a.

b. Measure progress against PAS 1550, GDST and RFVS recommendations to demonstrate commitment and progress towards meeting target 2b.

c. Require robust monitoring for bycatch and discarding including progress towards 100% observer coverage including Electronic Monitoring with cameras to demonstrate progress towards meeting target 2c.

d. Ensure transparency around fish feed ingredients within the supply chain to demonstrate progress towards meeting target 2d.

e. Include fisheries and aquaculture carbon footprint into scope 3 emissions of the company and measure the relative performance of supply chains to demonstrate progress towards meeting target 2e.

4) Action in your supply chain

a. Healthy stocks:

   i. Only sourcing from fish stocks with biomass at levels that maintain full reproductive capacity (SSB40 for tuna), where fishing mortality is at or below F_{MSY}.

b. Free from IUU and human rights abuses:

   i. Commit to and implement PAS 1550, GDST, RFVS recommendations throughout supply chains[10].
   ii. Sign the EJF transparency charter.
   iii. Source from fully documented fisheries.

c. Bycatch/discard elimination:

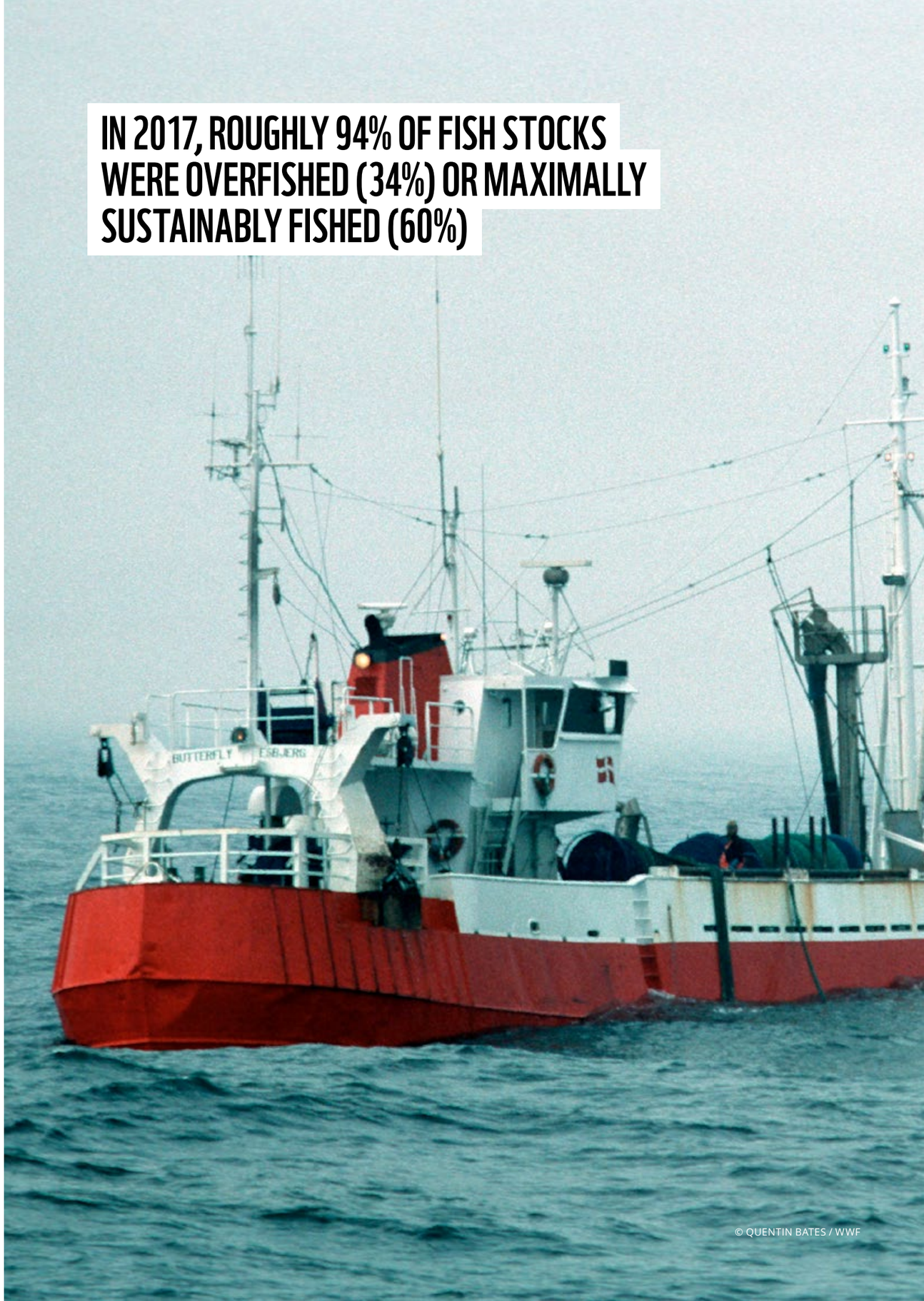
   i. Prioritise sourcing of wild caught fish from fisheries with robust monitoring and selectivity in place. Act on any evidence of bycatch/discarding by implementing mitigation measures and monitor their effectiveness.
   ii. Encourage fisheries to demonstrate responsible management of fishing gear in line with the Global Ghost Gear Initiative (GGGI) to reduce incidences of ghost fishing and recycle redundant gear. Participate financially in initiatives such as GGGI to clear historical gear.

