WHAT'S IN STORE FOR THE PLANET:
WWF BASKET METHODOLOGY - 2024

WWF BASKET METHODOLOGY

This methodology document is an accompaniment to the main What's in Store for the Planet 2024 report and gives 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.

The WWF Basket has undergone several changes this year, with new measures added and changes made to existing measures in terms of either the way we have collected data, or the ways we measure progress. Across the WWF Basket, we have also 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. To reflect the fact that the 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.

DEFORESTATION & CONVERSION

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: 10
	Cocoa: 5
	Beef: 5
% 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	Soy: 9
	Palm oil: 7
	Cocoa: 4

Data collection was expanded this year to request retailer data on cocoa and beef, in addition to soy and palm. The data collection and reporting methodology for % of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free has also been updated to enable more comprehensive reporting.

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 (vDCF) 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 Accountability Framework (AFi) DCF requirements. This measure focuses only on schemes that are 'physically' DCF, which means the physical conversion-risk product in the retailer's supply directly meets all of AFi's core principles and is effectively independently verified by a third party. For all of the conversion-risk commodities, WWF require certification standards to:

- Follow the Accountability Framework core principles on certifications, particularly on monitoring and verification.
- Have a cut-off date for all ecosystem conversion of 2020 at the latest.
- Currently only segregated or identity-preserved certification models (chain of custody) provide evidence of physical DCF products in high-risk sourcing areas (mass balance or book and claim certification do not). The WWF-approved verified deforestation and conversion-free schemes are segregated or identity-preserved certified materials under the following schemes:
- For soy: Roundtable on Responsible Soy (RTRS), ProTerra, Donau Soy and Europe Soy, US Soy Sustainability Assurance Protocol segregated or identity preserved standards
- For palm oil: Roundtable on Sustainable Palm Oil (RSPO) and ISCC Plus segregated or identity preserved standards
- For cocoa: Rainforest Alliance and Fairtrade segregated

For the first time this year, for soy only, WWF has also chosen to include additional lower-risk origin volumes reported by retailers, although this data will be disaggregated and reported separately from the vDCF data. This includes organic and North American origin commodities, but only that which is physically traceable to farms which are covered by those standards and not mixed with materials not covered by risk category sourced under a mass balance chain of custody scheme. Including this figure provides a broader picture of soy which requires additional due diligence and investment to become part of a DCF supply.

As there is no international certification standard that provides the full DCF requirements for beef yet, as aligned with AFi, retailers reported their domestic beef footprints, alongside their imported footprints broken down by country/sourcing region of origin.

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 vDCF/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 high-risk sourcing regions/countries (South America and Australia), and then dividing this by the total footprint.

What data was received this year?

Nine retailers reported tonnage data on vDCF soy and palm oil, with all 10 reporting retailers providing data on either vDCF or lower-risk origin soy and palm oil – the same as 2023 reporting, following tier guidance from the Consumer Goods Forum. For cocoa, five retailers reported tonnage data for vDCF cocoa, while for beef, five 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?

All vDCF data is comparable across retailers, and the data for palm oil and soy is comparable between reporting years. Data on lower-risk origin is less 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 CONVERSION-FREE 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 first importers which have robust DCF commitments and action plans. It requires retailers to report the volumes (tonnes) of conversion-risk commodities that they source across different first importers, providing the name of the first importer where possible. The commitments and action plans of the major first importers have been assessed separately, and the retailer volume data was combined with this assessment to calculate the overall Measure.

The assessment of importers was completed to highlight the advancements made by importers through investment in producers and monitoring to achieve DCF supply. The assessment highlights both the progress and gaps in importers' 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 their respective first importers. To assess the sustainability and DCF commitments and evidence of implementation of DCF action plans for these importers, they were categorised based on their commitments and implementation plans as follows:

- For DCF commitments: Aligned (green); Partially aligned (amber); Not committed (red).
- For implementation of DCF action plans: Robust (green); Partial (amber); Weak due diligence (red).

For soy, palm and cocoa, the percentage sourcing from first importers from the above categorisation was calculated for each reporting retailer, and then 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 first importers assessed for soy, palm and cocoa is shown in Table 1 below.

