



ACHIEVING A PLANET-BASED DIET

A METHODOLOGY FOR RETAILERS TO TRACK
PROGRESS TOWARD HEALTHY, SUSTAINABLE DIETS

WWF FOOD PRACTICE

WWF is one of the world's largest and most experienced independent conservation organizations, with over 30 million followers and a global network active in nearly 100 countries. Alongside work in areas like wildlife, oceans and forests, the WWF Food Practice works to transform the food system as, in its current form, it is the single biggest threat to nature. Our vision is a food system which provides nutritious food to all current and future generations while protecting our planet. To help achieve this goal, we work across three pillars of the food system: Sustainable Production, Healthy and Sustainable Diets, and Food Loss and Waste.

AUTHORS

Mariella Meyer (WWF-Switzerland), Sarah Halevy (WWF-UK),
Lisa-Marie Huggins (WWF-UK), Dr Brent Loken (WWF International).

We would like to thank all those who provided valuable input and feedback on this report.

Individual supermarkets
Questionmark
ProVeg
Albert Schweitzer Stiftung
Karen Luz (WWF International)
Anna Richert (WWF-Sweden)
Stella Höynälänmaa (WWF-Finland)
Corné van Dooren (WWF-Netherlands)
Pegah Bayaty (WWF-Austria)
Johannes Kraft (WWF-Germany)

DESIGN

Crème Fraîche Design

EDITORIAL

Barney Jeffries

IMAGE CREDITS

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IN SHORT

Transforming our food systems is crucial to address the environmental crisis caused by current production and consumption patterns which drive deforestation, biodiversity loss and greenhouse gas emissions. Shifting to healthier, more sustainable diets will unlock opportunities to transform agriculture and enable our food system to become a key contributor to a net-zero, nature-positive future. Retailers can play a key role in this transition by promoting plant-based foods and reducing reliance on animal-based products.

This methodology provides retailers with a clear framework to measure and report their progress, helping to align their sales with global sustainability goals and support the shift to a more sustainable food system.

To guide this transition, retailers should map their food sales against specific goals. Depending on data availability, we propose a stepwise process focusing on protein transition. This can be accompanied by an analysis of other food groups to give a broader perspective on healthy and sustainable diets:

PROTEIN TRANSITION

STEP 1

Evaluating the Balance Between Animal-Based and Plant-Based Products

Measure the balance of animal vs. plant-based sales for whole products (branded and own brand), and analyse composite products on a product level (branded and own brand).

STEP 2

Ingredient-level breakdown

Report composite products (own brand) at the ingredient level.

HEALTHY AND SUSTAINABLE DIET SHIFT

BROADER DIETS PERSPECTIVE

Measure the balance of the range of products sold and expand the analysis to include foods from other food groups. This can be done at either step of the protein transition.

WHAT IS THE PROTEIN TRANSITION?

The term “protein transition” refers to shifting from animal-based to plant-based protein food sources, rather than focusing on the nutrient protein itself. This shift aims to reduce the environmental impact of our diets and promote healthier, more sustainable food choices within protein-rich food groups.



INTRODUCTION

The way we produce and consume food is the single biggest threat to nature today. It is responsible for 80 % of global deforestation and 70 % of terrestrial biodiversity loss¹ as well as being linked to approximately a third of global greenhouse gas emissions.² Action is needed across the food system if we are to meet global climate commitments, halt and reverse biodiversity loss, and ensure food and nutrition security for a growing population.³ Keeping global temperature rise to 1.5°C and restoring nature will only be possible if we shift to healthier, more sustainable diets, improve the way we produce food, and reduce food loss and waste. This methodology aims to provide a clear, step-by-step framework for retailers to measure and report their animal versus plant-based sales, progressively enhancing their data collection and reporting capabilities to support a transition to more sustainable and healthy diets.

PLANET-BASED DIETS

Improving diets, reducing food loss and waste, and adopting nature-positive production practices can collectively reduce greenhouse gas emissions by at least 30 %, biodiversity loss by up to 46 %, agricultural land use by at least 41 %, and premature death by at least 20 %. As shown in Figure 1, dietary change is the most influential lever in driving these transformative impacts.⁴

Although undernutrition, overweight and obesity affect most countries, the rate of undernutrition is up to 10 times higher in the poorest countries while overweight and obesity rates are up to five times higher in the richest countries.⁷ Consumption patterns in high-income countries are also associated with the highest diet-related environmental impact, primarily due to the overconsumption of animal-based foods. Globally, we'll need to see reduced consumption of animal products and increased consumption of whole grains, nuts, legumes, fruits and vegetables;^{8,9} however, this global transition will require more ambitious dietary shifts in some countries compared to others.¹⁰

Despite the importance of dietary shifts for transforming food systems, they are often overlooked in international agreements, by governments, and among businesses and consumers. Through our [planet-based diets](#) work, WWF aims to address this and increase the availability, accessibility and uptake of healthier and more sustainable food choices. We have identified actions at all levels of society, including working with food businesses to improve their food supply as well as guide consumer choices.

