



**WWF BASKET & RETAILERS'
COMMITMENT FOR NATURE**



WWF BASKET DIET METRIC – SUPPORTING FOOD LIST

Food Group 1: beans, pulses, fish, eggs, meat and other proteins

The following definitions indicate the product types that should be included in disclosure, covering fresh, grocery/ambient, frozen and processed, both whole food (e.g. 500g pack minced beef) and composite ingredient level (e.g. 100g of beef mince in a 400g lasagne).

Source	Examples of foods in scope (all products listed are considered as whole foods)
Livestock-based	<p>Red meat Including, for example:</p> <ul style="list-style-type: none"> • Beef • Lamb • Pork • Goat <p>Poultry Including, for example:</p> <ul style="list-style-type: none"> • Chicken • Turkey • Duck • Goose <p>Game Including, for example:</p> <ul style="list-style-type: none"> • Venison • Rabbit • Partridge • Pheasant • Quail <p>Processed meat products Including, for example</p> <ul style="list-style-type: none"> • Bacon • Sausages • Ham • Other cured or cooked/deli meats • Gammon • Chorizo, salami and other continental meats





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	<ul style="list-style-type: none"> • Frankfurter • Burgers • Koftas • Smoked meats • Corned beef • Pates <p>Eggs</p> <ul style="list-style-type: none"> • Whole and liquid <p>Includes plain proteins, marinated proteins, stuffed/filled proteins, in breadcrumbs or other coatings e.g. scotch eggs.</p> <p>Does not include proteins in sauce e.g. chicken in a korma sauce.</p>
Seafood-based	<p>Fish Including, for example:</p> <ul style="list-style-type: none"> • Sardines • Mackerel • Herring • Cod • Haddock • Salmon • Seabass • Trout • Tuna • Basa <p>Shellfish Including crustations and molluscs, for example:</p> <ul style="list-style-type: none"> • Mussels • Clams • Oysters • Squid • Octopus • Crab • Prawns <p>Processed seafood products</p> <ul style="list-style-type: none"> • Smoked fish





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	<ul style="list-style-type: none"> • Pates • Canned fish in oil, brine or sauce <p>Includes plain proteins, marinated proteins, stuffed/filled proteins, in breadcrumbs or other coatings.</p> <p>Does not include proteins in sauce e.g. fish in a mornay sauce.</p>
<p>Plant-based</p>	<p>Legumes, beans and pulses Including, for example:</p> <ul style="list-style-type: none"> • Aduki beans • Black-eyed beans • Black turtle beans • Borlotti beans • Butter beans • Cannellini bean • Chickpeas • Flageolet beans • Dried and split peas • Haricot beans • Kidney beans • Lentils – green, red, puy etc • Mung beans • Pinto beans • Soya/edamame beans • Green/garden peas* • Broad beans* • Marrowfat/mushy peas <p>NB Dried beans should be reported as cooked weight (see table 2 for conversion factors). Canned beans should be reported as drained weights. Green beans are not included as these are classified as a vegetable.</p> <p>Nuts and seeds Including, for example:</p> <ul style="list-style-type: none"> • Almonds • Cashews • Peanuts





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- Pecans
- Brazil
- Pistachio
- Pumpkin seeds
- Sesame seeds
- Sunflower seeds
- Chia seeds
- Linseeds
- Nut butters e.g. peanut butter
- Seed pastes e.g. tahini

Minimally processed plant protein or meat alternative products

Including, for example:

- Tofu
- Tempeh
- Seitan
- Mycoprotein products
- Soya, pea, wheat protein-based products
- Houmous, including flavoured varieties
- Falafel
- Vegetable burger
- Vegetable Sausage
- Egg alternative products

Does not include whole or prepared vegetables or wholegrains.

Includes plain proteins, marinated proteins, stuffed/filled proteins, in breadcrumbs or other coatings.

Does not include proteins in sauce.





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Food Group 2: dairy and alternatives

<p>Livestock-based</p>	<p>Including: cow, goat, sheep etc</p> <ul style="list-style-type: none"> • Milk • Yogurts, including flavoured varieties • Fermented e.g. Kefir • Cheeses • Cream • Crème fraiche • Buttermilk • Milk based drinks e.g. milkshakes • Dairy based dips and sauces e.g. Tzatziki, cheese sauce (does not include table sauces or condiments) <p>Includes breaded cheese</p> <p>Does not include butter</p>
<p>Plant-based</p>	<p>Including soya, oat, nut, coconut etc:</p> <ul style="list-style-type: none"> • Milks • Yogurts, including flavoured varieties • Fermented e.g. Kefir • Cheeses, including processed cheeses • Cream • Milk based drinks e.g. milkshakes • Dairy alternative based dips e.g. Tzatziki (does not include mayonnaise based, vegetable-based sauces, table sauces or condiments) <p>Includes breaded cheese</p> <p>Does not include butter alternatives</p>





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Food Group 3: fats and oils

Livestock-based and saturated plant	All products listed are considered as whole foods: <ul style="list-style-type: none">• Butter, including spreadable butter• Spreads containing butter/buttermilk• Ghee• Lard• Goose fat• Beef dripping• Coconut oil• etc
Plant-based unsaturated	All products listed are considered as whole foods: <ul style="list-style-type: none">• Rapeseed oil• Sunflower oil• Olive oil• Spreads made predominantly from unsaturated plant oils.