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

COMMODITY	NUMBER OF REPORTING RETAILERS	NUMBER OF TRADERS ASSESSED
Soy	9	8
Palm	7	7
Cocoa	4	9

Overall, while data on commodity first importers remains incomplete, and shows the need for retailers to secure much more granular data about their supply chains, the revised reporting approach has allowed us to present commodity-specific data for this measure for the first time this year, which is a step towards improving transparency on this critical issue.

Is the data comparable across retailers and between years?

Data is not comparable between years, as the approach to reporting and measurement was changed for 2024 data collection. However, data is comparable across retailers, as the assessment of first importers' DCF commitments and action plans was carried out by WWF, rather than by each individual retailer.

CLIMATE

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% reduction of GHG emissions across Scope 1 and 2 activities	10
% reduction of GHG emissions across all Scope 3 activities	8
% 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.

What data was received this year?

All 10 retailers provided data on their Scope 1 and 2 emissions. Nine 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?

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

Is the data comparable between retailers and reporting years?

The data provided for this reporting year is comparable to that of previous years , except for the data relating to FLAG emissions, which most retailers did not provide in previous 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?

Five retailers provided data and an additional two retailers stated that this data would be available in future reporting years.

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.

 DIETS

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% of protein food sales from livestock-based, seafood-based, and plant-based sources	9
% of pre-prepared and composite products that are vegetarian, vegan (plant-based), meat, and seafood-based	2
% of wider sales across the main Eatwell food groups	4

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; plant-based; 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.

- **40%** Protein sales from livestock-based sources
- **30%** Protein sales from plant-based sources
- **30%** Protein sales from seafood-based sources
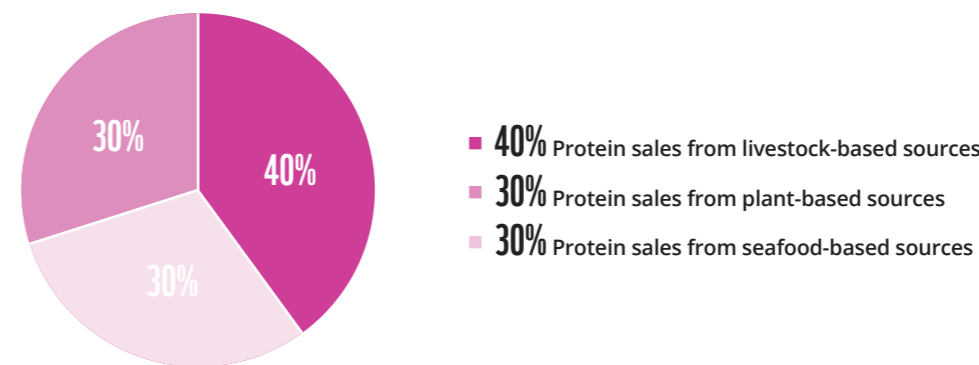
Figure 1. Recommended protein food percentage sales splits from livestock-based, seafood-based, and plant-based sources

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?

Nine retailers provided data, three more than in 2023. Seven out of nine retailers reported on own-label and branded, with two reporting on own-label only. Additionally, four reported on whole foods and ingredient-level composite products, with five reporting 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:

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

2) Five retailers only reported on whole foods, rather than whole foods and ingredient-level composite products. In addition, one retailer calculated ingredient-level composite products by using total weight of the product for branded lines.

3) Different approaches were used by retailers to calculate the results, such as:

   a. Different inclusions of food products in the total sales figures. For example, one retailer excluded vegetable-based alternatives from the plant-based protein sales category, and another retailer excluded nuts and seeds.

   b. One retailer calculated branded composite product protein sales tonnages by using the total weight of the product rather than report at ingredient level or report instead to the pre-prepared and composite product metric.

   c. Two retailers reported figures in percentages rather than tonnages.

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.

% OF PRE-PREPARED AND COMPOSITE PRODUCTS THAT ARE VEGETARIAN, VEGAN, LIVESTOCK-, AND SEA-FOOD-DERIVED

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, meat-based 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 meat-based composites and the recommended Livewell percentage sales split for meat-based 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 two retailers provided data for this measure. This is partly due to four retailers having already reached ingredient-level reporting for % of protein food sales from livestock, seafood or plant-based sources metric. However, a further three retailers reported on whole foods only for '% of protein food sales from livestock-based, seafood-based, and plant-based sources'; these retailers need to improve data collection to reach ingredient-level reporting or to report against this metric next year.

