



WHAT'S IN STORE FOR THE PLANET: THE IMPACT OF UK SHOPPING BASKETS ON CLIMATE & NATURE - 2023

NOVEMBER 2023

Acknowledgements:

We would like to acknowledge the following individuals and organisations whose contributions made this report possible:

Eunomia Research & Consulting, who worked with WWF-UK on the data collection, analysis, and content.

Colleagues at WRAP for their support.

Freshfields Bruckhaus Deringer for pro bono competition law advice.

WWF-UK: Emma-Jane Boulter, Nicola Brennan, Paula Chin, Clarus Chu, Angela Francis, Lilly Da Gama, Lisa-Marie Huggins, Susan Hull, Lucinda Kay, Melanie Laithwaite, Conor Linstead, Paul Marsh, Ellie Marshall, Eilidh Milligan, Kate Norgrove, Toni Pearce, Ben Stafford, Tom Stuart, Alec Taylor, Florence Zealey.

We want to thank the UK retailers who have submitted data to WWF-UK to enable this report to happen – we are immensely grateful for your ongoing support:

Signatories to WWF's Retailers' Commitment for Nature (reflected as of June 2023 when data was submitted): Co-op, Lidl GB, M&S, Sainsbury's, Tesco, Waitrose.

Other UK retailers: Aldi, Asda, Morrisons and Ocado Retail Limited.

Food industry colleagues who provided critical reviews and helpful suggestions for this piece of work.

The views expressed within this report are those of WWF-UK. We recognise that providing feedback on or contributing to this report does not mean that other organisations adopt these same views.

Published in November 2023 by WWF-UK. Any reproduction in full or in part of this publication must mention the title and credit WWF-UK as the copyright owner.

© 2023 WWF-UK. All rights reserved.

Design and infographics: Earthstorm

Copyediting: Evan Jeffries at Swim2Birds

FOREWORD

From wildfires to floods, the impacts of climate change, accelerated by the destruction of precious habitats, are threatening the production and supply of the food we eat. Yet the food system, which relies on a stable climate and a healthy planet, is putting its own future at risk. It is responsible for around a third of global greenhouse gas emissions and remains the biggest driver of the loss of nature.

Against this backdrop, the need to build a resilient, sustainable food system that provides access to affordable and nutritious food for all has never been greater. The combination of climate-driven weather events, supply chain challenges and conflicts, with resulting pressures on food price inflation and cost-of living, has meant that the food industry has rarely had a more challenging 12 months.

This report, *What's in Store for the Planet 2023*, offers an overview of how the UK food retail sector is addressing its environmental impacts, updating the equivalent report from 2022. We're pleased that engagement has increased this year, with 10 of the 11 major UK food retailers sharing data, representing 90% of the UK grocery market.

This year's report shows that, although good work has been done and we can see green shoots in some areas, food retail still has a very long way to go if it is to spearhead the change that's needed, both within supply chains and across the wider food system. In most areas, progress is broadly similar to last year, and in some cases has got worse. Currently, the lack of meaningful traceability is also a major barrier to effective reporting and action. WWF is dedicated to working with the sector to drive forward progress, through collaboration on rapid and impactful action.

While food retailers can and should be leading the way, both as individual businesses and through collective action and advocacy, businesses alone will not deliver the required transformation. UK governments also have a crucial role by bringing in strong policy and regulatory incentives which level the playing field and drive the shift to sustainable production and consumption, from farm to fork.

One clear example of this is that the UK is importing products that have been grown due to large scale deforestation and conversion of millions of hectares of forests and wild grassland to grow palm oil and soya beans. Here government action will mean the difference between success and failure in meeting climate and nature targets and delivering verified deforestation and conversion-free (vDCF) soy by 2025. We need UK government's commitment now, leveraging due diligence powers set out in the Environment Act over two years ago. There is no justification for delay, with businesses across the sector crying out for ambitious regulatory action to require commodity traders to supply verified DCF soy and other forest-risk commodities into UK markets.

As signatories to WWF's Retailers' Commitment for Nature, six UK food retailers – Co-op, Lidl, M&S, Sainsbury's, Tesco and Waitrose – have agreed to work with WWF beyond the WWF Basket towards our ambition to halve the environmental impact of UK shopping baskets by 2030. They're committed to working with us, and with each other, to address shared challenges and to scale solutions. Now it's time to turn that commitment into action. There is much work to be done.

Tanya Steele
Chief Executive, WWF

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
KEY TAKEAWAYS FROM 2023'S REPORT	8
PROGRESS ON UNDERLYING DATA FOR THE REPORT	9
EVOLVING THE WWF BASKET	9
WWF'S RETAILERS' COMMITMENT FOR NATURE	10
WWF'S RETAILERS' COMMITMENT FOR NATURE - THE POWER OF COLLECTIVE ACTION	11
WWF'S RETAILERS' COMMITMENT FOR NATURE COLLECTIVE ACTION IN 2022-3.....	11
WWF BASKET METHOD: AREAS, MEASURES & OUTCOMES	13
WHAT DO THE RESULTS SHOW?	15
CLIMATE.....	16
DEFORESTATION & CONVERSION	22
DIETS	28
AGRICULTURE	34
MARINE.....	41
FOOD WASTE	46
PACKAGING.....	51
UNDERSTANDING THE DATA	56
CHANGES TO METHODOLOGY.....	57
CLIMATE.....	58
DEFORESTATION & CONVERSION	59
DIETS	60
AGRICULTURE	61
MARINE.....	63
FOOD WASTE	64
PACKAGING.....	66
GLOSSARY, ACRONYMS & REFERENCES	67
GLOSSARY	67
LIST OF ACRONYMS	71
REFERENCES	73



© TARA CLARK/UNSPLASH

EXECUTIVE SUMMARY

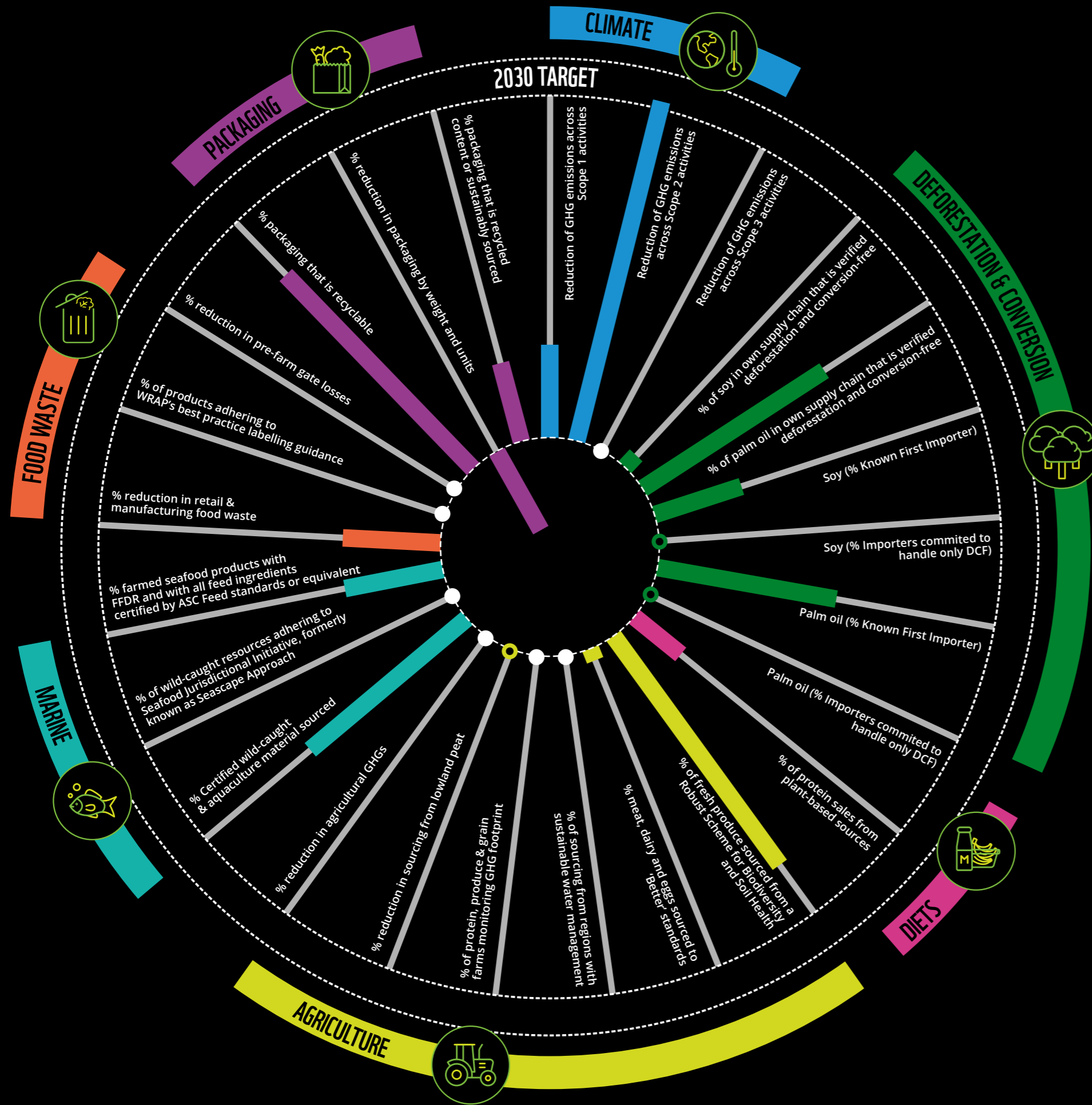
What's in Store for the Planet 2023 provides an overview of progress towards meeting WWF's target of halving the environmental impact of UK shopping baskets by 2030. With ASDA reporting for the first time this year, 10 out of 11 major UK food retailers representing over 90% of the UK grocery market have reported against a number of WWF Basket metrics. The report aims to be an indicator for the wider food industry of the actions required to shift to a more sustainable food system, helping to meet vital climate, nature and nutrition goals.

The WWF Basket covers seven areas for action: climate, deforestation and conversion, agriculture, marine, diets, food waste, and packaging. This report sets out the average reported outcome against metrics within each of these themes, alongside the upper and lower limits achieved by retailers against several metrics. The variations in data offer an insight into the range of performance across the sector. As none of

the reporting retailers provided data for every metric, there remains some distance to go to achieve full data coverage.

Overall, while some progress has been made over the last 12 months, retailers still need to go further and faster, and we remain a long way from meeting our 2030 goal. Urgent improvement is needed in data provision to guide accelerated action to support progress against all WWF Basket outcomes.

While major retailers bear a key responsibility, achieving many of the WWF Basket outcomes and measures is not down to them alone. Success will require action across the supply chain, from farmers and buyers to manufacturers and food service providers, in addition to smaller food retailers and financial institutions. There is also a vital role for policymakers to set the regulations, standards and policy that drives a sustainable food system transition.






PROGRESS TO DATE TOWARDS 2030 TARGET

● Indicates where there has been either insufficient data or incomparable data to report on a given objective, or where a definition needs to be in place for retailers to report.

○ Indicates a score of zero.

Aggregate figures represent data from reporting retailers only; the number of retailers reporting against each metric is disclosed in relevant section of the main report.

KEY TAKEAWAYS FROM 2023'S REPORT

BASKET AREA	HEADLINE MESSAGES
 <p>CLIMATE</p>	<p>Most retailers reported reductions in scope 1 and 2 greenhouse gas (GHG) emissions in line with their climate targets.</p> <p>Scope 3 emissions account for at least 94% of total reported emissions across all retailers, and there is no indication yet that these are reducing across the sector. These are currently calculated using average emissions data and retailers need to rapidly switch to using data specific to their supply chains.</p>
 <p>DEFORESTATION & CONVERSION</p>	<p>Retailers continue to make good progress within palm oil supply chains but much more work is needed on soy supply chains from across the industry, including UK Government.</p> <p>There is yet to be a solution identified to reducing deforestation and conversion associated with a significant portion of retailers' meat, dairy, egg and fish products. While retailer action is needed, there remains no UK importer of soy or palm with a commitment to handle only DCF materials, and urgent action from UK Government is needed to support transparency and traceability.</p>
 <p>AGRICULTURE</p>	<p>Data remains lacking on sustainable water management. However, in May 2023, signatories to WWF's Retailers' Commitment for Nature agreed to a series of leadership actions and additional funding contributions intended to drive progress towards the milestones set out in the Courtauld Water Roadmap, and to catalyse other organisations across the food and drink sector to also act, fund and support delivery of the Roadmap.</p> <p>Several retailers have been able to disclose data on the robust schemes for biodiversity and soil health metric for own-label fresh produce and grains grown in the UK, which is an encouraging step, but no information on branded products was provided.</p> <p>There is no indication yet that emissions from agriculture are reducing or that sourcing from lowland peat areas has improved. Data in both areas is deficient, with improvements expected in upcoming years.</p>



© ANDRE DIB / WWF-BRAZIL

PROGRESS ON UNDERLYING DATA FOR THE REPORT

Data coverage has broadly improved since last year, due both to increased retailer engagement with suppliers and the improvement of retailers' own monitoring and reporting. Retailers have also responded to incoming or new reporting frameworks for climate and nature, including both Taskforces for Climate and Nature related Financial Disclosures (TCFD and TNFD), the Science Based Targets Initiative (SBTi), and Science Based Targets for Nature (SBTN).

Climate-related data reporting continues to be the most complete across retailers, a direct reflection of the robustness brought to this process by the SBTi initiative, although scope 3 reporting is still largely based on secondary datasets and is not yet comparable across the sector. However, data quality for marine, agriculture, food waste (especially for pre-farm gate), and deforestation & conversion needs further work to improve coverage within retailer operations and across the sector as a whole. For some measures, the methodology for measuring performance has evolved since last year, as have the number of retailers reporting data, which means it is not always possible to directly compare year-on-year outcomes or provide an aggregate figure for some metrics.

Overall, many of the challenges facing retailers in reporting accurately into the WWF Basket stem from the lack of transparency across complex supply chains that dominate our globalised food system. Retailers may be the keystone in the bridge between producer and consumer, but the reality is that these issues cannot necessarily be resolved by retailers alone; for many products a host of other actors sit between farm and fork, and often retailers simply do not have a direct relationship with primary producers. To inform action to drive progress, retailers need to gain a much more granular insight into their supply chains, both across their own-brand ranges and more widely across their branded product offering. UK food retailers should therefore continue to prioritise action to map supply chains effectively as a key step in driving down their environmental impacts, as seen with the BRC Mondra coalition.

RETAILER	% QUESTIONS ANSWERED
M&S*	54.43%
Lidl*	41.10%
Waitrose*	41.10%
Co-op*	37.03%
Tesco*	34.38%
Sainsbury's*	32.55%
Aldi	31.43%
Ocado Retail	25.64%
Morrisons	15.26%
Asda	5.49%

* WWF's Retailers' Commitment for Nature signatory retailers at the time of data collection.

EVOLVING THE WWF BASKET

WWF is committed to working with retailers to improve the coverage, quality and amount of data for the WWF Basket year on year, and to working with actors across the food supply chain to drive action. For example, we're working directly with WRAP to align on best practice in reporting on water stewardship across retail supply chains, in the UK and internationally. Our role is to evaluate performance, and measure the distance still remaining against each metric, based both on data submitted and examples of progress which aren't directly measured by the WWF Basket metrics.

The WWF Basket will continue to evolve year on year, creating synergies with a wide range of related schemes from SBTi and SBTN to the Courtauld 2030 commitments and Manufacture 2030, recognising that this is the best route to drive action at pace and scale. In 2024, WWF will consult with a wide range of stakeholders to refine the existing WWF Basket metrics in line with these initiatives, and to ensure that it continues to be a force for positive change.

We also recognise that the food industry is operating in a particularly challenging environment, and that achieving the WWF Basket goals will require action from more than just signatory retailers of WWF's Retailers' Commitment for Nature. This includes business actors across the supply chain, including farmers, buyers, manufacturers, food service, financial institutions, and retailers who do not currently contribute to the reporting. There's also a vital role for policymakers to set the regulations, standards, investment and policies to derisk and drive the transition of the food system as a whole. We'll endeavour to engage these groups in our work as we move forward, complementing the efforts of the retailers.

WWF'S RETAILERS' COMMITMENT FOR NATURE



© REBECCA CAMPBELL/UNSPLASH

WWF'S RETAILERS' COMMITMENT FOR NATURE – THE POWER OF COLLECTIVE ACTION

Since November 2021, WWF has been working closely with a key group of retailers as part of WWF's Retailers' Commitment for Nature – signatories to which have made a specific, public commitment to work with us towards halving the environmental impact of UK shopping baskets by 2030. These include Co-op, M&S, Sainsbury's, Tesco and Waitrose – and, since March 2023, Lidl GB. At the time of publication, we're delighted to welcome Aldi to this group too. With both new 2023 joiners, the group now represents over 70% of the UK grocery market.

AS PART OF WWF'S RETAILERS' COMMITMENT FOR NATURE, EACH OF THESE RETAILERS HAS ALSO COMMITTED TO:

- Take action for nature on the seven areas of the WWF Basket, both independently and in collaboration with WWF, sharing data annually for WWF-UK to track progress against the WWF Basket metrics.
- Publicly commit to 1.5°C climate targets across all scopes of their emissions.
- Work with WWF at a CEO and a senior sustainability level to develop shared action, and advocate for others to act too

Of the WWF Basket metrics where data is comparable, the signatories to WWF's Retailers' Commitment for Nature at the time of data collection (June 2023) performed above the retailer average in the majority of measures, including reduction of GHG emissions across scopes 1 & 2 and verified DCF soy and palm oil. These were only margin increases, but we saw consistently better performance.

Alongside WWF, the signatory retailers are focused on working together to lead industry-wide action to overcome shared challenges, championing best practices and agreeing shared approaches to action and advocacy to secure a supportive policy framework. The power of the group to call for and deliver collective action has never been more important.

WWF'S RETAILERS' COMMITMENT FOR NATURE COLLECTIVE ACTION IN 2022-3

This year's key outputs from signatories to WWF's Retailers' Commitment for Nature are set out below.

1 CLIMATE ACTION

To deliver on aspects of the Scope 3 climate target of the WWF Basket, WWF, signatories to WWF's Retailers' Commitment for Nature and WRAP created a new set of work focused on Climate Action, released in November 2022. Since then, WRAP has delivered aspects of the work through the Retailer Net Zero Collaborative Action Programme (CAP), aiming to standardise the measurement and reporting of GHG emissions from food and drink, and drive action to cut sector emissions.

One of the core challenges with Scope 3 GHG accounting within the food and drink sector is the use and adjustment of emission factors used for measurement. There is currently no clear guidance for how companies should use supplier data on changing practices that will clearly alter the GHG emissions associated with food products. Without this, even if companies make improvements, changes will not be visible within Scope 3 footprints – which removes a key incentive to reduce the GHG impacts of production. As a result of this collaborative action, WRAP has now published [a set of protocols](#) for consistent data reporting (October 2023).

2 WATER LEADERSHIP ACTION

The Agriculture pillar of the WWF Basket includes the outcome that by 2030, 50% of fresh food will be from areas with sustainable water management. WWF has worked closely with WRAP to align this outcome to the Courtauld 2030 Water Roadmap, an essential mechanism for delivering our shared goals, which sets out the key pathways for protecting water for food, nature and local communities.

In May 2023, working with WWF and WRAP, the signatory retailers agreed a revised set of leadership actions and further foundational funding, to drive faster progress towards the milestones set out in the Courtauld 2030 Water Roadmap, and to catalyse other organisations across the food and drink sector to act, fund and support its delivery.

THE LEADERSHIP ACTIONS FOCUS ON:

- Advocacy on water governance and improved policy and implementation.
- Identifying water risks in supply chains and the priority catchments for action by mapping producers, applying water risk tools, and reporting against targets.
- Supporting collective action projects in priority sourcing areas that enable significant scale-up of good practice interventions on the ground. Existing projects in the UK, Spain, South Africa and Kenya will be consolidated, with further projects to be added in priority locations.
- Provide and strengthen consistent guidance and standards for supply chains that incorporate the best practices needed to deliver positive environmental outcomes.