Food Group 4: fruit and vegetables

<p>Including:</p> <ul style="list-style-type: none">• Whole and prepared fruit• Whole and prepared vegetables <p>Includes products intended as a vegetable meal accompaniment e.g. dressed salad.</p> <p>Does not include fruit juice or smoothies. (Livewell recommends UK consumption decreases by 49% to align with Eatwell guidelines due to high sugar content)</p> <p>Does not include herbs and spices</p>
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Food Group 5: potatoes, bread, rice, pasta and other starchy carbohydrates

Including:

- Breakfast cereals
- Cereal bars and breakfast biscuits (where cereals are primary ingredient)
- Oats
- Breads
- Bagels
- English muffins
- Flour
- Rice
- Pasta
- Couscous
- Bulgar wheat
- Quinoa
- Pearl barley
- Polenta
- Noodles
- Potatoes and potato products (e.g. roast potatoes, oven chips)
- Yams
- Plantain
- Cassava

Includes flavoured varieties or prepared and composite products intended as a starchy carbohydrate meal accompaniment e.g. instant noodles, rice salad.

Includes varieties with plant based and dairy protein foods additions e.g. egg noodles, cheese topped bread rolls.

Includes varieties with fruit or vegetable additions.

Does not include products:

- Containing meat or seafood-based food additions
- Containing sugar/honey coated cereals.
- Containing chocolate or confectionary additions.
- Such as pastries, cakes, biscuits, cereal bars, donuts, American muffins, etc





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Prepared and Composite Products

The following definitions indicate the product types that should be included in disclosure, covering fresh, grocery/ambient, frozen and processed, whole composite product weights that are meat, seafood, vegetarian or plant (vegan) based.

Includes:

- Prepared meals
- Meal centres:
 - In sauces e.g. sweet and sour chicken, vegetable curry, baked beans, baked beans with sausage
 - In pastry, potato or bread e.g. fishcakes, pies, pasties, quiche etc.
- Pizzas
- Filled pasta
- Soups, stews
- Prepared sandwich fillings and spreads
- Sandwiches e.g. food to-go, heat-and-eat
- Salad meals
- Sushi
- Party/picnic foods e.g. sausage rolls, scotch eggs, samosas, spring rolls
- Café meals
- Meal kits - which include protein food

Not Included Within Disclosure

Drinks including:

- Alcoholic drinks
- Still or carbonated water
- Coffee and coffee beverages
- Tea and tea beverages
- Soft drinks
- Squash
- Juices
- Smoothies

Foods including:

- Cakes and cupcakes
- Morning goods such as croissants, Danish pastries, pain au chocolate
- Cereal bars





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- All types of desserts including custard
- Ice cream and ice lollies
- Sugar confectionary- boiled and chew sweets
- Chocolate confectionary
- Potato crisps, corn snacks and other savoury snacks
- Sweet/savoury popcorn
- Sweet/savoury biscuits
- Cooking and pasta sauces
- Gravy
- Herbs and spices
- Sugar
- Honey
- Condiments
- Spreads e.g. jam, marmalade
- Ready-made pastry
- Dressings
- Instant soup or sauces
- Jelly
- Nutrition powders and drinks
- Meal kits – where consumer adds own protein food

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FAQ

Why are some foods included/excluded in food groups for the WWF Basket diet metric when they may not be included in the Eatwell food group?

Foods have been assigned to the food groups according to modelling used for Livewell.

Why are green peas and fava/broad beans included as a plant-based protein food?

Green/garden peas and fava/broad beans are categorised in WWF Livewell diet modelling as a legume and not as a vegetable. This means the plant-based protein goal for the diet metric has been calculated to include green/garden peas and broad/fava beans.

In the Eatwell guide, peas are legumes and are provided as an example food in the protein rich food group 'Beans, pulses, fish, eggs, meat and other proteins'¹ however they, like other legumes, contribute to 5 a day and can also belong in the fruit and vegetable food group. Including green peas as a protein food is also consistent with other guides^{2,3}.

Why is houmous listed as a plant-based protein food when retailers categorise it as a dip?

The metric is pragmatic and has been developed to show the diversity of protein foods sold by retailers. Houmous is primarily made of chickpeas and sesame and so offers a plant-based protein alternative for livestock-based proteins in, for example, sandwich fillings etc.

Why are some HFSS foods included in the diet metric?

Prepacked foods determined to be high in fat, salt or sugar (HFSS) or 'less healthy' as defined by the nutrient profiling model (NPM) 2004 to 2005⁴ are subject to promotion regulations in England. As the goal of the diet metric is to diversify protein foods in the diet, HFSS foods that are included in the categories in scope for these regulations which can contain protein foods (such as coated poultry, pizzas, sandwiches etc) are included in the protein food type metric.

Why are discretionary foods and drinks not included in the diet metric?

Livewell was modelled to include all aspects of UK diet however to avoid potential duplication of data requirements through the development of government health metrics, discretionary foods, such as chocolate, ice cream, crisps and biscuits and soft drinks are not currently included in the metric.

¹ [The Eatwell Guide](#)

² [PlantBased FactSheet 2024 EN.pdf](#)

³ [Which pulses are high in protein? | Eufic](#)

⁴ [Restricting promotions of products high in fat, sugar or salt by location and by volume price: implementation guidance - GOV.UK](#)