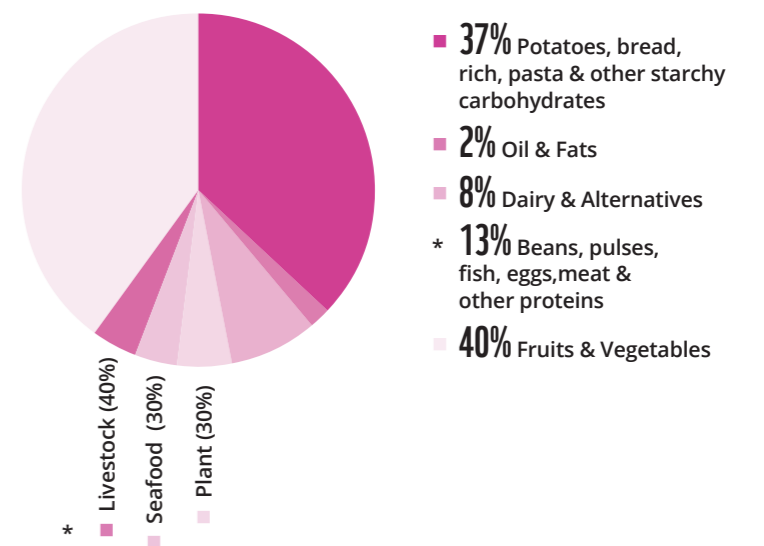**Is the data comparable across retailers and between years?**

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:

Figure 2 Rebalancing the Basket recommended % sales splits across Eatwell food groups

- **37%** Potatoes, bread, rich, pasta & other starchy carbohydrates
- **2%** Oil & Fats
- **8%** Dairy & Alternatives
- * **13%** Beans, pulses, fish, eggs,meat & other proteins
- **40%** Fruits & Vegetables

Livestock (40%) Seafood (30%) Plant (30%)
*

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 livestock-based (saturated and unsaturated).

The 'distance to go' figures are calculated using the difference between the achieved split and the Rebalancing the Basket splits for each of the five food groups.

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

What data was received this year?

Four retailers provided complete data for this new measure, with three more providing partial data (only for certain food groups). The four that provided complete data reported on whole foods only, excluding ingredient-level composites. Three retailers reported on own-label and branded, with one 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:

1) 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.

2) 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.

MARINE

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% certified wild-caught and aquaculture material sourced	8
% of wild-caught resources adhering to all aspects of the Seafood Jurisdictional Initiative (SJI)	4
% of farmed seafood products with FFDR (FFDRm (meal) and FFDRo (oil) <1 and with all feed ingredients certified by the ASC Feed Standard or equivalent	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. This is a slightly adapted version of the measure used in 2023 reporting, as fewer certifications are accepted for 2024. In addition to the percentage tonnage under certification, retailers are also asked to provide 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 wild-caught 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.

What data was received this year?

Data was received from 10 retailers.

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.

% 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 for WWF to report against the SJI checklist, and then align with tonnage information provided by retailers. In 2024, the data request was 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.

What data was received this year?

Data was received from four retailers this year.

Is the data comparable across retailers and between years?

This measure was not reported on in 2023 due to a lack of data, therefore comparison between years is not possible.

% OF FARMED SEAFOOD PRODUCTS WITH FFDR (FFDRM (MEAL) AND FFDRO (OIL) <1 AND WITH ALL FEED INGREDIENTS CERTIFIED BY THE ASC FEED STANDARD OR EQUIVALENT

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 ASC certified. MarinTrust certified feed percentage is also being collected this year, as well as the percentage of marine ingredients certified to the MSC standard.

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 five retailers this year. Only three retailers provided information on ASC and MarinTrust feed, and therefore this could not be used this year.

Is the data comparable across retailers and between years?

This year there was sufficient data on FFDR but not on ASC feed, so only FFDR was reported on. Accordingly, a comparison between years is not possible.