d. Aquaculture feed:

   i. Sourcing policies to ensure FFDR<1.
   ii. All feeds used in farmed fish should be sourced from ASC certified feed mills or equivalent.

10 The GDST and RFVS crossover the PAS 1550 on certain aspects (as detailed in the PAS 1550 implementation guide) but we feel retailers will be progressing considerably towards supply chain free from IUU or HR abuses if recommendations from all three are addressed

IN 2017, ROUGHLY 94% OF FISH STOCKS WERE OVERFISHED (34%) OR MAXIMALLY SUSTAINABLY FISHED (60%)



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e. Marine emissions and restoration of marine ecosystems:

   i. Prioritise sourcing from fisheries and supply chains innovating in carbon efficient fishing (less impactful gear, more fuel efficient, non-fossil fuel engines) and/or able to demonstrate avoidance of significant impacts on blue carbon stocks and associated habitats.

4) Innovation and investment

a. Invest in innovative gears to reduce bycatch and increase selectivity.

b. Invest in sustainable, nutritionally-equivalent alternative feed ingredients and promote their uptake to ensure they can scale.

c. Support measures to halt the loss of priority coastal blue carbon habitats (seagrass, saltmarsh and kelp beds) and support the restoration of at least 15% of lost habitats by 2030.

d. Encourage/invest in innovative low footprint seafood and production methods such as low trophic aquaculture, IMTA and seaweed.

5) Advocate

a. In order to reach a healthy stock, retailers should encourage stakeholders on:

   i. MSC should include SSB40 (or more) as the target for P1 for tuna fisheries.
   ii. Fisheries management agencies should report SSB number.

b. In order to be free from IUU and Human Rights abuses and manage bycatch/discarding:

   i. Fisheries management agencies and government should put effective policies and enforcement in place - traceability, validation of catch, electronic certificates, fully documented fisheries, REM, PSMA etc.

c. In order to meet UK targets on aquaculture feed:

   i. Advocate and collaborate with the industry, stakeholders and government to drive the inclusion of sustainable, nutritionally-equivalent alternative feed ingredients into fish feed.

d. In order to reduce marine emissions and restore marine ecosystems:

   i. Advocate governments develop a climate change strategy for UK fisheries and advocate to international governments where appropriate. This will include UK and global governments prioritising the protection/management and restoration of blue carbon stocks when reviewing/developing management plans for all MPAs and area-based conservation measures. It will also include reviewing fleet emissions and identifying where reductions can be made.

DIETS

UK BASKET OUTCOME

50/50 plant/animal protein sales split (% tonnage).