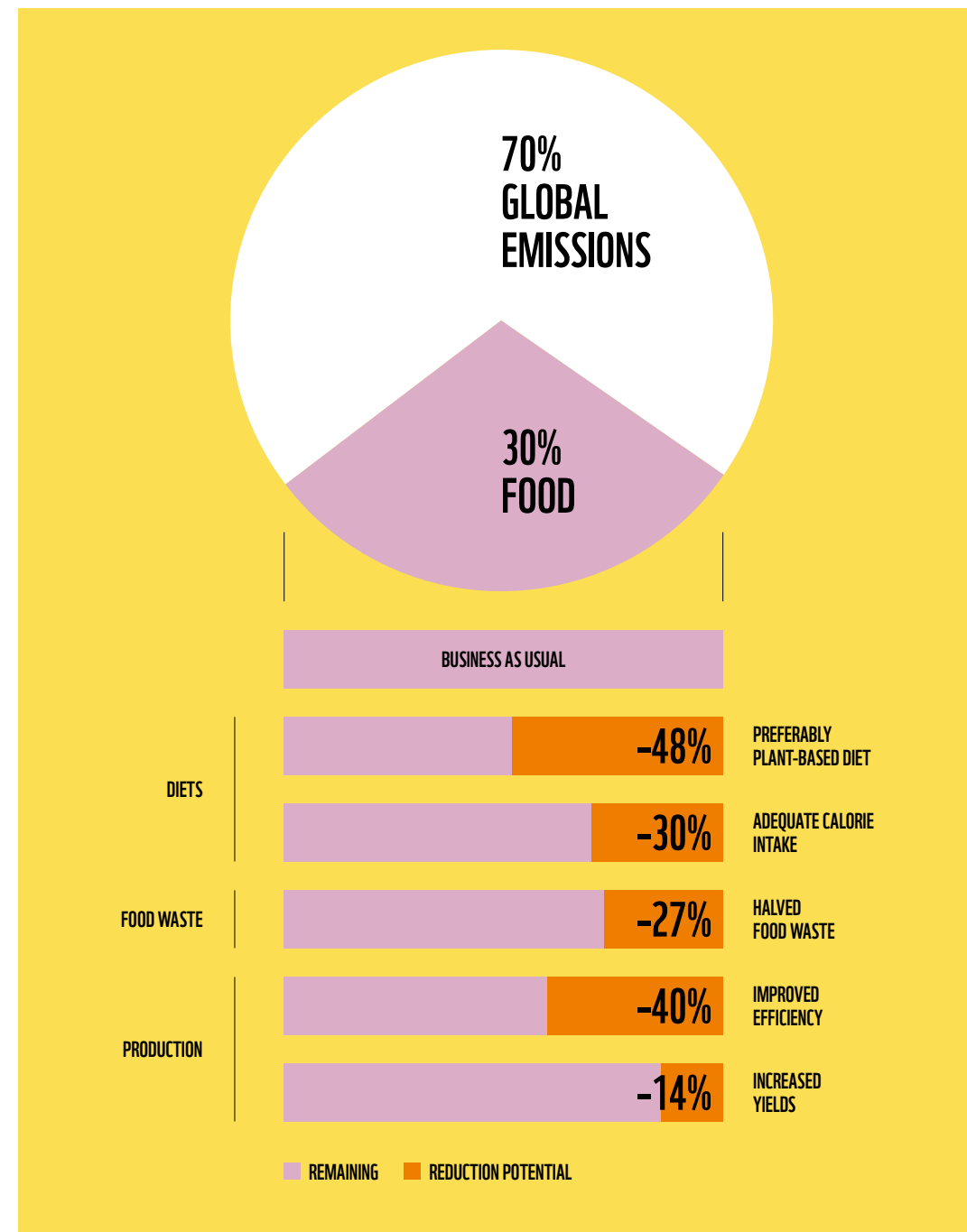


FIGURE 1. Mitigation potential of food systems actions. Nature restoration will depend on a combination of dietary shifts, reduction in food loss and waste, and adoption of nature-positive production practices. Dietary shifts are potentially the quickest action to achieve, and can help facilitate the other two actions. Adapted from WWF (2020)⁵ and Clark et al. (2020).⁶

THE ROLE OF RETAIL TO SUPPORT A SHIFT TOWARDS PLANET-BASED DIETS

Individual preferences and circumstances play a role in informing food choices, but decisions are highly shaped by our food environments – like supermarkets – and factors beyond the consumer's control, such as availability, affordability, accessibility and marketing.¹¹ Food retailers are crucial gatekeepers on both sides of the supply chain, working with suppliers and interacting directly with consumers. They must step up to their responsibility. By supporting consumers to adopt healthy and sustainable diets alongside changes to their supply chains and efforts to reduce food loss and waste across the supply chain, retailers can greatly reduce the environmental impact of our food system.

Significant shifts in dietary patterns are essential for achieving global goals on climate, nature and sustainable development, as well as for businesses to meet their own sustainability goals and science-based targets.¹² This includes a notable reduction in the consumption of animal-based foods. Retailers must be prepared to adapt their sales strategies accordingly, promoting plant-based products that align with sustainable dietary choices.

This methodology is for retailers in countries where consumption of animal-based food exceeds health recommendations and planetary boundaries. Transition to healthy, sustainable diets in these countries is crucial, and food retailers can lead the way by rebalancing their sales of animal-based and plant-based foods.

METHODOLOGY AIMS

- 1) Protein transition
- 2) Healthy sustainable diet shift

Due to varying resources and data availability, we propose a stepwise approach for retailers to get started, set goals and measure progress toward sustainable, healthy diets.

While transitioning sales of protein-rich foods toward a greater proportion from plant-based sources is essential, the methodology also includes broader strategies to shift toward a healthy, sustainable, plant-rich diet encompassing all food groups.

METHODOLOGY

We advocate for companies to measure their performance in this area based on sales in tonnes. This approach provides a useful proxy for dietary intake, enabling a clearer understanding of how sales align with nutrition and dietary goals.

PRODUCT SALES MEASUREMENT

Our methodology involves tracking sales data for specific products or ingredients, measured in tonnes. Retailers can report on the percentages of the quantities sold to track and improve their offerings effectively.

MEASURING THE PROTEIN TRANSITION:

% sales of product/ingredient (by weight) from animal- and plant-based protein sources and dairy foods

MEASURING A HEALTHY, SUSTAINABLE DIET SHIFT:

% sales of product/ingredient (by weight) between the food groups.



FOOD GROUPS

To provide a comprehensive framework for assessing and improving diets, we have categorized foods into specific groups, based on those used in a range of national dietary guidelines and the leading scientific advice. A detailed list of products and their assignment to food groups can be found in [appendix A](#). Here is an overview of each food group and its components:

Certain products and product categories are explicitly excluded from reporting as they are not explicitly included in current diet models or are used in small quantities. These exclusions encompass both alcoholic and non-alcoholic beverages (not dairy-based); herbs and spices; condiments (e.g. barbecue sauce, ketchup, mustard); flavourings; additives; vitamin supplements, baby formula and baby purees; and salt.