AGRICULTURE

70% AVERAGE SURVEY QUESTIONS ANSWERED BY RETAILERS

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% whole produce and grains sourced in a robust scheme for biodiversity and soil health	**Own-label:** Produce: 5 Grains: 1
% meat, dairy and eggs sourced to 'Better' standards	**Biodiversity, soil health, local pollution, animal welfare:** Meat: 5 Dairy and eggs: 8 **Antibiotic use:** Meat, dairy and eggs: 8
% fresh food sourced from areas with sustainable water management	3
% of protein, produce and grain sourced from farms that are monitoring GHG footprint	Meat: 6 Dairy: 5 Eggs: 0 Produce: 4 Grains: 0
% reduction in sourcing of peat-risk crops from lowland peat.	7 (text responses only)

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

What is this measure?

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

What is in the scope of 'produce' and 'grains'?

- Only produce and grains that are grown outdoors in the UK 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.
- Produce is defined as all 'whole' (i.e. non-ingredient) fruit and vegetables. This includes frozen and chopped produce but not canned, dried or produce used as ingredients.
- Grains are defined as all 'whole' and 'ingredient' grains. These are grouped into three categories: (1) unprocessed products such as oats and rice; (2) partially processed grains such as wheat flour and cornmeal; and (3) constituent products such as bread and pasta.

Defining a 'robust scheme for biodiversity and soil health'

For 2024, three scheme combinations are considered robust for biodiversity and soil health for UK production, which are outlined in Table 1-2 below.

Table 1-2. Scheme combinations considered robust for biodiversity and soil health for UK production

PRIMARY SCHEME	ADDITIONAL SCHEME REQUIRED TO MAKE SCHEME COMBINATION 'ROBUST FOR BIODIVERSITY AND SOIL HEALTH'
Organic	None
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. 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
Red Tractor Fresh Produce Standard v.5	Fair to Nature v3.1a (100% of the farmed area enrolled)

How is progress calculated?

Average retailer progress is only calculated for own-label produce 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 one of the three 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 produce, five retailers reported own-label and one reported for branded . For grains, one retailer 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. 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.

Is the data comparable across retailers and between years?

Data collected is broadly comparable between years, as there have been limited changes other than the addition of the Red Tractor and Fair to Nature scheme combination (which retailers have not yet reported against).   Data reported is non-comparable due to a change in the averaging approach.

Data is largely comparable between retailers, although retailers may interpret the 'what products are in scope' definitions differently or have different data available within each category. For example, some retailer feedback indicated confusion over the definition of outdoor, and so there are likely different interpretations of what is considered indoor vs outdoor grown produce. Additionally , it is unclear from the retailer notes how closely retailers followed requirements that 'frozen and chopped produce are included but not canned, dried or produce used as ingredients'. Some retailers struggled with the fact that for some measures within the agriculture area of the WWF Basket, only UK-sourced products are currently in scope, whereas others are global. Therefore, there is a possibility that some data extends beyond just the UK.

Two common challenges in data collection that often required further clarification:

1. Ensuring retailers reported tonnes of produce and grains that met both the primary and additional scheme requirements, rather than just the primary scheme.

2. Ensuring there was no double-counting in retailer data between 'robust schemes'.

% 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.

- Meat, dairy and eggs are defined as whole products (i.e. not including meat, dairy and eggs used as ingredients), including both fresh and dried products. 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:

Last year, organic or LEAF Marque certification was considered to represent better standards, while RSPCA was not. Retailers provided feedback that it was unclear exactly what was meant by 'Better'. Therefore, this year, '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. Table 1-3 summarises the eight impact areas, highlights which impact areas are covered within *% meat, dairy and eggs sourced to 'Better' standards* and which are covered elsewhere in the WWF Basket, and identifies the schemes that define 'Better' or 'Best' standards.

Table 1-3. The Sourcing Better Framework impact areas and schemes that define 'Better' or 'Best' standards

SOURCING BETTER FRAMEWORK IMPACT AREA	COVERED IN % MEAT, DAIRY AND EGGS SOURCED TO 'BETTER' STANDARDS	SCHEMES THAT DEFINE 'BETTER' OR 'BEST' STANDARDS
a. Biodiversity	Yes	Organic for all three areas (N.B. While LEAF Marque is considered to define 'Better' standards for biodiversity, soil health and local pollution, it is not applicable to livestock production and therefore has been removed from the list below).
b. Soil health	Yes	
c. Local pollution	Yes	
d. Animal welfare	Yes	RSPCA or organic
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 % fresh food sourced from areas with sustainable water management
h. (Land-use change)	No	Covered within Deforestation and Conversion area

Given that 'organic' represents better standards for biodiversity, soil health and local pollution, reporting for these impact areas is grouped together. Animal welfare and antibiotic use remain separate.