RETAILER PROGRESS MEASURES

% of protein sales from animal-based[11] and plant-based sources[12] (tonnage).

UK GLOBAL FOOTPRINT TARGET

Reduce the UK's biomass consumption footprint by 50% by 2030. Reduce the consumption of meat and dairy by at least 20% and increase the proportion of plant-based foods in the average diet.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. Publish a corporate ambition on sustainable healthy diets[13] that is aligned with 1.5 degrees and follows the Livewell Principles.

b. Publicly disclose protein sales (animal/plant protein split, tonnage).[14]

2) Targets

a. Set ambitious targets to decrease sales of animal proteins and increase sales of plant proteins to achieve a 50/50 split by 2030.

3) Measurement and reporting

a. Publicly disclose protein sales split (animal/plant) on an annual basis.

b. Publicly disclose discretionary food sales alongside HFSS as a percentage of total sales (tonnage) on an annual basis.[15,16]

4) Marketing and Communication

a. Focus marketing on normalising healthy, sustainable diets, informing, nudging and supporting customers to make choices that are more aligned with the Livewell diet.

b. Inspiration (e.g. recipes and customer communications) and community-level engagement – supported by advice on storage, cooking and portions to reduce food waste.

c. Use 'nudges' to change consumer purchasing behaviours (e.g., placing plant-based alternatives near meat; using priority shelf space; plant-based 'meal boxes').

11 Animal protein sources – beef, lamb, poultry (e.g. chicken), pork, offal and other meats, dairy, eggs, fish, seafood.

12 Plant-based protein sources – Includes vegetables (e.g. legumes, pulses), wholegrains, nuts and seeds, soy-based products (e.g. tofu), meat and dairy alternative products, algal sources such as laver and wakake.

13 Healthy, sustainable diets – diets which are sustainable (carbon, water, land, biodiversity), affordable and in line with national nutritional guidelines and food preferences in the UK.

14 Protein measures – we are looking to align these with Plating Up Progress and the National Food Strategy reporting recommendations.

15 Core food – Nutritious foods from the 5 food groups that form the basis of a healthy diet.

16 Discretionary food – Discretionary foods are those high in added sugars, added salt, saturated fat and alcohol, and include cakes, biscuits, confectionary, pastries, ice-cream, potato chips and other salty snack foods and sugar-sweetened beverages including cordials, soft-drinks, sports drinks and energy drinks. These foods are highly palatable and although they provide a sense of enjoyment and variety, discretionary foods are not nutritionally necessary.

d. Rebalance product pricing so that healthier, more sustainable products become the most affordable options for customers. For example by promoting healthy and sustainable options through price promotions, and reducing or removing price promotions from less healthy, less sustainable options such as intensively-produced and processed meat products.

e. Reduce advertising spend on meat and dairy products.

5) Action in your supply chain

a. Champion the development of clear and transparent food product environmental labelling based on open source and non-proprietary data.

b. Champion the development of whole supply chain[17], holistic environmental impact reporting metrics for food businesses that go beyond carbon, such as the Global Farm Metric.

c. Support cross-sector improvement of meat and dairy sourcing and production conditions.

6) Innovation and investment

a. Facilitate adoption of healthy, sustainable diets at scale.

   i. Fund media and research on healthy, sustainable diets including vegetable-focused initiatives such as Peas Please and Fibre February.

b. Product innovation and reformulation.

   i. Increase the proportion of vegetables and plant-based ingredients in meals.
   ii. Innovate around minimally-processed plant-based recipes and ingredients to increase inclusion of plant proteins with low environmental impact/benefits to nature (e.g. pea protein).
   iii. Increase the proportion of vegetarian and plant-based meals relative to meat-containing meals using Eating Better benchmarking as a guide.

7) Advocate to Government

a. For key policy mechanisms to shift consumption towards sustainable, healthy choices, including changing food prices to reflect their true cost (i.e. health and environmental impacts) and providing financial support to those on low incomes.

b. To legislate for mandatory food environmental labelling and mandatory environmental impact reporting by food businesses.

