

WWF BASKET METHODOLOGY

This methodology document is an accompaniment to the main *What's in Store for the Planet 2025* report. It provides an overview of the methodology used to calculate the metrics within the WWF Basket and a summary of data received, broken down for each area. Each section outlines the area measures and outcomes, the method used for the calculation of progress, a summary of the data received this year, and an assessment of comparability of data between reporting years and retailers.

Across the WWF Basket, we have updated the method for assessing the progress of the sector. In previous years, progress was measured across the sector using the raw data on total volumes across the reporting retailers to give an assessment of overall progress of the sector. Since 2024, to reflect the fact that the WWF Basket Outcomes are targets that we have set all retailers with achieving by 2030, we have moved to calculating an average across the reporting retailers. This means that all retailers are equally weighted, and allows us to more accurately depict progress, or conversely, a lack of progress.





RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free	Soy: 10 Palm oil: 9 Cocoa: 7
% of conversion-risk commodity sourced from traders that have robust commitments and action plans to handle only deforestation and conversion-free material, across their entire operations, with a cut-off date no later than 2020	Soy: 8 Palm oil: 6 Cocoa: 4

CONVERSION-RISK COMMODITY IN OWN SUPPLY CHAIN THAT IS VERIFIED DEFORESTATION AND CONVERSION-FREE (%)

What is this measure?

This measure requires retailers to report the tonnages of conversion-risk commodities that fall into specified verified deforestation and conversion-free (DCF) schemes.

WWF has clear expectations of which schemes and standards provide acceptable evidence of DCF supply chains. There are a limited set of verified schemes that meet the all the requirements as aligned with Accountability Framework (AFi) DCF reccomendations. This measure focuses only on processes and schemes that are 'physically' DCF, which means the criteria

monitored within these protocols covers all of AFi's core principles, including independently verification by a third party. For all of the conversion-risk commodities, WWF require monitoring and verification standards that:

- Follow the Accountability
 Framework core principles
 on certifications, particularly on monitoring and verification.
- Have a minimum cut-off date for all ecosystem conversion in the year of 2020.

Currently only **segregated or identity- preserved** certification models (chain of custody) provide evidence of physical DCF products in high-risk sourcing areas (which does not include mass balance or book and claim certification). Physical certification

scheme standards which cover verification of the deforestation and conversion-free criteria include:

- For soy: Roundtable on Responsible Soy (RTRS), ProTerra, Donau Soy and Europe Soy, US Soy Sustainability Assurance Protocol - segregated or identity preserved standard.
- For palm oil: Roundtable on Sustainable Palm Oil (RSPO) and ISCC Plus - segregated or identity preserved standard.
- For cocoa: Rainforest Alliance and Fairtrade - segregated standard and Tonys Open Chain model.

Other forms of credible and independent verification are available and can be further developed to scale up what is recognised, sourced and incentivised to transition to DCF supply chains. Monitoring and verification should make use of and reinforce local and national standards and systems. It should ensure the level of scrutiny is applicable to the risk, following guidance from AFi and recommendations from experts' civil society in the region.

A prime example of minimum monitoring requirements has been developed by WWF Brazil in collaboration with other expert CSOs to cover beef and soy sourcing in Brazil, which can be found <a href="https://example.com/here/beauty-sep-align: requirements/baseline/basel

For soy only, WWF has also chosen to recognise the lower-risk origin volumes reported by retailers, although this data will be disaggregated and reported separately from the DCF data. This includes materials that are certified organic and soy beans produced in North American.

For beef, retailers were asked to report on their total UK beef footprints, with details of country of origin and importer for import beef where they exist. With regards to opportunities for importing verified DCF beef, in the last reporting year there has been no international certification standard that provides the full DCF requirements for beef. However, this area is evolving with new protocol recently launched by Imaflora - Beef on Track in October 2025. WWF is also aware of monitoring, reporting and verification systems used by specification traders and that could enable adequate verification for global supply chains.



How is progress calculated?

For soy, palm oil and cocoa, the percentage of the total footprint (in tonnes) that is verified DCF is calculated by dividing the DCF/lower-risk origin tonnage by the total tonnage footprint for each commodity for each retailer. The aggregated figure reported is the mean average figure across the reporting retailers. For beef, the percentage of deforestation and conversion-risk beef is calculated for each retailer by dividing the beef imported from known high-risk sourcing regions/countries (for example, in South America and Australia), and then dividing this by the total footprint.

What data was received this year?

Nine retailers reported tonnage data for DCF palm oil, and seven reported tonnage data for DCF cocoa. For soy, 10 retailers reported tonnage data on vDCF soy, with 10 reporting retailers providing data on either DCF or lower-risk origin soy. For beef, 7 retailers reported their overall beef footprint, including volumes of beef imported. Across all commodities data was only provided for own-label footprints, with branded data still unavailable across the retailers.

Is the data comparable across retailers and between years?

The majority of the DCF data is comparable across retailers, and the data for beef, cocoa, palm oil and soy is comparable between reporting years. Data on lowerrisk origin for soy is not comparable across retailers, as different retailers reported tonnages under a variety of different schemes, which were not verified by WWF. It has therefore been disaggregated from the verified DCF schemes.

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

What is this measure?

This measure assesses retailers on whether they are sourcing from known traders that have robust DCF commitments and action plans. It requires retailers to report the volumes (tonnes) of conversion-risk commodities that they source across from known first importers which are major exporting trading companies of the commodity. The public commitments and action plans of the traders have been assessed separately, and the retailer volume data was combined with this assessment to calculate the overall measure.

The assessment of traders was completed to highlight development in the commitments and actions being published in their own reporting, including progress, reporting and on the ground investments into the DCF transition to support producers and to achieve and recognise DCF production. The assessment highlights both the progress and gaps in traders' action plans.

How is progress calculated?

The analysis is based on total tonnages of soy, palm oil and cocoa reported by each retailer. For each commodity, the retailers reported the tonnages linked to known first importers and exporting traders.

The results of the assessment of traders' DCF commitments and reported activities for DCF supply chains were categorised as follows:

- For DCF commitments:
 Aligned (green); Partially aligned (amber);
 Not committed (red).
- For monitoring and implementation of DCF action plans: Robust (green); Partial (amber); Weak due diligence (red).
- For on the ground investment in producer landscapes: Robust coverage of landscape investments (green);
 Partial coverage (amber); Little or

- no investments in coverage in landscapes (red).
- For on the ground investment in producer landscapes: Robust (green); Partial (amber); Weak due diligence (red).

For soy, palm and cocoa, the percentage sourcing from known traders was calculated for each reporting retailer, against the results from the overall trader categorisation above, from this a mean average across the retailer was calculated and reported.

What data was received this year?

The number of retailers reporting and the total number of traders assessed for soy, palm and cocoa is shown in Table 1. Number of retailers reporting and traders assessed by commodity below.

Table 1. Number of retailers reporting and traders assessed by commodity

	NUMBER OF REPORTING RETAILERS	NUMBER OF TRADERS ASSESSED
Soy	8	10
Palm	6	13
Cocoa	4	10

Overall, the data on commodity traders remains incomplete, and shows the need for retailers to secure much more granular data about their supply chains. However, the revised reporting approach has allowed WWF to present commodity-specific data for this measure for the second time this year, which is a step towards improving transparency on this critical issue and highlights activity reported upstream to enable DCF supply chains.

Is the data comparable across retailers and between years?

Data is not comparable between years as the assessment of traders is more detailed compared to previous years. However, data is on the proportions of volumes coming from a known traders is comparable across retailers and demonstrates potential changes in the transparency of the supply chain data.



RETAILER PROGRESS MEASURES	NUMBER OF REPORTING RETAILERS
% reduction of GHG emissions across Scope 1 and 2 activities	9
% reduction of GHG emissions across all Scope 3 activities	9
% of emissions arising from purchased goods and services sourced from suppliers with 1.5°C-aligned SBTs	5

% REDUCTION OF GHG EMISSIONS ACROSS SCOPE 1 AND 2 ACTIVITIES

What is this measure?

