

# Plating Up Progress: FAQ

## About

Plating Up Progress (PUP) is a Food Foundation initiative which began in 2020. It assesses the progress being made by major UK-operating businesses within the food retail, foodservice, restaurant chain, wholesaler and manufacturing sectors across key themes relating to the transition to a healthy and sustainable food system. The analysis is based on information in the public domain, using existing benchmarks, corporate reports and websites, with a fact-checking period provided for each company.

The dashboard allows companies to compare and contrast their performance within both their sector and also with other sectors. Individual scorecards are also compiled each year as part of the process.

Further background on PUP [available here](#).

## How do The Food Foundation use the data?

The [dashboard](#) is published on our website, and the findings are included in our annual flagship State of the Nation's Food Industry report. The data from the dashboard will be used to inform our briefings to stakeholders such as investors and the government.

## Methodology

- Based on the World Benchmarking Alliance's [Food and Agriculture benchmark](#)
- Other organisations and benchmarks PUP aligns with:

Benchmark/ Organisation	Metric
WWF basket's guidelines	<i>Healthy &amp; sustainable food sales: N2, N3</i>
Science Based target initiative (SBTi)	<i>Climate change: E1, E2</i>
WRAP	<i>Food waste: E13</i>
Living Wage Foundation	<i>Human rights: S1</i>
BBFAW	<i>Animal welfare &amp; antibiotics: E15</i>

## Framework

- There are 3 overarching themes; health & nutrition, environment and social inclusion.
- Under the themes there are nine core topics which look at issues within the food system.
- Within each topic there are multiple metrics designed to assess companies' targets and commitments as well as what policies are in place.



Our [2025 methodology](#) and scoring notes contain a detailed explanation of what we are looking for companies to be doing against each metric in order to obtain the highest score.

### Why do we focus on setting targets and disclosing data?

Good data drives good decision making. Transparent and honest reporting by businesses on the healthiness and sustainability of their sales is crucial for identifying what food is being sold (and ultimately consumed) and pointing to areas for improvement. Setting targets is equally important, serving as a North Star for driving meaningful change within companies and unlocking conversations internally on what needs to happen across a business to change practices and meet targets.

Regardless of the decisions the new UK Government makes on UK specific reporting demands, the direction of travel clearly points towards increasing requirements for large food and drink businesses to disclose and report on their progress towards more sustainable and healthy business practices.

- **Setting targets** allows businesses to develop a roadmap for improvement and drive activities towards the overall goal. Setting **sales-based targets** is ideal. These give the best indication of what people are eating. Sales data based on value (£) rather than the volume of food sold can be vulnerable to the impacts of inflation and market volatility. It is not a true reflection of consumer purchases as it does not account for the weight or volume of products sold.
- **Data transparency** is the key to unlocking all the levers available within a business that change the shape of its sales. It leads to pressure, and pressure leads to action.

### What's in it for businesses?

- **Race to the top.** There's an opportunity to position yourself as a leader in this space.

- **Data is power** – you can use the data that you’re gathering to identify cost saving opportunities and be more efficient.
- **Comms and PR opportunity/risk.** Either to be seen as a leader in this space or being called out by lack of action, which is a reputational risk.
- **Corporate reporting is here to stay.** There are a [large number of European corporate reporting directives](#) coming in that will impact on large UK companies with European and global business. It takes time to get your data in order and systems in place, so starting early helps. **Investors are increasingly interested in ESG.**

### More on transparency

- We only use [publicly available information](#) in our dashboards and scoring. This is because we want businesses to be transparent about what they’re doing, the impact they are having, and what they are aiming to achieve.
- We do not accept benchmarks behind paywalls. We look at the benchmarks listed above, as well as information on company websites, annual reports, Corporate Social Reporting (CSR) and press releases. We don’t use information from blogs.
- We do not accept progress data older than two years old.
- **Currently PUP bases its scores on disclosure and target setting, rather than progress. Top scores can be achieved if a business has set a SMART target and is disclosing data on their progress against that.**

### More on sales-based data

- Based on our analysis, the gold standard for our healthy & sustainable food sales metrics should be for businesses to disclose the proportion of total food and drink sales by volume (tonnage) annually, that is made up of healthier and more sustainable products.
- The 2004/5 nutrition profiling model (NPM) developed by the Food Standard Agency is the model used by most of the retailers. It’s a more holistic model compared with the traffic light system (TLL) as it considers positive nutrients such as fibre, aligning with the total diet approach. Access to Nutrition Initiative’s (ATNI) 2024 [Global Index report](#) included NPM as one of their three recommended models for disclosing the healthiness of their product portfolios against.

### UK vs global data

Although we collect UK based data, we acknowledge that food businesses with a global come under their global remit and don't necessarily have UK specific policies, so sometimes these will be taken into account. However, companies will never be given a top score without UK specific policies, targets and data disclosure.

### Overview of PUP timeline

Below is a guide overview of the PUP timeline. Timings may shift from year to year and companies are

given notice of any changes.

We recognise that companies may publish new data post analysis and before our State of the Nation's Food Industry report is published. If that is the case, please do get in touch - we are very happy to chat.

Date	Action
April	Updates to metrics and timelines for the year will be shared.
May	The PUP analysis starts.
July	We will email you a feedback form with our analysis for fact checking. We will also share preliminary company scorecards. You will have the month of July to share extra information.
August	The fact checking period ends, thus deadline for your response.
October	An embargoed copy of our State of the Nation's Food Industry report, where the PUP analysis will be included, will be shared.
November/December	Publication of our State of the Nation's Food Industry report.



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