17 Whole supply chain – a holistic approach to measuring the environmental impact of individual food products that includes the following supply chain stages: production (including inputs), manufacturing & processing, retail & distribution, consumer (including waste).

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FOOD WASTE

UK BASKET OUTCOME

Reducing food loss and waste in all aspects of supply chain by 50% (2015 baseline).

RETAILER PROGRESS MEASURES

% reduction in retail & manufacturing food waste.
% of products adhering to WRAPs best practice labelling guidance.
% reduction in pre-farm gate losses.

UK GLOBAL FOOTPRINT TARGET

Reduce the UK's biomass consumption footprint by 50% by 2030.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. Commitment to Champions 12.3 and Food Waste Reduction Roadmap goals- aligning to the 50% reduction target across own operations, supply chain, on farm and in households - through participation in existing initiatives such as Target Measure Act, 10x20x30 and Consumer Goods Forum.

2) Target

a. Participate in and sign up to Courtauld 2030 and Champions 12.3 - aligning to the 50% reduction target across citizens, operations and suppliers.

b. Set a stretch target to support your growers in reducing pre-farm gate food waste by 50% by 2030.

3) Measurement and reporting

a. Measure and report food waste and surplus occurrences in retail operations, including stage of waste (e.g. storage, out of date) and destination of surplus (e.g. redistribution, animal feed) and waste (e.g.AD, incineration, landfill).

b. Support farmers in your supply chain to measure and report food loss and waste on farms.

4) Action in your supply chain

a. Mobilise colleagues and customers across the UK to significantly reduce food waste in the home, through awareness raising, communication and collective action partnering with Love Food Hate Waste and the annual Food Waste Action Week.

b. Review annually and minimise supply chain practices which may contribute to food waste in the home in-line with WRAP/Defra/ FSA guidance (e.g. lack of smaller pack sizes at fair prices).

c. Work in collaboration with suppliers to measure food surplus and waste, identify causes and ways to reduce this.

d. Review annually and minimise in supply chain practices which may contribute to food waste on farms and implement alternatives (e.g. whole crop purchasing, improved demand forecasting, relaxing cosmetic standards and reviewing the role of brokers in driving food loss volumes).

e. Support suppliers to set up relationships with redistribution organisations to divert unavoidable surplus including of own brand products.

5) Innovation and investment

a. Integrate WRAP KPIs in to production and packaging development protocols to target product issues which may contribute to food waste in the home (e.g. date, storage and freezing advice, shelf-life, availability of appropriate pack sizes / formats).

b. Work with suppliers to find innovative ways to use food surplus and waste.

6) Advocate to government

a. For mandatory food waste measurement and reporting from farm to fork by 2025.

b. For zero food waste to landfill legislation.

c. For funding to prioritise the reduction of food loss and waste over valorisation (e.g. subsidies to prioritise redistribution of surplus over biogas from waste).