This measure focuses on efforts to reduce retailers' Scope 1 and 2 emissions, and monitors retailer progress against their near-term emissions reduction targets. Data is collected on retailer Scope 1 and 2 emissions (split into FLAG and non-FLAG emissions), and their near- and long-term emissions reduction targets (including the baseline year, the target year, the percentage reduction target, the target type and whether the target has been validated by the SBTi).

How is progress calculated?

Retailers are assessed using two benchmarks. Firstly, they are assessed on their SBT, and whether this target is aligned with a 1.5°C trajectory based on the SBTi's Corporate Net Zero Standard. If retailers have an aligned target, they are then assessed on the level of progress made against this target. This means that within this metric, we are monitoring progress

towards a 1.5°C-aligned SBT. If a retailer has not set a target, or the target is not aligned with 1.5°C, we measure progress against the pathway calculated using the trajectories developed by the SBTi. To aggregate a figure across the retailers, a mean average level of progress is calculated.

Progress is ascertained by calculating the percentage change in emissions from the emissions reported in the retailer's baseline year. The percentage change in emissions is divided by the percentage target near-term reduction set by the retailer. The benchmark is 100% as each retailer is expected to achieve the emissions reduction stated in their target.

What data was received this year?

10 retailers provided data on their Scope 1 and 2 emissions. 9 retailers also provided data on their near-term emissions reduction targets for Scope 1 and 2 emissions (including the baseline year, the target year, the percentage reduction target, the target type and whether the target has been validated by the SBTi).

Is the data comparable between retailers and reporting years?

The data provided for this reporting year is comparable to that of previous years. Many retailers have been reporting on Scope 1 and 2 emissions for many years now and there is less variation in calculation methodologies than for Scope 3 emissions.

% REDUCTION OF GHG EMISSIONS ACROSS ALL SCOPE 3 ACTIVITIES

What is this measure?

This measure focuses on efforts to reduce retailers' Scope 3 emissions and monitors retailer progress against their near-term emissions reduction targets. Data is collected on retailer Scope 3 emissions (split into FLAG and non-FLAG emissions), and their near- and long-term emissions reduction targets (including the baseline year, the target year, the percentage reduction target, the target type and whether the target has been validated by the SBTi).

How is progress calculated?

Progress is measured using the same method as for Scope 1 and 2 emissions, by measuring retailer progress against their Scope 3 targets. The mean average level of progress against these targets is reported for this measure.

Progress is ascertained by calculating the percentage change in emissions from the emissions reported in the retailer's baseline year. The percentage change in emissions is divided by the percentage target near-term reduction set by the retailer. The benchmark is 100% as each retailer is expected to achieve the emissions reduction stated in their target.

What data was received this year?

Nine retailers provided Scope 3 data for their baseline year and most recent reporting year, with all retailers providing data on their FLAG emissions for category 1 (purchased goods and services).

Is the data comparable between retailers and reporting years?

For calculating the emissions from operations and products, a variety of methods were used by retailers; three retailers used supplier-specific methods for specific Scope 3 categories (categories 3, 5 and 6), but for the most part retailers used a hybrid mix of methods for different categories, including industry average data, spend-based, and activity based (e.g. fuel-based, waste-based or investment-based methods). Increasing the proportion of emissions calculated using supplier-specific methods will increase accuracy and enable greater year-on-year comparability.

On average, the retailers' near-term Scope 3 emissions reduction targets encompass 94% of retailer Scope 3 emissions. The emissions not covered by targets were not removed from the calculations because it was deemed more accurate to include all reported emissions. The excluded emissions varied between categories, which limits any standardised method of comparability.

% OF EMISSIONS ARISING FROM PURCHASED GOODS AND SERVICES SOURCED FROM SUPPLIERS WITH 1.5°C-ALIGNED SBTS

What is this measure?

This measure focuses on the decarbonisation (and ambition for decarbonisation) of the retailers' supply chains. For this measure, data is collected on the proportion of each retailer's Scope 3 Category 1 (purchased goods and services) emissions that arise from suppliers with 1.5°C-aligned SBTs. It is a new measure for this reporting year.

How is progress calculated?

Progress is calculated by extracting the reported percentage of suppliers by each retailer and calculating an average. This is subtracted from the 'distance to go' figure. The target of 50% comes from the Climate Commitment, where retailers within the Retailers' Commitment for Nature committed that by 2025, suppliers representing 50% of their purchased

goods and services emissions would have 1.5°C-aligned net zero commitments.

What data was received this year?

5 retailers provided data this year.

Is the data comparable between retailers and reporting years?

The data received may not be comparable between retailers due to different definitions used to categorise supplier targets. As outlined in Section 2.2.3, there is a distinction between suppliers with 1.5°C-aligned net zero SBTs (this is the most rigorous target and demonstrates that the supplier has near- and long-term targets aligned with 1.5°C) and suppliers with 1.5°C-aligned SBTs (which do not necessarily have a near-term target to ensure consistent mitigation and a long-term target before 2050 and are therefore less rigorous). The two retailers which reported the lowest proportion both specified that they only included suppliers with 1.5°C-aligned net zero SBTs; the other reporting retailers did not specify the definition used.





RETAILER PROGRESS MEASURES	NUMBER OF REPORTING RETAILERS	
% of protein food sales from livestock-based, seafood-based, and plant-based sources	6	
% of pre-prepared and composite products that are vegetarian, vegan (plant-based), meat, and seafood-based	4	
% of wider sales across the main Eatwell food groups	5	

Alignment of the WWF Basket with the Livewell diet has resulted in changes to the data collection and reporting for Diets. The first measure represents a revised version of the Diets measure used in 2022 and 2023, while the other two measures are newly introduced for 2024 reporting onwards. The following subsections cover each progress measure in turn.

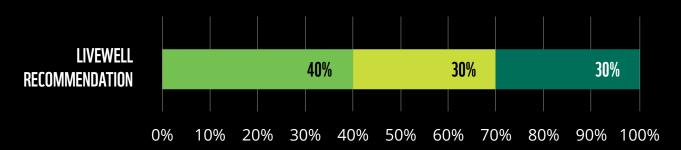
% OF PROTEIN FOOD SALES FROM LIVESTOCK-BASED, SEAFOOD-BASED, AND PLANT-BASED SOURCES

What is this measure?

This is an updated version of the Diets measure used in 2023 reporting. Previously,

the measure reported on the percentage of protein sales from animal-based and plant-based sources and included dairy and fats. This year, the measure aims to promote protein food diversification, and so reports on the percentage of protein sales of foods from the 'Beans, Pulses, Fish, Eggs, Meat and other Protein Foods' Eatwell guide food group according to three product categories: livestock-based; plantbased; and seafood-based. In addition, instead of targeting a 50:50 split between animal-based and plant-based sales (2023 target), the protein split target is now aligned to proportions recommended by the Livewell diet, which represents a healthy and sustainable diet, aligned to UK nutritional recommendations. These splits are presented in Figure 1.

FIGURE 1. RECOMMENDED PROTEIN FOOD PERCENTAGE SALES SPLITS FROM <u>LIVESTOCK-BASED</u>, SEAFOOD-BASED, AND PLANT-BASED SOURCES



Protein Sales Livestock-based sources Protein SalesPlant-based sources

Protein SalesSeafood-based sources

How is progress calculated?

Tonnages for each protein food category (livestock, plant, seafood), are divided by the overall total protein food sales tonnage. These figures are converted into percentages for each reporting retailer. An average of retailer performance is then created based on the number of retailers reporting, to produce the 'achieved' figures. The 'distance to go' figures are calculated by subtracting each of the three achieved protein category splits, derived from the 40%:30%:30% Livewell splits.

What data was received this year?

Six retailers provided data. Four out of six retailers reported on own-label and branded, with two reporting on own-label only. Additionally, all retailers reported on whole foods only.

Is the data comparable between retailers and reporting years?

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

Two retailers only reported on own-label data, rather than own-label and branded.

All retailers only reported on whole foods, rather than whole foods and ingredient-level composite products. With regards to data comparison between reporting years, this measure has been adapted since 2023, when retailers were asked to report on the percentage split between livestock-based protein sales and plant-based protein sales including dairy and fats. Furthermore, some differences were evident in product types reported between years, such as own-label and branded lines, and whole foods and ingredient-level composite products.

