



# Towards A Fair Price For Food

Becoming a partner of *True Animal Protein Price Coalition*



**True Animal Protein Price Coalition**



## Why

Our strong belief is that the current consumption of animal proteins (e.g. meat, dairy) is unsustainable in the long term, in contrast with the consumption of plant-based proteins that present a more sustainable solution to global protein demand. Subsequently, the TAPP Coalition advocates for reducing the amount of animal protein in diets, and increasing the amount of plant-based protein. We want to be able to feed the world's population in the future. If relevant policies remain unchanged and meat and dairy consumption continues to grow, by 2050 we will no longer be able to feed the world's population and nearly all GHG-emissions will be related to meat and dairy consumption.

**The Guardian**  
**EU urged to adopt meat tax to tackle climate emergency \***  
 Levy would help offset impact of farming by raising price of steak in UK by 25%, says report

▲ A joint of British beef. The levy on pork and chicken would be lower owing to their smaller environmental impact. Photograph: Bloomberg/Getty

\* A "sustainability charge" on meat to cover its environmental damage could raise billions to help farmers and consumers produce and eat better food, according to a report.

The levy, which would increase the price of a steak by about 25%, would be phased in over the next decade. The report focuses on EU countries and was produced for the Tapp Coalition of health, environment and animal welfare organisations. It says "fair pricing" for meat should be included in the forthcoming European "green new deal" and so-called farm to fork strategy.

The report, produced by environmental research group CE Delft, analysed the costs of greenhouse gas emissions, other air and water pollution, and losses of wildlife associated with livestock production. It estimated that covering these costs would increase the price of beef by €0.47 (40p) per 100g. This would increase the cost of a 227g supermarket steak in the UK by about 25%.

\* <https://www.theguardian.com/environment/2020/feb/04/eu-meat-tax-climate-emergency>

**The consequences for the environment, climate, biodiversity, health and animal welfare will be grave. Food is responsible for 26% of global GHG emissions. Livestock & fisheries account for 31% of food emissions; land use for livestock and animal feed account for another 22%.**

As frontrunners on these issues, we see a “True Price” system for animal products as the best way to change consumption patterns. This system would also provide a powerful means of stimulating innovation and sustainable production. In such a system, costs for the environment and well-being are built into price of the product itself. Subsequently, the ‘real’ price is paid.

## What

Our goal is to introduce a real price for animal products (True Price). This is an integral cost system, which also includes the costs for the environment, public health and animal welfare. We are committed to effective government policies in the EU and other countries, that aim to introduce a True Price. Research shows that this price incentive will lead to a decrease in the consumption of burdensome products for the environment and our health. We opt for earmarking, redistributing and investing the revenues of a True Price system into various forms of sustainable innovation and sustainability within livestock farming and (vegetable) protein-producing sectors. This will enable these sectors to grow as a leaders internationally.

## How

### Raising awareness, public support and policy advocacy

We cooperate with independent science institutes and publish research results and impact analysis. In this way we create support for change. We actively highlight this science-based knowledge in our policy advocacy towards the European Commission and (inter)national politics. Our awareness campaigns have proved to be an important element of our work. Our experienced partners play a significant role in this continuous process. We presented our policy proposals for a ‘true price for meat’ at an EU level in the European Parliament on 5th February 2020. This led to global media coverage and new meat price policy proposals within the EU Green Deal (Farm to Fork Strategy). Our consumer enquiries show that a majority of consumers support our plans.

### Cooperation

As a coalition, we are in constant dialogue with relevant stakeholders: governments, the agricultural sector, the food industry, retail and, of course, the consumer. In this way, we can ensure that the interests of as many different parties as possible are considered when fighting for the introduction of a fair price. We believe that change and progress work best through joint effort.



## Partners

We are reaching out to new progressive partners from across the value chain: retail, FMCG, governments, knowledge institutes, advocacy groups and foundations in the fields of agriculture, environment, health and nutrition, animal welfare and youth. In order to carry out our plans, to influence politics and inform consumers, based on independent research, we need additional resources, both financially and in kind. This is where your contribution is needed.