FOOD GROUP


FOOD GROUP 1 
Protein Sources

EXPLANATION

Foods that belong to the protein category. *This category should be reported in subgroups.*


EXAMPLES

- ANIMAL-BASED:**
- Red Meats (beef, pork, lamb, etc.)
 - Poultry (chicken, turkey, etc)
 - Processed meats and alternatives (sausages, burgers, nuggets)
 - Seafood (fish, shellfish, etc.)
 - Eggs

FOOD GROUP 2 
Dairy and dairy alternatives


All dairy products and their plant-based alternatives. *Dairy products are reported in dairy equivalents. More information can be found in [appendix B](#).*

- PLANT-BASED:**
- Nuts and seeds
 - Legumes (beans, lentils, chickpeas, etc.)¹³
 - Alternative protein sources (tofu, tempeh, seitan, etc.)
 - Meat, egg and seafood alternatives

FOOD GROUP 3 
Fats and oils

Fats and oils that are consumed/used as separate products from animal- and plant-based sources.

- Milk and milk alternatives (soy milk etc.)
- Cheese and cheese alternatives
- Yogurt and yogurt alternatives
- Cream and plant-based cream substitutes

FOOD GROUP 4 
Fruits and vegetables


Fruits and vegetables in multiple forms including fresh, dried and canned.

- Olive oil, coconut oil, avocado oil, seed oils
- Margarine
- Butter, ghee and lard

FOOD GROUP 5 
Grains/cereals


Foods that are rich in carbohydrates and serve as staple foods.

- Fresh fruits (apples, bananas, berries, etc.)
- Fresh vegetables (leafy greens, root vegetables, etc.)
- Frozen fruit and vegetables
- Dried fruits and vegetables

FOOD GROUP 6 
Tubers and other starchy foods

Foods made primarily from starchy vegetables and tubers.

- Grains (rice, wheat, oats, barley, etc.)
- Pasta, bread, and other grain-based products
- Pseudocereal (buckwheat, quinoa, amaranth)

FOOD GROUP 7¹⁴ 
Snacks high in added fats, salt, and sugar

Foods that are not captured by the main food groups and which we should eat less often and in small quantities.

- Tubers (potatoes, sweet potatoes, yams etc.)
- Starchy vegetables (corn, plantain etc.)
- Confectionery (sweets, chocolates, etc.)
- Savoury snack foods (chips, pretzels, etc.)
- Baked goods (cakes, cookies, pastries etc.)

¹³ Products should be counted and categorized based on their weight as sold. If the product's weight is provided in a drained state (e.g., for canned goods), use the drained weight for classification.

TABLE 1. Explanation of food groups.

MEAT AND DAIRY ALTERNATIVES

Meat alternatives, designed to mimic the texture and nutrients of meat, can help reduce meat and dairy consumption with high environmental impacts while adding variety to diets. However, they often contain high levels of fat, salt and sugar, and may lack essential micronutrients. Reformulating these products to improve their nutritional profile is essential for a healthy and sustainable diet. Minimally processed plant protein products like tofu, tempeh and seitan offer valuable nutrients and can effectively replace meat. Milk alternatives generally have a lower environmental impact but often offer inferior nutrition compared to dairy milk and should be fortified with essential nutrients.

WHY MEASURE IN WEIGHT OF PRODUCT/INGREDIENT AND NOT PROTEIN CONTENT

We have chosen to focus on volume of sales measured by the weight of products or ingredients (in tonnes) rather than the nutrient content, such as protein. There are several reasons for this approach:

COMPREHENSIVE HEALTH AND SUSTAINABILITY

FOCUS: We aim to account for protein transition within the context of an overall healthy and sustainable diet, rather than focusing on a single macronutrient. Measuring only protein content may not take into account the nutritional balance of all foods sold or clearly reflect the shifts toward healthy, sustainable diets. Additionally, protein analysis could delve into complexities like bioavailability and amino acid profiles, raising the question of where to draw the line in nutrient-specific analyses.

HOLISTIC VIEW OF FOOD RANGE: By focusing on the weight of products or ingredients, we capture the entire spectrum of a retailer's offering, not just their protein content. This approach aligns with the broader goal of understanding and improving the overall balance of food categories in the retailer's food range, including both whole products and composite products.

ALIGNMENT WITH ESTABLISHED DIETARY MODELS

AND RECOMMENDATIONS: Using weight of foods and food group proportions aligns with the methodology of other dietary models,

such as the Planetary Health Diet, planet-based diets, and most national dietary guidelines. These aim to find the optimal combination of foods based on their full nutrient profiles and the quantity required to achieve specific dietary goals, such as meeting population nutrient requirements and minimizing environmental impacts. This makes it possible for retailers to set goals aligned with these established dietary models and recommendations.

CONSISTENCY AND COMPARABILITY: Sales-based measures of products or ingredients provide a standardized way to compare different products and categories, and also across food groups.

SIMPLICITY AND FEASIBILITY: Measuring the sales volume (in tonnes) of products is straightforward and practical for most retailers, as they often manage inventory and sales data in terms of volume.

This approach aims to provide a practical, consistent and holistic methodology that helps retailers effectively manage and improve the sustainability and health of their product range, while remaining aligned with established dietary frameworks and taking a broad view of diet quality.

STEPWISE APPROACH

To accommodate retailers' varying levels of data availability, data management approaches and resources, we propose a stepwise approach. As shown in Figure 2, this enables retailers to start at the base level and gradually progress to more comprehensive data collection and reporting, while still being able to compare their results and progress with other stakeholders.

PROTEIN TRANSITION

STEP 1: Base level where retailers can measure the balance of animal- vs. plant-based sales for whole products. Composite products (whole product weight) are categorized into groups (meat-based¹⁴, seafood-based¹⁵, vegetarian¹⁶, vegan¹⁷), allowing retailers to begin reducing animal-product

sales for this category. This level is essential to support the protein transition and covers both branded and own-brand products.