As a result, the data is not directly comparable between years, but some limited observations can be made with regards to the proportion of plant-based sales of retailers that reported in both years, as well as data capture.

% PRE-PREPARED AND COMPOSITE PRODUCTS THAT ARE VEGETARIAN, VEGAN (PLANT-BASED), MEAT AND SEAFOOD-BASED

What is this measure?

This is a new measure for 2024 which reports on the breakdown of sales volumes for pre-prepared and composite products that are vegetarian, plant-based (vegan), seafood- and meat -based. This is an interim measure which aims to capture data where retailers have not yet achieved ingredient composite-level reporting for '% of protein food sales from livestock-based, seafood-based, and plant-based sources'. For clear definitions on the product categories included within this progress measure, please refer to WWF's updated WWF Basket Diets Disclosure Guidance.

How is progress calculated?

Tonnages for each composite product category (vegetarian, plant-based, meatbased and seafood-based) are divided by the overall total sales tonnage for composite products. These figures are converted into percentages for each reporting retailer. An average of retailer performance is created based on the number of retailers reported, to produce the 'achieved' figures. The 'distance to go' figure is purely based on the meat-based category and is calculated through the difference between the percentage sales split achieved for meatbased composites and the recommended Livewell percentage sales split for meatbased products (40%). Highest and lowest performers have not been calculated this year because of the limited number of retailers reporting.

What data was received this year?

Only four retailers provided data for this measure.

Is the data comparable across retailers and between years?

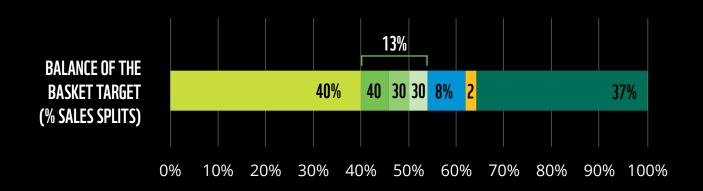
As this was a new measure for 2024, the data reported provides a baseline for future comparison.

% OF WIDER SALES ACROSS THE MAIN EATWELL FOOD GROUPS

What is this measure?

This is a new measure for 2024 which reports on the breakdown of whole food sales volumes from each of the five major Eatwell food groups. It aims to compare sales of foods in the Eatwell food groups against the proportions recommended by Livewell to identify an overarching view of the balance of retailer sales and progress towards a healthy and sustainable diet shift. The average balance of reporting retailers is compared to WWF's recommended Rebalancing the Basket sales split, presented in Figure 2 below:

FIGURE 2. REBALANCING THE BASKET RECOMMENDED % SALES SPLITS ACROSS EATWELL FOOD GROUPS



- Fruit & Vegetables
- Beans, Pulses, Fish, Eggs, Meat & Other Proteins
- Livestock
- Seafood
- Plant

- Dairy & Alternatives
- Oils & Fats
- Potatoes, Rice, Pasta, Bread & Starchy Carbohydrates

How is progress calculated?

Sales tonnages for each food group are divided by the overall tonnage of all food group categories. These are converted into percentages for each reporting retailer. For Dairy & Alternatives, the quantity of liquid milk sales is halved so that milk's contribution aligns with the methodology used for Livewell. This is also the methodology used to create government dietary guidelines. For three of the food groups, further breakdowns of sales are calculated. These include:

- Beans, Pulses, Fish, Eggs, Meat, and Other Proteins, broken down according to protein type:
 - livestock-based;
 - plant-based; and
 - seafood-based.
- Dairy & Alternatives, broken down according to source type:
 - livestock-based; and
 - plant-based.
- Oils & Fats, broken down according to fat type:
 - plant-based unsaturated; and
 - plant-based saturated and livestockbased (saturated and unsaturated).

The 'distance to go' figures are calculated by subtracting the five food group percentage sales splits from the Rebalancing the Basket splits. The highest and lowest performers are calculated based on the total (cumulative) distance from the Rebalancing the Basket splits.

There is currently no target outcome for the breakdowns of Dairy & Alternatives, and Oils & Fats.

What data was received this year?

Five retailers provided complete data for this measure. The five that provided complete data reported on whole foods only, excluding ingredient-level composites. Three retailers reported on own-label and branded, with two retailer excluding branded data from reporting.

Is the data comparable across retailers and between years?

The data is somewhat comparable across retailers given that retailers reported on whole foods only (although they are encouraged to report on both whole foods and ingredient-level composites going forwards). However, it should be noted that one retailer excluded branded data from reporting, making the results partially incomparable. In addition, retailers used different approaches to calculate the balance of sales results, such as:

Different inclusions of food products in the total sales figures, such as one retailer including fruit juices and smoothies in the Fruit & Vegetable category, and other differences in inclusions within the Beans, Pulses, Fish, Eggs, Meat, and Other Proteins outlined in Section 4.3.1.

One retailer provided data as percentages rather than tonnages.

Because this was a new measure for 2024, data is not comparable between years, and data reported this year provides a baseline for future comparison.



RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTING
% certified wild-caught and aquaculture material sourced	9
% of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Initiative (SJI), as outlined in the Blueprint for Action	6
% farmed seafood products with FFDR (FFDRm and FFDRo) <1 and with all feed ingredients certified by ASC Feed Standards or equivalent, where available	5

% CERTIFIED WILD-CAUGHT AND AQUACULTURE MATERIAL SOURCED

What is this measure?

This measure aims to track what proportion (by weight) of all wild-caught and aquaculture seafood is sourced from an appropriate certification scheme. In addition to the percentage tonnage under certification, retailers are also asked to provide the percentage tonnage sourced from fishery improvement projects and the percentage tonnage not covered by any certifications.

The certifications permitted to contribute to this measure are:

- Marine Stewardship Council
- Aquaculture Stewardship Council
- Global GAP Aquaculture Standard
- Best Aquaculture Practices

How is progress calculated?

The goal for this measure is for 100% of material sourced to be under a certification. Tonnage under each certification is calculated by multiplying the total wildcaught tonnage by the percentage under certification. This is also completed for aquaculture. Tonnages for wild-caught and aquaculture are combined, then divided by the total sourced for both wild-caught and aquaculture to calculate a percentage certified for each retailer. A mean average level of certification was then calculated across the retailers. The percentage of supply that was sourced from Fishery Improvement Projects (FIPs) was provided as raw data and the mean average level for FIP engaged was then calculated across the retailers.

What data was received this year?

Data was received from 10 retailers; however data was excluded from one retailer due to missing information on the split between wild-caught and aquaculture.

Is the data comparable across retailers and between years?

The core certifications did not change, and so data is comparable with the previous years. However, the approach to calculating retailer progress has changed compared to 2023, whereby the average now reflects the average percentage performance of individual retailers, rather than being based on total units reported.

The data now includes engagement with FIPs.

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

What is this measure?

In WWF Basket reporting up to 2024, WWF requested that retailers assess their own supply chains against the checklists that had been developed for tuna, and report the stages of progression their supply chains were at against the SJI. Due to the inconsistencies and inefficiencies associated with this method of reporting, retailers now provide supplier information to WWF, who assess the relevant supply chains against the SJI checklist. Since 2024, the data request has expanded to mackerel and nephrops.

How is progress calculated?

Retailers provide supplier information and the tonnages from each supplier. The suppliers complete the SJI checklist. This data is matched up with retailer data to ascertain that the proportion of purchased volume from suppliers falls within the different stages.

Suppliers completed the relevant checklist for each fishery they source – providing a score of 1 (worst case) – 4 (best case) for each progress measure within each impact area (human rights, climate change, fish biology, fishing activity, governance and supply chain actions). Supplier also provided a 0 score if they did not know the appropriate response.

For some progress measures e.g. where no bait is used, no transhipment is carried out etc NA was replaced with 4 for best case scenario.

What data was received this year?

Data was received from 5 retailers this year. For tuna, the checklist was completed by 8 suppliers. For mackerel, the checklist was completed by 6 suppliers, and for nephrops the checklist was completed by 2 suppliers.

Is the data comparable across retailers and between years?

This measure was reported on for the first time in 2024, but not split by species.

