



A balanced diet for  
a better future.

**TESCO**

in partnership with

 BRITISH  
Nutrition  
FOUNDATION



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# Continuing to act.



At Tesco, we believe that healthy, sustainably produced food should be accessible to everyone – whoever they are, wherever they live, whatever their budget. It is foundational to a good start in life, supporting educational chances, improving mental wellbeing and helping prevent chronic health conditions in adult life.

Helping to keep everyone across the UK healthy has never been more important than it is today, and eating a well-balanced diet is one of the best ways we can look after our health. When it comes to our diet, we can all make two very important changes by eating at least five portions of fruit and vegetables and 30 grams of fibre per day.

[The Global Burden of Disease 2017 study](#) found that diets high in sodium (salt), and low in whole grains, fruit, nuts and seeds, vegetables and omega-3 fatty acids are the most likely dietary characteristics to compromise our ability to stay healthy. As well as

a balanced diet, being a healthy weight – or losing weight if you are overweight – can help reduce the risk of high blood pressure, heart and circulatory diseases, type 2 diabetes, and some cancers.

At Tesco, we are committed to helping our customers eat healthier. We have removed over 50 billion calories from our foods compared to 2018. We will remove another 50 billion by 2024. Today, 50% of ready meals contain at least one of our 5 a day, compared to 26% in 2018. This will rise to 60% by 2024. We have also provided more than 100m pieces of Free Fruit for Kids in our shops up and down the country, helping children pick up healthy eating habits early, and we are committed to reformulating our products and providing little helps to help our customers eat more veg.

What we eat not only affects our own health, but also the environment. How food is produced and consumed has an impact on the planet. In

the UK, greenhouse gas emissions from livestock account for 6% of total territorial [emissions](#). And it's a shocking fact that an estimated one-third of all food produced in the world is lost or wasted, which is responsible for [8% of global greenhouse gas emissions](#).

Our health and the health of our planet are two sides of the same coin. Tesco customers tell us that both sides are important to them, with 7 in 10 saying they are actively trying to reduce their intake of meat, mainly to improve their health, and 8 in 10 wanting supermarkets to do more, to offer choices that reduce the impact their food purchases have on people and the planet.

But there is more work required to understand what such changes mean in our individual, everyday dietary choices. Changing to a diet richer in plants can be overwhelming for some, while others are more comfortable adopting these ways of eating.

Our customers who are early on this journey tell us they are concerned their diets will not be nutritionally adequate, they struggle with inspiration and confidence to create tasty meals and they worry about taste and affordability.

At Tesco, we're committed to helping those who want to make this transition.

We know we have a long journey ahead of us to improve the healthiness of diets, and to lessen our impact on the planet – and we know we can't do this alone. So, we are delighted to be working in partnership with the British Nutrition Foundation (BNF), WWF and our Health Charity Partners – British Heart Foundation, Cancer Research UK & Diabetes UK. Their support is invaluable.

**Sarah Bradbury**  
Group Quality Director, Tesco





# A better-balanced diet.

So how do we get the balance right?

In the UK, a healthy balanced diet is illustrated in the government's [Eatwell Guide](#), which is similar to [advice from the World Health Organisation](#) (WHO). This shows the proportions of different groups of foods that together make up a healthy whole diet and is accompanied by guidance on how to pick better options from each group for health and

also for the environment. [A study in 2015](#) into the potential to reduce greenhouse gas emissions in the UK through dietary change, showed that if UK adults' diets followed WHO recommendations, their associated GHG emissions would be reduced by 17%. Meanwhile, [Scheelbeek et al \(2020\) report](#) that adherence to Eatwell Guide recommendations - compared to poor adherence - will reduce greenhouse gas emissions by 30%.

**“The Eatwell Guide was developed to communicate the types of foods we need to eat regularly to ensure we get all of the essential nutrients we need. It emphasises that the vast majority of the foods and ingredients we eat should be derived from plants – vegetables, fruits, grains and also pulses such as beans and lentils. But eating healthily doesn't have to mean cutting out animal derived foods. These foods provide important nutrients and remain part of a healthy diet for most, but it is important to get the balance right.”**

Professor Judy Buttriss, Director General, British Nutrition Foundation

**“Eating a healthy, balanced diet is an easy way to boost your health, and Tesco's new report is one great example of how supermarkets can help make the healthier choice the easier choice for customers.”**

Joint statement from Tesco's Health Charity Partners - British Heart Foundation, Cancer Research UK and Diabetes UK