How is progress calculated?

For biodiversity, soil health and local pollution (i.e. organic), individual retailer percentages are calculated by dividing total tonnes of organic products by total tonnes of products for each retailer. For animal welfare (i.e. RSPCA or organic), the tonnes of organic and RSPCA-assured products are added together and then divided by total tonnes. The average across retailers is then calculated by taking the mean of these individual retailer percentages.

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 products are outlined in Table 1-4 and for branded products in Table 1-5. The tables are structured by product type and by retailer responding to the question. For biodiversity, soil health and local pollution, the number of reporting retailers aligns to organic. For animal welfare, the number of reporting retailers equates to the highest number for either organic or RSPCA. It was assumed that if a retailer reported organic but not RSPCA, then it has 0 tonnes of RSPCA rather than that it is unable to report. For antibiotic use, the number of reporting retailers aligns to the qualitative assessment of antibiotic use.

Table 1-4. Number of reporting retailers for own-label products, broken down by product types and by scheme

PRODUCT TYPE	ORGANIC (NO. REPORTING RETAILERS)	RSPCA, BUT NOT ORGANIC (NO. REPORTING RETAILERS)	QUALITATIVE ASSESSMENT OF ANTIBIOTIC USE (NO. REPORTING RETAILERS)
Meat	5	5 (pork and poultry only)	8
Dairy	8	1	8
Eggs	8	6	8

Table 1 5. Number of reporting retailers for branded products, broken down by product types and by scheme

PRODUCT TYPE	ORGANIC (NO. REPORTING RETAILERS)	RSPCA, BUT NOT ORGANIC (NO. REPORTING RETAILERS)	QUALITATIVE ASSESSMENT OF ANTIBIOTIC USE (NO. REPORTING RETAILERS)
Meat	0	0	4
Dairy	2	0	4
Eggs	3	1	4

Is the data comparable across retailers and between years?

Data is not comparable across years for this measure because the data collection and reporting approach changed significantly between 2023 and 2024. The measure was disaggregated into five different impact areas (although three of these areas use only the organic standard to define 'Better' and so have been subsequently aggregated back together) and into three different key supply chains. The schemes and criteria used to define 'Better' have also changed and are different for the impact areas.

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 sausages, burgers and mince as 'whole product' meat, whereas others did not. Additionally, 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.

% FRESH FOOD SOURCED FROM AREAS WITH SUSTAINABLE WATER MANAGEMENT

What is this measure?

This measure relates to the proportion of fresh food sourced from areas with '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 and Peru. 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 and Peru) 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.

WHAT IS IN THE SCOPE OF 'FRESH FOOD'?

- 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 and Peru. 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.