% FARMED SEAFOOD PRODUCTS WITH FFDR (FFDRM AND FFDRO) <1 AND WITH ALL FEED INGREDIENTS CERTIFIED BY ASC FEED STANDARDS OR EQUIVALENT, WHERE AVAILABLE

What is this measure?

This measure covers the Forage Fish Dependency Ratio (FFDR), which indicates the quantity of wild fish used per quantity of cultured fish produced, and feed that is certified.

HOW IS PROGRESS CALCULATED?

The categories below capture the range of products included in FFDR reporting:

- Fresh fish including raw, prepared, and composite products and products that are ready to eat, e.g. fish fillets, tails, smoked fish, fish pie and/mix, fishcakes, battered fish, sushi, caviar, sauces
- Frozen fish including prepared and composite products, e.g. fish fillets, burgers, curries, fish fingers pasta, pies
- Tinned fish including prepared and composite products, e.g. paste, pate, fillets.

Each retailer provides supplier information, species, tonnage and the FFDRo and FFDRm for the species. For each species, if the FFDRm and the FFDRo are below one, this is counted as compliant, while if either the FFDRm and FFDRo are over one, it is not compliant. The compliant tonnage is divided by the total tonnage for each retailer to

produce retailer percentages achieved. An average is taken across all retailers' individual performance to show overall compliance.

What data was received this year?

Data for FFDR was received from 5 retailers this year, but data from one retailer was not included in the analysis due to inconsistencies. Five retailers provided information on feed certification.

Is the data comparable across retailers and between years?

It is not possible to compare changes in levels of certification between years due to a change in scope of reporting requirements.



AGRICULTURE

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTING
% fruit and vegetables & grains sourced in a	Own-label: Fruit and vegetables: 5 Grains: 2
robust scheme for biodiversity and soil health	Branded: Fruit and vegetables: 1 Grains: 0
	Animal welfare, soil health, biodiversity, local pollution:
	Own-label: 7-8 Branded: 2
	Antibiotic use:
% meat, dairy and eggs sourced to 'Better' standards	Own-label: 8 Branded: 4
	Retailers were also invited to provide qualitative evidence of where supply chains are advancing towards 'better' standards. Across the 4 themes, for own-label and branded combined, 71 datapoints were provided by 8 retailers.
% fruit and vegetables & meat, dairy and eggs sourced from areas with sustainable water management (SWM)	All products: 2 Fruit and vegetables only: 2 Total: 4
% of meat, dairy and eggs, fruit and vegetables & grains sourced from farms that are monitoring GHG footprint	Fruit and vegetables: 5 Meat: 3 Dairy: 2 Eggs: 0 Grains: 0
% of lowland peat in supply chains restored or sustainably managed	Quantitative: 2 Qualitative: 7

% FRUIT AND VEGETABLES & GRAINS SOURCED IN A ROBUST SCHEME FOR BIODIVERSITY AND SOIL HEALTH

What is this measure?

This measure relates to the proportion of fruit and vegetables and grains sourced from land within a robust scheme for biodiversity and soil health.

WHAT IS IN THE SCOPE OF 'FRUIT AND VEGETABLES AND 'GRAINS'?

• Produce and grains grown outdoors in the UK, France and South Africa are in scope this year. Outdoor production is challenging to define but this year polytunnels are considered outdoor if the substrate is the soil in the field where the polytunnel is located, and if, during the growing season, the polytunnel was at least temporarily open to flying insects/invertebrates etc.

- Own-label and branded products are both in scope but reported separately.
- Defining "fruit and vegetables": Whole/ unprocessed fruit and vegetables (e.g. oranges, carrots). Include frozen and chopped fruit and vegetables. Exclude dried and canned fruit and vegetables.
- Defining "grains": Whole/unprocessed grains: oats, rice, quinoa, bulgur, pearl barley, maize (like popcorn), polenta; Partially processed grains: All flours (e.g. wheat flour, corn flour, rye flour, rice flour); Constituent products: breads, bagels, pasta, breakfast cereals, cereal bars and breakfast biscuits (where cereals are primary ingredient), noodles. Does not include prepared and composite products where cereals are not the main ingredient such as: pastries, cakes, biscuits and cereal bars (where cereals are not the primary ingredient), donuts, American muffins, Party/picnic foods e.g. sausage rolls, samosas, spring rolls, sandwiches, pizza, filled pasta.



DEFINING A 'ROBUST SCHEME FOR BIODIVERSITY AND SOIL HEALTH'

From 2025, we expanded reporting on this metric from UK only to France and South Africa to cover additional key sourcing regions. Schemes were assessed for their robustness in collaboration with WWF Network offices in these respective countries. The robust schemes considered for the assessment are outlined in Table 1-2 below.

Table 2. Scheme combinations considered robust for biodiversity and soil health for UK production

COUNTRY	PRIMARY SCHEME	ADDITIONAL SCHEME REQUIRED TO MAKE SCHEME COMBINATION 'ROBUST FOR BIODIVERSITY AND SOIL HEALTH'
	1. Organic	None
UK 2. LEAF Marque		At least 5% of the farmed area on each farm must also be enrolled in a qualifying habitat scheme . There is one qualifying scheme for each of the devolved nations, listed below. N.B. capital grant components of these schemes are not included.
	2. LEAF Marque	a) England: Countryside Stewardship (mid or higher tier)
		b) Wales: Glastir Advanced or Habitat Wales Scheme
		c) Scotland: Agri-Environment Climate Scheme
		d) Northern Ireland: Environmental Farming Scheme
		e) UK-wide: Fair to Nature
	3. Red Tractor Fresh Produce Standard v.5	Fair to Nature v3.1a (100% of the farmed area enrolled)
	1. Agriculture Biologique	None
France	2. Bio Equitable en France	None
Tance	3. Demeter	None
	4. Nature & Progrès	None
South Africa	1. SIZA (Sustainability Initiative of South Africa)	None

How is progress calculated?

Average retailer progress is only calculated for own-label fruit and vegetables because not enough retailers reported against grains (own-label and branded) and branded produce.

The individual retailer performance percentages for own-label produce are calculated by dividing total tonnes of produce sourced according to the qualifying schemes divided by total tonnes of whole produce for each retailer. The average across retailers is then calculated by taking the mean of these percentages.

What data was received this year?

For fruit and vegetables, five retailers reported own-label and one reported for branded. For grains, two retailers reported for own-label and none for branded. This is similar to last year, with five retailers reporting own-label produce. Most retailers reported tonnes of produce that are certified organic and some for LEAF Marque combined with 5% of each farm in a qualifying habitat scheme. It proved challenging for retailers to find data on the additional schemes required for LEAF Marque. The majority of retailers currently lack data on whether producers participate in 'designated habitat schemes' and would need to find ways to address this before they can report fully against the metric.

The data shown here paints an incomplete picture as we can currently only assess the proportion of produce grown the UK, France and South Africa, representing about roughly 48% of retailers' global fruit and veg sourcing. WWF-UK has been working with other WWF network offices to identify equivalent robust schemes for soil health and biodiversity in key sourcing regions to expand reporting to imported products which make up a large part of UK sourcing. Identifying equivalent robust schemes in other

sourcing countries is an ongoing challenge, however, as certifications are being updated continuously. Furthermore, certifications can and must not be assessed using the exact same criteria everywhere due to different contexts. In Spain for example, a robust scheme would have to include a strong requirement on sustainable water management. While we continue to explore expanding the robust schemes reporting to further sourcing regions, we encourage retailers to undertake this analysis for themselves, engaging with their suppliers abroad in the same way that they engage with UK suppliers.

Is the data comparable across retailers and between years?

Data comparability to last year is slightly limited by the expansion of the metric to France and South Africa, for which data is added to the UK data before the average across retailers is calculated. However, in practice, most data still stems from UK where retailers have the best traceability and most retailers have set targets to source exclusively from LEAF Marque certified growers. The data is therefore broadly comparable to last year's.

Data is largely comparable between retailers, with more clarity around what products are in scope this year than in previous years. Not all retailers track whether produce is grown indoors or outdoors, so we cannot say with certainty how much of the data is indoor grown produce.

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

What is this measure?

This measure focuses on the proportion of meat, dairy and eggs that are sourced according to 'Better' standards.

WHAT IS IN THE SCOPE OF 'MEAT, DAIRY AND EGGS'?