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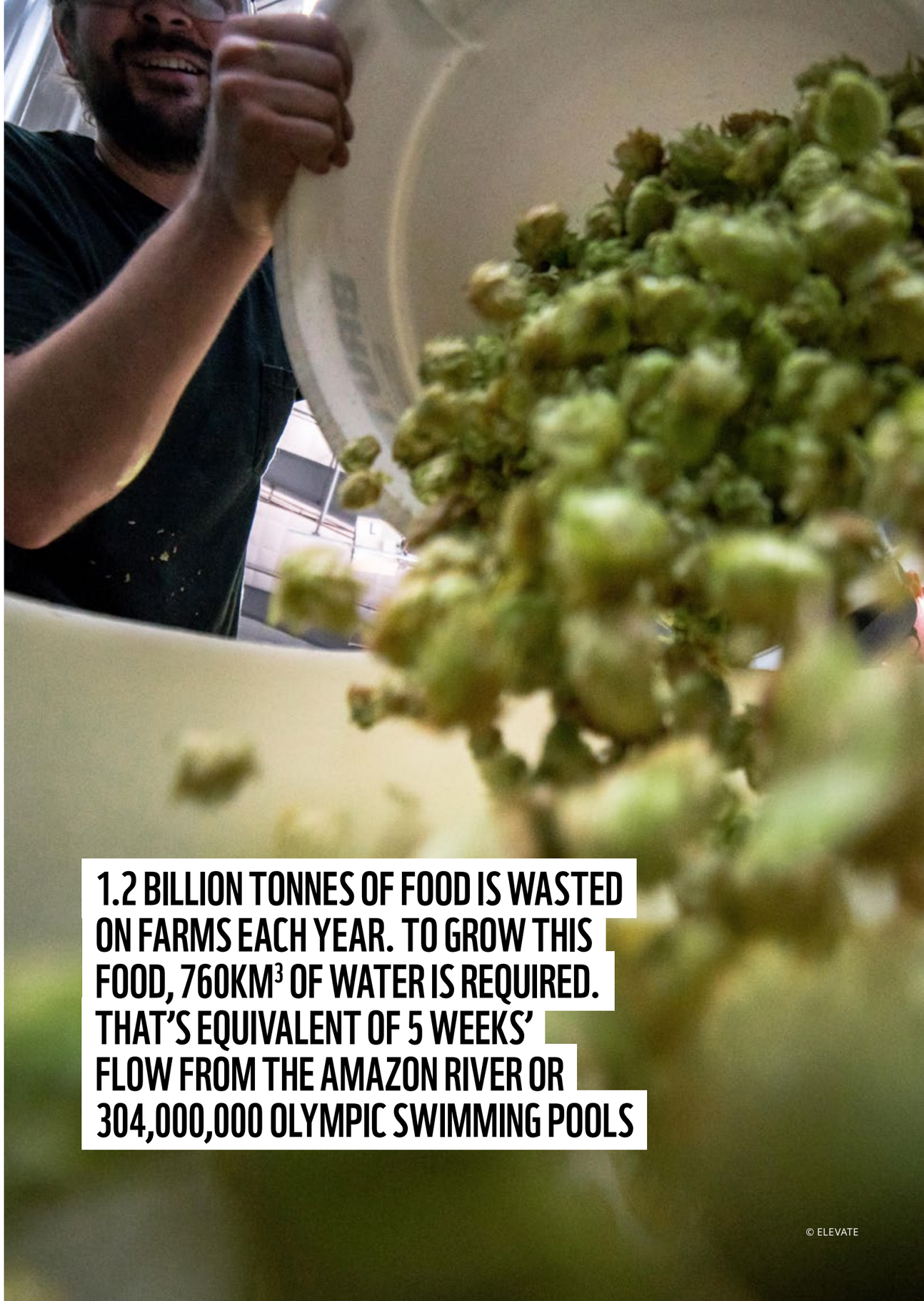

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PACKAGING

UK BASKET OUTCOME

100% recyclable packaging.
40% reduction in material use.
All materials sustainably sourced and use of recycled content maximised.

RETAILER PROGRESS MEASURES

% packaging that is recyclable.[18]
% packaging that is recycled or sustainably sourced.[19]
% reduction in packaging by weight and units.

UK GLOBAL FOOTPRINT TARGETS

Reduce the UK's material footprint by 40% by 2030.
Eliminate 43% of avoidable plastic waste.
Achieve a 75% recycling rate for packaging.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. Ensure all own brand packaging is recyclable.

b. Ensure all branded packaging is recyclable.

2) Target

c. Reduction, reuse, recyclability, responsible sourcing of virgin and recycled materials and responsible end of life management (in line with the waste hierarchy) to be enshrined in a sustainable packaging policy along with a strategy for achieving reduction and recyclability.

d. Set a target of at least 30% recycled content for all plastic packaging and maximise recycled content for other packaging materials (where food safe).

e. Work with IGD target to halve the overall environmental impact of packaging.

