

Live Well Product Criteria



ARTICLE I. COMPLETE LIST OF LIVE WELL CRITERIA

A complete list of Live Well criteria is detailed below which are relevant across launched categories. As more categories are launched, the complete list of criteria will be updated.

As a minimum, all products must support the principles of the Planetary Health Diet. Nutrition and sustainability criteria are then applicable on a category level.

Section 1.01 Nutrition criteria

All nutrition criteria have been validated by the British Nutrition Foundation.

NPM	Product must be classified as non-HFSS according to FSA's 2004/05 Nutrient Profiling Model
Traffic light labels	Product must have green traffic lights for total sugars and saturates, and green or amber traffic lights for fat and salt, unless from naturally occurring sources
Gov. targets	Product must not exceed relevant OHID salt, sugar or calorie target* <i>*Average salt targets to be used. Sugar and calorie targets refer to both the reduction guideline per 100g and the maximum guideline for calories per portion</i>
Claims	Product must be able to make at least one nutrition and associated health claim
Fibre	Product must meet 'source of fibre' or 'high fibre' criteria
Wholegrain	Product must contain at least one wholegrain ingredient
Plant-based proteins	Product must contain at least one plant-based protein ingredient
Fruit & veg	Product must contain at least 1 portion of fruit and vegetables per serving (80g per serving for fresh, canned or frozen, 30g per serving for dried)
Light	Product must meet either 'light', 'fat free', 'low fat', 'low saturated fat', 'reduced fat' or 'reduced calories' criteria
Saturated fat maximum	Product must not exceed Xg/100g of saturated fat
Fortification	Product must ensure it is fortified as listed

Section 1.02 Sustainability criteria

All sustainability criteria have been validated by Lidl GB, building on the WWF partnership principles.

Sustainable Agriculture	Primary agricultural products must be Organic, LEAF or RSPCA assured* <i>*or aligned to category specific farming systems</i>
Local or Responsibly Sourced	Primary agricultural products must be from British origin and red tractor assured* <i>*If physically cannot be grown in the UK, then must be Fairtrade or Rainforest Alliance certified</i>
Sustainable diets	Product must meet either the fibre, wholegrain, plant-based protein or F&V criteria, or be plant-based certified
Climate	Supplier of product must commit to setting climate targets by the end of 2026* <i>*Relevant to suppliers in scope of Lidl's climate programme (key contributor to Lidl's footprint)</i>
Packaging	Product packaging must be 100% recyclable and maximise use of recycled content* <i>*when technically feasible and safe to do so</i>
Deforestation & Conversion Free	Product containing palm oil must be certified to RSPO segregated standard. <i>Other critical raw materials linked to deforestation and conversion, including cocoa, coffee and beef, must meet 'Local or responsibly sourced' criteria</i>

ARTICLE II. CATEGORY LEVEL CRITERIA

Live Well criteria at a category level for launched categories are listed below.

‘x’ highlights applicable criteria for the sub-category.

Section 2.01 Fresh fruit and vegetables

Sub-category	Planetary Health Diet	Nutrition criteria					Sustainability criteria				
		NPM	Traffic light labels	Gov. targets	Claims	Fruit & veg	Sustainable Agriculture	Local or Responsibly Sourced	Sustainable diets	Climate	Packaging
Herbs	x	x	x	x	x		x (product must meet agri and/or sourcing criteria)			x	x
Potatoes	x	x	x	x	x		x (product must meet agri and/or sourcing criteria)			x	x
All other	x	x	x	x	x	x	x (product must meet agri and/or sourcing criteria)		x	x	x

Section 2.02 Rice and pulses

Sub-category		Planetary Health Diet	Nutrition criteria							Sustainability criteria			
			NPM	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Plant-based proteins	Fruit & veg	Sustainable diets	Climate	Packaging
Rice	All	x	x	x	x	x	x (must contain wholegrain, plant-based protein and/or vegetable ingredient) Fruit & veg criteria not applicable - presence of vegetable ingredient alone is sufficient.			x	x	x	
Pulses	All	x	x	x	x	x		x			x	x	x

Section 2.03 Vegetarian and vegan substitutes

Sub-category	Planetary Health Diet	Nutrition criteria							Sustainability criteria			
		NPM	Traffic light labels	Gov. targets	Claims	Fibre	Plant-based proteins	Fortification	Sustainable diets	Climate	Packaging	Deforestation & Conversion Free
All	x	x	x	x	x	x	x	Iron and vitamin B12 fortification for meat alternatives	x	x	x	x

Section 2.04 Cheese

Sub-category	Planetary Health Diet	Nutrition criteria					Sustainability criteria			
		Gov. targets	Claims	Light	Saturated fat maximum	Fortification	Local or Responsibly Sourced	Climate	Packaging	Deforestation & Conversion Free
Medium / Hard Cheese	x	x (maximum salt targets to be met) Dairy alternatives must meet dairy maximum salt target (Cheddar and other hard cheese category)	x	x (required for dairy products only)	15g (required for dairy alternatives only)	Calcium fortification for dairy alternatives	x	x	x	x