- Only meat, dairy and eggs that are sourced from the UK and Republic of Ireland are in scope this year.
- Own-label and branded were both in scope, reported separately.
- Defining "meat, dairy and eggs":
 Whole/unprocessed meat, dairy and
 eggs (e.g. milk, steak) and partially
 processed meat, dairy and eggs (e.g.
 cheese, breaded chicken breast). Include
 frozen meat, dairy and eggs. Exclude
 dried and canned meat, dairy and eggs.
 Reporting was disaggregated into the
 following key supply chains: beef, lamb,
 pork, poultry, dairy and eggs. However,
 reporting on the four meat categories
 was grouped together.

DEFINING 'BETTER' STANDARDS:

'Better' standards are defined by the Sourcing Better Framework's (SBF) 'Better' and 'Best' categories across different impact areas, and reporting has been disaggregated by these impact areas. There are eight total SBF impact areas but this measure only collects data on five of them, because three areas are covered by other measures within the WWF Basket.

Data collection on 'Better' standards has become more granular year on year, to allow for more detailed reporting, covering more schemes for the different categories. Soil health, biodiversity and local pollution are now reported separately, for instance, with specific certification schemes considered for each of them. This year, retailers could also submit additional qualitative evidence to account for progress made outside of existing certification schemes. Indeed, many retailers have dedicated farming groups which follow specific sourcing practices that are partially aligned with 'Better' practices, as defined in the practice catalogue published in March 2025. In practice, however, retailers mostly stuck to reporting against the same certification schemes as in previous years (organic, RSPCA), indicating that retailers lack the data granularity and/or the resource capacity to be able to identify different values across different groupings of acceptable schemes.

Table 1-3 summarises the eight impact areas, highlights which impact areas are covered within AG2 and which are covered elsewhere in the WWF Basket, and identifies the schemes that define 'Better' or 'Best' standards.

Table 3. The Sourcing Better Framework impact areas and schemes that define 'Better' or 'Best' standards

SOURCING BETTER FRAMEWORK IMPACT AREA		'BETTER' CHARACTERISTIC	SCHEMES THAT DEFINE 'BETTER' OR 'BEST' STANDARDS
	Yes	Livestock are used to maintain or potentially improve farmland biodiversity	OrganicPasture for Life
a) Biodiversity		Sensitive or high value habitats are protected	 A Greener World Regenerative Standards LEAF Marque V16.1
Pest and disease management minimises harm to biodiversity while maintaining farm resilience	 LEAF Marque V16.1 Organic Pasture for Life (beef, lamb and dairy only) Soil Association Organic 		
b) Soil health	Yes	Livestock are used to maintain or potentially improve soil health and fertility	 A Greener World Regenerative Standards LEAF Marque Standard V16.1 Organic Pasture for Life Soil Association Organic
Soil health and fertility is measured and accounted for in the planning of farm operations	 Farm Assured Welsh Livestock Scheme (beef and lamb only) LEAF Marque V16.1 Organic Red Tractor - Crops, Fresh Produce (as feed) 		

Yes property of the control of the c	Yes	Nutrient management practices are in place to understand risks and prevent soil and water contamination	 Farm Assured Welsh Livestock Scheme (beef and lamb only) LEAF Marque V16.1 Organic Pasture for Life (beef, lamb and dairy only) Quality Meat Scotland (beef and lamb only) Red Tractor - Crops, Fresh Produce Scottish Organic Producers Soil Association Organic Standards - Farming & Growing
	Inputs such as nitrogen fertilisers and chemicals are restricted in high- value habitats	 LEAF Marque V16.1 Organic Pasture for Life (beef, lamb and dairy only) oil Association Organic 	
		Appropriate infrastructure is in place to prevent the escape of pollutants into the environment	 A Greener World Regenerative Standards Farm Assured Welsh Livestock Scheme (beef and lamb only) LEAF Marque V16.1 N.I. Beef and Lamb Assurance Scheme (beef and lamb only) Organic Pasture for Life (beef, lamb and dairy only) Quality Meat Scotland (beef and lamb only) Red Tractor RSPCA Assured Scottish Organic Producers Soil Association Organic
		Pesticide use is minimised through responsible management practices that prioritise non-chemical alternatives	 A Greener World Regenerative Standards LEAF Marque V16.1 Organic Pasture for Life (beef, lamb and dairy only) Soil Association Organic

d) Animal welfare	Yes	Livestock are provided with conditions that exceeds minimum legal guidelines, supporting their health and wellbeing, including opportunities for the expression of some natural behaviours	 Organic RSPCA Assured Better Chicken Commitment (poultry only) Red Tractor Indoor Enhanced Welfare (broiler chickens, V1) (poultry only) British Lion Barn Eggs (eggs only) Soil Association Organic (eggs only)
e) Antibiotic use	Yes		Qualitative yes/no assessment of whether retailers publish the volume of antibiotics used within their supply chain and/or have a target for reducing antibiotic use
f) (Greenhouse gases)	No		Covered within Climate area
g) (Water scarcity)	No		Covered by Sustainable Water Management metric
h) (Land-use change)	No		Covered within Deforestation and Conversion area

How is progress calculated?

The percentage of retailer progress is calculated by dividing total tonnes of products certified to the relevant schemes for the 'better' standards theme for each retailer by total tonnes of products sold by that same retailer. The average across retailers is then calculated by taking the mean of these individual retailer percentages. Progress achieved values are calculated per theme (animal welfare, soil health etc.) and split into own-label and branded. Qualitative data was included in the narrative of the report, but not in the quantitative calculations.

For antibiotics, the calculations are slightly different because retailers were asked for a qualitative yes/no response. Therefore, the number of retailers that say yes to either publishing the volume of antibiotics within their supply chains or to having a target for reducing antibiotic use are counted. The number of retailers that say yes is divided by the number of reporting retailers (that say either yes or no) to calculate the percentage of retailers that meet better standards for antibiotic use.

The data on the four meat supply chains is grouped together and a separate average retailer performance value is calculated for the three key supply chains: meat, dairy, and eggs.

What data was received this year?

Data was collected on five SBF impact areas (biodiversity, soil health, local pollution, animal welfare, and antibiotic use). The remaining three SBF areas are covered by other measures within the WWF Basket (greenhouse gas emissions, land-use change, water scarcity).

Data submission was generally high for this measure. The numbers of reporting retailers for own-label and branded products are outlined in Table 1-4. We did not report on branded data as the minimum threshold of three reporting retailers for the different categories was not met.

Table 4. Number of reporting retailers for own-label and branded products, broken down by product types and impact area

IMPACT AREA	OWN-LABEL			BRANDED		
	Meat	Dairy	Eggs	Meat	Dairy	Eggs
Animal welfare	8	8	8	1	2	0
Soil health	5	7	6	1	2	0
Biodiversity	4	7	6	1	2	0
Local pollution	7	7	6	1	2	0
Antibiotic use	8	8	8	4	4	4

Is the data comparable across retailers and between years?

This basket outcome has undergone a significant restructure since 2024, with biodiversity, soil health and local pollution being reported separately this year, and data requested for multiple characteristics underpinning each of these themes. In addition, for these themes and for animal welfare, significantly more certification schemes are accepted as evidence that products are meeting 'better' standards (see above).

Animal welfare is therefore the most comparable to 2024; retailer progress has risen modestly for meat and eggs, and stayed the same for dairy. In 2024, the combined biodiversity, soil health and local pollution result showed average retailer performance of 4% for meat, 5% for dairy and 8% for eggs. In comparison, soil health this year has remained largely the same,

biodiversity has shown a slight decline, but local pollution has increased significantly to 22%, 16% and 14% respectively. This may be driven by the additional certification schemes that were accepted this year - it is unlikely to be due to better data availability, as the number of reporting retailers for local pollution has fallen slightly compared to 2024. Across the board, retailers perform worse under soil health and biodiversity than animal welfare (i.e. an individual retailer is not driving this difference). This may be because RSPCA is an accepted scheme for animal welfare but not soil health or biodiversity, whereas in 2024 RSPCA was one of the two accepted measures.