**“Our Living Planet Report shows wildlife populations have fallen by 60% in the last 50 years. The single biggest reason for this disastrous decline is the way we currently produce and consume food. A growing body of research has shown that shifting towards a healthier, more sustainable diet is the most important thing we can do as individuals to tackle climate change and reduce nature loss around the world. Small changes can make a big difference and we all have a part to play in ensuring a healthier future for our people and our planet.”**

Liam Walsh, Sustainable Diets Manager, WWF



## Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy 1046kJ 250kcal	Fat 3.0g	Saturates 1.3g	Sugars 34g	Salt 0.9g
13%	LOW	LOW	HIGH	MED
	4%	7%	38%	15%

of an adult's reference intake  
Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

Eat at least 5 portions of a variety of fruit and vegetables every day



Eat less often and in small amounts



Choose wholegrain or higher fibre versions with less added fat, salt and sugar

Beans, pulses, fish, eggs, meat and other proteins  
Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Dairy and alternatives  
Choose lower fat and lower sugar options



Choose unsaturated oils and use in small amounts



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Source: Public Health England in association with the Welsh Government, Food Standards Scotland and the Food Standards Agency in Northern Ireland

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## A better-balanced diet.



Most of us need to eat more vegetables, fruit and wholegrain carbohydrates, because we currently do not get enough fibre. Additionally, the increased availability of foods with less salt, added sugars, fat and saturated fat has meant that more of us are now following the advice to cut down on these

ingredients. Some of us need to consider the amount of meat we eat, particularly red and processed meat. An option is to replace this protein in some meals with plant proteins such as beans and lentils, and we should aim to eat at least two portions of fish a week, including one serving of oily fish.

“Plant-based foods have been shown to help lower your risk of heart and circulatory diseases and their risk factors, such as type 2 diabetes.”

“Most of us will reap health rewards by switching to a traditional Mediterranean-style diet full of fruit, vegetables, beans, lentils, nuts, seeds and wholegrains with less meat.”

Tracy Parker, Senior Dietitian  
British Heart Foundation

“If you’re living with diabetes, eating healthier foods can help you manage your condition and reduce the risk of diabetes complications, such as heart problems.”

Dan Howarth, Head of Care  
Diabetes UK

“What we eat can affect our health in lots of ways, including our risk of cancer. Eating less processed and red meat and fitting in more fibre can reduce the risk of bowel cancer. And what we eat can help us to keep a healthy weight which can reduce the risk of 13 types of cancer.”

Natasha Paton, Health Information Manager  
Cancer Research UK

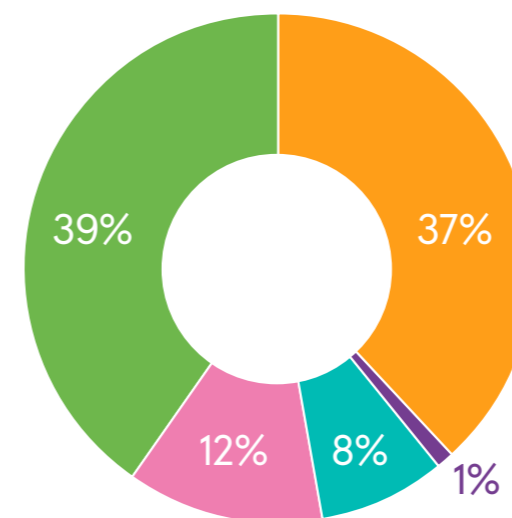


### Food Group Proportions - Eatwell vs National Diet and Nutrition Survey

Compared to current diets, we need to:

- Eat more veg, fruit and wholegrains – an important source of fibre
- Rebalance our protein sources to include more plants
- Eat less saturated fat, sugar and salt

**A BALANCED DIET**  
(UK Government’s Eatwell Guide)

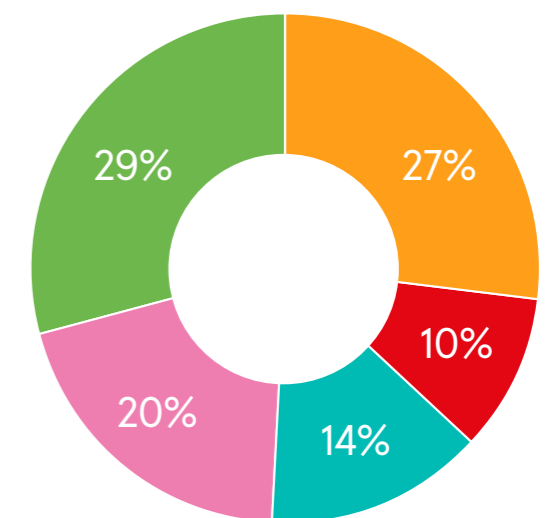


Recommended proportions of each food group in the Eatwell Guide

N.B. Figures do not add up to 100% as 4% is allocated for discretionary foods high in fat, sugar and/or salt