ADVOCACY

Beyond these major areas of action, over the past two years WWF's Retailers' Commitment for Nature group has collaborated on public and private advocacy to influence action in governments and beyond. One example has been the part that the group played in December 2022, along with over 50 other organisations, to protect and enhance the delivery of Environmental Land Management Schemes in England, the main means of providing government financial support for farmers to work towards environmental and climate outcomes while producing nutritious food. These schemes are vital to de-risk and underpin wider supply chain actions to deliver the WWF Basket and support a just agricultural transition that provides more value to farmers seeking to change. Eliminating deforestation from UK supply chains has also been a priority on our joint advocacy agenda since the launch in 2021.

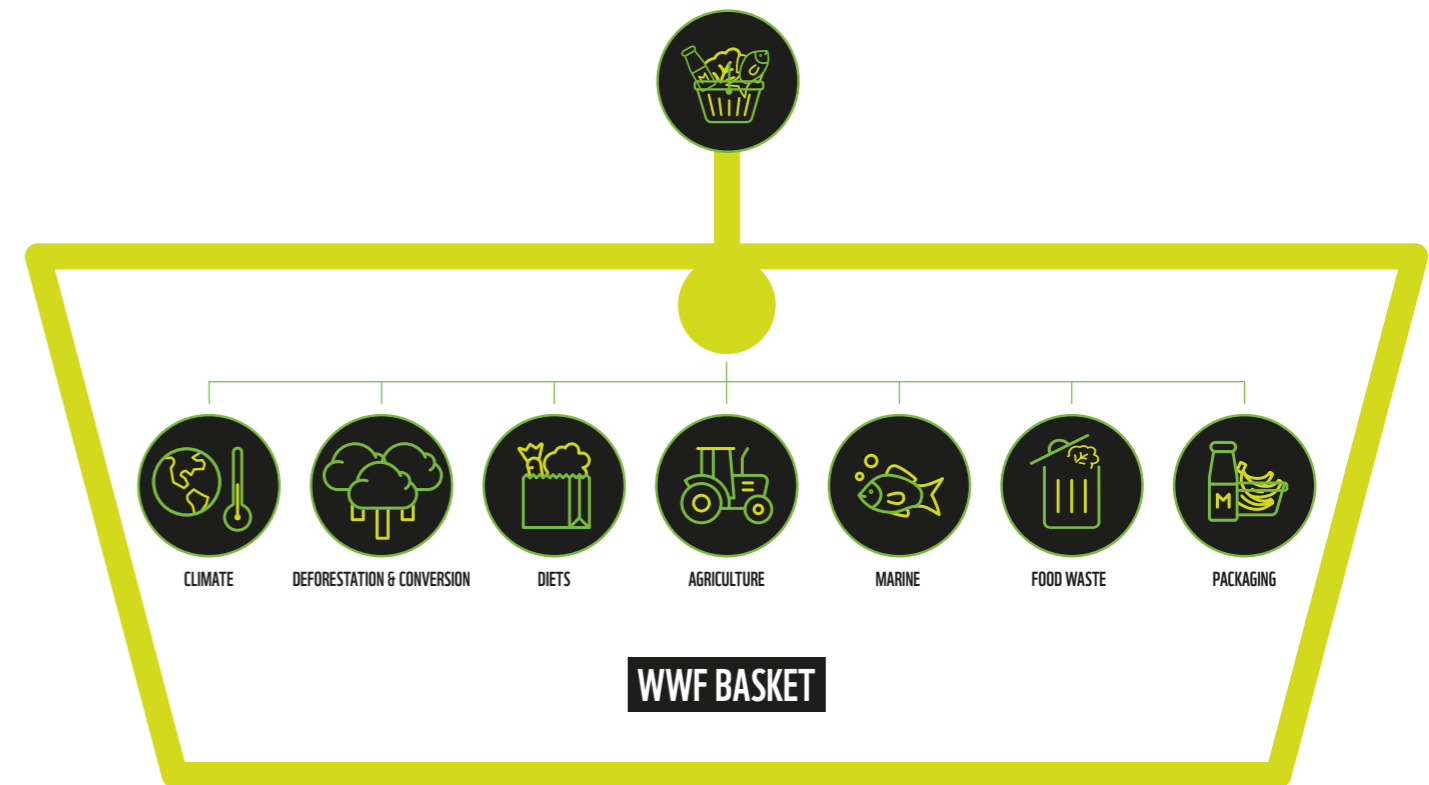


© NATUREPL.COM/MATTHEW MARAN/WWF

WWF BASKET METHOD: AREAS, MEASURES & OUTCOMES

Within each area of the WWF Basket, there are several higher-level 'outcomes' that need to be achieved by 2030 to halve the environmental impact of UK shopping baskets. Each outcome contains specific retailer 'Progress Measures' for tracking performance and progress, both in terms of actions taken and impacts achieved.

For each area, headline progress is shown in graphs in the sections that follow. These graphs show the target for each measure and the average performance of the retailers that submitted data, indicating the distance to go to meet each 2030 target. The range in data reported by retailers is also shown. The horizontal target line indicates how far there is to go to reach the targets, based on analysis of data reported by retailers to date.

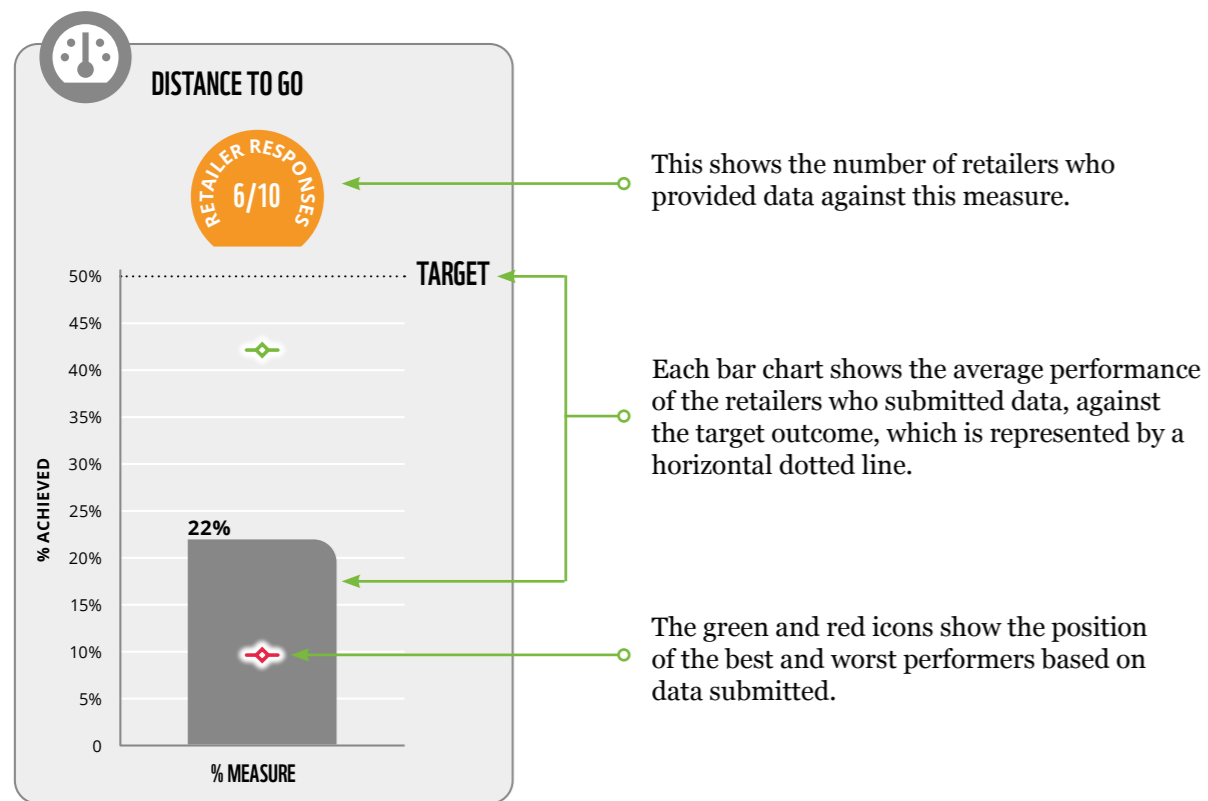


Most progress measures are framed in absolute terms, with a clear target performance level and timeframe. In these cases, the distance to go to achieve the target is more obvious. By contrast, other progress measures are framed as percentage reductions, and calculating the distance to go in these cases requires a baseline to measure against.

The baseline year in these cases varies by WWF Basket area and depends both on data availability and pre-existing industry commitments. Some baselines have been set on the basis of minimal data reported in the 2022 report. It is therefore possible that data will appear to 'go backwards' as we gain a fuller insight across the sector; we see this as an important step forward, even if the data itself may present a discouraging picture. For measures where we have percentage targets and information rather than absolute data (e.g., tonnages or emissions), we have used market share data to account for the varying sizes (and therefore performance impact) of different retailers.

We have also made some changes in methodology for 2023. For example, retailers were asked to disclose Scope 2 emissions using both location-based and market-based approaches, with the former used to calculate progress. For Food Loss and Waste, where data is a particular issue, retailers were asked for qualitative information or information was taken from WRAP's Courtauld progress report. A full description of these changes can be found in the 'Understanding the Data' section.

HOW TO READ OUR GRAPHS



WHAT DO THE RESULTS SHOW?





CLIMATE

© SHAWNANGGG/UNSPLASH

WHY WE FOCUS ON CLIMATE

The food system accounts for roughly 30% of global GHG emissions and has a huge role to play in efforts to keep global temperature rise to no more than 1.5°C above pre-industrial temperatures and avoiding the worst impacts of climate change. Many retailers have set ambitious targets to achieve net zero by 2050 or earlier, and this will require significant emissions cuts across their value chains by 2030. At the same time there are ongoing developments in UK policy and regulation, with the UK Government announcing at COP26 that listed companies will be required to publish net zero transition plans, and financiers placing pressure on businesses they invest in to deliver on climate commitments. From the Climate Action in November 2022, WWF and WRAP are working with retailers, in compliance with competition law, to set supply chain SBTs, support suppliers to decarbonise, and identify and agree key steps to reduce GHG emissions across supply chains.

WHAT IS THE TARGET?

2030 OUTCOME	RETAILER PROGRESS MEASURE
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.

For the purposes of GHG monitoring, emissions are split up into scopes. The GHG Protocol definitions for the three scopes are specified belowⁱ:

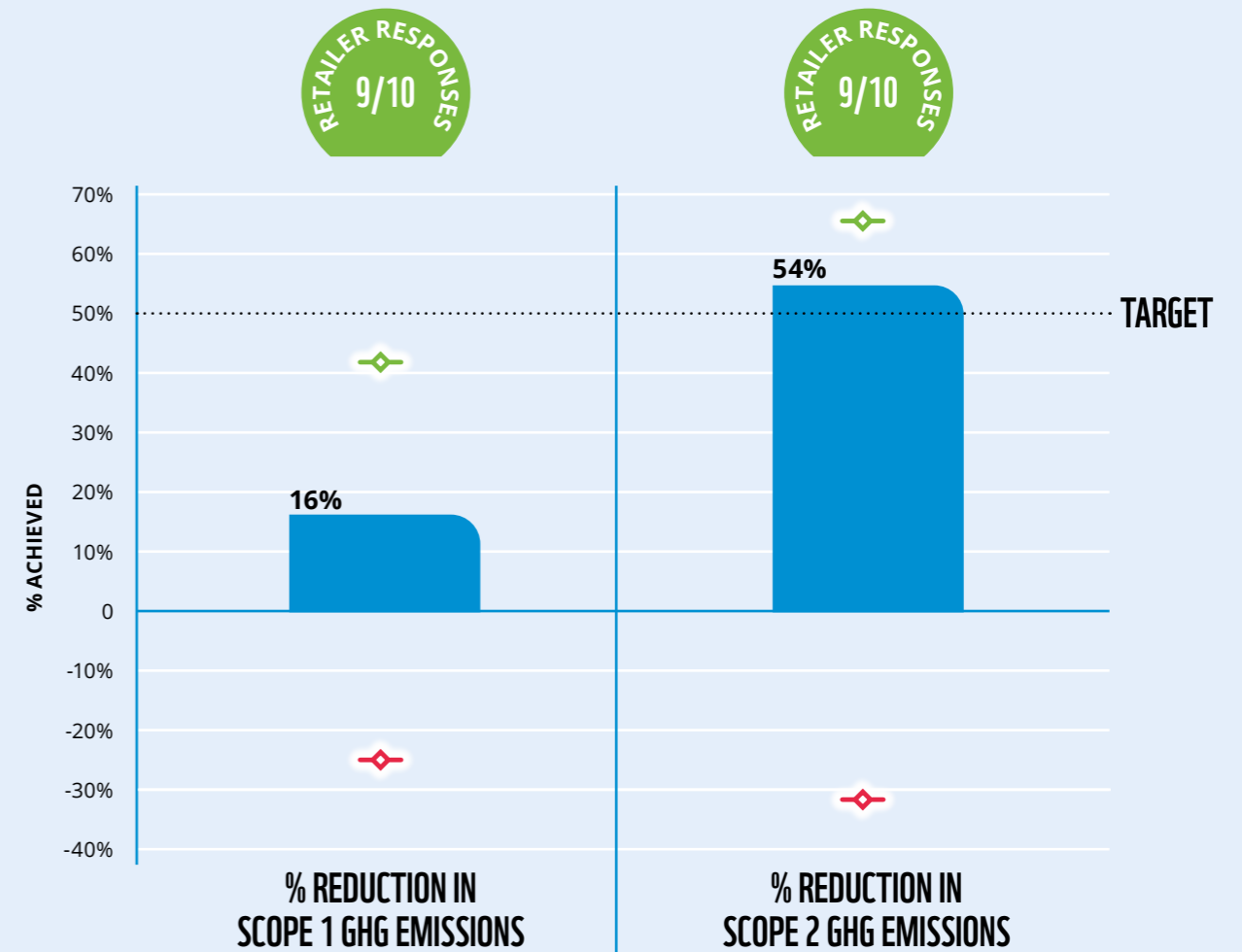
- **Scope 1** emissions are direct emissions from owned or controlled sources (e.g., gas boilers, vehicles, and refrigeration).
- **Scope 2** emissions are indirect emissions from the generation of purchased energy.
- **Scope 3** emissions are all indirect emissions (not included in Scope 2) that occur in the value chain of the reporting company. This includes emissions that are both upstream (e.g., from the transport of food from producers to retailers) and downstream (e.g., emissions from food that is wasted by consumers) of the retailer.

In 2022, the SBTi published additional guidance on target setting, specifically for companies in land-intensive sectors, to account accurately for land-based emissions and removals. This is needed as the agricultural sector has a different mitigation pathway to net zero in comparison to the industrial sector and, as such, needs separate targets. Under the SBTi's Forest, Land and Agriculture (FLAG) guidance, retailers must set separate targets for all emissions associated with the products they sell, up to the farm gate (i.e. excluding emissions associated with manufacturing, processing and logistics) and will need to better understand land-use change, land management, and removals within their supply chains. This means that emissions must be broken down between FLAG and non-FLAG – but this year, as most retailers have not yet been able to apply this distinction, the reporting is aligned to overall Scope 1, 2 and 3 emissions.

DISTANCE TO GO



DISTANCE TO GO: REDUCTION OF GHG EMISSIONS



Best performer Worst performer

Retailer responses: 1-3 4-7 8-10

% REDUCTION IN SCOPE 3 GHG EMISSIONS.

While six retailers reported data for scope 3, due to the range of baselines used and sales fluctuations between reporting retailers, it was not sufficiently comparable to present a meaningful average figure. WWF is undertaking work over the coming year to develop reporting for scope 3 such that a figure can be presented in next year's reporting.



SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- Of the 10 reporting retailers, eight have reduced their Scope 1 emissions, with a reported average reduction of 16% from individual baseline years. Two retailers have recorded reductions of over a quarter against their near-term Scope 1 target, with one achieving a 42% reduction compared to its baseline.
- With the exception of one retailer who saw a modest increase, significant progress has been made in reducing Scope 2 emissions, resulting in an average reduction of 54% from individual baseline years. This figure relates to location-based emissions and reflects the average emissions intensity of the national grid – and, as such, does not account for electricity procured via renewable electricity tariffs. Retailers have taken steps to reduce consumption of electricity, and to generate renewable electricity onsite.
- Scope 3 reporting across the retail sector is improving, and this is critical for measuring progress. All 10 retailers are either in the process of setting SBTs for Scope 3 emissions or have set these targets already; all bar one are consistent with limiting global warming to 1.5°C. Retailers are increasingly moving away from calculations based on procurement spend and instead are adopting a life cycle inventory (LCI) approach, where emissions are calculated from the volumes sold rather than the amount spent. This provides a more accurate estimation of their upstream emissions that is less vulnerable to distorting impacts from price fluctuations.



CHALLENGES

- Despite some good progress in the last year, accelerated action is needed from retailers to meet their climate-related commitments, which require average annual reductions of at least 4.2% for non-FLAG emissions and 3.0% for FLAG emissions to align with 1.5°C; the data submitted for 2022/2023 does not indicate these targets are being met.
- No retailers have yet achieved their near-term targets for Scope 1 and 2 emissions, despite progress, and only a minority are on track to do so. Two retailers have in fact seen increases in Scope 1 emissions since their baseline years. Progress on Scope 2 emissions has been stronger, but electricity demand is expected to increase as retailers continue to electrify store heating systems and vehicle fleets.
- Tackling Scope 3 emissions remains the single greatest challenge within the WWF Basket climate outcomes, since they account for at least 94% of every retailer's entire footprint. Of the six retailers who have provided data across multiple years, half have seen increases in emissions while the remaining three have reported small reductions, however the data has neither the coverage nor the comparability, to report an overall figure. Given that targets to reduce Scope 3 emissions range between 30-42% by 2030, action must however, be accelerated.
- Upstream supply chain production activities are currently the single largest source of Scope 3 emissions, so tackling these is the primary focus of most retailers' Scope 3 strategies. However, these calculations, based on average datasets, lack specificity. This means that if retailers make improvements to their sourcing practices, for example by reducing fertiliser usage or using DCF soy for animal feed, this will not be evident in their emissions reporting. Traceability across supply chains needs to be improved, and methods of GHG accounting that allow improvements in on-farm production to be seen within the reported data need to be adopted.



RECOMMENDATIONS FOR NEXT YEAR

- All retailers should make it a priority in the next year to establish validated science-based targets across all three scopes. While FLAG reporting is at a relatively nascent stage, two retailers have nonetheless had their targets validated this year: the others should follow their lead over the coming year.
- Retailers need to continue to accelerate progress to reduce their Scope 1 and 2 emissions in the short term, through reducing electricity demand where possible, continuing to install onsite renewable generation, and using power purchase agreements (PPAs). Heating of stores must switch away from using gas boilers, and measures should be taken to minimise energy wastage (e.g., through doors on fridges), adopt refrigerants with lower Global Warming Potential (GWP), and prevent the release and leakage of these refrigerants.
- All retailers need to make efforts to submit Scope 3 data over multiple years, which is needed to assess whether they are on track to achieve their targets. When calculating Scope 3 emissions, all retailers will need at a minimum to be using life cycle inventory (LCI) data combined with sales volumes.
- Given the challenges associated with evidencing improvements in supply chains, retailers need to include more supply-chain-specific data into their reporting and continue to feed into initiatives like the BRC-Mondra coalition and the DEFRA Food Data Transparency Partnership (FDTP) which are working to overcome these challenges in scope 3 reporting. Government should also consider a mandatory requirement for food businesses to report on Scope 3.
- For those aligned to the Climate Action as part of WWF's Retailers' Commitment for Nature and WRAP, those retailers should continue the specified action, focused on supply chain emission reductions.