Data is largely comparable between retailers although retailers may interpret the 'what products are in scope' definitions slightly differently or have different data available within each category. For example, some

retailers included only liquid fresh milk, whereas others included other types of dairy. Finally, some retailers included only chicken (not included breaded) within the poultry category whereas others included other types of game.

% FRUIT AND VEGETABLES & MEAT, DAIRY AND EGGS SOURCED FROM AREAS WITH SUSTAINABLE WATER MANAGEMENT (SWM)

What is this measure?

This measure relates to the proportion of fresh food sourced from areas with 'sustainable water management'.

WHAT IS IN THE SCOPE OF 'FRUIT AND VEGETABLES & MEAT, DAIRY AND EGGS'?

- Ultimately, this measure will apply to fresh food sourced from all global locations. WWF have currently defined sustainable water management in the UK, EU and key export growing areas of South Africa, Peru, and Kenya. Therefore, the measure only applies to these regions this year. However, it should be noted that these four regions/ countries account for the majority of in-scope production.
- Own-label and branded products are in scope, reported separately.
- Defining "fruit and vegetables": Whole/ unprocessed fruit and vegetables (e.g. oranges, carrots). Include frozen and chopped fruit and vegetables. Exclude dried and canned fruit and vegetables. Defining "meat, dairy and eggs": Whole/ unprocessed meat, dairy and eggs (e.g. milk, steak) and partially processed meat, dairy and eggs (e.g. cheese, breaded chicken breast). Include frozen

meat, dairy and eggs. Exclude dried and canned meat, dairy and eggs. For reporting, these have been streamlined into the following four: meat, dairy, eggs and produce.

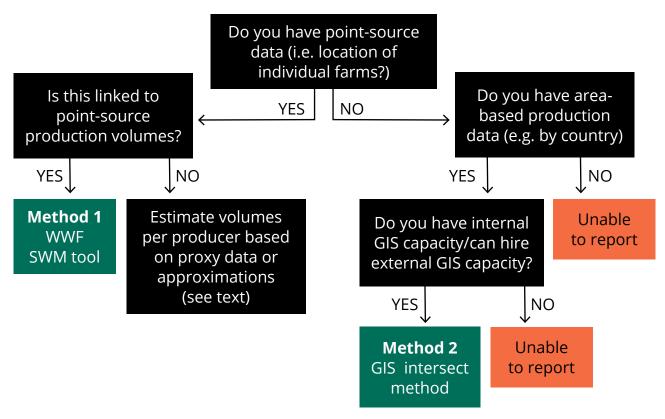
DEFINING SUSTAINABLE WATER MANAGEMENT

- Within the UK and EU, an area of sustainable water management is defined as the catchment of any waterbody currently classified as being of Good or High Ecological Status under the Water Framework Directive.
- In other global locations, WWF has developed a framework of indicators that determine if a given area has sustainable water management. This framework has so far been applied to parts of South Africa, Peru, and Kenya. Given that WWF has defined sustainable water management only for these locations, reporting is limited to food sourced from them. It should be noted, however, that these regions (UK, EU and key sourcing areas in South Africa, Peru, and Kenya) encompass most of the production areas for UK consumed fruit, vegetables, meat, dairy and eggs. In future, the geographical scope of reporting is expected to expand.

METHODS TO CALCULATE SUSTAINABLE WATER MANAGEMENT

There are two methods that retailers could use to calculate sustainable water management: the decision tree in Figure 3 was provided to help retailers decide which to use.





The two methods for calculating sustainable water management are outlined below:

- Method 1: WWF sustainable water management tool: data on production volume by point (i.e. by farm) is input into a new WWF sustainable water management tool which can be used to calculate the tonnes of fresh produce that are sourced from areas of sustainable water management. If a retailer has point-source data but this is not linked to production volumes, estimates of the volume by grower can be made by distributing the total volume according to grower size category (e.g. using data on growing area/farm size, or supplier estimates/local knowledge). For large numbers of widely dispersed growers, 'best guess' attribution of volumes to growers has been shown to provide values for the overall sustainable water management measure within +/-5% of the true value.
- Method 2: GIS intersect method: data on tonnes of production by area (e.g. by county/postcode area/province) is available. This data is overlaid, using GIS, with open-source data on the Ecological Status of waterbodies in the UK and EU, as defined by the EU Water Framework Directive (WFD). An intersect analysis is performed to calculate the proportion of fresh food sourced in each of the WFD's Ecological Status categories. This information is used to calculate the average proportion of sourcing at Good or High Ecological Status. Upon request, WWF can provide GIS maps of sustainable water management in countries beyond UK and EU currently covered by the sustainable water management tool (namely areas of South Africa, and Peru).

How is progress calculated?

The individual retailer performance percentages are calculated by dividing tonnes of products sourced from regions with sustainable water management by total tonnes of products assessed for sustainable water management for each of the key supply chains (meat, dairy, eggs, produce). Data was collected separately for beef, lamb, pork, poultry, and fruit and vegetables, but to streamline reporting the meat categories were grouped together as 'meat' and fruit and vegetables were grouped together. Data was also collected on total tonnes of products sold to help get a sense of how much had been assessed for sustainable water management, but these total tonnes sold values were not used as the denominator in the calculations. The average across retailers is then calculated by taking the mean of these individual retailer percentages.

What data was received this year?

More retailers reported on this metric than last year, but data is still limited. Two retailers reported for all own-label product types (meat, dairy, eggs, fruit and vegetables), two additional retailers reported only for fruit and vegetables.

Is the data comparable across retailers and between years?

The data is not comparable between years, as the number of reporting retailers has changed, and with few reporting retailers overall, any additional data has a large impact on the average. The lower average performance this year is due to more data availability rather than worsening performance compared to 2024.

The data is relatively comparable between the reporting retailers because they all used the WWF sustainable water management tool to calculate tonnes of products sourced from sustainable water management. However, retailers may interpret the

'what products are in scope' definitions slightly differently or have different data available within each category. For example, some retailers included only liquid fresh milk as dairy, whereas others included other types of dairy.

% OF MEAT, DAIRY AND EGGS, FRUIT AND VEGETABLES & GRAINS SOURCED FROM FARMS THAT ARE MONITORING GHG FOOTPRINT

What is this measure?

This measure relates to meat, dairy and eggs, fruit and vegetables & grains sourced from farms that are monitoring their greenhouse gas (GHG) footprint.

WHAT IS IN THE SCOPE OF 'MEAT, DAIRY AND EGGS, FRUIT AND VEGETABLES & GRAINS'?

- Products sourced from all global locations are in scope.
- Own-label and branded data were both in scope, but data was collected separately.
- Defining "fruit and vegetables": Whole/ unprocessed fruit and vegetables (e.g. oranges, carrots). Include frozen and chopped fruit and vegetables. Exclude dried and canned fruit and vegetables.
- Defining "meat, dairy and eggs": Whole/ unprocessed meat, dairy and eggs (e.g. milk, steak) and partially processed meat, dairy and eggs (e.g. cheese, breaded chicken breast). Include frozen meat, dairy and eggs. Exclude dried and canned meat, dairy and eggs.

Defining "grains": Whole/unprocessed grains: oats, rice, quinoa, bulgur, pearl barley, maize (like popcorn), polenta; Partially processed grains: All flours (e.g. wheat flour, corn flour, rye flour, rice flour); Constituent products: breads, bagels, pasta, breakfast cereals, cereal bars and breakfast biscuits (where cereals are primary ingredient), noodles.

DEFINING 'MONITORING GHG FOOTPRINT'

A farm is monitoring its GHG footprint if it is using an existing farm carbon calculator such as Farm Carbon Toolkit, Agrecalc or the Cool Farm Tool. If this information is not directly available, then the following proxies can be used:

- Sourced from a farm that is certified LEAF Marque for produce (this is not applicable to animal products)
- 2 Sourced from a region in which GHG reporting is mandatory (e.g. Republic of Ireland)
- 3 Sourced from a farm that is part of a sustainable farmer cluster group that requires GHG monitoring

How is progress calculated?

The individual retailer performance percentages are calculated by dividing tonnes of products from farms monitoring their GHGs by total tonnes of products sold for each of the key supply chains (meat, dairy, eggs, produce). Data was collected separately for beef, lamb, pork, poultry, fruit and vegetables, but to streamline reporting the meat categories were grouped together as 'meat'. The average across retailers is then calculated by taking the mean of these individual retailer percentages.