STEP 2: Retailers break down their own-brand composite products to report the animal–plant split on an ingredient level, enhancing granularity in product categorization. Branded composite products are reported at product level.

HEALTHY & SUSTAINABLE DIET SHIFT

Including products sold in other food groups provides a broader perspective on the shift to healthy diets. This can be optionally added at either step of the protein transition.

All steps require the measurement of the following retail categories: fresh, grocery/ambient, frozen. You can find a video explaining the two steps [here](#).




































		STEP 1				STEP 2			
		OWN BRAND		BRANDED		OWN BRAND		BRANDED	
		WHOLE PRODUCTS	COMPOSITE PRODUCTS	WHOLE PRODUCTS	COMPOSITE PRODUCTS	WHOLE PRODUCTS	COMPOSITE PRODUCTS	WHOLE PRODUCTS	COMPOSITE PRODUCTS
PROTEIN TRANSITION	FOOD GROUP 1 (INCL. SUBGROUPS) 	×		×		×		×	
	FOOD GROUP 2 	×		×		×		×	
	FOOD GROUP 3 	×		×		×		×	
	FOOD GROUP 4 	×		×		×		×	
	FOOD GROUP 5 	×		×		×		×	
	FOOD GROUP 6 	×		×		×		×	
	FOOD GROUP 7 	×		×		×		×	
HEALTHY & SUSTAINABLE DIET SHIFT									

FIGURE 2. Illustration of the stepwise approach to data collection. Step 1 focuses on the split of animal/plant-based sales of whole products (branded and own brand) while also categorizing composite products into groups (meat-based, seafood-based, vegetarian, vegan). Step 2 further breaks down composite products (own brand) into their constituent ingredients, allowing for a more detailed analysis. Both steps allow for measuring the overall diet instead of protein transition only.

¹⁴ Meat based = Contains meat
¹⁵ Seafood based = Contains fish or seafood
¹⁶ Vegetarian = Contains dairy or eggs
¹⁷ Vegan = Free from animal components

PROTEIN TRANSITION

STEP 1: EVALUATING THE BALANCE BETWEEN ANIMAL-BASED AND PLANT-BASED PROTEIN-RICH FOODS

OBJECTIVE: Assess the sales of animal-based and plant-based whole products and establish an initial measure for composite products at the product level.

OUTPUT: Examples can be found in [appendix D](#).

WHOLE PRODUCTS VS. COMPOSITE PRODUCTS

Whole products are individual food items primarily sourced from a single food group, such as sausages, chicken breast, fruit yogurt, chickpeas, bread, oil and almonds.

Composite products are multi-ingredient items with principal components from different food groups, such as chicken curry meals, ham sandwiches, or salads with added proteins or grains. These products need to be measured and reported separately from whole products, along with their share of overall sales. To accommodate retailers' varying data capabilities, we offer two reporting methods for composite products: the "composite product level" and the "composite ingredient level". This ensures that all retailers can track, set goals and improve their offerings.

ASSESSING ANIMAL-BASED VS. PLANT-BASED SALES FOR WHOLE PRODUCTS

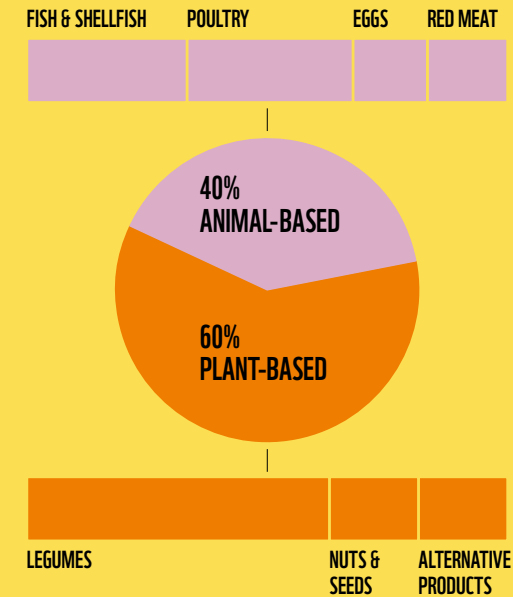
Based on appendix A, categorize whole products (own brand and branded) from food groups 1 and 2 in their respective food and food sub groups:

- Protein sources plant-based: Pulses, nuts, seeds, meat alternatives
- Protein sources animal-based: Red meat, poultry, seafood, eggs
- Dairy products¹⁸
- Dairy alternatives

Provide the percentage breakdown of sales for both animal-based and plant-based products within food groups 1 and 2. Additionally, report the percentage sales for the detailed subgroups for food group 1.

EXAMPLE ILLUSTRATION OF THE ANIMAL-BASED VS. PLANT-BASED ASSESSMENT

PROTEIN RICH FOODS



DAIRY & DAIRY ALTERNATIVES

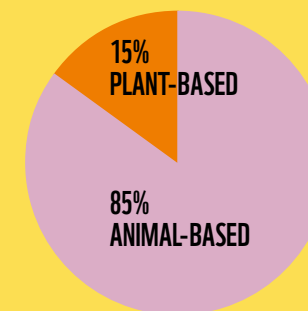


FIGURE 3. Example illustration of the animal-based vs. plant-based assessment for food groups 1 and 2, including the detailed breakdown of food group 1 into subgroups.

¹⁸ Dairy products must be reported in dairy equivalents. More information can be found in [Appendix B](#).

COMPOSITE PRODUCT LEVEL

The composite product level approach is designed for retailers who do not have access to detailed ingredient-level data. In this approach, the whole weight of composite products (own brand and branded) is counted rather than their individual ingredients. Classify all composite products, as defined in appendix A, into the following categories based on their total product weight:

- Meat-based
- Seafood-based
- Vegetarian
- Vegan

Example: A 400g vegan lasagna is assigned to the “Vegan” category, while the whole weight of a 600g chicken curry with rice is placed in the “meat” category (even though the meat itself weighs less than this).