CASE STUDY: WAITROSE

First UK retailer to set net-zero science-based targets

Waitrose is part of the John Lewis Partnership. In June 2023, the John Lewis Partnership became one of the first retailers to set net-zero science-based targets, aligning its operations with the Paris Agreement goal to limit global warming to 1.5°C.

The Partnership initiated the process by conducting a comprehensive GHG inventory across its entire operation, including raw material production, product manufacturing, and buildings and vehicles, thus establishing a baseline for reductions.

After identifying key areas for intervention, the Partnership set ambitious yet achievable targets to reduce Scope 1, 2 and 3 emissions. These targets were then validated by the SBTi, ensuring they met stringent scientific criteria and global best practices.

To achieve these goals, the Partnership is prioritising action on supplier engagement, its UK farms base, low carbon distribution, energy efficiency, and waste reduction.

Transparency will be maintained throughout, with yearly progress reports released to partners, the public and other key stakeholders. These reports will allow for ongoing scrutiny and create a framework for continual improvement.

The Partnership is also the first retailer in the world to have validated SBTi science-based targets focused on GHGs originating from 'forests, land and agriculture'. This target underpins the Partnership's Plan for Nature, published last autumn, which committed to a range of initiatives to significantly reduce the impact of the business' commercial activity on the natural world.



CASE STUDY: SAINSBURY'S

Reducing beef's climate impact by integrating beef & dairy supply chains

Beef has a comparatively high carbon footprint compared to other sources of protein, and while the consumption of beef (alongside other animal proteins) needs to significantly reduce in order to mitigate agricultural emissions we must also produce products like beef using less carbon intensive methods. Following a decade of development and five years of production, in September 2023 Sainsbury's launched a new Taste the Difference Aberdeen Angus range with a 25% lower carbon footprint compared to the industry standard.

Sainsbury's developed the range by integrating its dairy and beef supply chains, reducing carbon through a combination of cattle breeding and animal management. By breeding Aberdeen Angus bulls with dairy cattle, alongside ensuring farmers are using best practice protocols and abiding by high welfare standards, the cattle are grown more efficiently while being fed a predominantly grass and forage diet and there is no need to maintain a separate beef herd. As a result of this, the cattle's daily live weight gain is higher, allowing them to reach the desired weight more quickly, with fewer feed inputs, resulting in beef with a 25% lower carbon impact compared to UK industry average.

The supply chain has been purposely designed to improve security and stability for farmers: through fixed, forward pricing models, farmers know what prices will be paid for animals, protecting farmers from market volatility. With the intention to scale across the entire Taste the Difference beef range, initiatives like this showcase the potential to make products with a lower climate impact mainstream, and will support Sainsbury's goal to become Net Zero across its own operations by 2035, and value chain by 2050, in line with the Paris Agreement's aim of limiting global temperature rise to 1.5°C.

CASE STUDY: CO-OP

Enhancing Sustainability Through Supplier Engagement

Co-op has been developing its approach to supplier engagement, and over the past year has engaged with 40+ suppliers that are critical to its environmental commitments. This has helped Co-op to understand the maturity levels of its suppliers, understand what best practice looks like, and where it can support its supply chain to accelerate decarbonisation. There are three main deliverables that have shaped Co-op's activity over the last year.

1 Developing supplier guidance

In conversation with its supply base, Co-op identified a need for a set of sustainability guidelines for existing suppliers to understand Co-op's sustainability commitments, priorities and expectations of its suppliers. In conjunction with this supplier guidance, internal guidance was developed to upskill teams and encourage consistent communication with the supply base.

2 Evolution of procurement decisions

While Co-op has historically included ESG (Environmental, Social, and Governance) metrics to shape tender decisions, the breadth of questions and the weighting of sustainability metrics has increased. Suppliers are being scored on their commitment to setting near-term and long-term science-based targets, their capability in measuring their full carbon footprint and the emissions linked to the products they supply to Co-op, and their decarbonisation plans.

3 Embedding sustainability goals into contracts

For some categories, sustainability objectives are being embedded within the terms and conditions for suppliers, moving beyond traditional cost, quality and availability models. Sustainability objectives and KPIs can cover deforestation and sustainable sourcing, SBTi commitments, decarbonisation pathways, and human rights. Looking ahead, Co-op will evolve its model by broadening incentives for suppliers to accelerate decarbonisation and help meet the collective goals of the UK food system.



CASE STUDY: TESCO

Setting net-zero science-based targets including FLAG emissions

In August 2023, Tesco outlined ambitious plans for emissions reductions across its operations and supply chain, after having its net-zero science-based targets validated by the Science-Based Targets Initiative, the official body that validates climate targets. As part of the validation, Tesco has also become one of the first companies globally to have specific SBTi-validated targets focused on GHGs originating from FLAG emissions.

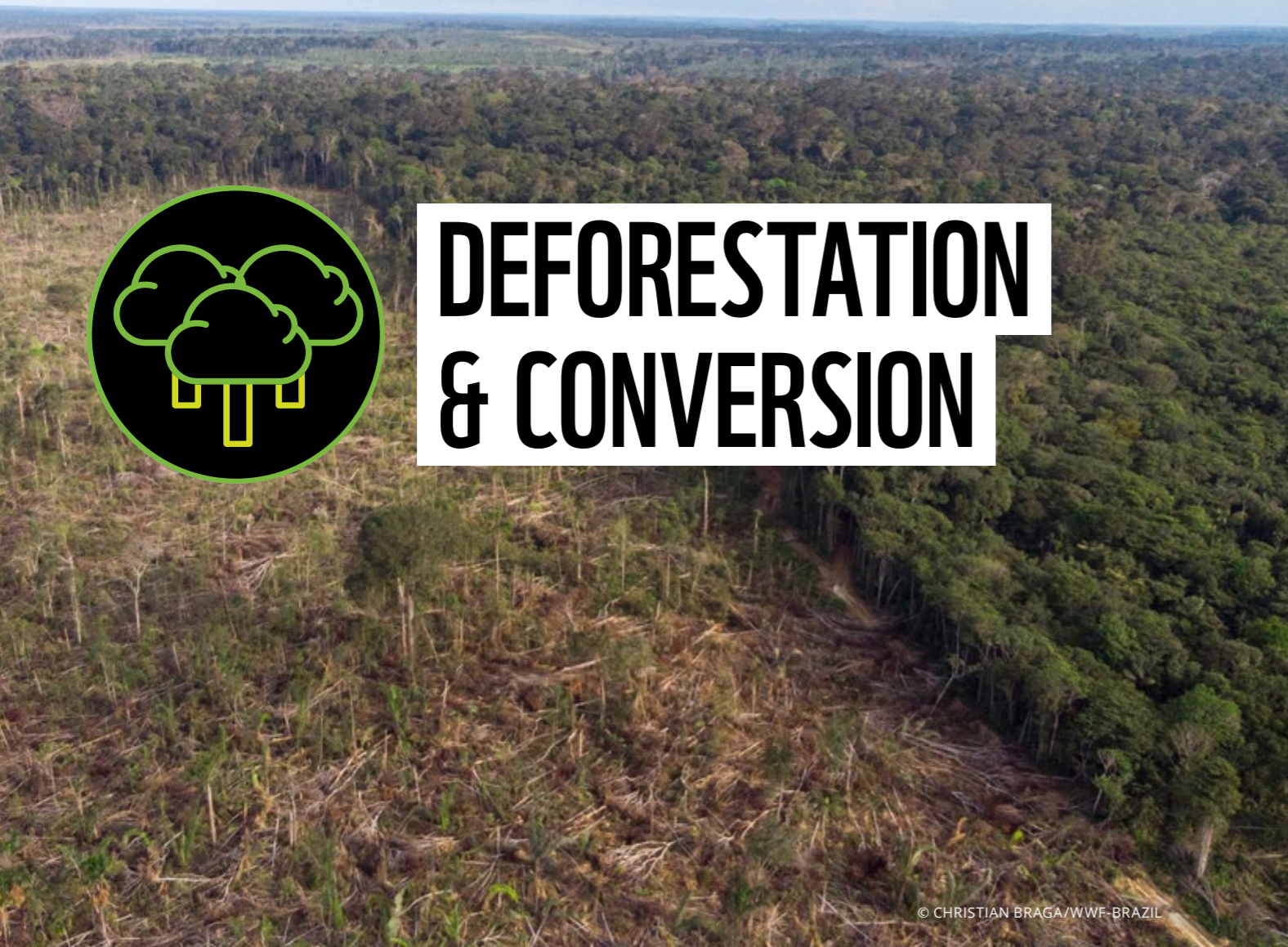
Tesco's targets include stretching interim commitments to reduce absolute Scope 1 and 2

emissions from its own operations by 85% by 2030 from a 2015 baseline, absolute Scope 3 emissions from energy and industrial sources by 55% by 2032 from a 2019 baseline, and absolute Scope 3 emissions from FLAG emissions by 39% by 2032 from a 2019 baseline. The validated targets will see Tesco work towards its commitment to become carbon neutral across its own operations by 2035, and net zero across its value chain by 2050, in line with the Paris Agreement's aim of limiting global temperature rise to 1.5°C.

Tesco has set out its emissions reduction priorities through its Planet agenda. Activity will be grouped across six areas: Improve Products; Decarbonise Transport; Reduce Store Emissions; Support Sustainable Consumption; Eliminate Waste; and Protect Nature. Activity will include the scaling up of deforestation-free feed sources; further roll-out of agricultural innovations such as low-carbon fertiliser; and the continued decarbonisation of Tesco's store estate and transport networks.



DEFORESTATION & CONVERSION



© CHRISTIAN BRAGA/WWF-BRAZIL

WHY WE FOCUS ON DEFORESTATION & CONVERSION

Deforestation and habitat conversion, in large part driven by agriculture, undermine efforts to drive down GHG emissions and reverse the loss of biodiversity. To limit warming to 1.5 °C above pre-industrial levels, the SBT FLAG and Accountability Framework Initiative (AFI) recommendationsⁱⁱ are that the leading commercial drivers of deforestation must set a 2020 cut-off date with supply chains verified by 2025.¹ In line with this, the EU Deforestation Regulation entered into force recently, underpinning the legal requirements for suppliers with operations in Europe to develop the transparency and due diligence required to be deforestation free.

Significant work is still needed from all actors to halt commercially driven deforestation and conversion, both for soy and palm, and across the UK's wider footprint of forest risk commodities, which will come under scrutiny with new regulations. The latter includes cattle and timber products, cocoa, coffee, and rubber.

WHAT IS THE TARGET?

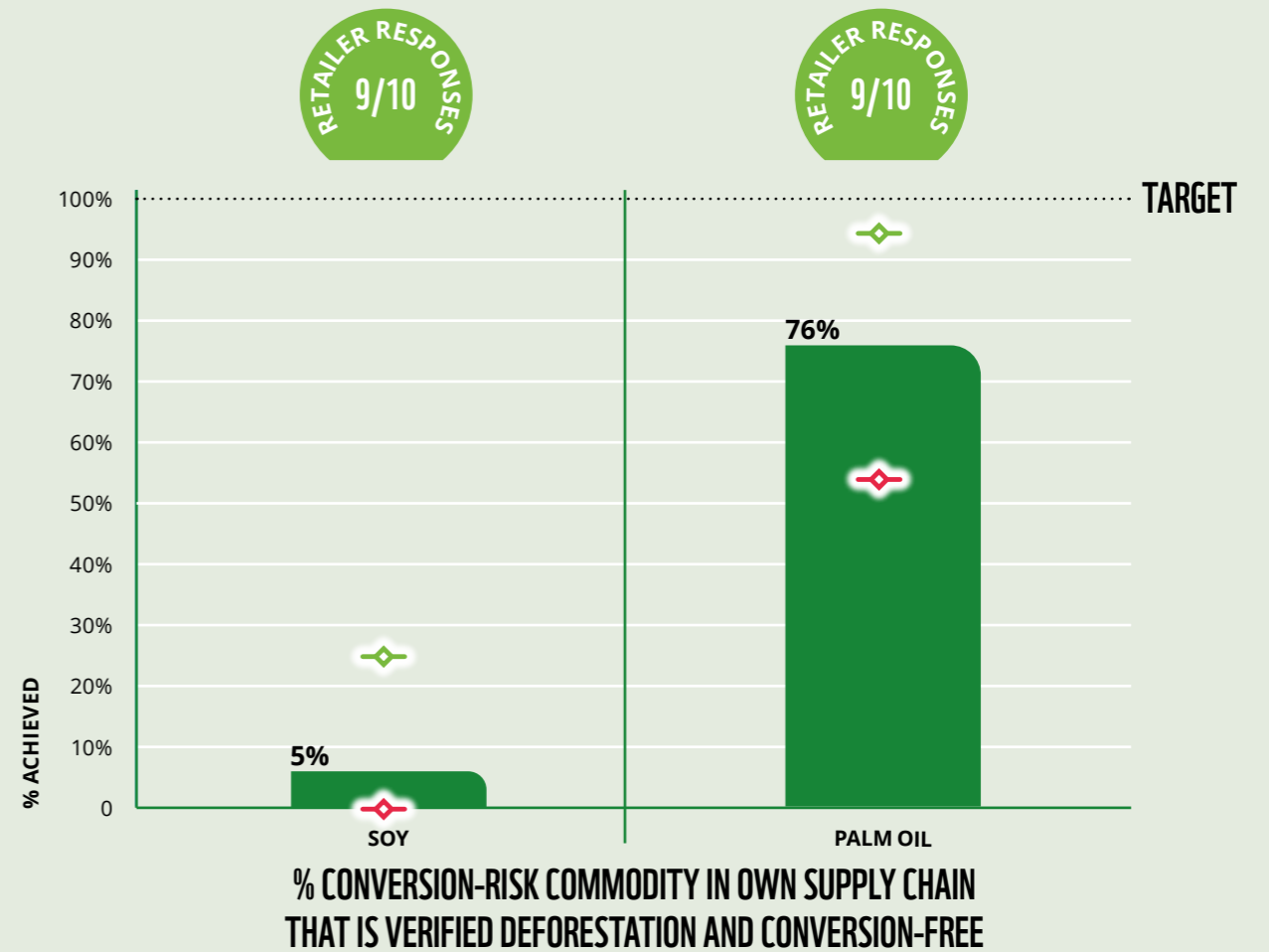
2030 OUTCOME	RETAILER PROGRESS MEASURE
100% DCF agricultural commodity (soy and palm oil) supply chains by 2025, with a cut-off date of 2020 at the latest.	% of conversion-risk commodity in own supply chain that is verified DCF.
Requirement for first importers ⁴ to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest	% of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only DCF material, across their entire operations, with a cut-off date no later than 2020

¹ The WWF Basket focuses only on schemes that are 'physically' deforestation and conversion free and which means the physical soy in the retailers supply directly meets all of AFI's core principles and is effectively independently verified by a third party. For both soy and palm oil, WWF require certification standards to: Follow the Accountability Framework core principles on certifications, particularly on monitoring and verification; and, have a cut-off date for all ecosystem conversion of 2020 at the latest.

DISTANCE TO GO



DISTANCE TO GO: DEFORESTATION AND CONVERSION



Best performer

Worst performer

Retailer responses: 1-3 4-7 8-10



© STEFFEN B/UNSPLASH

SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- An average of 76.3% of palm oil in retailer supply chains was reported as being verified DCF. This reflects increasing demand from UK retailers for their suppliers to source RSPO-segregated palm oil for use in products.
- Seven retailers have a sourcing policy for soy and palm oil that requires DCF sourcing from direct suppliers with established due diligence requirements for imports. These same retailers have taken steps to identify first importers of soy and palm through their direct supplier surveys. Aligning on policies and commitments with direct suppliers will help establish requirements of importers to drive market-wide shifts.
- For soy, a number of retailers are supporting implementation of policies with manufacturers and meat and dairy producers through the [UK Soy Manifesto](#) (UKSM). These retailers have identified the four key soy importers to the UK to work with on a transition plan to achieve DCF soy for all UK ports. Retailers have also identified other international traders that are committed to a 100% DCF supply of soy. While these traders don't currently import to the UK, this demonstrates what's possible for future supply chains.
- Of the nine reporting retailers, eight retailers include home and personal care items in their conversion-risk commodity footprint. While the bulk of palm and soy volumes are used in food products, there's a significant amount (particularly for palm oil) used in cosmetics and cleaning products that should also be addressed to avoid leakage of palm oil from recently deforested areas into UK markets.



CHALLENGES

- There has been little progress in achieving verified DCF soy supply chains compared to 2022. The complexity of feed composition for various livestock remains a critical barrier. This is driven by the absence of data sharing to and from feed mills, which aggregate and process crops like soy and palm from surrounding farms, ready for export. With no effective option to scale verified DCF into the UK market, it is likely that the all-important 2025 target will be missed.
- While retailers continue to increase verified DCF palm oil using RSPO-segregated certification as a tool, there has been limited progress for vDCF volumes of palm oil derivatives used in personal and home care products, and in animal feed for certain suppliers. The supply chains for derivatives are more complex and routes to achieve vDCF for derivatives need to be established.
- Another challenge for palm oil is that many retailers have yet to set clear DCF target dates for their sustainable sourcing policies and commitments beyond certification that will protect new forest frontiers. While certification may be used as a tool, they should support traceability and monitoring systems that enable small to medium palm oil farmers to become verified sustainable producers.
- For both soy and palm oil, retailers only reported data for their own-label products, with no data provided for branded products. The signatories of WWF's Retailers' Commitment for Nature have acknowledged that this is an issue and have begun discussions with WWF to assess gaps within their branded footprints.
- For the second year running, there are no direct palm oil or soy importers to the UK that have committed to handling only DCF commodities or ending the commercialisation of commodities grown on land converted since 2020. UK demand for these commodities often makes up a small fraction of these traders' supply and thus so does the UK's influence on global market action. However, by working with international retailers and brands to increase transparency, understand the barriers and invest in solutions, retailers can contribute to transformational shift across markets. Critically, the retailers engaged with UK Government on the need to deliver robust secondary legislation, which was promised over two years ago, and at the time of writing this report has yet to be enacted. Lack of UK Government support for market wide action on importers leaves the UK open to risk of becoming a leakage market for products linked to deforestation and conversion.
- For retailers working on transparency, the data available to identify first importers covers less than 50% of their supply for both soy and palm oil, and it's difficult to obtain verifiable information. This means that even if a single importer did commit to handling only verified DCF soy, its ability to track that supply is restricted by the aggregated mixing of respective feed volumes. Without an agreed approach on traceability with importers through feed mills, this issue will remain unresolved. Eight out of the nine responding retailers are among the 40+ businesses that have signed the UK Soy Manifesto - an industry commitment to work together to ensure all physical shipments of soy to the UK are verified deforestation and conversion-free by 2025. At the time of writing, the UKSM has not yet succeeded in securing an agreement with soy traders on a robust physical verification of deforestation and conversion free soy imports.
- Five retailers failed to do any accounting on their soy consumption for the Consumer Goods Forum (CGF) category tier 4 where soy is embedded in processed meats, eggs and dairy-based products. Given that many everyday items are included in this tier, from sausages to yoghurt and cake, delay on managing this could leave due diligence on many products neglected.