- Fresh food is defined as fresh, whole product meat, dairy, eggs, fruit and vegetables. This includes chopped and frozen products but does not include canned or dried. For data collection, fresh food was broken down into the following eight categories: beef, lamb, pork, poultry, dairy, eggs, fruit and vegetables. For reporting, these have been streamlined into the following four: meat, dairy, eggs and produce.
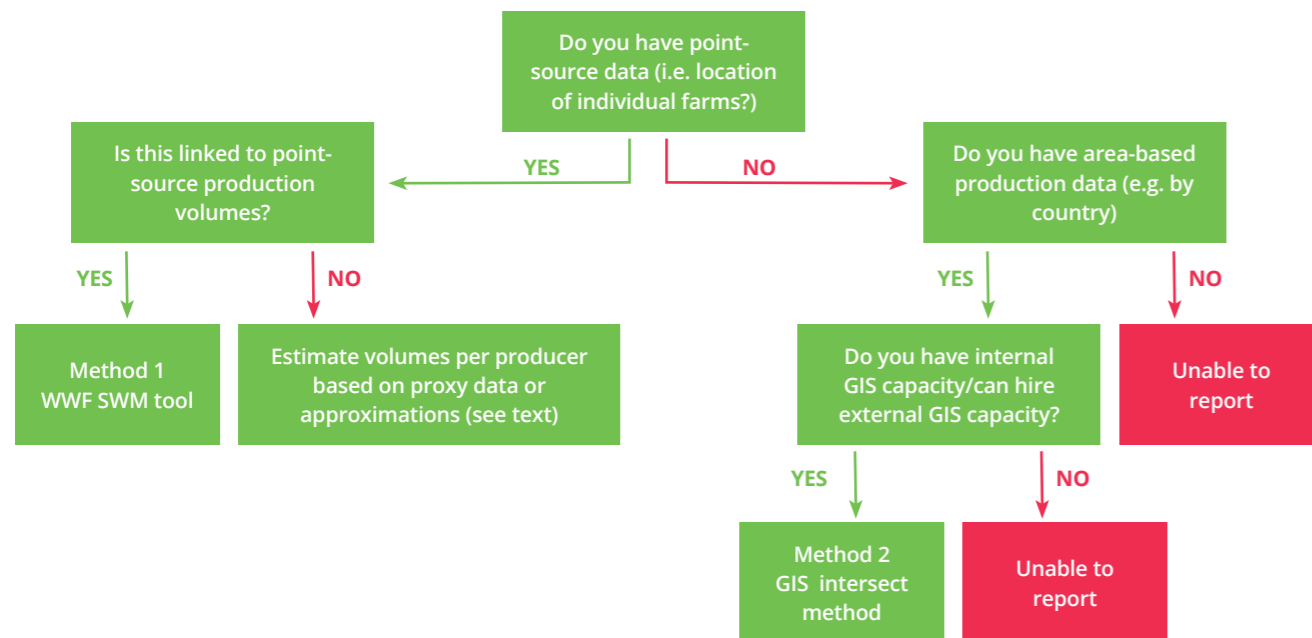
DEFINING SUSTAINABLE WATER MANAGEMENT

- Within the UK and EU, an area of sustainable water management is defined as the catchment of any waterbody currently classified as being at Good or High Ecological Status under the Water Framework Directive.

- In other global locations, WWF have developed a framework of indicators that determine if a given area has sustainable water management. This framework of indicators has so far been applied to parts of South Africa and Peru. Given that WWF have defined sustainable water management only for these locations, reporting is limited to food sourced from these regions. In the 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.

Figure 3. Decision tree to establish method for quantifying sustainable water management

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 as 'produce'. 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?

Extremely limited data was received for this measure. No retailers reported for branded products, with only three reporting for own-label products. One retailer reported for all own-label product types (beef, lamb, pork, poultry, dairy, eggs, fruit and vegetables), one retailer reported only for dairy, and one retailer reported only for fruit and vegetables.

Is the data comparable across retailers and between years?

The data is not comparable between years, because last year no retailers reported against this measure – therefore there was no data.

The data are relatively comparable between the three reporting retailers because they all used the WWF sustainable water management tool to calculate tonnes of products sourced from sustainable water management – although some used primary data on volume per grower whereas others used estimated data for this. 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 sausages, burgers and mince as 'whole product' meat, whereas others did not. Additionally, some retailers included only liquid fresh milk as dairy, whereas others included other types of dairy.

Reporting in future

In 2023, although no retailers reported, six retailers explained that they were working on improving internal data systems to report in future years. Therefore, while comparisons cannot be drawn between 2023 and 2024, the increase in retailer reporting is an encouraging sign. A key recommendation this year is for retailers to further develop internal systems to track sourced volumes back to farm level.

% OF PROTEIN, PRODUCE AND GRAIN SOURCED FROM FARMS THAT ARE MONITORING GHG FOOTPRINT

What is this measure?

This measure relates to protein, produce and grains sourced from farms that are monitoring their greenhouse gas (GHG) footprint.

WHAT IS IN THE SCOPE OF 'PROTEIN, PRODUCE AND GRAIN'?

- Products sourced from all global locations are in scope.

- Own-label and branded data were both in scope but data was collected separately.

- Protein , produce and grains are defined as all whole, unprocessed fresh fruit and vegetables, unprocessed or partially processed grains, whole meat, dairy and eggs (not used as ingredients). For data collection, protein, produce and grain was broken down into the following eight categories: beef, lamb, pork, poultry, dairy, eggs, produce and grains. For reporting, the meat supply chains have been grouped together.