EXAMPLE ILLUSTRATION OF THE COMPOSITE PRODUCT LEVEL

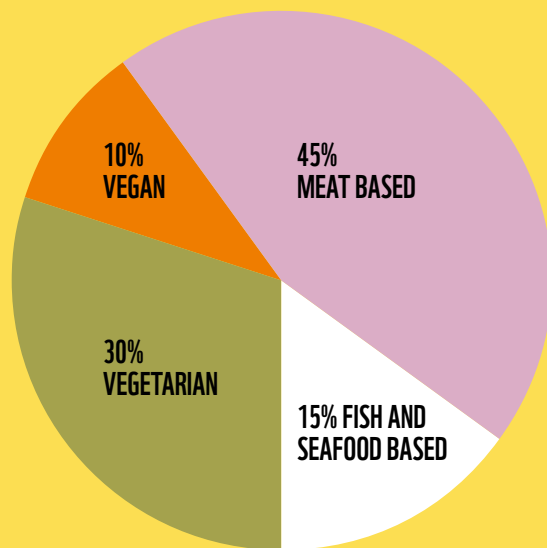


FIGURE 4. Example illustration of the composite product level, classifying composite products into the categories Meat Based, Seafood Based, Vegetarian, Vegan.

STEP 2: INCREASE DATA GRANULARITY

OBJECTIVE: Enhance data granularity for own-brand composite products

OUTPUT: Examples can be found in [appendix D](#).

WHAT ARE BRANDED PRODUCTS?

The distinction between branded and own-brand products lies primarily in who manufactures and markets them. Own-brand products are created and marketed by the retailer. These include items that bear the retailer's name directly, as well as products from brands owned by a retailer/group but not explicitly labelled with the retailer's name. An example of the latter is the brand Bell, which is owned by the Coop group but does not necessarily display the Coop name.

Branded products are manufactured and sold under a distinct brand name owned by a company or entity separate from the retailer, which bear their own label or trademark. Including branded products on an ingredient level represents a significant challenge, as it depends on manufacturers making this data available. To achieve a comprehensive and accurate analysis, a sector-wide collaborative approach may be necessary to ensure access to branded product data. Retailers are encouraged to advocate for and support efforts to improve data transparency and consistency.

COMPOSITE INGREDIENT LEVEL

To enhance data granularity for composite products, retailers who have access to detailed ingredient data introduce the ingredient level approach. This method calculates the weights of each of the ingredients from food groups 1 and 2 (and optionally also 3-6) within a product, rather than using the total weight of the whole composite product.

Break down the composite food products (own brand) to identify the quantity of foods from food groups 1 and 2. Assign the ingredients to either food group 1 or 2. Optionally, this can be done for food groups 3 to 6 as well.

Example: In a vegan lasagna, the 70g vegan minced meat substitute would go in food group 1, and the 20g vegan cheese alternative in food group 2. For branded products, until comprehensive ingredient data is widely available, retailers will still need to use the product level approach.

HEALTHY AND SUSTAINABLE DIET SHIFT

OBJECTIVE: To enable retailers to measure and promote a healthy and sustainable diet beyond the protein transition. This can be added at either step.

In addition to tracking the protein transition, retailers can categorize their entire sales (tonnes) into appropriate food groups (e.g., fruit and vegetables, grains, fats) to establish the percentages between each group. They can then compare this against the proportions recommended for a healthy and sustainable diet. Retailers should track the proportion of whole grain sales (see [appendix C](#)) compared to refined grains, as well as the proportion of fats from animal-based or plant-based sources.

Categorize overall food sales into appropriate food groups (see [appendix A](#)). Do this for whole products from branded and unbranded sources, as well as for composite products once you've reached ingredient level. Report the percentages of sales within these food groups for whole products and composite products separately.

WHOLE DIET PROPORTION

In addition to measuring the protein transition within the key food groups 1 and 2, it's also possible to assess the overall balance between plant-based and animal-based foods in a diet. This involves a detailed analysis of the entire diet, where all food items are categorized as either plant-based or animal-based. By doing so, we can calculate the ratio of plant-based to animal-based foods, resulting in a single percentage split. This approach allows us to quantify how much of the diet is derived from plant sources versus animal sources. However, this number is not sufficient to monitor the sales of a healthy and sustainable diet as it does not reflect the proportions recommended for each food group.