RECOMMENDATIONS FOR NEXT YEAR

- Urgent action is needed to reach 100% DCF soy supply chains by 2025. Retailers must ensure they put in place robust sourcing requirements to achieve transparency for DCF compliance and – in the absence of stronger regulation – be ready to move away from suppliers and first importers that refuse to enable DCF supply chains. Several retailers are directly engaging and negotiating solutions with importers through the [Soy Transparency Coalition](#) and [Palm Oil Transparency Coalition](#), but there's still a long way to go before the UK market involves only clean suppliers.
- Critically, the UK Government must support retailers' efforts with a clear and robust signal on the upcoming due diligence requirements, to align with the European Deforestation Regulation to eliminate deforestation and conversion in supply chains and ensure the UK does not become a backdoor market for destructive animal feed and food products. Failure to implement these and other laws associated with the Environment Act (2021) is undermining food sector efforts to improve supply chain transparency and agree credible pathways to protect vital habitats.
- For soy, all retailers should have a reporting mechanism to assess where soy is included in their supply chain and how it will be verified DCF in 2024. This should include soy embedded in imported animal products, to avoid leakage and ensure UK producers are not undermined by imports. WWF is urging all UK retailers to move to suppliers who can provide verified DCF products to bolster this vital market; traders such as CJ Selecta, Imcopa, and Caramuru, who have an aligned DCF soy commitment across their operations, are informing retailers what can be done in terms of traceability and incentives for farmers to become verified DCF.
- For palm oil, transformation requires a landscape approach that supports farmers' and local communities' rights to land and resources. Progress at pace must continue to ensure 100% DCF palm oil supply chains by 2025. To support an equitable transition, WWF recommends that retailers invest in approaches beyond certification for forest-positive palm oil, including those that strengthen and enforce land use planning, establish effective grievance mechanisms for Indigenous Peoples and local communities and support smallholders and small- and medium-sized companies to improve their production practices and bring them within the certification system for verified DCF palm.
- WWF and other civil society organisations are working with UK retailers to develop landscape approaches in UK sourcing regions to protect forest frontiers while supporting smallholder livelihoods. WWF will report on the progress of these projects next year.
- Retailers should seize opportunities to work with brands to address gaps in commitments, traceability, and support in producer countries for a transformational shift to DCF palm oil beyond UK imports. Working across branded footprints as well as own-brand products will increase demand for clean palm oil. WWF will continue to engage with retailers on this.



© AARON GEKOSKI / WWF-US

CASE STUDY: THE RESPONSIBLE COMMODITIES FACILITY

The [Responsible Commodities Facility](#) (RCF) is an initiative which supports the production of DCF soy by providing financial incentives for farmers. It's proving to be a fast and credible independent mechanism to scale up protection of natural vegetation in the Brazilian Cerrado biome.

This green bond – the first of its kind – uses 'Certificates of Receivables from the Agribusiness' and was piloted in 2022 with investment from Tesco, Sainsbury's and Waitrose.

Working with 32 farms, the pilot supported the conservation of 2,145 hectares of native vegetation in excess of legal reserve. It was independently monitored by EarthDaily Agro and reviewed by the RCF Environmental Committee (WWF, TNC, CI, IPAM, Proforest, UNEP and BVRio).

While 42,400 tonnes of verified DCF soy were produced on these farms, the existing natural vegetation within the farmer ownership secured by RCF contractual mechanisms stored 2.90 Mt CO₂. The carbon stored is equivalent to producing approximately 600,000 tonnes of pork in the UK, according to the AHBD estimates.ⁱⁱⁱ

The RCF has now leveraged the seed investment of the retailers to secure more than four times the investment from impact fund Agri3 and leading global banks Rabobank and Santander, scaling up to \$47 million USD.

We encourage more major companies in the soy supply chain – such as food service, manufacturers and retail – to support DCF transformation by investing in the RCF. This would provide a robust foundation of impact investment capital, and enable the RCF to continue to scale and prevent deforestation and conversion in key soy-producing regions.

You can find the full report [here](#).



SUSTAINABLE INVESTMENT MANAGEMENT LIMITED



WHY WE FOCUS ON SUSTAINABLE DIETS

Shifting diets represents one of the most impactful routes available for reducing the climate and nature impacts of food production. For many nations, this requires reductions in consumption of intensively produced animal-based foods, while retaining a place for high-quality livestock farmed in regenerative systems, and increasing consumption of whole plant-based foods.

As well as reducing direct emissions, shifting diets frees up land, particularly land that is used to grow animal feed at home and abroad for intensive meat and dairy production. Currently, 85% of the UK's farmland is used for pasture for livestock or to grow food specifically for animal consumption. Half the UK's annual wheat harvest currently goes to feed livestock, rather than humans.^{iv} This land could be used instead to sequester carbon, produce nutritious food for humans using regenerative or agroecological methods, enhancing biodiversity and improving health outcomes, while also helping to return Indigenous and community land rights internationally. In addition, animal welfare could also be greatly improved by a 'less and better' approach to remaining animal agriculture.

If the UK population adopted a diet based on the [Livewell Diet](#) - WWF-UK's approach to an achievable healthy sustainable diet – evidence suggests that this would deliver a 36% reduction in GHG emissions, a 23% reduction in land occupation, a 57% reduction in terrestrial acidification, a 45% reduction in freshwater eutrophication, 47% reduction in marine eutrophication and a 20% reduction in biodiversity loss.^v

WHAT IS THE TARGET?

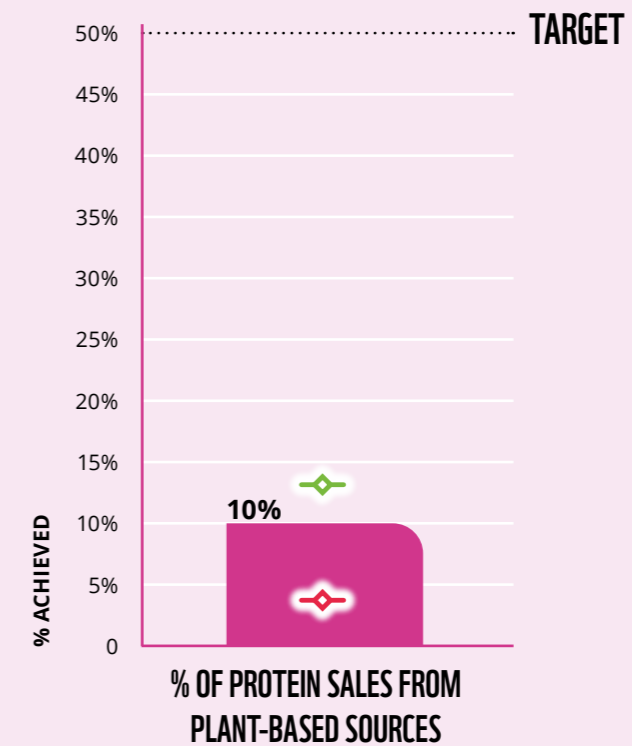
2030 OUTCOME	RETAILER PROGRESS MEASURE
50/50 plant/animal protein sales split (volume)	% of protein sales from animal-based and plant-based sources

DISTANCE TO GO



DISTANCE TO GO: DIETS

RETAILER RESPONSES
6/10



Best performer

Worst performer

Retailer responses:

1-3

4-7

8-10

SHIFTING DIETS REPRESENTS ONE OF THE MOST IMPACTFUL ROUTES AVAILABLE FOR IMPROVING HEALTH AND SUPPORTING A NATURE-POSITIVE, NET-ZERO TRANSITION IN THE UK

SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- Two more retailers have submitted data this year, reflecting greater uptake of protein disclosure in the sector. Out of the six retailers who reported, four have completed their own public protein disclosure. Protein disclosure – a means to track the shift towards more plant-based proteins and a recommendation from the National Food Strategy independent review – remains a relatively new concept. It's encouraging that multiple UK retailers have already been disclosing their protein split using datasets from existing health programmes.



CHALLENGES

- Despite the increase in information, there has been no change in the reported share of plant-based sales of protein products. Feedback from retailers indicates that current protein definitions are challenging in a diet context, and the metric may need to expand in scope. One example is to better enable capture of 'blended' products (foods which use plant ingredients, e.g., vegetables, legumes or grains, to reduce and replace an amount of animal protein). WWF will review this metric for 2024.
- Rapid increases in the shift to plant-based proteins are needed each year to put the 2030 target within reach; this shift must be achieved as much by decreasing sales of animal protein as by increasing sales of plant-based foods.
- Data for the sector remains incomplete for this measure. Three of the six reporting retailers only report their share of plant-based sales of own branded protein products; three retailers have not reported on composite and prepared products, with two only partially reporting for these.
- Retailers do not use a standardised method for calculating percentage of protein sales from animal-based and plant-based sources. Some retailers have used total sales volume of produce for certain products, but have also included total product weights for composite, protein-containing products, which has led to inconsistencies across the data. All retailers should strive to follow reporting guidance, found in the WWF Protein Disclosure Guide, to facilitate more consistent reporting across the sector.



RECOMMENDATIONS FOR NEXT YEAR

- In line with the roadmap in the WWF Protein Disclosure Guide,^{vi} all retailers should be working towards reporting at an ingredient level next year to improve data accuracy from composite products. Some retailers have already reported that they're continuing to build their reporting capabilities to be able to overcome these challenges, therefore data is expected to be more comprehensive for 2024.
- Retailers should continue to increase and promote their plant-based offerings, focusing on making healthy wholefood products, and plant-rich ready meals, more desirable and affordable than animal-based products. This can be achieved not only through product development and promotions, but also in the design of the consumer decision-making environment – through, for example, targeted product placement and displays.
- Retailers should continue to add their voices to advocacy efforts for policies that support a rapid shift towards healthy, sustainable diets, in line with recommendations set out in the National Food Strategy independent review and by the Climate Change Committee. WWF encourages retailers involved in the Food Data Transparency Partnership programme and other government groups to advocate to include these recommendations in government guidance, helping to promote positive change across the wider food industry.
- The recent publication of WWF's Eating for Net Zero report and feedback from retailers offers the opportunity to review the Diets target for 2024 and design additional metrics to ensure alignment with the latest evidence and guidance on healthier sustainable diets and incorporate, capture and amplify a holistic diet approach. This is integral for the diet shift required to address the 'triple challenge' of meeting our food and nutrition security, climate, and nature commitments in an integrated way.





CASE STUDY: LIDL

Protein Disclosure

To achieve the Eat Lancet [Planetary Health Diet](#), Lidl needs to support a transition towards predominantly plant-based diets that include a moderate consumption of meat and dairy products. Globally, livestock contributes 15% of GHG emissions^{vii} and uses approximately 10% of annual global water flows.^{viii}

To support this transition towards a more sustainable diet, Lidl is taking steps to better understand the current status of its customers' diets.

Lidl first needed to understand its protein sales breakdown, and it used WWF's Protein Disclosure Guidance to do so. It also did the same exercise to better understand Dairy versus Dairy Alternatives. The result showed that in 2022, 15% of total protein sold by weight was from plant-based sources. This is up from 14% in 2021, while Dairy Alternatives made up 7% of sales, up from 5% in 2021.

Transparency is key to understand where retailers sit in the context of protein transition. Lidl is now the fourth retailer to publicly disclose its protein split, and it has committed to track this annually. There is still much work to do to shift consumer diets, as the data shows. Lidl has a goal to increase sales of its own brand meat alternative range by 400% by 2025 while ensuring customers can access a variety of plant-based protein sources at affordable prices. Consumer education, labelling, price, promotions and merchandising are some of the areas retailers should look at to quicken the pace of the shift to a more sustainable diet.





AGRICULTURE

© DAVID BEBBER / WWF-UK

WHY WE FOCUS ON AGRICULTURE

As the central plank of the food system, agriculture contributes between 16 – 27% of global GHG emissions, through on-farm emissions and land expansion, and fibre/non-food agricultural production is associated with roughly 70% of global freshwater use.^{ix} The two biggest sources of GHGs from agriculture are methane from livestock and manure, and the release of nitrous oxide from agricultural soils (primarily due to fertiliser and slurry/manure application). It has been estimated that agriculture is responsible for 44% and 81% of all methane and nitrous oxide emissions, respectively.^x At the same time, land-use change for agriculture is the leading cause of biodiversity loss: drivers linked to food production cause 70% of terrestrial biodiversity loss globally.^{xi}

WHAT IS THE TARGET?

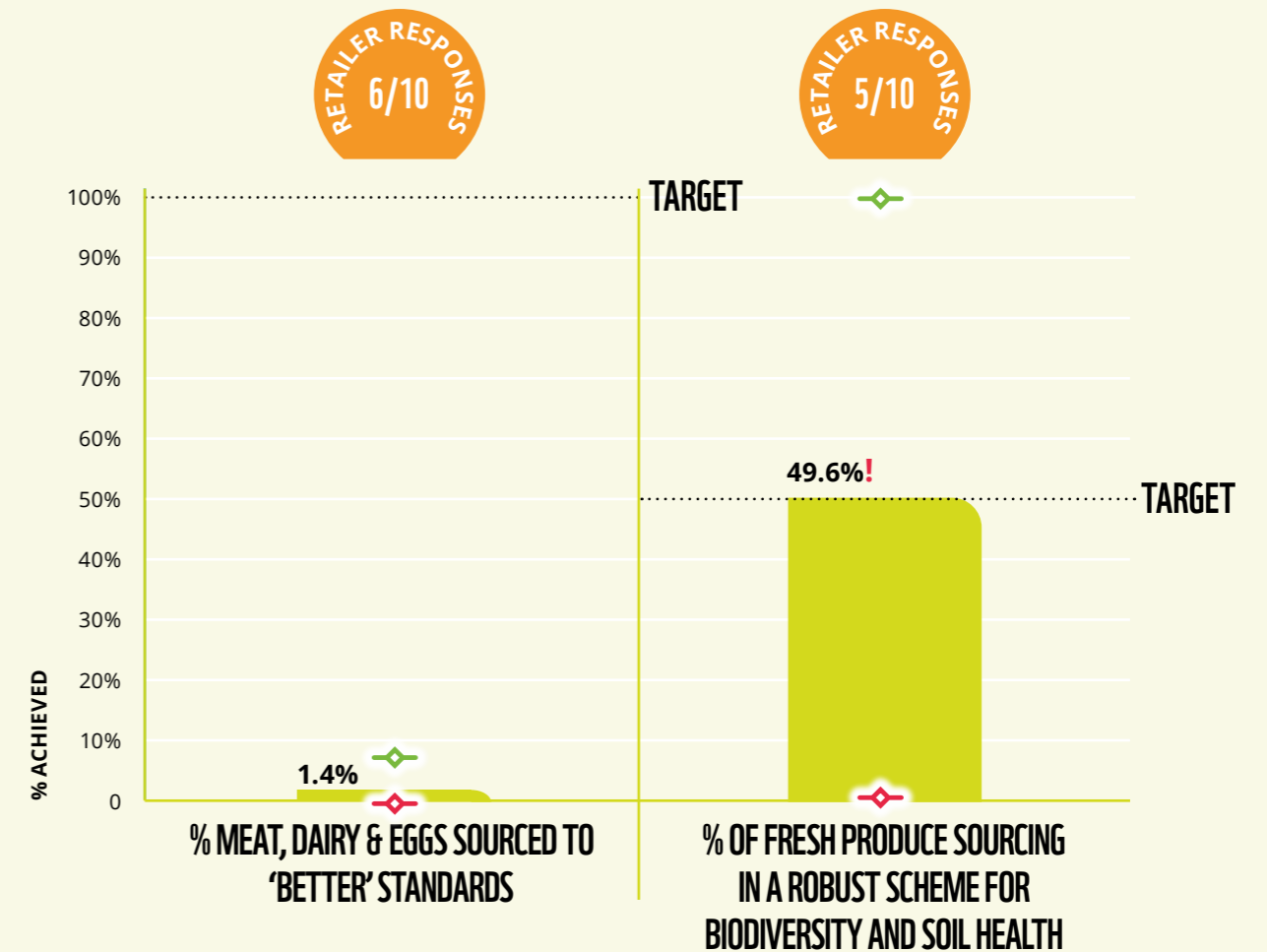
2030 OUTCOME	RETAILER PROGRESS MEASURE
At least 50% of whole produce and grains certified or covered by a Robust Scheme for Biodiversity and Soil Health*	% of produce & grains sourcing in a Robust Scheme for Biodiversity and Soil Health*.
100% meat, dairy and eggs, including as ingredients sourced to 'Better' standard	% meat, dairy and eggs sourced to 'Better' standards
At least 50% of fresh food from areas with sustainable water management	% of sourcing from regions with sustainable water management
Agricultural emissions lowered in line with 1.5-degree SBT	% of protein, produce & grain farms monitoring GHG footprint % reduction in sourcing from lowland peat % reduction in agricultural GHGs

*In order to more accurately represent the purpose and scope of this outcome/measure, its name has been changed from 'robust environmental schemes' to 'robust schemes for biodiversity and soil health'.

DISTANCE TO GO



DISTANCE TO GO: AGRICULTURE



Best performer Worst performer

Retailer responses: 1-3 4-7 8-10

% SOURCING FROM REGIONS WITH SUSTAINABLE WATER MANAGEMENT

Insufficient data



% OF GRAINS SOURCED IN A ROBUST SCHEME FOR BIODIVERSITY AND SOIL HEALTH

Insufficient data

% REDUCTION IN AGRICULTURAL GHGS

Insufficient data

! While the target appears to be almost met, this data does not include overseas produce and only covers half the retailers

SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- WWF has worked to develop clear parameters for robust schemes for biodiversity and soil health (formerly referred to as 'robust environmental schemes') for fresh produce and grains grown in the UK, which has meant that, for the first time, some retailers have been able to report against this metric, beyond organic certification. As most certification schemes focus on traceability and food safety, rather than environment, only organic schemes were found to be sufficient to be considered on their own merit as 'robust schemes for biodiversity and soil health'. However, combinations of private and public schemes were also assessed, and consequently production certified to LEAF Marque standards where at least 5% of the farmed area is enrolled in a qualifying habitat scheme (e.g., Countryside Stewardship Mid Tier) also contributes. A full explanation is given in the Agriculture section of 'Understanding the Data'.
- While reporting on the percentage of suppliers' farms monitoring their GHG footprints is not consistent enough to report an aggregated figure, it has significantly improved in comparison to last year, with five retailers providing at least partial data. Individual retailers have particular supply chains where GHG monitoring is very good – one retailer, for example, footprints 100% of its beef, poultry and dairy supply chains.
- There's currently not enough data on agricultural GHG emissions to report an aggregated figure for the sector; however, there has been progress on this metric, with three retailers providing data on their agricultural emissions for the first time – last year, no retailers did.
- We've seen significant progress in the development of the Sustainable Water Management metric for areas outside the UK/EU. The near-final version of the indicator framework covers environmental flows and groundwater management and is being tested in South Africa and Peru. WWF's ambition is that this framework will enable reporting on sustainable water quality across key sourcing areas next year.



CHALLENGES

- There is insufficient data to report the % grains sourced from a 'robust scheme for biodiversity and soil health' again this year. Although data on organic sales was submitted, too few retailers reported enough data to calculate an overall percentage. This is a major challenge that will require several years of engagement with multiple stakeholders to overcome. Significant challenges remain around traceability in the grain supply chain and in accounting for the potential blending of certified with uncertified and domestic with imported produce.
- For robust schemes for biodiversity and soil health, while the target appears to be almost met for fresh produce, the result does not include overseas production, and only half the retailers reported. In addition, most retailers currently lack data on the additional public scheme qualifiers that sit alongside LEAF Marque, Red Tractor and other certification bodies to meet the definition for 'robust'.
- The biodiversity and soil health performance of both domestic and international fresh produce and grain supply chains need to be measured and improved, and to date the robust schemes for biodiversity and soil health metric has only been defined for UK certification schemes for fresh produce and grains. As a result, the data presented above show the progress made for domestic fresh produce, but the true progress against this target will not be known until the international schemes are defined and all retailers report against this metric.
- This year, only 1.4% of meat, dairy and eggs were reported to be sourced to 'Better' standards (in accordance with Eating Better's [Sourcing Better Framework](#)). This reflects no significant change from last year.
- Retailers are only reporting for own-label products for the percentage of produce and grains sourced from within robust schemes for biodiversity and soil health, and for meat, eggs and dairy sourced to 'Better' standards. No data was provided for branded products.
- There is currently insufficient data to report on the percentage of farms monitoring their GHG footprint, with no retailer providing data across all protein, produce and grains farms. This does not mean that these farms are not monitoring their GHG footprint, since many major suppliers require farmers to conduct footprinting, and many other farms do so already anyway. However, aggregating the data from suppliers and farmers remains a challenge for retailers.
- Given that many retailers are only just beginning to develop the capabilities to report on Scope 3, isolating agricultural emissions from wider Scope 3 emissions is still not feasible for many.
- This year there was insufficient data to report on sourcing from regions with sustainable water management. Most retailers report that they do not have systems set up to collect spatial data on sourcing and associated regions and river basins. WWF issued the WWF/WRAP/The Food Foundation Combined Data Collection 2023 Retailer Guidance Document in March 2023, and is calling on UK retailers to use this tool to map their supply chains in more granular detail.
- Farming on lowland peat raises complex issues and there is a lack of data on reductions in non-priority use of this soil type, particularly for cereals. Further work with multiple stakeholders and possible refinement of the metric is needed, as retailers do not currently have information about which products are sourced from lowland peat soils, which is necessary to calculate a baseline against which to measure reductions. WWF recently published a [report](#) on vegetable production on UK lowland peat, supported through the WWF Tesco partnership, which suggests pragmatic approaches to reducing the impact of farming on lowland peat in line with key climate targets.





