

WWF BASKET: OUTCOMES & MEASURES

UPDATED 2024



MEASURES TO HALVE
THE ENVIRONMENTAL IMPACT
OF UK BASKETS BY 2030



OUTCOMES & MEASURES TO 2030

For 2024 reporting onwards, the WWF Basket Outcomes & Measures have been reviewed and updated where necessary to reflect the latest science and to better enable wider accurate and consistent reporting of data from food retailers on key data points. The original Outcomes and Measures can be found [here](#).

AREA	UK BASKET OUTCOME	RETAILER PROGRESS MEASURES
 CLIMATE	Achieved GHG reduction across all scopes in-line with 1.5-degree SBT	% reduction of GHG emissions across scope 1 & 2 activities (non-FLAG)
		% reduction of GHG emissions across scope 3 activities (non-FLAG)
 DEFORESTATION & CONVERSION	100% deforestation and conversion-free agricultural commodity supply chains by 2025, with a cut-off date of 2020 at the latest	% of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free
	Require first importers to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest	% of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only deforestation and conversion-free material, across their entire operations, with a cut-off date no later than 2020
 DIETS	Achieved a shift to a healthy, sustainable diet, aligned with Livewell*	% of protein food sales from livestock based, seafood based, and plant-based sources
		% of wider sales across the main Eatwell food groups
 AGRICULTURE	At least 50% of whole produce and grains 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 sourcing from protein, produce & grain farms monitoring GHG footprint
		% reduction in sourcing from lowland peat
		% reduction in Forestry, Land-use, and Agricultural (FLAG) emissions
 MARINE	100% of seafood from sustainable sources	% Certified wild-caught & aquaculture material sourced
		% of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Initiative
	Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings	% farmed seafood products with FFDR (FFDRm and FFDRo) <1
 FOOD WASTE	Reducing food loss and waste in all aspects of the supply chain by 50%	% reduction in retail & manufacturing food waste
		% of products adhering to WRAP's best practice labelling guidance
		% sourcing from protein, produce & grain farms monitoring food loss & waste
 PACKAGING	100% recyclable packaging	% packaging that is recyclable
	40% reduction in material use	% reduction in packaging by weight
	All materials sustainably sourced and use of recycled content maximised	% packaging that is recycled content or sustainably sourced

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

*Full details of WWF's Livewell diet can be found in our [Eating for Net Zero report](#)