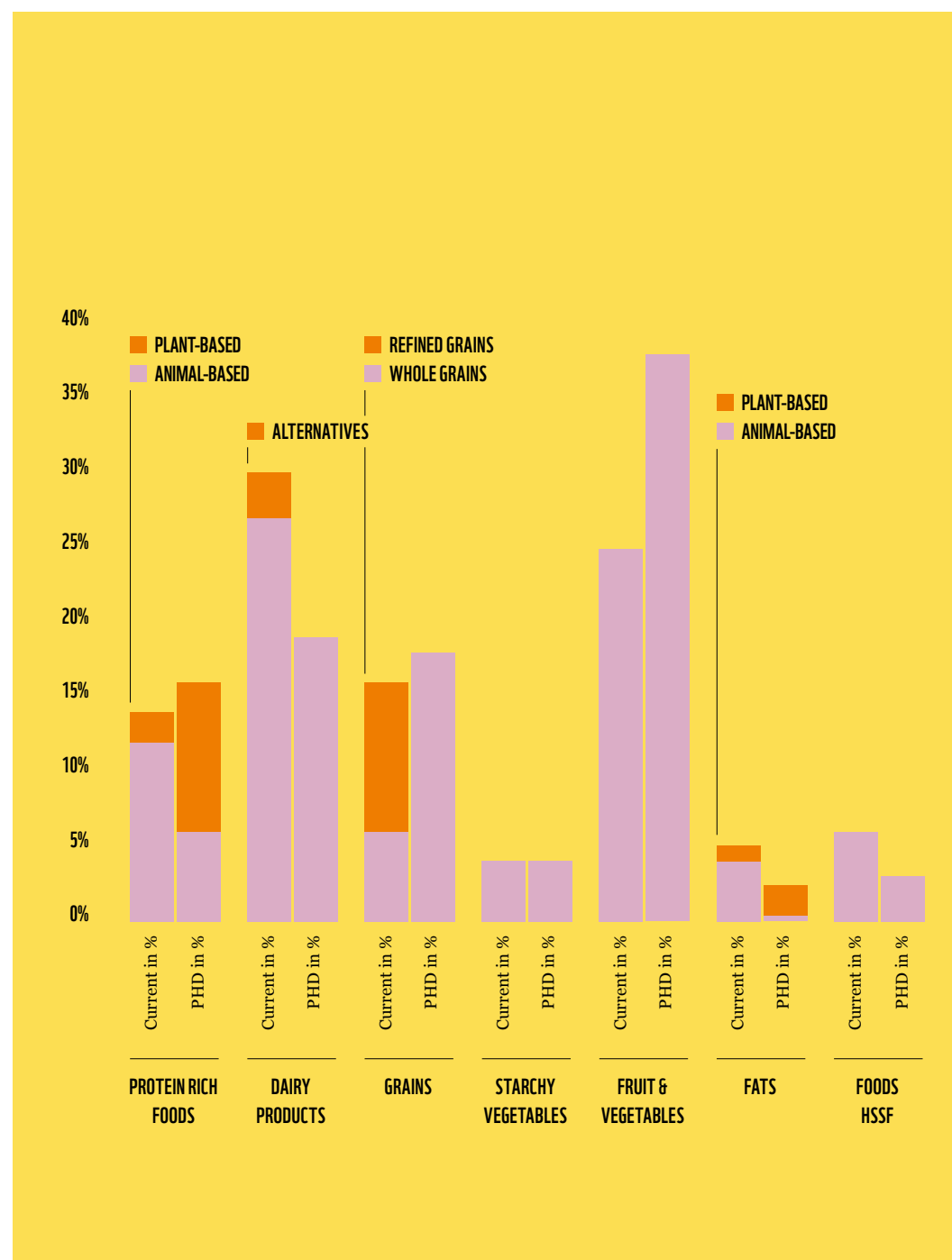


FIGURE 5. Example illustration of the overall sales mapping to measure a healthy and sustainable diet shift. The graph shows the dummy measurement of overall sales of a retailer compared to the respective target according to the Planetary Health Diet (PHD).

MAIN MEALS AS KEY TO PROTEIN TRANSITION

The most significant impact on reducing animal product consumption and increasing plant-based intake can be achieved by focusing on foods which are used to make main meals (whole products and composite products). While retailers can provide a split between animal-based and plant-based foods for snacks in food group 7, and therefore on an ingredient level, this isn't necessary to support protein transition. However, to achieve a healthy, more sustainable diet shift, the overall quantity of foods high in fat, salt and sugar that are purchased and consumed needs to be reduced.¹⁹



GOAL SETTING

To guide the transition toward more sustainable and healthy diets, retailers should aim to achieve the Planetary Health Diet by 2050. The WWF methodology provides a framework for setting clear goals, which can be directly derived from dietary recommendations typically given in food quantities (see table 2).