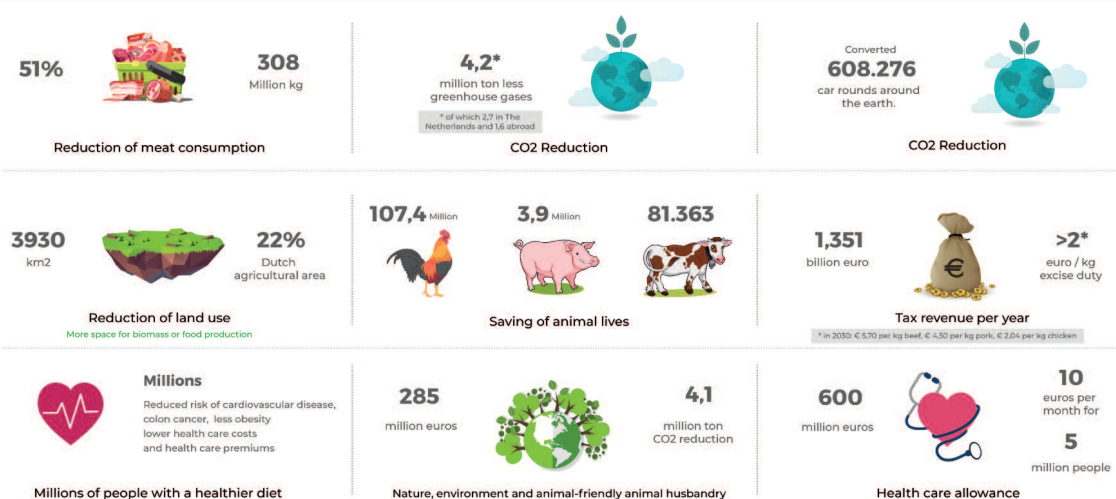
## Our proposition

We propose that your organisation becomes part of our broad coalition whilst strategically and practically shaping this unique initiative at national and EU level. Aside from giving your organisation a voice in this initiative, becoming a partner also strengthens your role as a leader in sustainability within your sector. We offer sustainable content and action in terms of data, intelligence and campaigning, and we are open to your opinions on how to implement a True Price. How should millions of euros annually be used to make agriculture and food more sustainable? What is your vision of the future, and how do you secure interest from customers and other stakeholders in that vision?

## We offer you value for money:

- Possibilities to influence legislative and decision-making processes in the EU
- Market growth opportunities for plant-based protein products
- Access to and participation in decision-making processes
- Research results and insights (pre-publication)
- Opportunities for common campaigns and communication (online and offline)
- Access to an interesting and dynamic expert network (working groups, Advisory Board)
- Invitations to our online and offline events
- TAPP Coalition newsletter (4 x per year)