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:

1. 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?

No retailers reported branded data. For own-label data, the number of reporting retailers for each key supply chain is as follows:

- Meat: 6
- Dairy: 5
- Eggs: 0
- Produce: 4
- 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 not comparable between years. This is because last year 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, this year, 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. For example, some retailers included sausages, burgers and mince as 'whole product' meat, whereas others did not. Additionally, 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.

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.

% REDUCTION IN SOURCING OF PEAT-RISK CROPS FROM LOWLAND PEAT

What is this measure?

This measure relates to the percentage reduction in sourcing of peat-risk crops from lowland peat. Retailers were not asked for quantitative data this year. Instead, they were asked to explain whether they are involved in any supply chain or industry initiatives that support sustainable production on lowland peat (including supplier engagement). Nevertheless, it is useful to understand what the measure intends to include.

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.
- Only fresh, unprocessed products are in scope.
- Peat risk vegetables are defined as celery, lettuce, leeks, celeriac, potatoes, beetroot, onions, carrots, parsnips, radish, green beans, peas, broccoli, kale, cabbage, cauliflower and sprouts.
- Peat risk cereals are defined as wheat, maize, oilseed rape and 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.

How is progress calculated?

This is not applicable this year, as data was not reported.

How much data was received?

Seven 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).

Is the data comparable across retailers and between years?

Quantitative data was not reported last year, but the same number of retailers (six) considered themselves to be involved in initiatives to support sustainable production on lowland peat.

FOOD WASTE

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% reduction in retail and manufacturing food waste.	10
% of products adhering to WRAP's best practice labelling guidance.	7
% sourcing from protein, produce and grain farms monitoring food loss and waste.	0

% 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 Courtauld 2030, 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 Courtauld 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. The WRAP Roadmap has 16 committed retailers which represent 97% of the grocery retail sector by market share, and so is regarded as representative.

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 to WWF for the WWF Basket and there has been no more recent data on manufacturing food waste, the same manufacturing data was used as for the 2023 report. This data is taken from WRAP's a report. The manufacturing and retailer food loss and waste amounts are combined together to calculate an overall level of food waste reduction.

What data was received this year?

This year, all 10 retailers reported on food loss and waste and provided a good level of detail in their responses.

% 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. This year, WRAP have contributed additional data from their most recent Retail Survey (2021/22), examining adherence to best practice labelling guidance for the grocery retail sector. WRAP revisited their Retail Survey to create an aggregated figure for whether products follow best practice guidance for four action areas:

1. Date labels

2. 'Open life' statements (i.e. once opened use with X days)

3. Storage advice

4. Freezing and defrosting advice

A summary of this guidance can be found on WRAP's website.

How is progress calculated?

Using the results from the WRAP Retail Survey, across each of the four guidance categories, the total proportion of products meeting the definition of 'best practice' has been calculated across all of the 10 surveyed retailers.

What data was received this year?

The WRAP data provided summarised the percentage of products in the survey that adhered to WRAP's best practice labelling guidance.

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

What is this measure?

This measure has been adapted for 2024 and now aims to examine the retailers' percentage of sourcing from protein, produce and grain farms that monitor food loss and waste, rather than the percentage reduction achieved in pre-farm gate losses (as in 2023 reporting). 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.

PACKAGING

RETAILER PROGRESS MEASURES	NUMBER OF RETAILERS REPORTED
% packaging that is recyclable	Own-label: 8
% reduction in packaging by weight	9
P3: % packaging that is recycled content or sustainably sourced	Recycled content own-label: 7 Sustainably sourced own-label: 4

% 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 single-use 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?

Eight retailers provided data for own-label packaging and five retailers provided data for branded 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?

Nine retailers provided data this year, compared to 10 in the 2023 reporting year. All reporting retailers provided total tonnes for the amount of primary packaging used and the total single-use packaging used. The aggregated baseline data is not separated into own-label and branded so this distinction was not used for this measure.

% 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, seven retailers reported on own-label lines and, of these, five reported on branded lines. For sustainably sourced packaging, four retailers reported on own-label lines and, of these, three also reported on branded lines.