How much data was received?

One retailer reported branded data for fruit and vegetables. For own-label data, the number of reporting retailers for each key supply chain is as follows:

- Meat 3
- Dairy 2
- Eggs 0
- Fruit and vegetables 5
- Grains 0

As a result, only data for meat, dairy and produce are reported this year.

Is the data comparable across retailers and between years?

Data is largely comparable between 2024 and 2025, but not to 2023 data. This is because in 2023 data was collected on the number of farms within a retailer's supply chain that are monitoring their GHG footprint. However, this approach meant that a small farm would have equal weight as a large farm supplying substantially more products. Therefore, from 2024, data was collected on the tonnes of production that come from farms monitoring their GHG footprint.

Data is largely comparable between retailers although retailers may interpret the 'what products are in scope' definitions slightly differently or have different data available within each category.

Reporting in future

It was not always entirely clear from retailer responses whether their data was primary data of which farms are using a farm carbon calculator or whether this was using one of the proxy approaches. This is an area WWF will look to clarify for future reporting, to minimise inconsistencies between the way individual retailers report.

% OF LOWLAND PEAT IN SUPPLY CHAINS RESTORED OR SUSTAINABLY MANAGED

What is this measure?

This measure relates to the percentage of lowland peat in supply chains restored or sustainably managed. This metric has seen significant changes since 2024. The previous measure was "percentage reduction in sourcing of peat-risk crops from lowland peat". While moving production off peat soils would reduce GHG emissions, it is at odds with the need for increased production and consumption of vegetables in the UK. The UK must avoid off-shoring food production and its associated environmental impacts to other countries. The updated metric further acknowledges that changes

in land use need to be done in a just way that does not exclude growers with peat exposure from supply chains. The metric was changed in consultation with Defra's lowland peat taskforce and Fenland SOIL.

Retailers were asked for quantitative and qualitative data to measure progress against the outcome. Questions are outlined in Table 5 below. The questions below are intended to provide a staged process by which retailers can increase sustainable peat management in supply chains. It is anticipated that data will become available sequentially.

Table 5: Questions to assess restoration and sustainable management of lowland peat in supply chains

QUESTION	TYPE OF ASSESSMENT
1. What is the total volume of peat-risk crops sourced? (in tonnes)	Quantitative
2. What is the volume of peat-risk crops sourced from suppliers with peat mapping completed? (in tonnes)	Quantitative
3. What is the volume of peat-risk crops sourced from suppliers with management plans for peatland conservation and sustainable use in place? (in tonnes)	Quantitative
4. What supply chain or industry initiatives are you currently involved in that support sustainable production on lowland peat (Incl. supplier engagement)? Please provide links if possible.	Qualitative

WHAT IS IN THE SCOPE OF 'PEAT-RISK CROPS'?

- Only crops grown within the UK are in scope.
- Own-label and branded are in scope, reported separately.
- Defining "lowland peat in supply chains":
 Whole/unprocessed peat-risk fruit
 and vegetables (e.g. celery, carrots).
 Include frozen and chopped fruit and
 vegetables. Exclude dried and canned
 fruit and vegetables. Whole/unprocessed
 peat-risk grains (e.g. wheat, maize),
 partially processed grains (e.g. flour and
 cornmeal) and constituent products (e.g.
 bread and pasta).
- Peat-risk crops: Fruit and vegetables: celery, lettuce, leeks, celeriac, potatoes, beetroot, onions, carrots, parsnips, radish, green beans, peas, broccoli, kale, cabbage, cauliflower, sprouts. Grains: wheat, maize, oilseed rape, barley.
- Defining 'lowland peat': In England and Wales, peat is defined as any soil with an organic matter content exceeding 20% and a depth of 40cm or more, while in Scotland, organic matter must exceed 60% with a depth of 50cm. In Northern Ireland, peat is defined as any soil with an organic matter content exceeding 40% and a depth of 50cm or more.

How is progress calculated?

Percentage of retailer progress is calculated by dividing either tonnage of fruit and vegetables sourced from suppliers with peat mapping completed, divided by total tonnage of fruit and vegetables sold, or tonnage of fruit and vegetables sourced from suppliers with sustainable management plans in place, divided by tonnage of fruit and vegetables sourced from suppliers with peat mapping completed. The average across retailers that reported is calculated by taking a mean of these percentages.

For the qualitative data, text responses were divided into whether retailers were involved in relevant supply chain initiatives ('yes' or 'no'), and the number of 'yes' was reported.

How much data was received?

7 of the 10 retailers provided written responses to whether they are involved in any supply chain or industry initiatives that support sustainable production on lowland peat (including supplier engagement). Two retailers responded to the quantitative questions for own-label products and one retailer reported on branded products. Since the minimum of three reporting retailers was not reached, only the qualitative data was used in the What's in Store report this year.

The quantitative data was requested for the first time in 2025, with the intention of understanding what type of data is available on this topic and encouraging retailers to engage with their suppliers on the issue. It is encouraging to see that two retailers reported quantitative data already and two further ones expressed the intention of doing so in the future.

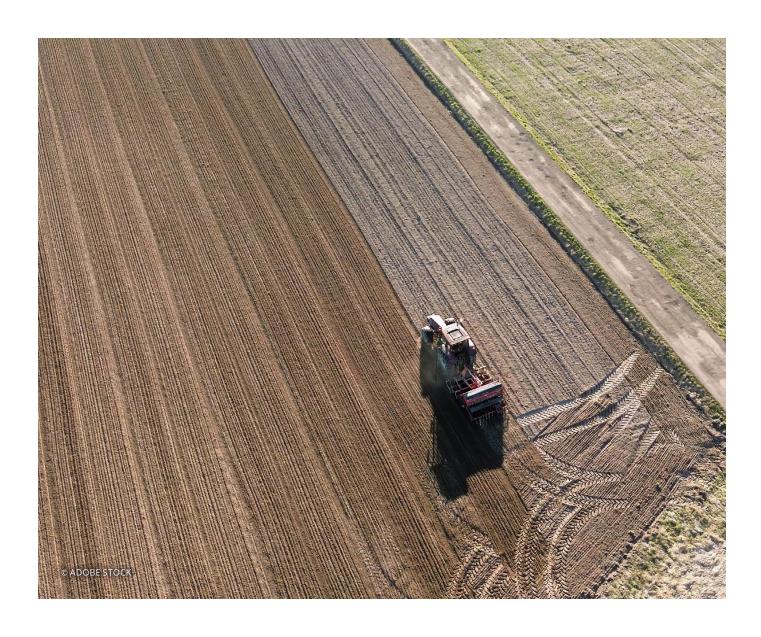
Is the data comparable across retailers and between years?

The quantitative data was requested for the first time, so there is no comparable data point from previous years. Qualitative data is comparable from year to year and between retailers.

Reporting in future

It is expected that retailers will engage more with their suppliers on the topic of lowland peat in coming years. A <u>report</u> published in June 2024 by WWF and Fenland SOIL lays out recommendations for retailers in this regard. One of the key recommendations is that retailers support their suppliers to map out their peat exposure and taking the first step in identifying opportunities for more sustainable farming techniques or land use changes. It is encouraging to see that three retailers have already become members of Fenland SOIL, a farmer-led organisation well placed to facilitate this engagement between retailers and farmers.

IT IS EXPECTED THAT
RETAILERS WILL
ENGAGE MORE WITH
THEIR SUPPLIERS ON
THE TOPIC OF LOWLAND
PEAT IN COMING YEARS





KETAHER PRINSKENN MEANIKEN	NUMBER OF RETAILERS REPORTING
% reduction in retail and manufacturing food waste.	10
% of products adhering to WRAP's best practice labelling guidance.	8
% sourcing from protein, produce and grain farms monitoring food loss and waste.	8

% REDUCTION IN RETAIL AND MANUFACTURING FOOD WASTE

What is this measure?

This measure aims to understand the percentage reduction in retail and manufacturing food waste against a 2007 baseline. Food waste data collection is aligned with data collection for WRAP's UK Food and Drink Pact, for which reporting by retailers is well established.