**TYPICAL UK DIET**  
National Diet & Nutrition Survey Data, adapted from Scarborough et al. (2016)



The proportions of each food group consumed on average in the UK

Many of the Eatwell Guide’s main dietary recommendations – such as eating at least five fruit and veg per day, eating more wholegrains, cutting back on sugar, saturated fat and salt, and eating more fibre – are well known. Yet few of us follow Eatwell’s full set of recommendations (Scheelbeek et al., 2020). For all of us, there is room for improvement, which will benefit our health and the planet.



# Tesco: supporting the switch to affordable, healthy and sustainable diets.

At Tesco, we're committed to helping our 300,000 UK colleagues and millions of UK customers rebalance their diets and feel the health benefits, whilst reducing the overall environmental impact of the food and drink we sell.

## Making our customers' favourite foods a little healthier, without compromising on taste or quality:

- Removed over **50bn** calories out of our foods compared to 2018 and have committed to remove another 50bn calories by 2024.
- Helping customers eat more veg, by increasing the amount of our ready meals containing at least **one** of 5 a day to **50%** (compared to 26% in 2018). This will rise to **60%** by 2024.
- Reducing fat, sugar and salt, and adding vegetables and fibre to our products over many years, so

customers can still enjoy them while being a little healthier – for example:

- Reduced sugar in our own brand soft drinks range to below the soft drinks industry levy limit of 5g per 100ml, 17 months before the legislation came in.
- Reformulated the recipes of our houmous range to remove 4.7 billion calories per year.
- Reformulated our chicken tikka masala, so it contains 30% less calories, 34% less fat, 20% less saturated fat. 43% less salt, 41% less sugar.

## Making it simpler for customers to find those affordable, healthy and sustainable options:

- Developed a 'Healthy Choice' logo to indicate healthy options that fit with the Eatwell Guide. This is visible alongside front of pack nutrition labelling.
- On [Tesco.com](https://www.tesco.com) customers can find dietary and lifestyle filters to help put healthier, more

sustainable options in their shopping baskets. There are over **20** different filters including vegetarian, vegan, low salt, high-fibre and 1 of 5 a day – these are a great way to find products when looking through a category of foods.

- Made 'helpful little swaps' cost less than a standard basket, an annual event which has made prices cheaper for each of the past five years.
- Created 'scratch cooking' recipes with Jamie Oliver that encourage quick, healthy cooking, and help customers eat more veg.
- Provided over **100m** pieces of Free Fruit for Kids in our shops up and down the country, helping encourage children to eat more fruit and pick up healthy eating habits early.
- First major retailer to remove sweets, chocolates and fizzy drinks from the checkouts of all UK stores (in **2015**) and from all large stores (back in **1994**).

## Helping customers to eat more sustainably and reducing the environmental impact of the average shopping basket:

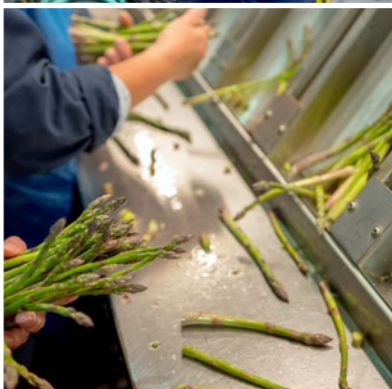
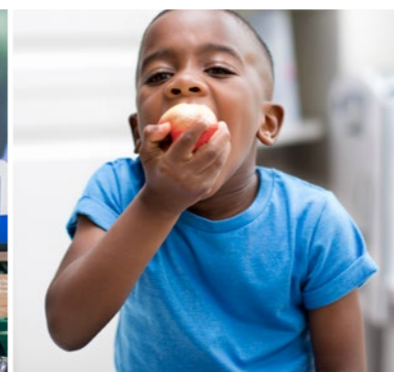
- Formed a ground-breaking, long-term partnership with WWF, aiming to **halve** the environmental

impact of the average UK shopping basket.

