

CREATING A SUSTAINABLE FOOD SYSTEM



We're fighting to reform our food system, to halt nature loss and ensure the UK leads a global transformation to sustainable production and consumption of food.

2020-21 TARGET

We'll seek to support the creation of integrated national food strategies in the UK, and to influence an approach to sustainable UK trade that supports the reduction of the UK footprint.

The UK food system affects not only our health, but also that of the natural environment it relies on. Right now it's undermining both – including the stability of the climate, as food accounts for more than a fifth of our domestic emissions and over 30% of our global climate impact. At a global level the food and agriculture system drives 60% of nature loss.

To address the urgent challenge of transforming the food system, the UK government supported a National Food Strategy, which incorporated many of our policy asks. It is the first comprehensive independent review of the food system in England for 75 years. The review was published in July – just after our reporting year – and its recommendations will inform a White Paper response from the government.

During the year we advocated for core environmental standards in trade – which would protect the transition to sustainable agriculture in the UK and prevent us offshoring our environmental footprint. Five key food businesses issued a statement supporting the development of such standards. They are being recommended in various forms by the Trade and Agriculture Commission, the National Food Strategy Review and the Committee on Climate Change.

On trade, together with farmers and civil society, we successfully highlighted the risk to food, farming and standards from trade deals. These led to the creation of the Trade and Agriculture Commission, which produced recommendations on agricultural trade policy and the environment, and the commitment to create a statutory body to report on whether any trade deals put existing UK environmental standards at risk.

2020-21 TARGET

We'll influence the sustainability strategies of target UK businesses and use their voice to help us influence UK environmental policy and legislation to reduce footprint, particularly on soy and palm, and to embed due diligence.

We continued to advocate, including with businesses, for mandatory due diligence on commodities that pose risks to forests and other ecosystems. Following this, the UK government launched a consultation. Most of the responses (some 59,000) were generated through our call to action on our website. At the end of the consultation period we worked with the Retail Soy Group and Mighty Earth to coordinate a letter to the Secretary of State in support of robust due diligence.

In 2021, rates of deforestation in key areas of Brazil are increasing, compounded by attempts to remove forest protections from Brazilian law. We briefed companies on the Brazilian government's land-grabbing bill, which if approved would leave the Amazon wide open to illegal seizures of public lands and protected forests. Many UK companies were among more than 40 businesses who called on the Brazilian legislature to vote down the bill. The media attention this received was important in helping to create space for improvement. The threat remains and we will continue to resist changes that will impact people and nature negatively.

We followed up our 2020 Palm Oil Buyers' Scorecard with a series of case studies highlighting the challenges of sourcing sustainable palm oil, along with solutions implemented by companies including Boots, the Co-op and Tesco.

We led the development of the WWF network's first global Soy Traders' Scorecard, which highlights major gaps in actions taken by soy traders to halt soy-driven deforestation and conversion. We continued to work with the Accountability Framework Initiative to develop more detailed guidance for soy buyers and traders on how to manage supplier non-compliance with policies on human rights and deforestation- and conversion-free supply chains.



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2020-21 TARGET

We'll use WWF and Tesco's basket metric to advocate for step changes in transparency and accountability across the food retail industry.

As part of our ambition to halve the environmental impact of the average UK shopping basket, we've developed a metric that allows retailers to orient their actions and measure their progress. This year we publicly launched the metric to the broader industry, as a key part of our work to advocate for step changes in transparency and accountability. Our basket metric enables the food retail sector to measure progress in seven areas: climate change, deforestation, sustainable agriculture, marine sustainability, packaging, food waste and consumer diets.

This work positioned WWF as a key convener of the UK food sector to drive the change needed to enable the sector to tackle its global footprint and lead the way to avert dangerous climate change and restore nature.

2020-21 TARGET

We'll support the call for radical agricultural reform in the UK and abroad to reduce the devastating impact unsustainable food and agricultural production have on nature. And we'll make the most of the once-in-a-generation opportunity to influence the UK's Environment Bill, Agriculture Bill and trade deals.

The Environment Bill offers a vital opportunity for UK legislation that commits to restoring nature. We inspired almost 23,000 of our supporters to sign a petition led by LINK and RSPB calling on the UK government to include a State of Nature target in the bill.

We secured strong recommendations on due diligence, deforestation and global footprint in the Global Resource Initiative taskforce's final report to the UK government.

We demonstrated business support for due diligence legislation. For example, we encouraged leading food companies to write to the prime minister in October 2020, calling for more ambitious mandatory due diligence.

We also encouraged almost 13,000 of our supporters to call on their MPs to ensure the bill drives UK supply chains to become deforestation and conversion free by 2023. And we raised awareness of our asks on the Environment Bill among MPs and Peers. This resulted in Lord Randall tabling two Global Footprint target amendments, both of which were debated in the House of Lords – one in July 2021, the other in September.

We published *Thriving Within Our Planetary Means*, a report that sets out a target to reduce the UK's consumption and production footprint and action required to meet targets to reduce the impact of the 10 key drivers of environmental devastation – including greenhouse gas emissions, land-use change, material consumption, and air and water pollution.

To help support the progressive implementation of the government's agriculture and environmental agendas we co-funded the first regional Systematic Conservation Plan in England, in East Anglia. The plan helps identify the most effective interventions for nature and the climate working at a landscape scale.



2020-21 TARGET

We'll deliver a public campaign for tough new nature laws, reflecting the current national context and connecting people with nature.

Last autumn, our efforts to engage people with the urgent need to reverse the nature crisis centred around our landmark film with Sir David Attenborough (see page 29) and the launch of our latest *Living Planet Report*, which showed average population sizes of vertebrate wildlife have plummeted by 68% since 1970. The report contained the first global modelling to demonstrate the scale of systemic change needed to restore nature while feeding a growing global human population, along with evidence that it's possible to do so.

Strong media coverage of both the film and the report gave us good advocacy opportunities, and we launched a campaign to build a public mandate for tough new UK nature laws, calling on everyone to demand action to help restore the natural world.

We adapted the main thrust of our campaign when the UK government looked set to agree a trade deal with the US that could have harmful repercussions for nature and our food and agriculture standards. We aimed to ensure the UK's environmental standards, including on imports, are among the best in the world.

We launched our Stand Up for British Standards campaign to demonstrate to MPs the concern local farmers, food retailers and consumers have for British food and farming – and the strong national desire to protect food standards and avoid unhealthy, intensively farmed food in new trade deals. We worked with organisations including Jamie Oliver's Bite Back 2030 campaign and the National Farmers' Union to put pressure on government to 'save our standards'. And we pushed for amendments to the UK's Agriculture Bill that would protect our standards in trade deals.

Our efforts helped influence the government to make a U-turn and commit publicly to protect UK food standards in its Agriculture Bill. The campaign also enabled us to step strongly into a position of authority on the importance of trade deals in tackling the nature crisis.

OUR 2021-22 PRIORITIES WILL INCLUDE

We'll convene major UK food sector companies to lead change by agreeing ambitious climate and deforestation outcomes in their supply chains.

We'll advocate for the UK government to introduce laws or policies to remove deforestation from supply chains.

We'll outline what successful landscape restoration looks like, and produce plans on how to achieve this. We'll use them to influence the Forest, Agriculture and Commodity Trade dialogues and drive action at the UN climate summit in Glasgow.