WHOLE DIET

PLANT BASED FOODS

74%

ANIMAL BASED FOODS

26%

WHOLE DIET BY FOOD GROUP

FOOD GROUP

% OF FOOD SALES

1 Protein rich foods

16%

2 Dairy foods

19%

3 Fats and oils

4%

4 Fruits and vegetables

39%

5 Grains and cereals

18%

6 Tubers or starchy vegetables

4%

PLANT BASED FOODS

60%

0%

90%

100%

100%

100%

ANIMAL BASED FOODS

40%

100%

10%

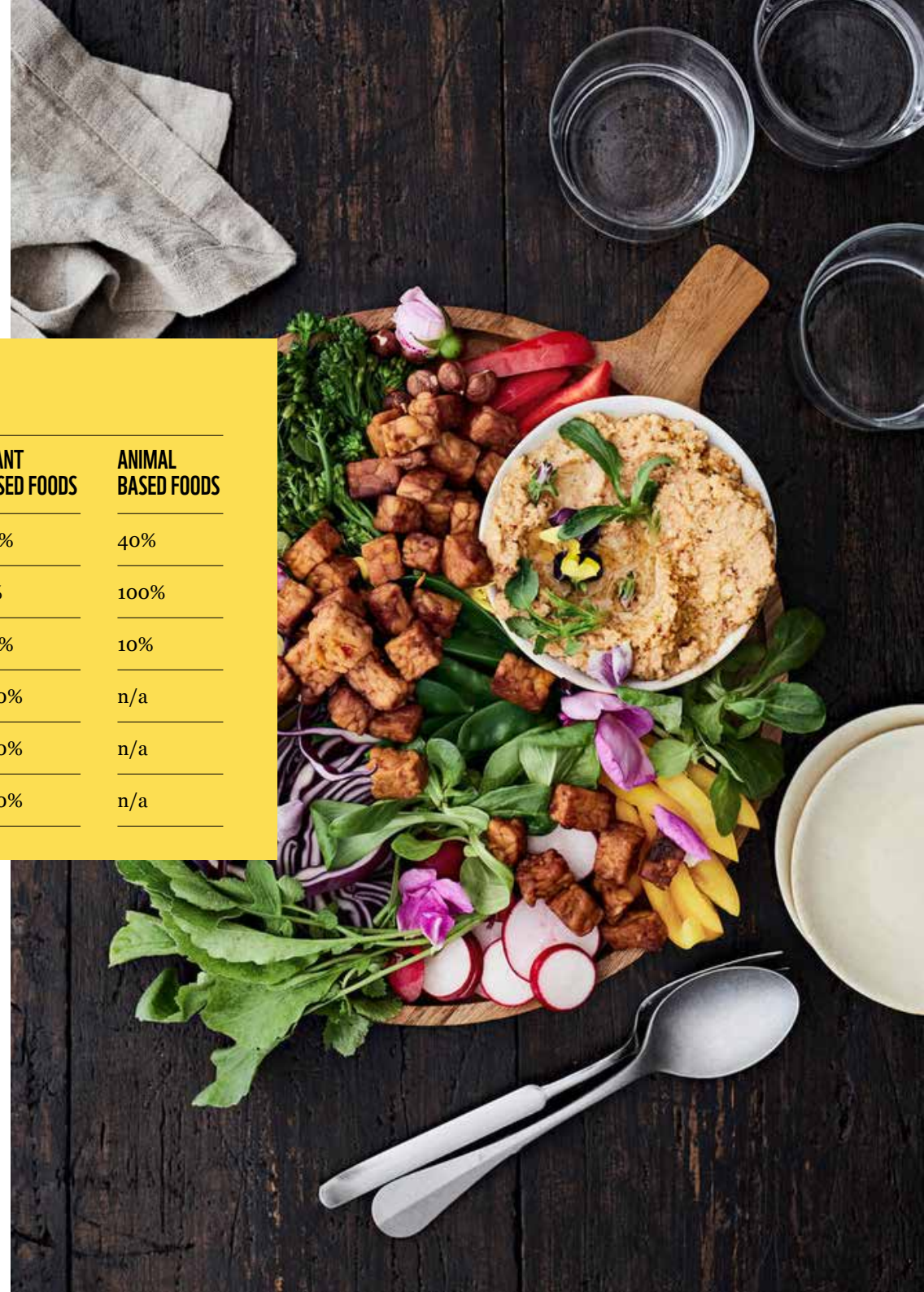
n/a

n/a

n/a

TABLE 2. Proportions of an optimal diet according to the Planetary Health Diet, including the respective plant vs. animal splits. The sales and consumption of food group 7 should be reduced overall.

While the Planetary Health Diet represents the ultimate target, there are various national-level approaches that can help retailers move toward this goal. For instance, retailers can use tools like the [planet-based diets calculator](#)²⁰ to develop a country-specific, stepwise approach or adopt methodologies such as the UK Livewell Diet, which offers tailored recommendations for specific national contexts. As a minimum requirement, sales could be aligned with national dietary guidelines – though it is important to recognize that these may not be sufficiently ambitious or incorporate comprehensive environmental criteria.^{21,22}



GLOSSARY

PLANT-BASED: Products that are composed of ingredients derived from plants. This includes fruits, vegetables, grains, nuts, seeds, legumes and vegetable oils. The term is often used to describe foods that exclude animal products such as meat, dairy, seafood and eggs.

ANIMAL-BASED: Products derived from animals. This includes meat, poultry, fish, shellfish, dairy products, eggs, and other animal-derived foods such as honey and gelatine.

PLANET-BASED DIETS: Planet-based diets are sustainable eating patterns that prioritize both human health and environmental benefits. They are plant rich – meaning they are predominantly plant-based, including a wide range of fruit, vegetables, pulses and wholegrains. A planet-based diet can contain moderate amounts of meat, dairy and eggs, and lower-footprint seafood; and minimal amounts of foods high in fat, salt and sugar. The approach is adaptable to local contexts, ensuring that food production remains within planetary boundaries while promoting overall well-being.

FOOD GROUP: A category of foods that share similar nutritional properties. Each group typically contains foods that have common nutrients and contribute to a specific part of a balanced diet. The primary food groups generally include fruits; vegetables; grains, tubers or other starchy vegetables; protein sources; dairy; oils and fats. A balanced, healthy and sustainable diet should contain a mix of food groups in different proportions.

PROTEIN-RICH FOOD GROUPS: Food groups that provide good sources of protein in the diet. They include the “dairy” food group, which includes milk and dairy products such as cheese, and “protein sources” food group, which includes plant-based foods such as beans, lentils, peas, soy, nuts and seeds as well as animal-based foods such as meat, fish and eggs.

FOOD SUB GROUPS: A subdivision within the primary food groups that focuses on more specific categories of foods with similar nutritional properties. Subgroups help to provide a more detailed understanding of the variety within each primary food group. For instance, within the primary group of protein foods, subgroups can include meat, poultry, fish, shellfish, eggs, nuts, legumes and seeds.

OWN-BRAND PRODUCTS: Products manufactured and marketed under the retailer’s proprietary name, including brands or labels not explicitly featuring the retailer’s name but owned or exclusively distributed by them. In this capacity, the retailer maintains authority over the formulation or recipe of the product, specifying its ingredients and composition.

BRANDED PRODUCTS: Products manufactured and sold under a distinct brand name owned by a company or entity separate from the retailer. These products bear a label or trademark that identifies them with a particular brand, distinct from the retailer’s own branding.

WHOLE PRODUCTS: Individual food items that are predominantly from one food group (e.g., sausages, chicken breast, fruit yogurt, chickpeas, almonds). [Products in scope are defined in [appendix A](#)].

COMPOSITE PRODUCTS: Multi-ingredient, prepared food items where the main ingredients are from more than one food group (e.g. chicken curry prepared meal, chickpea salad, ham sandwich). [Products in scope are defined in [appendix A](#)].

COMPOSITE PRODUCT LEVEL: A method which uses the whole weight of a composite product. For example, to calculate the contribution of a 400g chicken curry prepared meal, the reported weight is 400 g – the total combined weight of the chicken, rice and curry sauce.

COMPOSITE INGREDIENT LEVEL: A method which uses the weights of the ingredients from the main food groups within a composite product, rather than using the total weight of the composite product. For example, to calculate the contribution of a 400g chicken curry prepared meal, the reported weight is the amount of chicken included in the meal e.g. 44 g of chicken.

EXCLUDED FOODS: Food items without a significant nutritional contribution to either health or the environment, e.g. flavourings, herbs, spices. [Products in scope are defined in [appendix A](#)].

FOOD RETAILERS: Businesses that sell food and beverage products directly to end consumers through physical or online stores.

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APPENDIX

APPENDIX A: LIST WITH FOOD GROUP CATEGORIZATION

The list where foods are assigned to food groups can be found [here](#).