RECOMMENDATIONS FOR NEXT YEAR

- Six retailers reported that they are building data collection systems so they can report on sourcing from regions with sustainable water management in future. As part of the Courtauld 2030 Water Roadmap, WWF recommends that all major UK retailers:
 - continue to develop systems for collecting data on geographic locations and sourcing volumes. WWF and WRAP will publish maps for the main sourcing areas in South Africa and Peru showing the water management status of sourcing catchments. Combined with official UK/EU data on Ecological Status, approximately 90% of the food production within the scope of the Water Roadmap will be covered.
 - support WRAP on further delivery of the agreed revised leadership actions in the catchment collective action projects, and support the development of new projects to cover additional volume.
- Several retailers indicated that they are part of supply chain or industry initiatives that encourage less damaging production on lowland peat. It is anticipated that these initiatives will increase knowledge and data on UK lowland peat production for next year, which WWF welcomes.
- Conducting carbon footprinting is a vital step for farms to understand where their emissions hotspots are and what levers can be pulled to reduce them – and, as such, retailers need to be asking this of their supplier base. This year three retailers reported agricultural emissions, and in line with SBTi requirements on FLAG targets we expect that all retailers will report against the % reduction in agricultural GHG metric next year. Where possible, retailers need to integrate more supply-chain-specific data into this reporting so that improvements on farms can be seen within the data.
- To reflect the full environmental impact of agricultural supply chains, retailers need to measure and report on branded products as well as own-label products.
- Further work from both WWF and retailers is needed to support improved data collection for robust schemes for biodiversity and soil health, as well as potentially new or updated schemes that will facilitate progress towards this target from 2025 onwards. WWF is working with WWF Network Offices and other organisations in major food-exporting countries on WWF Basket reporting, and will need to focus efforts on this front. This will increase the proportion of overall fresh produce and grains supply chains that are reportable under the robust schemes for biodiversity and soil health metric.



© DAVID BEBBER / WWF-UK

WWF CASE STUDY: ROBUST SCHEMES FOR BIODIVERSITY AND SOIL HEALTH

Farmland biodiversity and soil health are critical to both food production and restoring nature. However, both have declining trends in the UK and beyond. Each has significant barriers to direct measurement at scale, and in terms of outcomes farm-scale action is only one dimension of a complex picture that varies over time and space. For this reason, WWF developed an outcome and measure that builds on farm assurance and agri-environmental schemes for fresh produce and grains, determining which of those can be expected to drive significant progress towards the 'halving the impact' goal for farmland biodiversity and soil health.

As most private assurance schemes for fresh produce and grains are not designed for that purpose, we identified how the environmental actions they do require could be augmented by public agri-environmental scheme participation to achieve equivalent outcomes. The environmental focus and participation rate in both public and private schemes is increasing, which should benefit biodiversity, soil health and the wider environment. This measure provides a way for data to be collected through supply chains to reflect that progress. By promoting broader and deeper uptake within their supply chains, retailers can drive, or are already driving, significant additional impact.

In defining robust schemes for biodiversity and soil health – at this stage for UK grown fresh produce and grains – consultants Promar engaged with academics, assurance schemes, civil servants, retailers, and WWF-UK. This input is feeding into the ongoing development and dialogue around robust schemes for biodiversity and soil health, which is now focused on overseas supply chains.



© OLA JENNERSTEN / WWF-SWEDEN



© KYLE SMITH / WWF-UK

CASE STUDY: WAITROSE

Giving nature a fighting chance in Norfolk

Waitrose is part of the John Lewis Partnership, which launched a [Plan for Nature](#) in 2022, including a commitment to invest £2 million to fund ecosystem protection and regeneration projects in the UK and India through a partnership with WWF, as well as to set science-based targets for nature.

The WWF project is part of the business' ambitions to reduce the impact of its commercial activity on nature. Norfolk is a key source of Waitrose meat, cereal and vegetable products, so it's an area of focus for these efforts.

The partnership aims to enable the long-term recovery of the north Norfolk landscape. It seeks to test whether regenerative agriculture, nature restoration and carbon sequestration are possible even in one of the most intensively farmed areas of the UK.

The project involves collaborating with diverse local stakeholders, volunteers and experts to create and restore wildlife-rich habitats across the county's landscape, as well as in its freshwater and marine environments.

Research will include:

- The viability of UK seaweed as an alternative to conventional fertiliser
- Restoration of species including seagrass, oysters and kelp
- Monitoring the benefits of beavers for the water resource
- The role of salt marshes in pollution mitigation

The project will track specific outcomes and seek to prove the impact of sustainability interventions. The findings will be shared widely to help accelerate the transition to net zero at pace and scale.

CASE STUDY: TESCO

Robust Schemes for Biodiversity and Soil Health

For companies like Tesco with large, complex global supply chains, it can be challenging to ensure all farmers are supported to meet similar standards across key environmental metrics like carbon foot-printing, water quality, soil management and biodiversity. Third-party certification schemes, such as LEAF Marque, provide the frameworks, auditing and verification needed to support the push towards robust environmental standards across the food industry.



© DAVID BEBBER / WWF-UK

With this in mind, in 2020 Tesco announced plans to ensure all fresh produce growers are LEAF Marque certified, meeting its commitment that 100% of its UK grower base would be certified by the end of 2022, and keeping it on track for its supply chains across the rest of the world to be certified by 2025. The data captured through the auditing process has been invaluable, with Tesco growers across the UK reporting an average of 11% of their land being managed as on-farm habitat for biodiversity.

With the LEAF Marque rollout well underway, Tesco has begun to look at how a similar scheme could be implemented across livestock sectors, supporting the work of Red Tractor to develop the Greener Farms Commitment, a voluntary bolt-on module to existing Red Tractor audits. This standard, when published, will support farmers to take further action in key environmental areas like soil management and biodiversity.



CASE STUDY: M&S

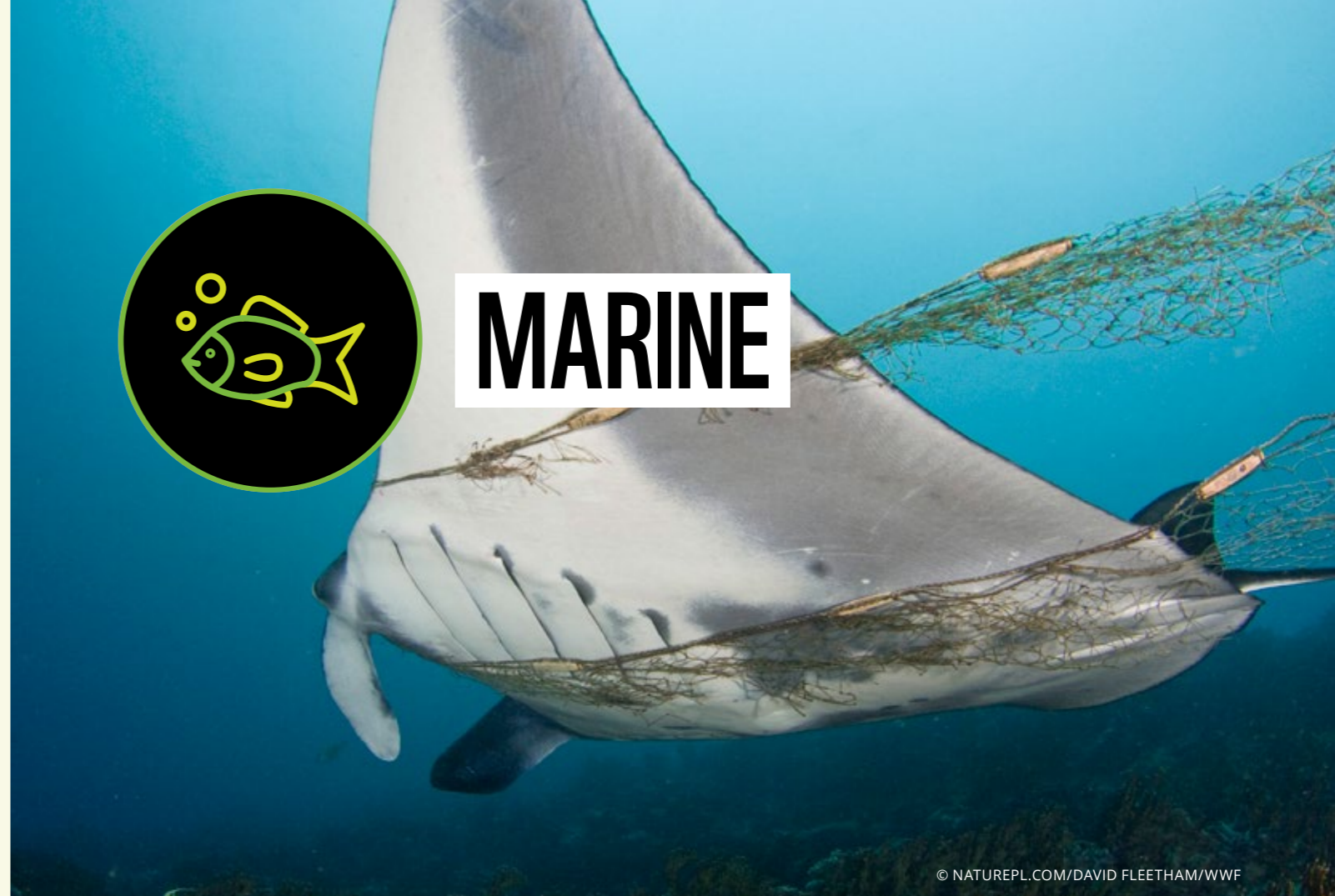
Farming with Nature

In 2021, M&S launched ‘Farming with Nature’ – a programme across its [British Produce Select Farms](#), the growers who meet the retailer’s food safety and quality, ethical and environmental protection standards – to address environmental challenges and promote biodiversity. M&S UK growers are already LEAF Marque certified, and to build on this partnership M&S introduced a verified improvement framework to boost biodiversity and reduce reliance on pesticides, including a requirement for growers to set aside at least 5% of land as quality habitat for wildlife.

On average, M&S growers allocate 7% of their farms for wildlife, protecting over 9,500 hectares across the UK. Its annual verification approach measures practice and outcome indicators, along with a review of 10% randomly sampled plans, and baseline monitoring on 25 representative farms. Baseline farms are digitally mapped using LandApp, with habitat quality assessed by regional M&S grower group advisors from county FWAG and Wildlife Trusts using UKHab codes. Improvements are monitored annually.

M&S has also established trials in partnership with the Game & Wildlife Conservation Trust, assessing novel biodiversity monitoring technologies and testing interventions such as the impact of different seed mixes on beneficial insects. This year M&S rolled out acoustic pollinator sensor technology from Agrisound to 20 farms, covering 120 habitats and over 1,000 hectares, to help farmers assess the impact of different habitat types and interventions on pollinator numbers.

A lot has been delivered so far – but now over two years into the programme the focus for M&S is to report on the outcomes of the activities delivered, and to share learnings with its Select Farms and the wider industry. In addition, as part of its net-zero mission, M&S is developing its understanding of how this activity helps its supply base with climate change adaptation and mitigation.



© NATUREPL.COM/DAVID FLEETHAM/WWF

WHY WE FOCUS ON MARINE

The sustainable production and harvesting of both wild and farm-caught seafood is essential not just to restore the health of ocean ecosystems but to provide a sustainable source of protein for communities into the future. For wild-caught fish, the WWF Basket sets a target for the adoption of the Seafood Jurisdictional Initiative^{xiii} (formerly Seascope Approach) in seafood supply chains. WWF has been working with Conservation International (CI) to create international alignment with the Seafood Jurisdictional Initiative, which aims to go beyond individual certification schemes to address systemic and policy-level changes that will improve the environmental, climate and social conditions of seafood production.

The WWF Basket also covers aquaculture, which is one of the fastest-growing food-producing sectors in the world, particularly salmon farming. Most farmed finfish require wild-caught fish as a feed ingredient, which is having a significant impact on the environment and local livelihoods. Driving down the Forage Fish Dependency Ratio (FFDR) of feed to less than 1 is thus a key metric within the marine area of the WWF Basket.

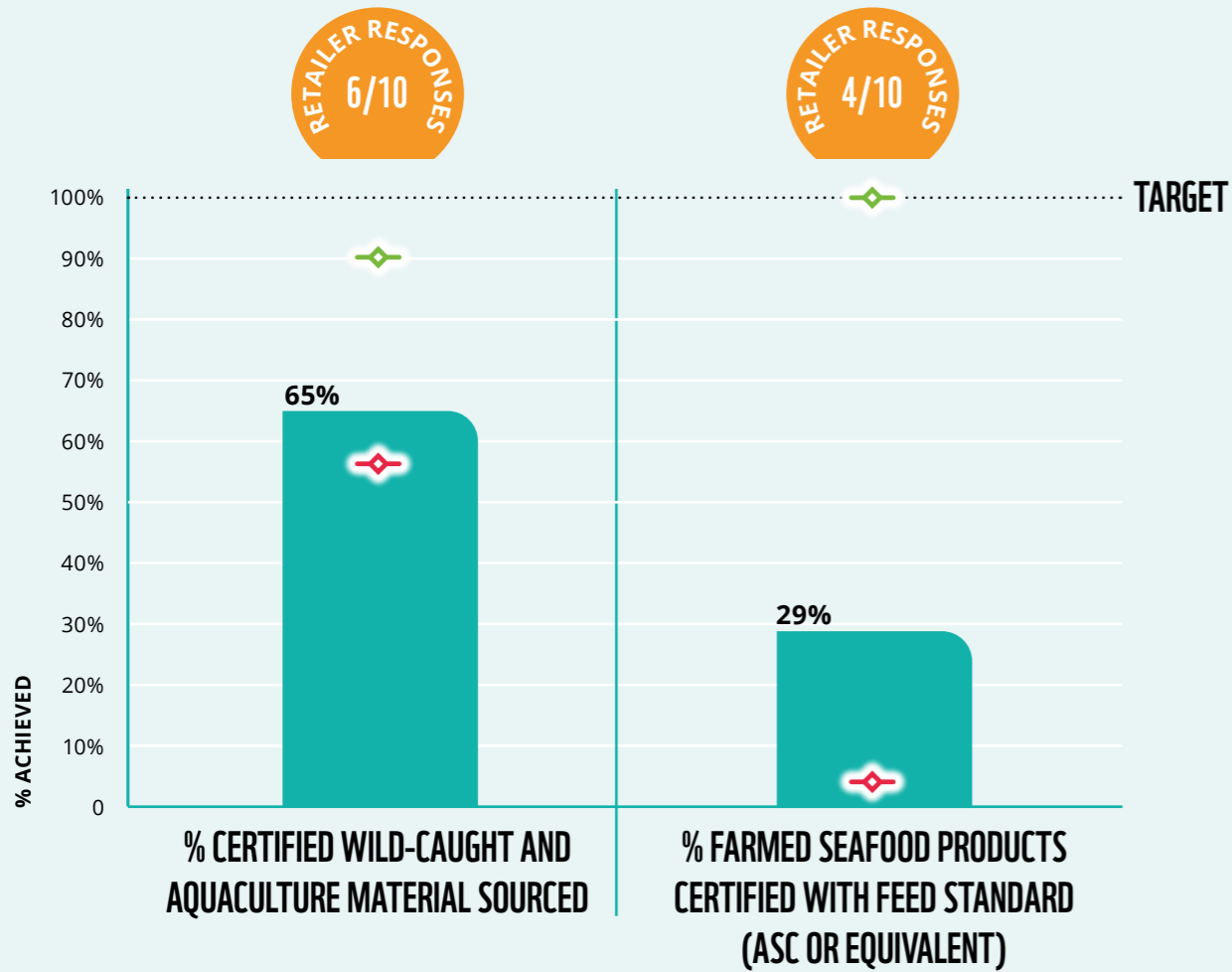
WHAT IS THE TARGET?

2030 OUTCOME	RETAILER PROGRESS MEASURE
100% of seafood from sustainable sources	% third party certified wild-caught & aquaculture material sourced. % of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Initiative, as outlined in the Blueprint for Action
Reduce fishmeal and oil usage to FFDR<1 by using sustainable replacements and increasing the use of trimmings	% farmed seafood products with FFDR (FFDR meal and FFDR oil)<1 and with all feed ingredients certified by Aquaculture Stewardship Council (ASC) Feed standards or equivalent

DISTANCE TO GO



DISTANCE TO GO: MARINE



Best performer Worst performer

Retailer responses: 1-3 4-7 8-10

% OF WILD CAUGHT RESOURCES ADHERING TO ALL ASPECTS OF THE SEAFOOD JURISDICTIONAL INITIATIVE

Insufficient data



SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- Retailers continue to widely use third-party standards to certify their own-label seafood materials - this is a good starting point to drive traceability and environmental improvement in the supply chains.
- Three retailers reported on their Seafood Jurisdictional Initiative (SJI) actions. Although there was not enough data to produce an aggregate figure, this shows that retailers are beginning to engage with the 'beyond certification' approach and improve environmental, climate and social conditions of seafood production at a scale that benefits the wider marine ecosystem beyond a single certified fishery.
- Four retailers reported data on feed used in their farmed seafood products, up from two last year. This reflects improving levels of data collection and supplier engagement.



CHALLENGES

- Engagement overall with marine reporting is low, making it challenging to understand the status of the sector in relation to the WWF Basket targets. Although for the first time three retailers have reported against the Seafood Jurisdictional Initiative, the majority have not. Many retailers have little visibility over upstream practices and rely on certifications. A more holistic assessment of upstream marine supply chains remains complex and expensive.
- The figure reported for the percentage of certified wild-caught and aquaculture material sourced was lower in 2023 than 2022.
- Retailers universally reported marine data for their own-label product ranges but not for branded products in their stores – this remains a major gap.
- Although reporting on the sustainability of fish feed showed an improvement compared to last year, enabling a baseline estimate to be presented for the first time, the number of retailers reporting remains small and is limited to a small selection of products. Significant further progress is needed to ensure a full understanding of marine ingredients used in different farmed species, to inform a shift to more sustainable aquafeed across the sector.
- FFDR reporting was not consistent between retailers who reported. Further guidance is necessary to ensure greater consistency in approach, in order to establish a clear baseline from 2024 onwards.



