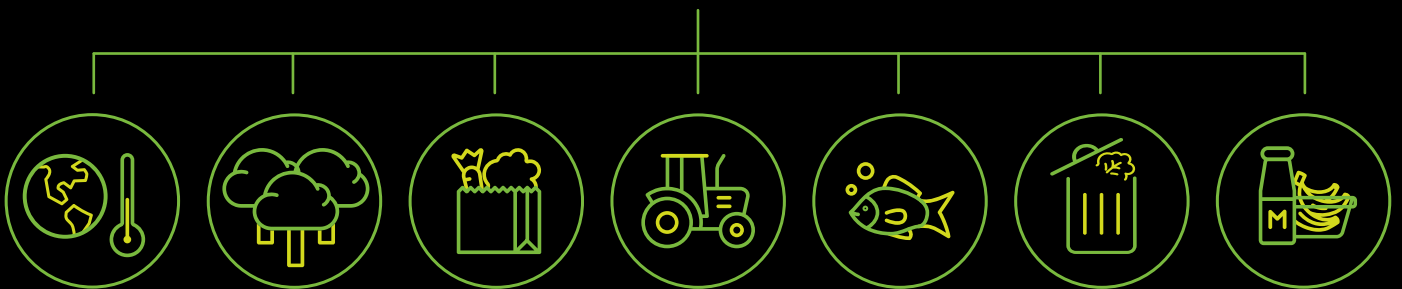


WWF BASKET: OUTCOMES & MEASURES










MEASURES TO HALVE
THE ENVIRONMENTAL IMPACT
OF UK BASKETS BY 2030



FOR
YOUR
WORLD

OUTCOMES & MEASURES TO 2030

AREA	UK BASKET OUTCOME	RETAILER PROGRESS MEASURES
 CLIMATE	Achieved GHG reduction across all scopes in line with 1.5-degree SBT	% reduction of GHG emissions across scope 1 & 2 activities
		% reduction of GHG emissions across all scope 3 activities
 DEFORESTATION & CONVERSION	100% deforestation and conversion-free agricultural commodity supply chains by 2025, with a cut-off date of 2020 at the latest Require first importers to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest	% of 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
 DIETS	50/50 plant/animal protein sales split	% of protein sales from animal-based and plant-based sources
 AGRICULTURE	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 from areas with sustainable water management Agricultural emissions lowered inline with 1.5 - degree SBT	% of produce & grains sourcing in a robust environmental scheme
		% meat, dairy and eggs sourced to 'Better' standards
		% of sourcing from regions with sustainable water management
		% of protein, produce & grain farms monitoring GHG footprint
		% reduction in sourcing from lowland peat
% reduction in agricultural GHGs		
 MARINE	100% of seafood from sustainable sources Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings	% Certified wild-caught & aquaculture material sourced
		% of wild-caught resources adhering to all aspects of the Seascope Approach, as outlined in the Blueprint for Action
		% farmed seafood products with FFDR (FFDRm and FFDRo)<1 and with all feed ingredients certified by ASC Feed standards or equivalent
 FOOD WASTE	Reducing food loss and waste in all aspects of the supply chain by 50%	% reduction in retail & manufacturing food waste
		% of products adhering to WRAP's best practice labelling guidance
		% reduction in pre-farm gate losses
 PACKAGING	100% recyclable packaging 40% reduction in material use All materials sustainably sourced and use of recycled content maximised	% packaging that is recyclable
		% reduction in packaging by weight and units
		% packaging that is recycled content or sustainably sourced

TO FIND OUT MORE ABOUT HOW YOUR BUSINESS CAN GET INVOLVED WITH THE WWF BASKET, PLEASE EMAIL BUSINESS@WWF.ORG.UK