APPENDIX B: DAIRY EQUIVALENTS

CONVERSION FACTOR	PRODUCTS
1:10	Hard and soft cheese Including, for example: <ul style="list-style-type: none">– Cheddar– Parmesan– Gouda– Tilsiter– Brie– Camembert– Cream cheese– Ricotta– Cottage cheese
1:1	Other dairy products Including, for example: <ul style="list-style-type: none">– Milk– Yoghurt– Cream– Buttermilk– Sour cream– Kefir

APPENDIX C: DEFINITION OF WHOLE GRAIN

“Whole grains shall consist of the intact, ground, cracked or flaked kernel after the removal of inedible parts such as the hull and husk. The principal anatomical components – the starchy endosperm, germ and bran – are present in the same relative proportions as they exist in the intact kernel. Small losses of components – that is, less than 2% of the grain / 10% of the bran – that occur through processing methods consistent with safety and quality are allowed.”

PROCESSED WHOLE GRAIN PRODUCTS

Defining whole grain in processed products is more complex due to the lack of a unified definition within the European Union or globally and varying definitions across different countries. As a result, we recommend that retailers adhere to the specific whole grain definitions established by the countries in which they operate. For a comprehensive global overview, please refer to the Whole Grains Council’s Existing Standards for Whole Grains.

APPENDIX D: REPORTING EXAMPLES

REPORTING EXAMPLE STEP 1

HEALTHY AND SUSTAINABLE DIETS

We, retailer XYZ, have committed to map our food sales against a target framework for healthy and sustainable diets. As a goal-setting framework, we want to achieve sales that are aligned with the Planetary Health Diet by 2050.

METHODOLOGY USED: WWF

REPORTING PERIOD: FY 2023

DATA INPUTS: Sales data

STEP: 1

COMPOSITE PRODUCTS: Overall proportion of composite products of overall (measured) sales: 15%

COMPOSITION	2023
Meat-based	45%
Seafood-based	15%
Vegetarian	30%
Vegan	10%

WHOLE PRODUCTS

	2023	PHD
FOOD GROUP 1		
Plant-Based	4%	10%
Pulses	<1%	
Nuts & Seeds	<1%	
Alternative Products	2%	
Animal-Based	9%	6%
Red meat	3%	
Poultry	3%	
Fish & Shellfish	2%	
Eggs	1%	
FOOD GROUP 2		
Dairy	25%	19%
Dairy Alternatives	5%	N/A
FOOD GROUP 3		
Animal-Based Fats	4%	1%
Plant-Based Fats	1%	3%
FOOD GROUP 4	25%	38%
FOOD GROUP 5		
Whole Grains	8%	18%
Refined Grains	10%	0%
FOOD GROUP 6	6%	4%
FOOD GROUP 7		
Plant-Based	2%	N/A
Animal-Based	1%	N/A

FOOD GROUP 1 PROPORTION BY SOURCE

Plant	24%	60%
Animal	76%	40%

FOOD GROUP 2 PROPORTION BY SOURCE

Plant	83%	N/A
Animal	17%	N/A

WHOLE DIET PROPORTION BY SOURCE

Plant	62%	74%
Animal	38%	26%

REPORTING EXAMPLE STEP 2

HEALTHY AND SUSTAINABLE DIETS

We, retailer XYZ, have committed to map our food sales against a target framework for healthy and sustainable diets. As a goal-setting framework we want to achieve sales that are aligned with the Planetary Health Diet by 2050.

METHODOLOGY USED: WWF REPORTING PERIOD: FY 2023

DATA INPUTS: Sales data STEP: 2

COMPOSITE PRODUCTS: Overall proportion of composite products of overall (measured) sales: 15%	
COMPOSITION	2023
Meat-based	45%
Seafood-based	15%
Vegetarian	30%
Vegan	10%

WHOLE PRODUCTS	2023	PHD
FOOD GROUP 1		
Plant-Based	4%	10%
Pulses	<1%	
Nuts & Seeds	<1%	
Alternative Products	2%	
Animal-Based	9%	6%
Red meat	3%	
Poultry	3%	
Fish & Shellfish	2%	
Eggs	1%	
FOOD GROUP 2		
Dairy	25%	19%
Dairy Alternatives	5%	N/A
FOOD GROUP 3		
Animal-Based Fats	4%	1%
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FOOD GROUP 4	25%	38%
FOOD GROUP 5		
Whole Grains	8%	18%
Refined Grains	10%	0%
FOOD GROUP 6	6%	4%
FOOD GROUP 7		
Plant-Based	2%	N/A
Animal-Based	1%	N/A
FOOD GROUP 1 PROPORTION BY SOURCE		
Plant	24%	60%
Animal	76%	40%
FOOD GROUP 2 PROPORTION BY SOURCE		
Plant	83%	N/A
Animal	17%	N/A
WHOLE DIET PROPORTION BY SOURCE		
Plant	62%	74%
Animal	38%	26%

COMPOSITE PRODUCTS (OWN BRAND)	2023	PHD
FOOD GROUP 1		
Plant-Based	4%	10%
Pulses	<1%	
Nuts & Seeds	<1%	
Alternative Products	2%	
Animal-Based	9%	6%
Red meat	3%	
Poultry	3%	
Fish & Shellfish	2%	
Eggs	1%	
FOOD GROUP 2		
Dairy	25%	19%
Dairy Alternatives	5%	N/A
FOOD GROUP 3		
Animal-Based Fats	4%	1%
Plant-Based Fats	1%	3%
FOOD GROUP 4	25%	38%
FOOD GROUP 5		
Whole Grains	8%	18%
Refined Grains	10%	0%
FOOD GROUP 6	6%	4%
FOOD GROUP 7		
Plant-Based	2%	N/A
Animal-Based	1%	N/A
FOOD GROUP 1 PROPORTION BY SOURCE		
Plant	24%	60%
Animal	76%	40%
FOOD GROUP 2 PROPORTION BY SOURCE		
Plant	83%	N/A
Animal	17%	N/A
WHOLE DIET PROPORTION BY SOURCE		
Plant	62%	74%
Animal	38%	26%



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WWF, 28 rue Mauverney, 1196 Gland, Switzerland. Tel. +41 22 364 9111
CH-550.0.128.920-7

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