- As part of this, created a pioneering industry measure of the environmental impact of the average UK shopping basket, based on key foods and ingredients and seven key environmental metrics. The basket metric will allow us to track progress towards halving the environmental impact of the average UK shopping basket.
- Committed to a **300%** increase in sales of meat alternatives by 2025, the first UK retailer to set a target of this kind, and grown our plant-based range to over **400** products.

## Improving how our food is produced and transported and ensuring it isn't wasted, with clear commitments made in our Little Helps Plan:

- Reach net **zero** on carbon by **2035** (UK) and **2050** (global) and reduce supply chain carbon emissions.
- **Halve** food waste in our own operations by 2030, and work with our suppliers to halve food waste in our supply chain by 2030 (UK).







# Small changes can make a big difference.

Diet has a major impact on the health of people and the planet. This is an urgent journey, one we hope our customers will join us on, in whatever way works for them.

The way we shop, eat and drink is one of the most powerful ways everyone can bring about change, and every change we can make counts, no matter how great or small. It's an investment in a better future.

To this end, we are committed to continue serving our shoppers better and more sustainably. We will provide every little help we can to get more balance into the nation's diets, improving their health and reducing the environmental impact.

By continuing to work in partnership with the British Nutrition Foundation (BNF), WWF and our Health Charity Partners - British Heart Foundation, Cancer Research UK & Diabetes UK - we are committed to increasing access to affordable, healthy and sustainable food for all.



# Putting the Eatwell Guide into practice.



Choosing which foods to buy for our health, whilst also doing our bit to protect the planet, is made much simpler by following the principles set out in the Eatwell Guide:

- 1. Eat at least 5 portions of fruit and vegetables every day** - these should together make up over a third of the food we eat.
- 2. For starchy carbohydrates** such as **potatoes, bread, rice and pasta** - choose wholegrain or higher fibre versions with less added fat, salt and sugar.
- 3. Widen choice of protein sources** - eat more beans and pulses and at least two portions of fish per week, one of which is oily (e.g. salmon, mackerel).
- 4. Eat no more than an average of 70g per day of red and processed meat** - and from an environmental perspective, it is beneficial to cut down on all meat (red and white).
- 5. Choose lower fat and lower sugar dairy options** and if you opt for plant-based dairy alternatives, be sure to choose products without added sugar and fortified with nutrients such as calcium.
- 6. Choose unsaturated oils** (such as rapeseed, sunflower and olive oils) and spreads, and eat in small amounts.
- 7. If consuming foods and drinks high in fat, salt or sugar, have these less often** and in small amounts.
- 8. Drink 6-8 cups/glasses of fluid a day** such as water, lower fat milk, sugar-free drinks including teas and coffees.



To help people put the Eatwell Guide into practice, we've worked with nutrition experts at the British Nutrition Foundation to create an example 7-day meal planner. This can be found on [page 19](#).

The British Nutrition Foundation (BNF) has also produced a handy guide - [Find Your Balance](#) - to make it easier for everyone to put this balanced diet into practice.





# Useful tips on achieving the right balance.

1

## Widen your variety – and eat more veg

- When cooking a meal, try to add at least one more vegetable to your recipe. This is a really simple way to help you eat more veg.
- Eating more veg can be made easier by using frozen or tinned veg. These often come pre-prepared and an 80g portion counts towards your 5-a-day.
- Aim to eat a wide variety of different fruits, vegetables and grains, to help you consume enough of the many different nutrients needed for our health.
- When purchasing meat, try to vary from the most popular choices, like chicken breast and beef mince, to other options.
- When picking fish and seafood, choose a variety of species (try fresh or frozen pollock, for example) and not just well-known names like cod, haddock and salmon.



2

## Make healthy swaps

- Choose lower-fat dairy options by replacing whole milk with semi-skimmed or skimmed versions, or full-fat yogurt with fat-free, or plain low-fat yogurt.
- Instead of a sugary cereal, try a wholegrain breakfast cereal such as porridge oats.
- Instead of sweets or chocolate, try having a piece of fruit.
- When choosing between similar products, use front of pack labelling. Try to go for more greens and ambers, and fewer reds, to help you eat a healthier diet.
- Try to limit snacks to 100kcal servings.
- Rebalance your plate to prioritise plants and reduce intake of foods high in fat, salt and sugar.



3

## Save food and time

- Freeze food that you may otherwise waste. For instance, bread is one of the most often wasted foods, so if you think you won't get around to using it all, freeze some for use later.
- Avoid buying more than you need by meal planning before you shop. To find out more about reducing food waste, visit the [Tesco 'No Time for Waste' website](#).
- Next time you're scratch cooking, try doubling up the portions to keep an extra batch in the freezer for when you're next short of time.