© PAUL HILTON / GREENPEACE / WWF-HONG KONG



RECOMMENDATIONS FOR NEXT YEAR

- To reflect the full impact of the products sold, retailers must start monitoring the sustainability of branded seafood ranges, alongside their own ranges.
- Retailers have the potential to drive real change, investing in and supporting fisheries and farms to achieve sustainable practices or certifications, including through means such as Fishery or Aquaculture Improvement Projects (A/FIPs), or participating in pilot projects of the Seafood Jurisdictional Initiative. Information on improvement actions should be publicly available, regularly updated and independently verified.
- Retailers can raise awareness and demonstrate a responsible sourcing approach regarding illegal, unreported and unregulated (IUU) fishing and human rights abuses, which remain significant issues across marine supply chains globally; this includes through committing to and adopting the PASS 1550, Global Dialogue on Seafood Traceability (GDST), and engagement with the [Seafood Ethics Action Alliance](#) (SEA Alliance) on how to address human rights issues within the supply chain.
- Retailers can support innovations and practices in supply chains that reduce incidental bycatch of endangered, threatened and protected (ETP) and other non-target species.
- Retailers should encourage suppliers to utilise the WWF Tuna checklist and other wild caught species checklists to help understand the value chains they're sourcing from. The checklists can help value chain stakeholders to identify the strengths and shortcomings of specific supply chains, and use the information to work towards the Seafood Jurisdictional Initiative and reach a best-case scenario for WWF Basket targets. This will enable retailers to report against the Seafood Jurisdictional Initiative measure for 2024 and support branded data reporting for 2024.
- Reporting on the FFDR in fish feed needs to continue to increase both in terms of coverage by the retailer and by species, if retailers are to encompass all farmed products on their shelves.
- Retailers should encourage suppliers to certify the feed used to ASC or equivalent standards as a starting point, and encourage further reduction in reliance on marine ingredients to drive the sector towards the WWF Basket outcome of reducing FFDR <1.
- UK retailers should advocate governments and fisheries management organisations in the development of fisheries management plans (FMPs) and the management of UK fisheries to meet the objectives of the UK Fisheries Act (2020) and the targets of Good Environmental Status in the UK Environment Improvement Plan (2023). UK retailers are committed to responsible sourcing, and this means UK FMPs need to be well designed, implemented and enforced, with targets for healthy fish stocks, seabed habitats, and minimised bycatch.
- Governments and fisheries management authorities should support industry by mandating remote electronic monitoring (REM) with cameras on board, helping retailers and their supply chains to streamline data collection and increase the transparency of sustainability information associated with seafood products.
- Governments should develop a climate-smart strategy for UK fisheries which prioritises the protection of marine carbon stocks and area-based conservation measures. It should also include reviewing fleet emissions and identifying where reductions can be made through mitigation and adaption measures. This in turns helps retailers to reduce their Scope 3 carbon emissions.

M&S CASE STUDY: BYCATCH REDUCTION INNOVATIONS

Safety Net Technologies

Sustainable seafood supply chains are essential for the triple challenge of continuing to produce the food we need, while also addressing climate change and nature loss. Currently, bycatch in wild-capture fisheries has a major impact on vulnerable and non-target marine wildlife, so introducing bycatch reduction methods is key to drive improved sector sustainability.

Through their commitment to responsible sourcing, M&S has engaged in bycatch reduction projects within their supply chain, focused on technology aiming to enhance the precision of the catch. M&S have trialled innovations from SafetyNet Technologies (SNTech), a company which has developed tools that aim to increase accuracy while fishing, helping to reduce bycatch and bolster profitability.

Achievements to date include:

- Underwater cameras have been fitted in fishing nets, giving fishers visibility of their gear and allowing them to identify potential test gear modifications that may allow unwanted or vulnerable species to escape, e.g., sharks, skates and rays.
- Lights have been trialled as a mechanism to highlight escape routes to allow non-target species to escape.

While the trials of the lights have not been conclusive, they highlight the importance of testing technology in a commercial setting.

This type of innovation has the potential to help retailers show progress towards the Seafood Jurisdictional Initiative, as reducing bycatch is a key action within it. WWF is producing a Bycatch Reduction Innovation report in 2024, to assist the industry in driving sustainability and engage government support.





FOOD WASTE

© ELEVATE/UNSPLASH

WHY WE FOCUS ON FOOD WASTE

Food waste remains a systemic problem across the food value chain,^{xiii} exacerbating issues such as the impact of food production on climate, biodiversity, and land. WWF's *Hidden Waste* report and roadmap, supported through the WWF Tesco partnership, highlights the scale of the issue, estimating that over 3.3 million tonnes of food, including almost 7 billion meals worth of edible food, is lost on UK farms each year.

Due to the challenges around measuring food loss on farms (including factoring for losses due to weather events), there is no baseline target against which to measure reduction efforts. However, given the significance of the volume of edible food lost at farm level, the WWF Basket measure has set a target to drive ambition and action in this area.

WHAT IS THE TARGET?

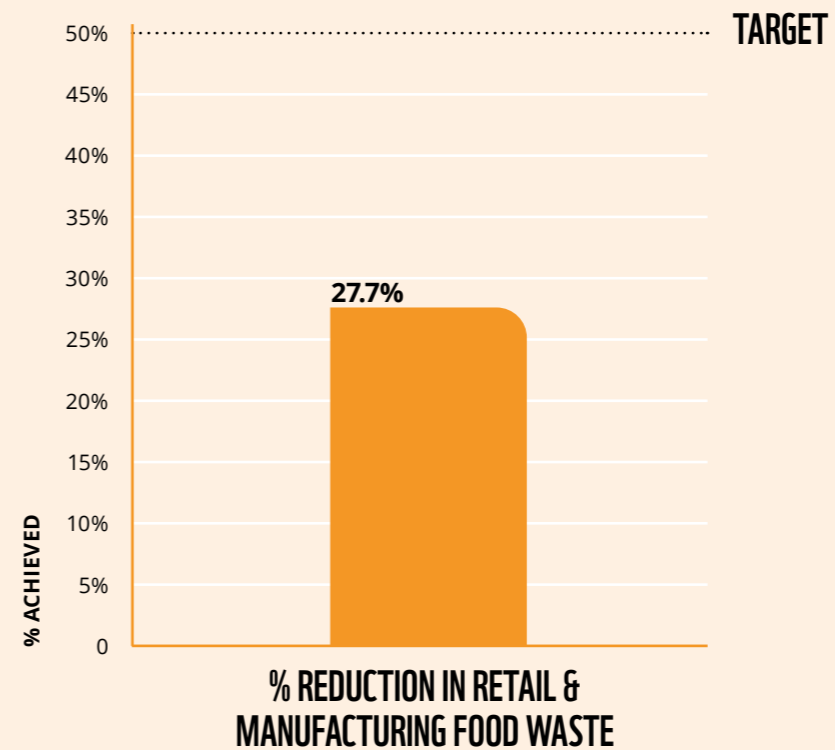
2030 OUTCOME	RETAILER PROGRESS MEASURE
Reducing food loss and waste in all aspects of the supply chain by 50%	% reduction in retail & manufacturing food waste
	% of products adhering to WRAP's best practice labelling guidance
	% reduction in pre-farm gate losses

DISTANCE TO GO



DISTANCE TO GO: REDUCTION OF FOOD WASTE

RETAILER RESPONSES
8/10



Retailer responses: 1-3 4-7 8-10



% OF PRODUCE ADHEREING TO WRAP'S BEST PRACTICE LABELLING GUIDANCE

Insufficient data, although many retailers do apply labelling approaches close to the WRAP approach.

REDUCTION IN PRE-FARM GATE LOSSES

Insufficient data

WRAP's 2023 Courtauld progress report where existing data on manufacturing is modelled up to provide estimates of waste for the whole UK manufacturing market. Further context on waste data is provided in the table below.

This represents progress against the 'retailer and manufacturing' measure – only where current data availability doesn't allow for quantitative assessment of progress in farm stage or household food waste, the overall level of progress is incalculable and therefore isn't reflected in this year's report. As data on farm stage losses becomes available and baselines/benchmarks are determined, this will be reflected in the overall progress figure.

Additional context on Food Waste data:

STAGE	2007 BASELINE (KT)	2030 TARGET (KT)	CURRENT (KT)
Farm stage	N/A	N/A	3,300 ^{xiv} (estimated)
Retail	290	145	203
Manufacture	1,900	950	1,379 ^{xv}
Retail and manufacture	2,190	1,095	1,582

SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- In the retail setting, significant progress has been made towards the 50% reduction in total food loss against the 2007 baseline, demonstrating a 30% reduction in food loss and waste against the baseline.
- While pre-farm gate losses are not yet being quantified, two of the 10 retailers are developing case studies on food loss measurement and reporting on farms, including messaging round this to their supplier networks as well as hosting webinars on the subject. Three more are planning similar actions from next year.
- Across all 10 reporting retailers, approximately 27% of food surplus and waste was redistributed.
- Eight retailers report that they've communicated with consumers about the levels, causes and impacts of food waste. Three retailers also report that they've reviewed pricing strategies and promotions to examine how these may in due course stop customers from buying more than they need.



CHALLENGES

- Where retailer adoption of WRAP's best practice labelling guidance varies in approach, it has not been possible to collect comparable data or properly assess progress towards reduction targets. WRAP is continuing efforts to identify best practice for retailers and develop aligned reporting on retail activity to tackle household food waste.
- It's imperative that we increase momentum in this area through retailer and supplier-led support for farms in measurement efforts. Despite interest in on-farm food loss and waste, a lack of measurement and data continues to prevent setting reduction targets or demonstrating progress.
- Reporting on manufacturing food waste was too inconsistent to utilise this year, so WRAP's modelled estimated from the 2023 *Courtauld Progress Report* was used to provide an estimated measure of progress. Although progress has been made against the 2007 baseline, the Food Waste Reduction Roadmap 2022 report shows an increase in manufacturing waste from 2021. This though largely consisted of inedible parts and data from four businesses with higher-than-average waste rates.



IT'S IMPERATIVE THAT WE INCREASE MOMENTUM IN THIS AREA THROUGH RETAILER AND SUPPLIER-LED SUPPORT FOR FARMS IN MEASUREMENT EFFORTS.

© MAREK STUDZINSKI / UNSPLASH



RECOMMENDATIONS FOR NEXT YEAR

- A core priority of Food Loss and Waste work in 2024 will be the implementation of Phase 2 of the Hidden Waste Roadmap to enable the collection of data on farm-stage food loss, with retailers reporting initial data on this to the WWF Basket in 2024. This will require retailers to work with suppliers to deliver training on measurement of on-farm food loss using the Farm Loss tool (planned for release in February 2024) and ensure reporting is established as best practice within their supply chains. By doing so, the food sector will gain better insights into the patterns of loss rates, establish benchmarks and baselines, be better equipped to identify what reductions are achievable, and be able to provide best practice guidance to retailers and suppliers, advising changes to policy and practice which drive food loss. Retailers should also seek to increase communications in their supplier network focusing on food loss and the actions they plan to take, and work with suppliers and growers to develop case studies on food waste measurement and action.
- Despite DEFRA's decision to not deliver mandatory reporting of food loss and waste, retailers should continue to encourage and work with manufacturers to accelerate progress towards 100% of businesses measuring and reporting, as complete data is vital for the supply chain and NGOs in order to monitor progress and drive reductions. Retailers should also continue to advocate to governments for the necessity of policy in lieu of voluntary action. Actions to support retail supply chains in reporting include issuing consistent guidance on measuring and managing food surplus and waste, including requests for targets on food waste reduction and redistribution rates.
- An area of focus should be to maintain the prioritisation of the food waste hierarchy. Where prevention of food waste is the primary goal, the secondary goal should be redistribution. As progress is made in the development of circular economy and waste-to-feed streams, it's imperative that this focus dictates action in this area and food fit for human consumption is redistributed, with food being sent for animal feed kept to a minimum. Over the next year, retailers should explore ways to increase redistribution and monitor ratios of redistributed food to wasted food and food sent to animal feed, using this information to set targets which prioritise redistribution.
- Action is needed to align efforts on food waste labelling initiatives in order to monitor progress. There has been high-profile adoption of key best practice, such as removing date labels on fruit and vegetables, and switching from 'Use By' to 'Best Before' on dairy products. Where retailer adoption of WRAP's best practice labelling guidance varies in approach, it has not been possible to collect comparable data overall. WRAP is continuing to work with the sector to identify and implement best practice for retailers and the shared responsibility for action to tackle household food waste. Furthermore, this programme should review how pricing strategies and promotions may affect consumer over-purchasing. Retailers should engage in the research and working groups to support these efforts, and continue to communicate with consumers about the levels, causes and impacts of food waste.



© ELIZABETH DALZIEL / WWF-UK

CASE STUDY: SAINSBURY'S

Sainsfreeze, date labels, and 'Taste me, Don't waste me'

Sainsbury's is working to tackle food waste from farms and suppliers right to customers' homes, as part of the Courtauld Commitment 2030.

To support customers in reducing their household food waste, Sainsbury's showed people how to freeze products that are commonly thrown away, by creating a walk-in freezer, 'Sainsfreeze'. The pop-up showed people how to freeze items such as bread and meat, and more unusual items like eggs, as well as how to save freezer space. Working with WRAP to create freezer tips, Sainsbury's demonstrated how customers can reduce waste while saving money too.

Switching from use-by dates to best-before dates on its own-brand milk and yoghurt is another example, encouraging customers to use their own judgement on whether a product is still safe to consume, with the aim of preventing food that's still good to eat from being thrown away. Sainsbury's also removed best-before dates entirely from more than 1,500 products including fresh produce lines such as pineapples, pumpkins, and apples – WRAP research shows that removing date labels from fruit and veg could reduce food waste in UK homes by 50,000 tonnes each year.

As it works towards its commitment of reducing food waste by 50% by 2030, Sainsbury's has introduced 'Taste me, Don't waste me' boxes which offer customers a variety of surplus fruit and vegetables for just £2. The boxes are available in more than 200 supermarkets, with the aim of helping customers access affordable, nutritious food while also helping to prevent food waste.



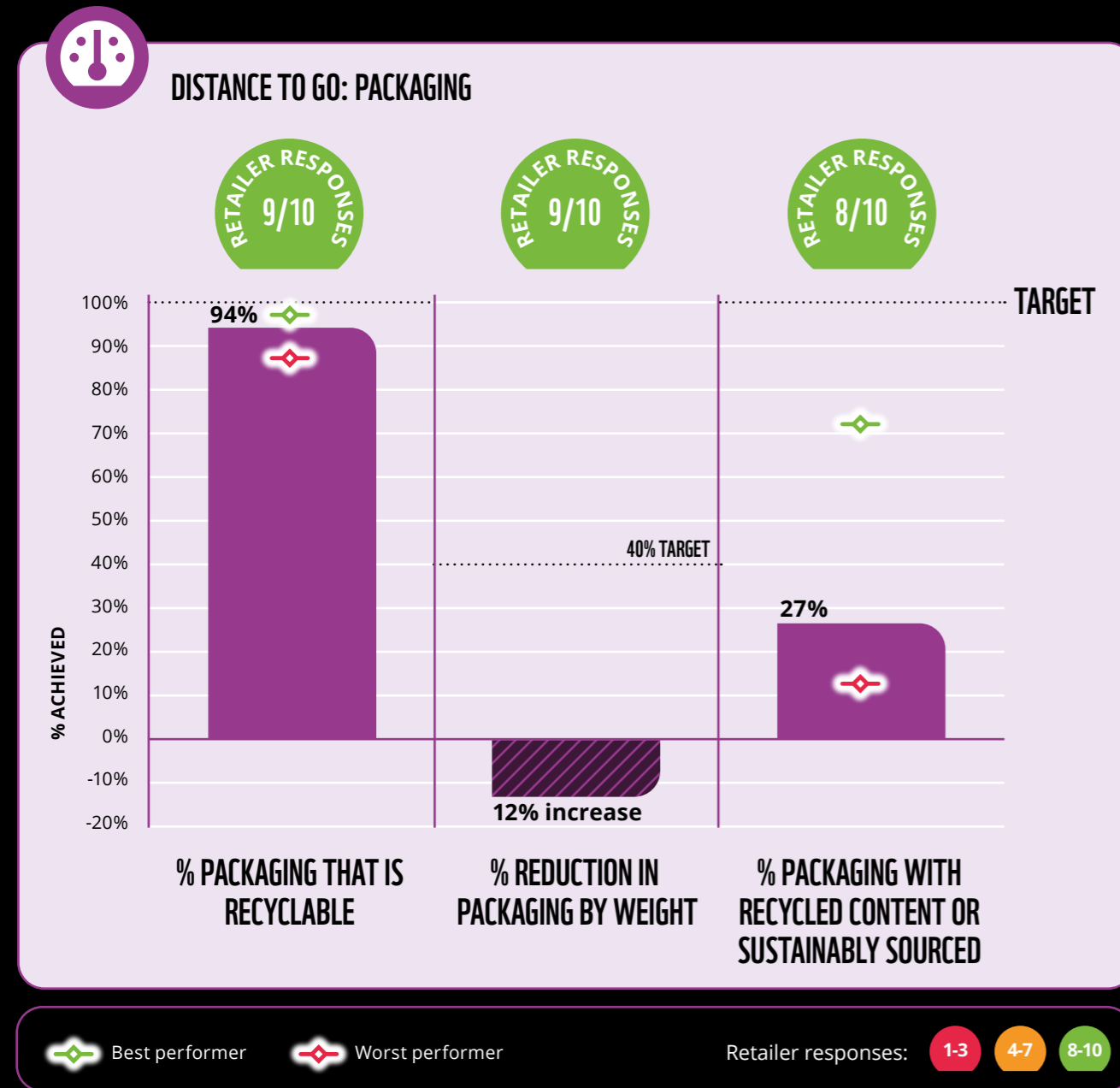
WHY WE FOCUS ON PACKAGING

Food packaging plays a key role in minimising food waste through supply chains, extending the shelf life of products and maintaining food safety. It also provides important information to the consumer on ingredients, allergens and nutrition, helping to inform their choices. However, the materials used in food packaging can have negative environmental and social impacts through the sourcing, processing and production stages (e.g., GHG emissions and pollution from the mining of metals, deforestation resulting from the demand for paper) and disposal (e.g. GHG emissions from waste management, plastics leaking into the environment). Recent efforts have tended to focus on plastic packaging, with UK retailers signing up to WRAP and the Ellen MacArthur Foundation's Plastics Pact to drive progress towards a circular economy for plastics. However, the WWF Basket seeks to extend the focus, acknowledging the need to reduce material consumption for all forms of packaging, while ensuring that more packaging is reusable, recyclable and sustainably sourced. This holistic approach ensures that chasing progress for a single material will not have adverse consequences elsewhere in the packaging system.

WHAT IS THE TARGET?

2030 OUTCOME	RETAILER PROGRESS MEASURE
100% recyclable packaging	% packaging that is recyclable
40% reduction in material use	% reduction in packaging by weight and units
All materials sustainably sourced and use of recycled content maximised	% packaging that is recycled content or sustainably sourced

DISTANCE TO GO



SUCCESSSES & CHALLENGES IN THE LAST YEAR



SUCCESSSES

- The percentage of packaging that is recyclable has remained constant at 94%, and the percentage of packaging that has recycled content or is sustainably sourced has also stayed constant at 27% – but the latter is still far from the level required, and needs to be a key focus going forwards. More retailers provided data this year, so it's encouraging that overall performance hasn't been affected.
- Four out of nine retailers provided qualitative information on sustainable sourcing of paper and cardboard packaging materials, assessing this through schemes such as the Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC). One retailer also reported on other materials such as beverage carton composite packaging, e.g., Tetra Pak (FSC and PEFC), and wood (Forest Law Enforcement Governance and Trade (FLEGT)). This suggests that this measurement is going in the right direction, with one retailer indicating that it communicates a policy in this area to suppliers despite not being able to collect the data, and another reporting that it's improving this type of data collection.