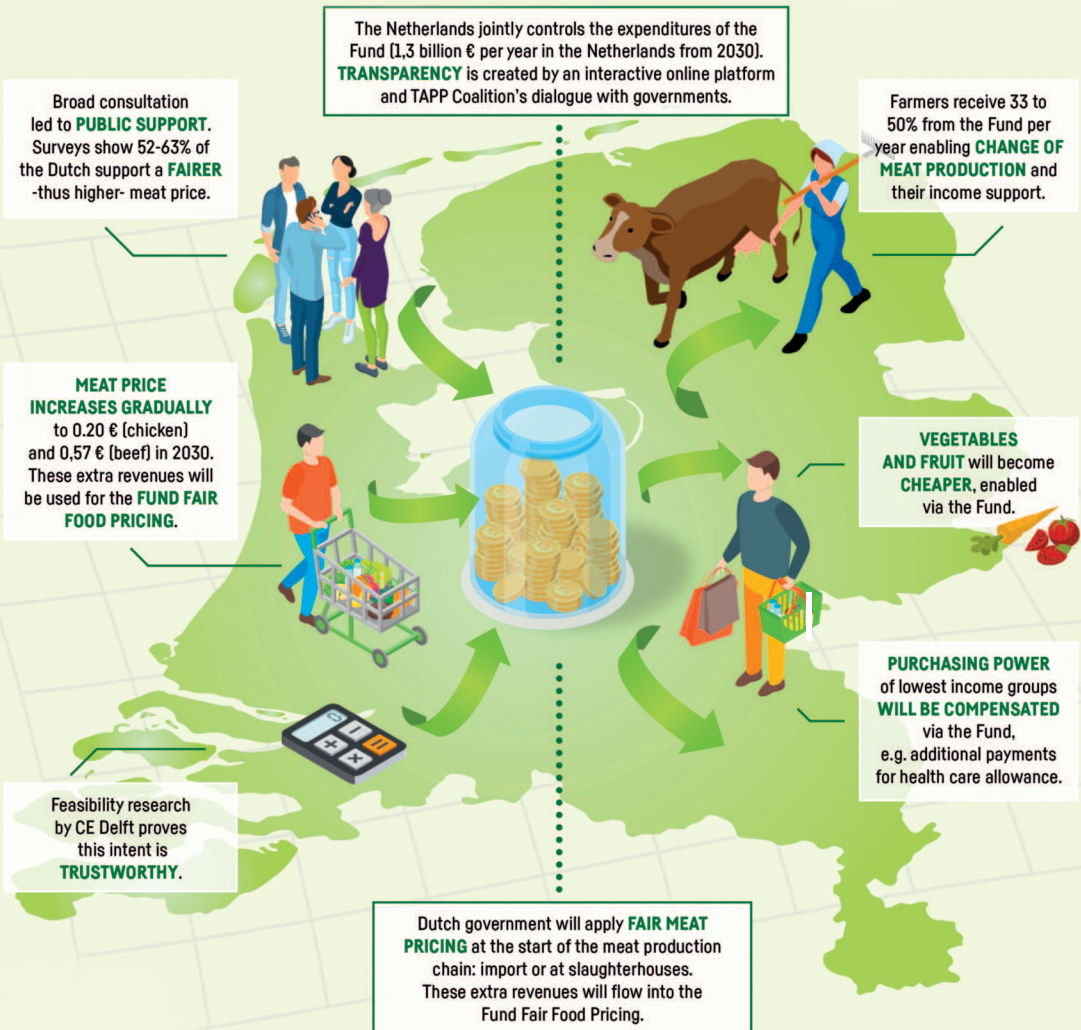
TAPP Coalition Dutch true meat price proposal based on CE Delft report 'A sustainability charge on meat' (2020).



According to Oxford University (2018), a health tax on processed (and red) meat results in a 25% lower consumption of processed meat, up to 1690 fewer deaths in the year 2020, and 376 million euros in health care costs reduced, related to meat consumption. The annual tax revenue: 1.09 billion euros.

Our proposal is therefore good for the economy, good for the Dutch and the environment

# The natural way to make our meat future proof



## Governance

The objective of the EU Advocacy & Lobby and Communication working groups is to create understanding, share knowledge, cultivate change and streamline action around the True Pricing principle. Members of these working groups represent the food, health, environment and animal welfare sectors, both public and private. The targeted authorities and stakeholders include EU and national policy makers, multinationals, farmers, consumer representatives and media.

Members that contribute a partnership fee (cash or in kind) are eligible to become members of the working groups or our International Advisory Board. Priorities, topics, campaigns and official statements at EU or international level are jointly decided by the chair of the International Advisory Board and TAPPC director, after advice is given by the International Advisory Board. Working group meetings take place every 4-6 weeks for 1-1.5 hours. The international Advisory Board meets 4 times a year (mostly online; once a year in Brussels). For decision making at Dutch level, there is a Dutch Advisory Board, consisting of Dutch TAPP Coalition partners. This Advisory Board is meeting every 3 months and is chaired by Prof. Seidell (Food & Health, VU University Amsterdam). The TAPP Coalition Board, chaired by Prof. Pier Vellinga (Climate) is also meeting every 3 months. This Board has to agree on Annual Plans and Annual Budget for all TAPP Coalition activities at EU and Dutch level.

## Contact

Interested in a partnership with the TAPP Coalition? Feel free to contact us!

Jeroom Remmers | Director TAPP Coalition

0031 6 22 40 77 12

Prof. Pier Vellinga | Chairman TAPP Coalition

0031 6 51 61 66 18

Edwin Bark | Board Member TAPP Coalition

0031 6 15 59 99 05

## Contribution

- € 5000 turnover > 1 billion euros
- € 3000 turnover > 100 million euros
- € 2000 turnover > 10 million euros
- € 1000 turnover < 10 million euros
- € 500 turnover < 1 million euros
- € 250 (research) institutions, public authorities



**True Animal Protein  
Price Coalition**



For more information: [www.tappcoalition.eu](http://www.tappcoalition.eu) | [info@tappcoalitie.nl](mailto:info@tappcoalitie.nl)