4

## Identify sustainable options

- Look out for sustainability certification logos: whilst certification doesn't guarantee sustainability, it does indicate that your food has been sourced in a way that meets certain sustainability criteria, e.g. Fairtrade (bananas, tea), Rainforest Alliance (coffee, cocoa), MSC (Marine Stewardship Council) (fish).
- Organic farming systems are not the only ones that help to look after wildlife and natural resources like soil and water, but organic-certified produce is an easy way to identify those which are environmentally friendly.
- All Tesco fish (whether farmed or wild-caught) is responsibly sourced, and you can use the [Marine Conservation Society Good Fish Guide](#) to understand more about the sustainability credentials of particular fish species from different origins.





# 7-Day Meal Planner.



To bring the Eatwell Guide to life, here is a 7-day meal planner, which has been developed by the nutrition experts at the British Nutrition Foundation (BNF). Not only do the menus align with the plant-food rich Eatwell Guide and the [Find Your Balance](#) portion size guide, but they have also been checked

to ensure they deliver a whole host of essential nutrients – in the right proportions for our health.

There are many different ways in which foods can be combined to meet the guidelines, and inevitably we

all have our particular preferences and some of us have particular dietary needs – we’re not suggesting people eat the same things every week! The planner contains ideas on how to increase dietary variety and include more plants, whilst ensuring nutrient needs are met.

Most of our customers who are thinking of reducing the meat in their diet are targeting 1-3 meals per week to reduce their meat consumption. Making small changes to your meals can still make positive changes to your environmental impact and dietary health.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Breakfast</b>	No added sugar muesli, semi-skimmed milk, peaches  Small glass (150ml) orange juice	2 slices of wholemeal toast with peanut butter Skinny latte	Bran flakes, semi-skimmed milk, dried apricots and chopped banana  Small glass (150ml) orange juice	Small can reduced sugar baked beans on 1 slice wholegrain toast Skinny latte	2 fortified wheat biscuits, semi-skimmed milk, raspberries and chopped banana Small glass (150ml) orange juice	Scrambled eggs, grilled tomato, 2 slices of wholemeal toast Small glass (150ml) orange juice	Porridge with dried figs and pumpkin seeds cooked with unsweetened, fortified soya milk Small glass (150ml) apple juice
<b>Lunch</b>	Jacket potato with tuna mayonnaise with sweetcorn and salad Low fat yogurt and grapes	Chicken and wholewheat pasta salad with pesto 4 dried apricots	Wholemeal roll with sliced falafel with red pepper houmous and a side salad 1 pear	Cous cous salad with lentil soup 2 tangerines 	Houmous, rocket and red pepper in a wholemeal wrap Low fat yogurt, honey, cinnamon	Thin crust Margherita pizza with added vegetables and side salad Fruit salad	Roast chicken, roast potatoes, peas and carrots Homemade spiced rice pudding
<b>Evening meals</b>	Chickpea and spinach curry (retail cooking sauce) with brown rice and vegetables	Baked salmon, new potatoes, fromage frais, broccoli and kale Fruit salad	Vegetarian bean chilli with Quorn and brown rice	Lean pork and pak choi stir fry with noodles	Fish pie, peas, carrots and green beans	Wholewheat spaghetti Bolognese (made with beef mince)	Cheese and onion omelette, sweet potato wedges, green salad, lemon mayonnaise
<b>Snacks</b>	Guacamole, ½ wholemeal pitta 4 squares of dark chocolate 	Smoothie: unsweetened, fortified soya milk, low fat fruit yogurt, frozen berries 2 chocolate digestive biscuits	Unsalted mixed nuts and raisins Crumpet with polyunsaturated spread 2 salt and vinegar rice cakes	Low fat plain yogurt, berries, pumpkin seeds 25g plain crisps 	Plain scone with low fat spread 1 apple 7 Brazil nuts	Flapjack slice Popcorn (20g) 	1 apple 
<b>Other drinks*</b>	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk	2 cups of tea/coffee with semi-skimmed milk



**\*Drinks:** Including the drinks shown, over the course of each day, drink 6-8 cups/glasses of fluid: water, lower fat milk, sugar-free drinks including teas and coffees all count. Limit fruit juice and smoothies to a total of 150ml a day. Alcohol-containing drinks contain lots of calories and should be limited to no more than 14 units per week for men and women.



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