

Eating Better is an alliance of 70 organisations working to accelerate the shift towards more plants, and less and better meat and dairy, supporting a fairer, healthier and more sustainable food system for people, animals and the planet.

Eating Better Retail Group

The Eating Better Retail Group is a subset of alliance members and sectoral colleagues who engage with food retailers and manufacturers. The group has come together to align on key messages and streamline our collective asks. This document sets out our shared priority actions for protein shift for retailers and manufacturers and aligns to our Better by Half Roadmap. These priorities apply across the supply chain to all primary meat cuts, embedded meat in composite products, and dairy where relevant.

Our understanding is that these priorities are both feasible and, using the right approach for each business, can present a commercial opportunity. They reflect actions already being taken by some retailers and align with existing commitments on climate, nature, and animal welfare. If there are challenges to delivering these priorities, we'd welcome ideas for overcoming them.

1 Priorities

Less meat and dairy - More plants

Priority action

In line with EAT Lancet Planetary Health diet and this guidance, publicly report on an annual basis and **set SMART, sales-based targets** for:

- Protein split
- HFSS
- Fruit and Veg
- Climate

Second action

Build a business plan to **support rebalancing of plant and animal protein** including marketing, buying and merchandising departments within a year of publishing protein split.

This plan should ensure affordability and accessibility of higher welfare and plant-based products through mechanisms which prioritise equity.

Third action

Collectively **advocate for government action to support a just transition** towards more plant-rich diets and less industrial meat, including calling for a UK horticulture strategy, improved supply chain transparency, and fair, sustainable trade policies that do not undercut high environmental and animal welfare standards.

Better sourcing

Commit to the full sourcing requirements of the Better Chicken Commitment, setting a clear implementation timeline and publicly reporting annual progress.

Publicly disclose the volume of all 'better' meat and dairy sold – that is, products sourced to higher environmental and animal welfare standards as defined in the Sourcing Better Framework. This should include a breakdown of volumes that are certified to recognised standards by independent third-party bodies.

Develop a business plan to increase the proportion of meat and dairy that meets these 'better' standards.

Advocate to government for **mandatory method of production labelling for all meat and dairy**, including a standardised, sector-wide methodology to improve transparency and support a fairer market for 'better' meat.

2 Why are these our priorities?

- **Delivers on existing commitments from Net Zero ambition plan, health, environment to animal welfare:** Shifting towards more plant-based proteins and sourcing better meat directly supports delivery of Net Zero targets, including the IGD Net Zero Pathway, nature-related goals such as the WWF Basket, and high-profile animal welfare commitments like the Better Chicken Commitment. It also aligns with existing health commitments and could support compliance with upcoming regulations on the promotion and marketing of less healthy foods.
- **Cuts methane and Scope 3 emissions at scale:** Methane is responsible for 25% of today's warming and is 80 times more potent than CO₂ over 20 years. With animal agriculture driving 60% of human-caused agricultural methane, shifting towards more plant-based foods is a proven way to reduce Scope 3 emissions.
- **Focus on the possible and shifting the market:** The priority asks have already been delivered by at least one retailer in the UK sector.
- **Strengthens reporting and accountability:** Tracking and reporting on protein sales and sourcing provides tangible metrics that align with voluntary frameworks like SBTi, meet regulatory requirements such as the Corporate Sustainability Reporting Directive (CSRD) and the UK Sustainability Disclosure Standards (UK SDS), and help future-proof ESG reporting.
- **Builds supply chain and business resilience:** Diversifying protein offerings and improving sourcing standards reduces exposure to climate, regulatory, and market risks – strengthening long-term supply chain stability and business continuity.
- **Meets customer expectations:** Responding to rising demand for sustainable, higher welfare food strengthens consumer trust and brand relevance in a rapidly shifting food landscape. Using the correct approach, this shift can, and should, deliver on food justice, ensuring that sustainable, healthier, and higher welfare food is affordable, accessible, and supports fair livelihoods across the supply chain.
- **Delivers a commercial edge:** Retailers leading on protein rebalancing and better meat sourcing are more strongly positioned to meet evolving investor, customer, and regulatory expectations – turning sustainability leadership into a market advantage through resilient supply chains.

Supporting organisations

