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Better by Half roadmap

The Eating Better alliance is working to stimulate a 50% reduction in meat and dairy consumption in the UK by 2030, and for a transition to 'better' meat and dairy as standard. This will be better for the environment, our health, for land use, animal welfare and social justice.

Better by Half: A roadmap to less and better meat and dairy provides 24 actions to be taken across 5 sectors to create an enabling environment to drive the necessary transformation in eating habits.

Click into the sectors below to find out more and see where these actions are already taking place.



Government

Deliver a cross-departmental food and farming strategy

Sustainable and healthy dietary guidelines underpin all policy development



Producers

Harness opportunities for more plant production

Switch to better meat and dairy production

Harness the profitability of



Food Retail

Label origin and method of production for all meat and dairy

Encourage sales of plant foods

Set targets for more plants in the basket



**Mainstream progress
in school food**

**Rebalance
agricultural policy
towards plant
production and
better meat and dairy**

**Develop an
integrated land-use
plan**

**Local authorities
improve access to
fruit and vegetables**

**Make vegetables and
better meat
affordable**

**Assess future trade
deals for their impact
on human health and
the environment**

the business

**Develop a sourcing
policy that delivers
'better'**



Food Service

**Put more plants on
plates and menus**

Make plant dishes



Investors

**Evaluate risks and
opportunities of
companies in meat
and dairy production
and sales**

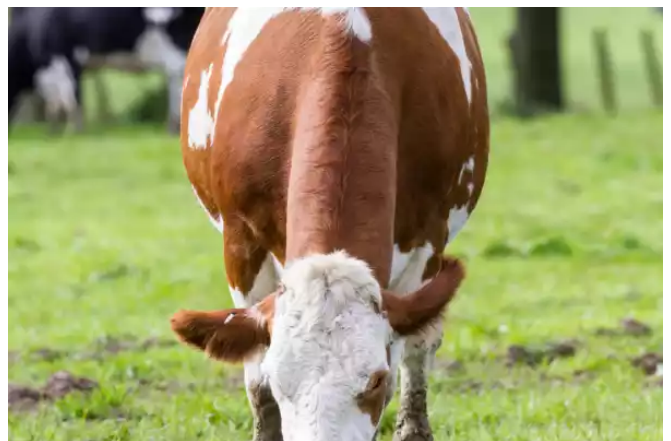


evaluate progress

Provide exciting
plant-based training
and development for
chefs

Develop a sourcing
policy that delivers
'better'

Roadmap in Action



CASE STUDIES

Sourcing “better” meat and local produce from British farms

13 April 2022

The menus at the Mexican inspired chain Wahaca, which has 13 sites across the UK, is now around 50% plant-based, while its sourcing policy focuses on “better” meat and local produce from the best of British farms

CASE STUDIES

Producing better dairy

7 April 2022

Certified by Pasture for Life, award winning, Organic dairy farm Mossgiel in Ayrshire is “working with nature, not against it.”



CASE STUDIES

Tracking and reporting on sales of healthy and sustainable food

1 April 2022

The Plating Up Progress report from the Food Foundation tracks the progress of food retail and food service on setting and reporting on targets towards a healthy and sustainable food system. The dashboards can be used by policy makers, food businesses and investors.

INVESTORS



CASE STUDIES

Evaluating risks and opportunities in meat and dairy

1 April 2022

The FAIRR Initiative is a collaborative investor network of 250+ institutional investors with around \$15tn in combined assets that has been engaging global food companies across the supply chain on a range of ESG issues since 2015.

INVESTORS

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