CHALLENGES

- Although the data shows that 94% of packaging is technically recyclable, there's a gap between what's reported as recyclable by retailers and what's actually recycled – in 2021, the UK recorded a packaging recycling rate of 63.2%.^{xvi} Retailers provided figures for materials under the categories of 'recycle', 'recycle at recycling point' and 'recycle with bags at large supermarket', meaning the 94% figure takes into account recycling options beyond formal local authority household kerbside collections – it's not currently clear how much is being recycled in reality via non-kerbside recycling options. Retailers must get credit for enabling the recovery and recycling of materials which are not currently captured through kerbside collections, for example take-back of flexible packaging at stores. These initiatives demonstrate the appetite customers have to recycle these materials. However, the UK Government needs to ensure there is adequate investment in recycling schemes to maximise the benefits of making products recyclable and ensure kerbside collections recover as many packaging materials as possible. It's also vital that the government's proposed Extended Producer Responsibility reforms drive infrastructure improvements to support this aim.
- Retailers reported a 13% increase in packaging material use since 2018, having reported 0% change last year – although this is likely to be partly influenced by the higher number reporting this year. The sales growth of some retailers has resulted in a net increase in overall packaging volumes. Overall, the data for this metric suggest an increase in material use and, therefore, in virgin resource extraction, especially since the recycled content measure has remained static. The increase likely reflects the continued use of single-use packaging formats, rather than a greater uptake of reusable containers which require more materials in the first place. Due to the varied nature of how the retailers reported on this target, it is not possible to analyse where progress has been made but we will consider how this can be improved in the coming year.
- Although retailers were asked to provide packaging information in units (as well as tonnes), only two retailers were in the position to do so. Having this information would enable further understanding of the causes of this regression, as it would show whether retailers are selling more items and help distinguish whether there are increased sales volumes. Note that this measure is not weighted by market share as there is a shared aggregated baseline, so this could limit how significant the change is.
- Out of the 10 retailers providing their data this year, four reported on 'sustainably sourced' and only for a limited number of materials. To the extent it was reported, the percentage of packaging that is sustainably sourced or includes recycled content has stayed constant. Improved monitoring

and reporting would make this measure more reliable over time, and contribute to mitigating the environmental and social impacts of packaging materials on the UK market.

- The UK Government announced delays to the introduction of its major packaging waste reforms – Extended Producer Responsibility (EPR), Deposit Return Schemes, and Simpler Recycling measures (previously Consistent Collections). These highly anticipated policies are key to incentivising producer and consumer behaviour change and ensuring the UK's waste infrastructure is fit to enable a circular economy for a sustainable future.



RECOMMENDATIONS FOR NEXT YEAR

- Retailers and wider food businesses should continue to work to remove unnecessary single-use packaging alongside lightweighting materials where possible. There are an increasing number of initiatives working to scale up reuse and refill systems, thereby increasing the overall resource efficiency of packaging materials. However, while some retailers have explored their own initiatives, none are wide-ranging enough to encourage wholesale consumer behaviour change. This continues to be an opportunity area for pre-competitive collaboration between businesses, alongside WWF (amongst others) proposing policy solutions to UK Government to level the playing field and drive systemic change. For example, setting product category-specific packaging reuse targets, alongside an overall material reduction target, would be a powerful policy signal to businesses to shift away from current linear consumption models and adopt more resource-efficient systems. It should be noted moving away from single-use to reuse and refill packaging systems must not lead to an increase in food waste.
- Work should continue to increase recycled content for all packaging and to use higher levels of certified sustainably sourced materials. Supply chain traceability and consistent and transparent reporting need to be improved. And while the Plastic Packaging Tax is driving demand for recycled plastics (30% minimum), government targets to drive up the use of sustainably sourced materials would ensure the UK's packaging materials footprint is minimised.
- Reporting of the percentage of packaging that's recyclable needs to be more granular, with a breakdown of what's recyclable at kerbside versus recyclable via other collection methods. Differentiating in this way would make this figure more representative of what's actually recycled in reality. The results could be split further according to the OPRL categories of 'recycle', 'recycle at recycling point' and 'recycle with bags at large supermarket'. Retailers should continue to educate consumers on the correct disposal of packaging, and should enable them to return hard-to-recycle materials to store collection points. There is a clear opportunity for this level of granularity to be required as part of EPR reporting.



CASE STUDY: LIDL

Lidl's first smart refill pilot

Since April 2022, Lidl has been piloting a state-of-the-art laundry detergent refill station that supports the elimination of single-use plastic packaging and drives efficiencies across the value chain. The pilot has been designed to offer a better-value solution to customers than the single-use option, to provide a positive customer experience, maximise efficiencies in Lidl's supply chain, and support a circular economy for packaging by preventing single-use packaging waste.

The machines, designed with refill start-up Fyllar, enable customers to select a reusable pouch and follow easy on-screen instructions to select their desired detergent. Refillable pouches save 59g of plastic per refill, thereby contributing to the overall material reduction target of the WWF Basket. There's also an incentive of a 20p discount for each top-up to encourage customer behaviour change. The bulk system requires 50% less pallet space through the supply chain, enables faster picking at distribution centres, and can be replenished by store colleagues nine times faster than cases of single use bottles. A unique chip inside each pouch tracks usage, meaning the refill rates and volumes of packaging saved can be accurately monitored. Closed-fill technology – the ability to refill the pouch without removing the cap – maximises customer convenience with rapid fill times, and mess resulting from product spills is eliminated.

Initial findings from the refill pilot are promising, having demonstrated stronger-than-expected sales – over two-thirds of sales are coming from customers refilling the same pouch one year on. Lidl is now analysing the performance in relation to the costs, savings and environmental benefits through the entire value chain, to inform the potential for scalability and cross-retailer standardisation.



CASE STUDY: CO-OP AND POLYTAG

Polytag and Co-op worked together to deliver a project that saw two types of codes applied to water bottle labels, to gain insights into the use and impact of packaging materials from the consumer to the recycler. The solution aims to change the way people think about recycling, and enable a better understanding of the UK's packaging footprint. Both tags – a visible QR code, unique to each label, and an invisible UV data matrix – were applied to Co-op's 2-litre spring water bottles. The traceability trial saw hundreds of plastic bottles recycled at the Abergele site within just a few weeks. The evidence gathered will help Co-op advocate for ambitious packaging waste policies, including consistent recycling collections. It also has implications for our understanding of how a harmonised, UK-wide deposit

return scheme² and extended producer responsibility could be digitalised. Upgrading systems in this way could enable greater data transparency and reporting, and help to align industry around a common reporting methodology. Responsible end-of-life waste management can help industry measure progress towards a 75% recycling rate for packaging, thereby reducing the overall environmental impact of packaging, ensuring use of recycled content is maximised, and avoidable plastic waste is eliminated.

A Digital Deposit Return Scheme could eventually be widely adopted to complement a traditional deposit return scheme. However, WWF's position is that continued exploration of this technology should not be a reason for the government to further delay the introduction of its proposed deposit return scheme.

² <https://www.gov.uk/government/news/deposit-return-scheme-for-drinks-containers-moves-a-step-closer>







UNDERSTANDING THE DATA

This section provides a more detailed picture of the data behind the results. Specifically, it provides an assessment of:

- 1 Completion** - how many retailers reported and how this compares to last year.
- 2 Comparability** - with reference to own-label vs branded, and different calculation methodologies (if known).
- 3** Any other relevant points for the particular measure.

The criteria used to assess the data quality against each retailer progress measure are displayed through the key below.

Data Quality Assessment Key:

COMPARABILITY ASSESSMENT	COMPLETION ASSESSMENT
 All data directly comparable across retailers; meaningful comparison is possible	 Most retailers have submitted data; it is possible to generalise responses for the sector
 Data somewhat comparable across retailers; meaningful comparison is possible but caution will be needed	 Some retailers have submitted data; it is possible to generalise responses for the sector but caution will be needed
 Data unlikely to be comparable across retailers; meaningful comparison is impossible	 Few retailers have submitted data; it is impossible to generalise responses for the sector

CHANGES TO METHODOLOGY

MARINE



- % farmed seafood products with Forage Fish Dependency Ratio (FFDR meal and FFDR oil) <1 and with all feed ingredients certified by Aquaculture Stewardship Council (ASC) feed standards or equivalent – this year, WWF independently developed new reporting guidance for retailers, clearly setting out what data to collect from their suppliers and how to calculate FFDR.

AGRICULTURE



- % of sourcing from regions with sustainable water management – this was the first year we asked retailers to report on volumes sourced from water bodies with Good Ecological Status.

FOOD WASTE



- % reduction in retail & manufacturing food waste – although retailers reported in full on food waste in their operations, manufacturing waste data was insufficient to draw conclusions from. As such, we're drawing on modelling from WRAP's Courtauld progress report to provide estimates of waste for the whole UK manufacturing market.
- % of products adhering to WRAP's best practice labelling guidance – this year retailers were not asked to report the percentage of products that adhere to WRAP's best practice labelling guidance. Instead, they were asked qualitative questions.
- % reduction in pre-farm-gate losses – this year, retailers were asked to report on what actions they're taking to engage with farmers and supplier networks in preparation for measurement and reporting in 2024.

These progress indicators are not the only areas in which actions are needed; we expect to update the range of metrics over time, but collectively tracking them each year gives a good indication of the overall distance to go on each outcome.



CLIMATE

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% reduction of GHG emissions across scope 1 & 2 activities.		
% reduction of GHG emissions across all scope 3 activities.		

Climate has received the most public, corporate and government attention of all the WWF Basket areas, and as such there are well-established methodologies and protocols for calculating corporate GHG footprints that aren't available for the other areas. For both the Climate measures, the average reduction used is based on aggregated data across reporting retailers.

% REDUCTION OF GHG EMISSIONS ACROSS SCOPE 1 & 2 ACTIVITIES

Retailers have been reporting Scope 1 and 2 emissions for many years, and this data was again well reported to the WWF Basket, with good comparability between retailers and across years. For Scope 2 emissions, retailers were asked this year to disclose emissions using both a location-based and market-based accounting approach; the former was used to aggregate progress towards the WWF Basket outcome. Retailers' own targets vary between these two approaches.

% REDUCTION OF GHG EMISSIONS ACROSS ALL SCOPE 3 ACTIVITIES

While measuring Scope 3 emissions is more challenging than Scope 1 and 2, it is both achievable and crucial for understanding the full climate impact of UK food shopping. Data submitted this year indicates that upwards of 94% of retailer GHG emissions are Scope 3. Significant improvements have been made since last year with six retailers submitting two years' worth of Scope 3 emissions enabling progress to be assessed, compared to last year's three. However, the reported data is still calculated using average emissions factors that do not reflect the specific impacts of individual retailer supply chains and as such, meaningful comparisons cannot be made both between years and between retailers.

Comprehensive Scope 3 data is still lacking from several retailers, specifically on downstream emissions categories, and for some retailers the data provided is the same as previous years due to biannual reporting. Retailers are aware of this and are working with WRAP and other organisations to enable more meaningful monitoring of Scope 3 emissions going forward.



© DAVID BABBER / WWF-UK

DEFORESTATION & CONVERSION

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free (DCF).		
% of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only DCF material, across their entire operations, with a cut-off date no later than 2020.		

The target date for the Deforestation & Conversion targets is 2025 rather than 2030 (the target date for other measures), reflecting the urgency of action needed to protect forest and biodiversity hotspots.

% OF CONVERSION-RISK COMMODITY IN OWN SUPPLY CHAIN THAT IS VERIFIED DCF

For this measure, the average is based on aggregated raw tonnage data across reporting retailers.

Soy

This progress measure continues to have good coverage, with nine retailers reporting this year (one more than last year).

Soy footprint data reported by retailers accounted for over 1.6 million tonnes this year, an increase of 200,000 tonnes compared to last year. The outcomes reported below are from the nine retailers who calculated their soy footprint data (one retailer provided its footprint data but did not estimate the percentage that was verified DCF). Following tier guidance from the Consumer Goods Forum, the following types of soy were included:

- Tier 1 for directly controlled soy (e.g., tofu and soy milk), covered by 56% of retailers
- Tier 2 and Tier 3, for soy used in animal feed to produce raw meat, dairy and eggs, covered by 88% of retailers
- Tier 4a, for soy in processed food derived from meat, covered by 56% of retailers
- Tier 4b, for soy in processed dairy and/or egg-based foods, covered by 56% of retailers
- Tier 5 (derivatives, e.g., lecithin), covered by 11% of retailers

Palm oil

Eight retailers reported on this measure this year. The data we received covered 106,160 tonnes of palm oil (5,000 tonnes less than last year). While we have good coverage of retailers own-brand footprint, this represents less than 10% of the UK's total palm oil footprint.^{xvii}

% OF CONVERSION-RISK COMMODITY SOURCED FROM IMPORTERS THAT HAVE ROBUST COMMITMENTS AND ACTION PLANS TO HANDLE ONLY DCF MATERIAL, ACROSS THEIR ENTIRE OPERATIONS, WITH A CUT-OFF DATE NO LATER THAN 2020

For this measure, the average is based on aggregated raw tonnage data across reporting retailers.

As of yet, no UK importer of palm oil or soy has a robust commitment to handle only DCF commodities, and thus there are no clean UK suppliers.

DIETS

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% of protein sales from animal-based and plant-based sources.		

% OF PROTEIN SALES FROM ANIMAL-BASED AND PLANT-BASED SOURCES

Measuring and reporting protein sales remains a relatively novel task for most retailers. This year, two additional retailers reported data, alongside the four that disclosed last year. Retailers provided good coverage of their protein sales, including protein products such as meat, fish, dairy, eggs, meat alternatives, dairy alternatives, legumes, beans and pulses, and nuts and seeds in their disclosures. The average used in this measure is based on the percentage change reported by retailers, weighted by market share.

The data is only somewhat comparable between retailers. This is because:

- 1 Only three retailers reported on branded products in addition to own-label products
- 2 Not all retailers who reported included composite and prepared products (e.g. pizzas and ready meals)
- 3 Retailers are taking different approaches to calculate their results, with one reporting at ingredient level while the others use the product level. All retailers should aim to report at an ingredient level in future years to improve the accuracy of this measure.

Importantly, this measure is not a measure of protein content and should not be seen as such. Instead, it is a measure of sales (volume) of protein products. Full details on this measure and the calculation methodologies retailers should be following can be found in [WWF's Protein Disclosure Guide](#).^{xviii}



© ELIZABETH DALZIEL/WWF-UK

AGRICULTURE

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% of produce and grains sourcing in robust schemes for biodiversity and soil health.		
% 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.		

% PRODUCE AND GRAINS SOURCING IN ROBUST SCHEMES FOR BIODIVERSITY AND SOIL HEALTH

For this measure, the average is based on aggregated raw tonnage data across reporting retailers. WWF will continue to develop this outcome for overseas supply chains and request this data from all retailers, so reporting reflects the distance to go across UK and overseas supply chains.

More data is available for whole produce than for grains, with retailers citing complex non-integrated global supply chains for grains as the reason for the relative lack of reporting. Going forward, WWF will report separately against fresh produce and grains, as recommended by the work to define this metric better. However, some progress has been made on reporting for grains this year, and this is reflected in the data provided by retailers.

For 2023, the following schemes or scheme combinations counted as 'robust schemes for biodiversity and soil health':

- 1 Organic
- 2 'LEAF Marque + 5% of land in a habitat scheme'

A qualifying habitat scheme includes all area-based management options within higher-level and targeted habitat schemes run by governments within the UK. This includes the following schemes (but not their capital grant components):

- Countryside Stewardship (England)
- Glastir (Wales)
- Agri-Environment Climate Scheme (Scotland)
- Environmental Farming Scheme (Northern Ireland)

In addition, the private assurance scheme 'Fair to Nature' certifies that a farmer/grower has dedicated at least 10% of their farmed land to a range of high-quality habitats. Consequently, there is a synergy between Fair to Nature and LEAF Marque, which indicates this will be a robust scheme combination in future.

This year, this measure has been defined to include schemes beyond just organic. Therefore, in addition to the five retailers that reported for organic, two reported the percentage of fresh produce sourcing in the 'LEAF Marque + 5% habitat scheme'.

Some retailers reported Red Tractor but not with the additional public scheme qualifiers that are required, as Red Tractor is not a robust scheme for biodiversity and soil health for fresh produce and grains. Retailers explained that reporting additional qualifiers remains a challenge.

% MEAT, DAIRY AND EGGS SOURCED TO 'BETTER' STANDARDS

For this measure, the average is based on aggregated raw tonnage data across reporting retailers. This measure seeks to quantify retailer progress towards WWF's goal of producing 'less and better' meat, dairy and eggs. Here 'Better' is defined precisely in alignment with the Eating Better Sourcing Better Framework. This framework ranks the environmental performance of different standards (e.g., organic, Leaf Marque) across different environmental categories (Climate, Water, Soil health, Biodiversity etc.), identifying those that are 'Basic', 'Better' or 'Best'. The middle tier of this framework, 'Better', is the basis of this retailer progress measure, with the target being 100% of meat, dairy and eggs sourced to a 'Better' (or 'Best') standard by 2030.

As a proxy for the 'Better' standard, in line with the Sourcing Better Framework, this measure only included products that meet organic standards or LEAF Marque. Most retailers provided data for the organic standards, with fewer reporting on LEAF Marque.

% OF SOURCING FROM REGIONS WITH SUSTAINABLE WATER MANAGEMENT

This was the first time we asked retailers to report on volumes sourced where the corresponding water body is of Good Ecological Status (under the Water Framework Directive), in order to determine the percentage sourced from regions with sustainable water management. We provided retailers with guidance on how to calculate this measure. As this was a new requirement, we didn't expect retailers to hold all of the relevant reporting data for this collection year. As expected, retailers were unable to report on this measure, though some provided notes explaining how they were working towards collecting the data required to report in future.

% OF PROTEIN, PRODUCE AND GRAIN FARMS MONITORING GHG FOOTPRINT

For this measure, retailers reported the percentage of suppliers' farms that are monitoring GHG footprint for each of the following products separately: beef, dairy, eggs, fruit, lamb, pork, poultry, and vegetables.

There was still insufficient data to report an aggregated figure this year, although there were improvements in reporting compared to last year. Data completion varied across the different farm types; five retailers reported for beef, whereas only one reported for each of fruit, poultry and vegetables. In order for retailers to account for reductions taking place on-farm, farm carbon footprinting will be vital across all commodities. It's therefore crucial that data gaps are filled in years to come, so that we can monitor retailers' progress towards complete monitoring of the GHG footprint of protein, produce and grain farms.

% REDUCTION IN SOURCING FROM LOWLAND PEAT

Retailers stated they lacked the data to calculate the proportion of peat-risk crops sourced. We've therefore assumed a 0% reduction in sourcing from lowland peat. The lack of available field- or farm-level data on different soil types remains a key challenge to reporting for this measure.

A report, published in November 2023 and commissioned through the WWF Tesco partnership, aims to support retailers to better understanding of this issue, highlighting the risks associated with continued production on lowland peat and pragmatic options to help protect and restore lowland peat going forward, recognising the need for government action. This found that the Committee on Climate Change's lowland peat targets can be met by shifting some production off lowland peat, alongside shifts in production from deeper peats to shallower, wasted peat. In practice, the necessary land-use changes may be challenging, and WWF is calling for the UK Government to ensure a comprehensive horticulture strategy is included as part of a new Land Use Framework, including a clear vision for sustainable use of lowland peat. Restoration and wetter farming will need appropriate support, strategic planning, and private and public funding incentives.

% REDUCTION IN AGRICULTURAL GHGS

It isn't yet possible to calculate this progress measure as only three retailers have provided the data needed. With FLAG reporting gaining acceptance across industry, we expect all retailers to be able to report against this metric next year.

MARINE

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% certified wild-caught & aquaculture material sourced.		
% of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Initiative, as outlined in the Blueprint for Action.		
% farmed seafood products with FFDR (FFDR meal and FFDR oil) <1 and with all feed ingredients certified by Aquaculture Stewardship Council (ASC) Feed standards or equivalent.		

As with last year, retailers only disclosed marine data for their own-label product ranges. This will become an increasing issue as it means the data being reported only covers a portion of the products that retailers sell, meaning we're unable to monitor the full impact of our food shopping baskets and progress towards the Basket's ambition.