How is progress calculated?

Retailer and manufacturing progress is calculated against a 2007 baseline taken from the WRAP UK progress against WRAP's UK Food and Drink 2025 targets report. The baseline used for the WWF Basket is aligned with WRAP's established industry-wide efforts due to the number of baselines that WRAP has for retailers.

Retailer progress is calculated by summing the total food loss and waste of each retailer and comparing against the 2007 baseline to assess the percentage change between 2007 and 2023. As manufacturers do not report into the WWF Basket and there has been no more recent data on manufacturing food waste, meaning that manufacturing data was not used this year.

What data was received this year?

This year, 10 retailers reported on food loss and waste.

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

What is this measure?

This measure aims to identify the percentage of products adhering to best practice labelling guidance, developed by WRAP, the Food Standards Agency and Defra.

What data was received this year?

Quantitative data is not available for any retailers who do not currently monitor their use of labelling guidance. In lieu of this, eight retailers provided qualitative responses to questions around their policies on storage advice, open life statements (i.e. guidance on when to consume food after packaging has been opened), date labels, and if they are using any key performance indicators to measure progress.

% SOURCING FROM PROTEIN, PRODUCE AND GRAIN FARMS MONITORING FOOD LOSS AND WASTE

What is this measure?

This measure aims to examine the retailers' percentage of sourcing from protein, produce and grain farms that monitor food loss and waste. This is widely acknowledged as a challenging area for retailers to obtain data on.

How is progress calculated?

Retailers were asked to provide a percentage of sourcing from protein, produce and grain farms that monitor food loss and waste. A mean average of the percentage of farms that are monitoring levels of food waste is then calculated for each product category.

What data was received this year?

No retailers currently measure the percentage of UK farms that produce own-label products that are monitoring levels of food waste. Retailers providing qualitative responses on the steps they are taking to monitor and enhance the measurement of food loss and waste arising on farms within their supply chain.





L RETAILER PRINGREYS MEASURES	NUMBER OF RETAILERS REPORTING
% packaging that is recyclable	7
% reduction in packaging by weight	N/A
% packaging that is recycled content or sustainably sourced	Recycled content own-label: 6
	Sustainably sourced own-label: 6

% PACKAGING THAT IS RECYCLABLE

What is this measure?

This measure reports on the percentage of packaging that is recyclable. Retailers are asked to provide the total tonnes of packaging used, plus the number of tonnes of each key material (paper, cardboard, glass, steel, aluminium, plastics and other) under the four OPRL categories of 'recycle', 'recycle with bags at large supermarkets', 'recycle at recycling points' and 'don't recycle'.

How is progress calculated?

Progress is calculated for each retailer by material to identify the breakdown of levels of recyclability in different products. The tonnes for each of the OPRL categories are divided by the retailers' total packaging used to get a value for the percentage recyclable per retailer. The average of the percentage recyclable for all reporting retailers is then calculated to reflect the overall figure. Where retailers were unable to provide a breakdown of tonnages, the percentage recyclable according to OPRL was used where available. Some retailers were unable

to provide a breakdown of data for singleuse transit packaging, and therefore their data could not be used in calculations.

Progress was also calculated per material by summing the total tonnes of each material for all retailers and summing the total tonnes under the four OPRL categories. The total for each category was then divided by the total tonnes for each material to obtain a percentage for each material. An average for all materials under each category was also taken.

What data was received this year?

Seven retailers provided data for own-label packaging. Where data was provided, it was generally provided for most materials. Fewer retailers were able to provide data for branded packaging products and some retailers could only provide data for primary packaging rather than single-use packaging. Where retailers only provided primary packaging data, this could not be used in calculations.

Retailers face some difficulties with packaging data. Three retailers provided own-label data but were not able to provide branded data and two retailers reported that they had a lack of data for single-use transit packaging. Some retailers also reported that they cannot get full packaging information from suppliers and so had to use extrapolated data to provide a breakdown of materials in the OPRL categories.

% REDUCTION IN PACKAGING BY WEIGHT

What is this measure?

This measure examines the percentage reduction in packaging by weight with an expected outcome of a 40% reduction in material use by 2030. There have been no changes to this measure beyond no longer requesting the number of units of packaging this year.

How is progress calculated?

Retailers report on total packaging used, which is separated into primary packaging and transit packaging. This is summed together. The aggregated baseline year data accounts for all 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 total packaging used by all reporting retailers in 2023 is subtracted from the 2018 figure to identify the performance in packaging reduction across all retailers.

What data was received this year?

Data was not able to be reported this year as comparable data is not available for the baseline year.

% PACKAGING THAT IS RECYCLED CONTENT OR SUSTAINABLY SOURCED

What is this measure?

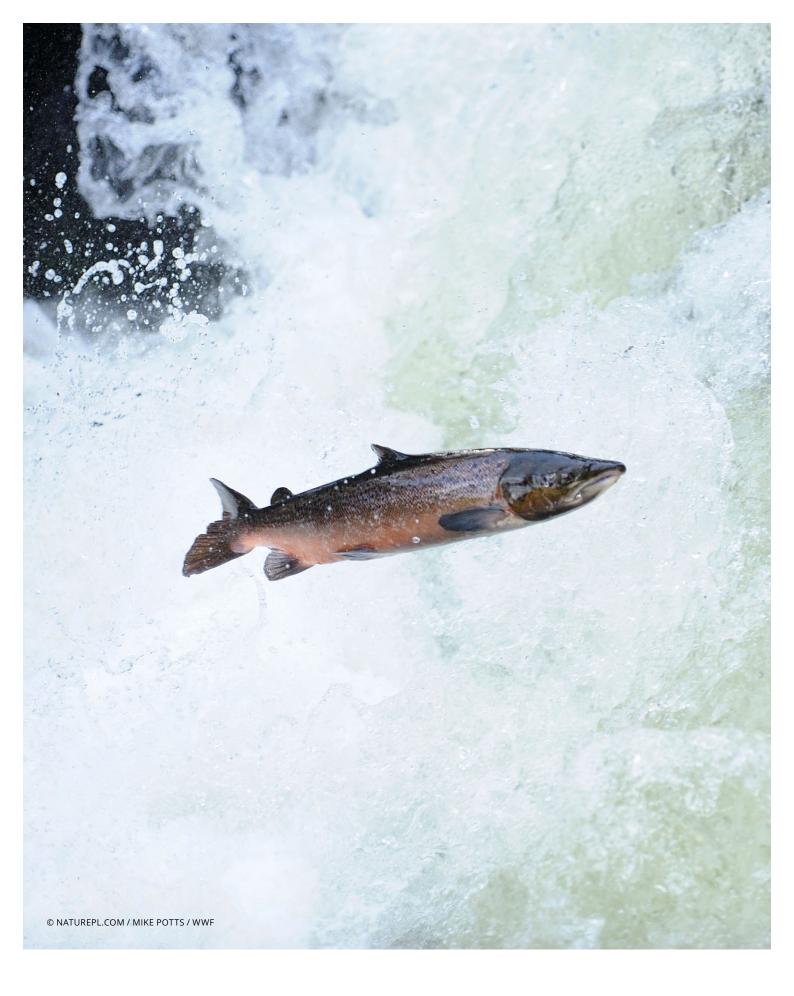
This measure reports on the percentage of retailers' packaging that is made of recycled content or sustainably sourced. In previous reporting years, the measure asked for the two indicators to be combined, with the outcome being 100% of packaging either made up of recycled content or sustainably sourced. However, this year these figures have been reported on separately. This means the difference in the percentage of packaging that has recycled content and is sustainably sourced is more evident. An additional change this year is that data collection and reporting for packaging has been disaggregated into own-label and branded.

How is progress calculated?

The percentage of products that have recycled content or are sustainably sourced is calculated for each retailer by dividing the total tonnage of materials that have recycled content and are sustainably sourced, by the total packaging used by each retailer. The average of the percentage of recycled content and sustainably sourced for all reporting retailers is then calculated to reflect the overall performance. This is carried out separately for recycled content and sustainably sourced, and own-label and branded products.

What data was received this year?

For recycled content packaging, six retailers reported on own-label lines. For sustainably sourced packaging, six retailers reported on own-label lines.





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