3) Measurement and reporting

a. Align industry around a common reporting methodology to improve supply chain transparency, enable a better understanding of the UK's packaging materials footprint and its associated impacts.

b. Upgrade existing business systems to enable greater data transparency and reporting.

18 Recyclable based on UK infrastructure – carries the OPRL Recycle logo.
19 Packaging sourcing definition – packaging materials to be responsibly sourced where independently verified standards are available. Currently for FSC / FSC Recycled for paper and ASI for aluminium. Work towards establishing standards where they don't currently exist.

4) Action in your supply chain

a. Ensure there are robust specifications in place for materials used and if specification is not yet in place, conduct supplier reporting to determine material supply chains including the current level of recycled content in packaging.

5) Innovation & Investment

a. Work through the IGD, Innovate UK and WRAP's Plastics Pact in collaboration with supply chain stakeholders and share best practice and innovation.

b. Reuse & Refill - Develop a comprehensive reuse and refill strategy designed to reduce the overall volume (by unit) and weight of single-use packaging sold.

6)Advocate to government

a. For ambitious packaging waste policies including consistent recycling collections, a harmonised, all-in UK-wide deposit return scheme and extended producer responsibility.

b. Advocate for government to introduce an ambitious suite of policy measures which will facilitate greater adoption of reusable packaging systems by businesses, including incentives within the modulated fee structure for extended producer responsibility.

c. Advocate for a reduction in export of unprocessed, poor quality waste material.

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WWF BASKET FAQS

HOW DOES THIS LINK TO THE WWF UK FOOTPRINT REPORT?

- The outcomes and measurements in the Basket are retail specific and demonstrate the areas where food retail can support the reduction of the UK Footprint as a whole to stay within safe planetary boundaries. You can find the UK Footprint report here. https://www.wwf.org.uk/what-we-do/uk-global-footprint

- The UK Global Footprint report sets an ambition for a 75% reduction in consumption and production footprint across the whole UK economy. The Basket aims for a 50% reduction in impact as relates to the retail sector; we recognise that retail is part of the picture, but action will be needed from citizens, government and the wider food industry, and from other sectors, to ensure that the 75% reduction is met. For example, the required reductions in consumer food waste are not included in this.

IS THIS ABOUT A BASKET OF PRODUCTS OR OVERALL PERFORMANCE?

- The Basket is UK focused looking at food and the actions which need to be taken to halt the nature and climate crisis. We acknowledge there are other scorecards and lists which deal with areas such as human rights, or health which are beyond the scope of this work.

- The areas of action within the WWF Basket can be ‘thematic’ or ‘ingredient’ specific. Thematic actions cover the whole of a retailer’s footprint – for example food waste, packaging or climate. The ‘ingredient’ specific actions refer to high impact commodities which have a disproportionate environmental impact, for example soy or peat.

HOW LONG WILL THE BLUEPRINT ACTIONS BE RELEVANT FOR?

- WWF anticipates that we will review the Blueprint for action every 2-3 years to ensure that it is still relevant and driving the transformational change we need to see for climate and nature. This will be used as the basis for WWF’s engagement with the UK retail sector.

WHAT WILL THE BASELINE YEAR BE?

- Unless specified, baseline year will be proposed as 2018 – we will use industry averages where available.

WILL THIS ADD UP TO HALVING?

- To transform the food system we know we need to both reduce our impact and shift to regenerative agriculture and marine sourcing. Therefore, some of the metrics are about reducing impact, while others are about shifting the production and consumption of food to a regenerative approach.

WHERE ARE THE WEIGHTINGS?

- The areas of the WWF Basket will be weighted equally and each area sub-divided according to the number of measures within them. For further technical details please email the contact details below.

DOES THE BASKET ENCOMPASS BRANDED AND OWN BRAND PRODUCTS?

- The 2030 target does include branded and own brand products. However, WWF recognises there will be a phasing for each topic to bring in the reporting and action of branded products. WWF will work with brands and manufacturers on data to support this.

To find out more about how your business can get involved with the WWF Basket, please email business@wwf.org.uk

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