% CERTIFIED WILD-CAUGHT AND AQUACULTURE MATERIAL SOURCED

Eight retailers reported data on the individual third-party certifications they use. Standards that were included within the dataset were the Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Global Good Agricultural Practices (GAP) Aquaculture Standard and Best Aquaculture Practices (BAP), which are all Global Sustainable Seafood Initiative (GSSI) recognised standards, as well as Responsible Fishing Vessel Standard (RFVS) and Royal Society for the Prevention of Cruelty to Animals (RSPCA) Farmed Fish Welfare Standards. It should be noted that although the progress measure treats all certifications equally, each one has a different focus and scope. For example, the RSPCA standard has a greater focus on animal welfare than many of the others. For this measure, the average percentage certified is based on aggregated tonnages across reporting retailers.

% OF WILD-CAUGHT RESOURCES ADHERING TO ALL ASPECTS OF THE SEASCAPE APPROACH, AS OUTLINED IN THE BLUEPRINT FOR ACTION

As only three retailers attempted to report this measure, using a range of methodologies, we have not created an aggregate figure. The Seafood Jurisdictional Initiative^{six} (formerly Seascope Approach) encompasses issues including human rights and governance as well as environmental and climate indicators, so numeric progress monitoring is very challenging. Significant improvements in data collection and sharing across marine supply chains, as well as clear data-aggregating guidance from WWF, will be needed to make it possible to report against this progress measure in the future.

% FARMED SEAFOOD PRODUCTS WITH FFDR (FFDR MEAL AND FFDR OIL) <1 AND WITH ALL FEED INGREDIENTS CERTIFIED BY ASC FEED STANDARDS OR EQUIVALENT

This year, WWF-UK shared new reporting guidance for retailers, clearly setting out what data to collect from their suppliers and how to calculate FFDR. As a result, four retailers reported quantitative data on FFDR and fish feed – which is an increase of two from last year – enabling the reporting of aggregated data for the first time in the WWF Basket. Furthermore, the ASC feed standard has been in effect since early 2023, allowing retailers to report the certification status of their feed. However, it should be noted that these disclosures only covered a subset of each retailer's total farmed fish purchase volumes. This, and the fact that the majority of retailers did not report, means that the coverage of this dataset remains poor.

FOOD WASTE

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% reduction in retail & manufacturing food waste.		
% of products adhering to WRAP's best practice labelling guidance.		
% reduction in pre-farm gate losses.		

Food waste data collection was aligned with data collection for Courtauld 2030, and the analysis was conducted in collaboration with WRAP^{xx}. However, it must be noted that while Courtauld monitors progress towards a 50% reduction in food waste per capita (displayed below in Courtauld Food Loss and Waste figures 2023), the WWF Basket metric examines it as a reduction in total food loss and waste tonnage. Voluntary food waste reporting by retailers is well established, though its scope across the full supply chain varies by retailer. This year 10 retailers reported compared to only seven last year, reflecting an overall improvement – however, there are still areas where improvements in quality or quantity of data are required.

% REDUCTION IN RETAIL AND MANUFACTURING FOOD WASTE

The three stages of the food supply chain (as defined in the Food Loss & Waste Standard) which are relevant to this progress measure are 'handling and storage', 'processing' and 'distribution and market'^{xxi}. This year, 10 retailers submitted data for their total food loss and waste, compared to seven last year. However, the reporting on manufacturing food waste was too inconsistent to utilise within this year's analysis. As such, the figures used to monitor progress in manufacturing were taken from WRAP's 2023 Courtauld Progress report^{xv}.

Last year, 2018 data was used from the UK Progress against Courtauld 2025 targets report^{xxii} because of uncertainty around the impacts of COVID-19 on food waste in 2021. However, COVID-19 is unlikely to have had a significant impact on food waste in 2022 so we used data reported by retailers.

Variations in the results reported here and in the Food Waste Reduction Roadmap are due to different baselines being used for reporting. There are two different WRAP baselines for food waste reporting – one for Courtauld and one for the Food Waste Reduction Roadmap. The Courtauld baseline was set in 2007 when the SDGs were implemented. The second baseline is devised through retailers reporting to WRAP through the Courtauld agreement and is spread across various years, as different retailers joined and reported for the first year at different times.

Courtauld Food Loss and Waste figures (2023)

	FOOD WASTE (KG/CAPITA/YEAR)		CHANGE 2007-2021	
	2007	2021	kg	%
Retail	4.7	3.5	-1.2	-26
Manufacturing	31.0	20.6	-10.4	-33.6

% OF PRODUCTS ADHERING TO WRAP'S BEST PRACTICE LABELLING GUIDANCE

Due to a lack of consistency in the application of WRAP's best practice labelling guidance, retailers were unable to report or compare progress in this area. In order to ascertain their engagement and proactivity with supporting their customers to reduce food waste, we instead asked retailers qualitative questions regarding their packaging and labelling strategies, communication with consumers, and pricing strategies and promotions. In total, eight retailers answered the majority of questions in this section and provided notes, giving important insight into retailer progress which are explored in the challenges and successes.

% REDUCTION IN PRE-FARM-GATE LOSSES

This is widely acknowledged as a challenging area to obtain data on. This year, retailers were asked to report qualitatively what actions they're taking to engage with farmers and supplier networks on food surplus and waste and preparation for measurement and reporting. Some retailers gave limited responses. Retailers tended to provide fewer answers to this measure than the other food waste measures, although some did provide notes for further context. From the responses received, retailers showed commitment to working on pre-farm-gate losses more in the future.



PACKAGING

RETAILER PROGRESS MEASURE	DATA COMPLETION	DATA COMPARABILITY
% packaging that is recyclable.		
% reduction in packaging by weight and units.		
% packaging that is recycled content or sustainably sourced.		

The collection of Packaging data was aligned with the data collection process for Courtauld 2030, and the analysis was conducted in collaboration with WRAP. The data for this measure reflects an average of retailer performance, which is not weighted by market share. Some retailers reported only some data for this indicator.

% PACKAGING THAT IS RECYCLABLE

This year retailers were asked to classify their recyclability assessments based on the On-Pack Recycling Label (OPRL) classification system. The percentage of recyclability reflects materials in any of the following OPRL categories: 'recycle', 'recycle at recycling point,' and 'recycle with bags at large supermarket'. This year, nine retailers provided usable data for this measure, compared to eight retailers last year. This means the responses can be generalised to the sector.

Given that this is a comprehensive dataset and packaging-used tonnages vary greatly from retailer to retailer, a weighted average based on aggregate data across reporting retailers was used. Five retailers provided data for tonnes of packaging used and tonnes of recyclable packaging according to OPRL definitions, meaning a percentage could be calculated. However, three retailers provided tonnages that resulted in a recyclable percentage far higher or lower than what was realistic, and so for these three retailers, the percentage recyclable that they provided in their response was used instead. Four retailers also reported 'own-label only' compared to five retailers reporting 'both own-label and branded'.

% REDUCTION IN PACKAGING BY WEIGHT AND UNITS

Ten retailers submitted data for this measure, therefore it was possible to generalise responses to the sector. The primary, secondary and tertiary packaging used was recorded for each retailer. This was summed

to get a total figure. WRAP provided an aggregated baseline on a like-for-like basis for 2018 for all except one reporting retailer. For this retailer, a 2019 baseline was provided as part of the aggregated data due to them not being able to report in 2018. The aggregated baseline year data accounts for the new retailers that reported this year (i.e. reflecting the same retailer coverage as was achieved for the WWF Basket, though without sharing individual historical data). The 2022 figure was subtracted from the 2018 figure to find out the packaging reduction achieved. The results of this measure are comparable among retailers because all retailers submitted data, although the different baseline for one retailer should be kept in mind.

Retailers were asked to provide packaging used in units as well as tonnes, but only two retailers did so. In future, this would improve understanding as we could examine whether retailers have switched from lighter to heavier packaging, resulting in an increase in packaging.

% PACKAGING THAT IS RECYCLED CONTENT OR SUSTAINABLY SOURCED

Most retailers provided data for the recycled content in tonnes of packaging, but only four provided some data for sustainably sourced, hence this measure is only somewhat generalisable to the sector. All data is directly comparable across retailers.

This measure asks for two indicators to be combined: percentage recycled content and percentage sustainably sourced, with the target being 100% of packaging being either recycled content or sustainably sourced. Recycled content (tonnes) and sustainably sourced (tonnes) were calculated separately for each packaging material, and then the higher of the two values was used. The total was then subtracted from the total packaging used, giving an average which is based on aggregate data across reporting retailers. The data for this measure can be compared across retailers.

GLOSSARY, ACRONYMS & REFERENCES



© ANKITH CHOUDHARY/UNSPLASH

GLOSSARY OF TERMS

TERM	DEFINITION
Accountability Framework Initiative	A resource to help companies produce and source commodities while protecting forests and other natural ecosystems. It guides the establishment of effective policies and implementation systems to achieve supply chains free from deforestation and conversion.
Animal-based protein products/sources	As outlined in the WWF Protein Disclosure Guide, ^{xxiii} these are considered to be: <ul style="list-style-type: none"> • Meat, poultry and game including beef, lamb, pork, chicken, bacon, sausages, burgers • Fish and seafood • Dairy including milk, cheese, yoghurt, butter, cream • Eggs
Better Standards	Relates to the 'Better' category of the Sourcing Better Framework for reducing the environmental impact of Meat and Dairy

TERM	DEFINITION
Chain of Custody Models (CoC)	<p>A general term to describe the approach taken to demonstrate the link (physical or administrative) between the verified unit of production and a particular claim about the final product (e.g. Fairtrade, organic, deforestation and conversion free). Different types of models exist and are used by retailers and suppliers to claim that a product is DCF. For more details on the Chain of Custody system see ISEAL Guidance.</p> <p>Three major types of CoC models exist for soy and palm oil verification – mass balance, identity-preserved and segregated – but each has significantly different impacts on the ground. Additionally, credit-based systems also exist that allow retailers to purchase credits equal to the volume of soy and palm oil that they have purchased. Only segregated and identity-preserved CoC models allow full traceability of conversion-risk commodities back to the original area of production. Therefore, only segregated and identity-preserved soy/palm oil is guaranteed to be free of deforestation and conversion within retailer supply chains.</p> <p>Identity preservation (IP)</p> <p>An IP tracking system ensures that certified product from a certified site is kept separate from other sources of the product. If used through the whole supply chain, it allows certified products to be uniquely traced through the production process from a production site and batch (sustainability certificate holder) to the last point of transformation or labelling of a product (or use of a claim).</p> <p>Segregated (SG)</p> <p>This type of tracking system ensures that certified product is kept separate from non-certified sources through each stage of the supply chain, allowing assurance that the ingredients within a particular product originate from certified sources, though it may not be possible to identify which molecule came from which certified source.</p> <p>Site-level mass balance</p> <p>This tracking system maintains segregation until the manufacturing or processing stage in the supply chain, when the certified product can then be mixed with non-certified product, and the proportions of certified and non-certified product at the overall site level are recorded and reconciled. Mass balance is not sufficient to prove physical DCF volumes for the WWF Basket measure.</p> <p>Area mass balance</p> <p>Also known as ‘group-level’ or ‘multi-site’ mass balance.</p> <p>In this model physical mixing or volume reconciliation of certified and non-certified product is allowed at any stage in the production process provided that the quantities are controlled in documentation. The volume of certified product purchased by the group/area is controlled and an equivalent volume of product leaving the group/area can be sold as certified. As stated above, mass balance is not sufficient to prove physical DCF volumes for the WWF Basket measure.</p>
Credit Trading	<p>Also known as ‘book and claim’ or ‘certificate trading’. In this model certified material is decoupled from sustainability data. Certified and non-certified product flows freely through the supply chain. Sustainability certificates or credits are issued at the beginning of the supply chain by an independent issuing body and can be bought by market participants, usually via a certificate or credit trading platform. Credit trading is not sufficient to prove physically DCF for the WWF Basket measure. Credit trading is also not strictly a CoC model as there is no link between sustainability data and certified volumes.</p>
Deforestation	<p>The loss of natural forest as a result of:</p> <ul style="list-style-type: none"> • conversion to agriculture or other non-forest land use; • conversion to a plantation; or • severe or sustained degradation

TERM	DEFINITION
Forage Fish Dependency Ratio (FFDR)	The quantity of wild fish used per quantity of cultured fish produced.
First Importer	The first company within a supply chain to place a product onto a specific market.
Forest, Land and Agriculture (FLAG)	The Science-based Target's Initiative has set out FLAG guidance, which provides a standard method for companies in land-intensive sectors to set SBTs including land-based emission reductions and removals.
Food loss & waste	<p>Food and/or inedible parts sent to any of the following destinations:^{xxi}</p> <ul style="list-style-type: none"> • Anaerobic digestion/co-digestion • Composting/aerobic processes • Incineration/controlled combustion • Land application • Landfill • Sewer/wastewater treatment • Not harvested/ploughed-in • Refuse/ discards/ litter (including dumping and unmanaged disposal) <p>This is equivalent to the term ‘food waste’ used by WRAP and others in the UK. The definition excludes any material that is sent for:</p> <ul style="list-style-type: none"> • Redistribution to people (e.g. through a charity or commercial redistributor) • Animal feed • Bio-based materials/biochemical processing (e.g. feedstock for other industrial products) <p>These are often referred to in the UK as ‘food surplus’</p>
Plant-based protein products/sources	<p>As outlined in the WWF Protein Disclosure Guide, these are considered to be:</p> <ul style="list-style-type: none"> • Legumes, beans and pulses including lentils, chickpeas, baked beans, kidney beans, butter beans, black beans, fava beans, lupin beans • Meat alternatives including soy (tempeh, tofu), wheat (seitan), pea protein, mycoprotein-based products • Dairy alternatives including plant milk and yoghurt, vegan cheese, butter and cream • Nuts and seeds • Algae (seaweed)
Recycled content	In its broadest sense, recycled content is the proportion of packaging which comes from recycled materials. WRAP currently aligns its recycled content definition with the ISO14021 definition which clarifies post-consumer material as material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.
Retail & manufacturing food waste	All food waste in the value chain excluding pre-farm gate losses and consumer food waste.
Science-based targets (SBT)	These provide a clearly defined pathway for companies to reduce GHG emissions. Targets are considered ‘science-based’ if they’re in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to well below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C.

TERM	DEFINITION
Scope 1 emissions	Direct emissions from owned or controlled sources (e.g., gas boilers, vehicles, and refrigeration).
Scope 2 emissions	Indirect emissions from the generation of purchased energy.
Scope 3 emissions	All indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including both upstream and downstream emissions (e.g., purchased products and food waste).
WWF Basket	In November 2021, WWF launched the WWF Basket - a set of outcomes and measures to support our goal of halving the environmental impact of UK shopping baskets by 2030. If the outcomes are achieved, WWF believes we will have achieved this ambition.
WWF's Retailers' Commitment for Nature	<p>Since November 2021, WWF has been working closely with a key group of leading retailers as part of WWF's Retailers' Commitment for Nature – signatories to which have made a specific, public commitment to work with WWF towards halving the environmental impact of UK shopping baskets by 2030. As of November 2023, these include Aldi, Co-op, Lidl, M&S, Sainsbury's, Tesco, and Waitrose.</p> <p>Each retailer specifically commits to:</p> <ul style="list-style-type: none"> Working with WWF to halve the environmental impact of UK Baskets by 2030, focusing on climate, deforestation and conversion of habitat, agricultural production, marine, diets, food waste and packaging as measured by the WWF Basket. Reporting data annually to WWF against these pillars and publicly reporting on actions taken. Meeting the business commitment to 1.5 by setting 1.5-degree SBTs in all scopes, near term and long term by end of 2022.

LIST OF ACRONYMS

ACRONYM	DEFINITION
A/FIP	Fishery or Aquaculture Improvement Project
AFi	Accountability Framework Initiative
ASC	Aquaculture Stewardship Council
ASI	Aluminium Stewardship Initiative
CGF	Consumer Goods Forum
CI	Conservation International
DCF	Deforestation and Conversion Free
EPR	Extended Producer Responsibility
ESG	Environmental, Social, and Governance
ETP	Endangered, Threatened and Protected
FFDR	Forage Fish Dependency Ratio
FFDRm	Forage Fish Dependency Ratio meal
FFDRo	Forage Fish Dependency Ratio oil
FLAG	Forest, Land and Agriculture
FLEGT	Forest Law Enforcement Governance and Trade
FSC	Forest Stewardship Council
FWAG	Farming & Wildlife Advisory Group
FWRR	Food Waste Reduction Roadmap
GAP	Good Agricultural Practices
GDST	Global Dialogue on Seafood Traceability
GFLW	Good Food Loss and Waste
GHG	Greenhouse Gas
HESTIA	Harmonised Environmental Storage and Tracking of the Impacts of Agriculture
HGV	Heavy Goods Vehicle
IGD	Institute of Grocery Distribution
IUU	Illegal, Unreported and Unregulated
LCA	Life-Cycle Analysis
LCI	Life Cycle Inventory
OPRL	On-Pack Recycling Label
PEFC	Programme for the Endorsement of Forest Certification
POTC	Palm Oil Transparency Coalition
PPA	Power Purchase Agreement

PRN	Packaging Recovery Note
REM	Remote Electronic Monitoring
RFVS	Responsible Fishing Vessel Standard
RSPCA	Royal Society for the Prevention of Cruelty to Animals
RSPO	Roundtable on Responsible Palm Oil
RTRS	Roundtable on Responsible Soya
SBT	Science-Based Target
SBTi	Science Based Targets Initiative
SBTN	Science Based Targets for Nature
SDG	United Nations Sustainable Development Goal
SECR	Streamlined Energy and Carbon Reporting
TCFD	Taskforce for Climate related Financial Disclosures
TNFD	Taskforce for Nature related Financial Disclosures

REFERENCES

- i GHG Protocol (2013), [Technical Guidance for Calculating Scope 3 Emissions](#)
- ii Accountability Framework Initiative (2023), [The Accountability Framework Core Principles](#)
- iii Agriculture and Horticulture Development Board (2018) [Greenhouse Gas Emissions: Agriculture](#)
- iv WWF (2022) [The Future of Feed: How low opportunity cost livestock feed could support a more regenerative UK food system](#)
- v WWF (2023) [Eating For Net Zero: How Diet Shift Can Enable A Nature Positive Net-Zero Transition In The UK](#)
- vi WWF (2022) [The Journey to Corporate Protein Disclosure](#)
- vii FAO (2019) [Key Facts and Findings](#)
- viii FAO (2019) [Water Use in Livestock Production Systems and Supply Chains](#)
- ix IPCC (2019) Special Report: [Climate Change and Land, Summary for policymakers](#)
- x IPCC (2019) Special Report: [Climate Change and Land, Summary for policymakers](#)
- xi WWF (2020) Living Planet Report. [Bending the curve on biodiversity loss](#)
- xii WWF (2023) [Developing Jurisdictional Initiative for the Seafood Sector](#)
- xiii Action Against Hunger (2022) [World hunger: key facts and statistics 2022](#)
- xiv WWF (2022) [Hidden Waste: The scale and impact of food waste in UK primary production](#)
- xv WRAP (2023) UK Progress Against the Courtauld Commitment 2030 Food Waste Target And Sdg 12.3 As Of 2021
- xvi HM Government (2023) [UK statistics on waste](#)
- xvii WWF and RSPB (2017) [Risky Business: Understanding the UK's overseas footprint for deforestation-risk commodities](#)
- xviii WWF (2022) [The Journey to Corporate Protein Disclosure](#)
- xix WWF (2023) [Seafood Jurisdictional Initiative](#)
- xx WRAP (n.d) [The Courtauld Commitment 2030](#)
- xxi FLW Protocol (2016) [FLW Standard](#)



For a future where people and nature thrive | wwf.org.uk

© 1986 panda symbol and ® “WWF” Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)