

ANNUAL REPORT

2021

30th June 2022



**True Animal Protein
Price Coalition**

Stichting True Animal Protein Price Coalition

info@tappcoalitie.nl

06 22 40 77 12

Minahassastraat 1, 1094 RS Amsterdam

www.tappcoalitie.nl / www.tappcoalition.eu

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Highlights TAPP 2021 Summary



TAPP COALITION 2021 HIGHLIGHTS

- JANUARY**
70% West-Europeans want high VAT for meat, 0% VAT on vegetables and fruit (enquiry)
- FEBRUARY**
EU parliament amendments Farm to Fork ask for meat tax, true pricing food
- MARCH**
German government feasibility report positive about meat tax
- APRIL**
Dutch Agriculture Minister works towards environmental taxes for food, financing green agriculture
- MAY**
Dutch meat tax supported by 2000 companies, >100 NGO's and 70 Dutch health organizations
- JUNE**
TAPP Coalition and OPRG win SABRE Award best European PA campaign (true pricing meat)
- JULY**
UN Food Price Debate during UN Food System Pre Summit: meat/sugar tax & healthy food cheaper
- AUGUST**
TAPP Coalition project proposal meat taxation advocacy in Germany, France and other countries
- SEPTEMBER**
European Parliament majority vote for true pricing food, high VAT for food products like meat
- OCTOBER**
Futurefoodprice.org letter to 50 Presidents carbon tax meat/dairy, support from 100 countries
- NOVEMBER**
TAPP Coalition events/press conference during COP26 climate conference Glasgow
- DECEMBER**
EU Finance Ministers allow 0% VAT on vegetables & fruits in stead of 5%

1. Management Report

In this chapter, the main objectives and activities of the organization will be outlined, before giving a brief overview as to how such activities and objectives were carried out by the organization in 2021.

1.1. Name, establishment, legal form of organisation

Statutory name: True Animal Protein Price Coalition (hereinafter: "TAPP Coalition")

Registered office: Amsterdam

Inception Date: July 8, 2019

Address: Minahassastraat 1, 1094 RS, Amsterdam

Legal form: foundation

Chamber of Commerce number 75 33 99 27

RSIN 8602.44.623

TAPP Coalition has been registered as a Public Benefit Institution ("ANBI") with effect from its founding date of the 8th of July 2019.

1.2 Main objective

The TAPP Coalition aims at:

1. Limiting the production of livestock, thereby reducing the production and consumption of meat and dairy produce. Rational for this is based on the consequences for health, the environment, nature, and animal welfare.
2. encouraging governments and companies to introduce measures to ensure that consumers and others pay the 'true price' for food (from livestock farming), including external and social costs for health, climate, environment, nature, and animal welfare.
3. performing all further actions which are related to the above in the broadest sense or which may be conducive to it.

The foundation does not aim to make a profit. To achieve the aforementioned objectives, the foundation aims at carrying out the following activities:

- a. Forming coalitions between organisations in the fields of food, health, environment, climate, nature, and animal welfare for 'true price' policy and price measures, especially for food products from livestock farming.
- b. Developing effective policy instruments for the intended shift towards greater plant-based protein consumption, with a focus on financial instruments, but also on standardisation and information.
- c. Promoting awareness and support for price measures and taxes on meat, dairy, and other food products, including as per the Paris Climate Agreement, aims of reducing healthcare costs and paying the 'true price'. This includes the publication of scientific publications.
- d. Promoting diets high in fruit, vegetable, and legume consumption, with little to no animal produce. Meat, dairy, eggs, and fish are instead replaced with plant-based protein sources and alternatives.

- e. Stimulating leadership in the field of international cooperation related to a Climate Agreement for the livestock sectors.
- f. Reducing and offsetting negative effects of the global effects of meat and dairy consumption on the planet and health.
- g. Initiating and executing campaigns.

1.3 Report on main activities

We are proud to present our partners in 2021, which consisted of 55 companies, from food organisations, farmers, health, environmental, animal welfare and youth organisations. The Foundation is grateful for the financial and non-financial contribution of our partners. An up-to-date overview of partners is included on the website tappcoalitie.nl.



Our successes in 2021:

2021 was a successful and exciting year for the TAPP Coalition. Our dedicated team of 10 volunteers supported us, both nationally and internationally. Also, our Carbon Food Price Campaign in the run-up to the COP26 climate conference in Glasgow received much attention, while the letter to 50 presidents about carbon pricing of food (<https://futurefoodprice.org/>) was a further success for our organization.

- In January 2021, the election debate on 'Sustainable Agriculture' took place with 6 politicians, in which a tax levy on meat was discussed. We organised this together with Natuur en Milieu, Greenpeace, Bionext and Transitie Coalitie Voedsel.



- On January 9th, 2021, an amendment on a sustainability levy on meat was voted in favour of, with 54% adopted by the CDA members for the CDA election program.



- Additionally in January, a DVJ Insights survey as commissioned by the TAPP Coalition uncovered that 70% of Western Europeans wanted politicians to change the VAT on food prices, with fruits and vegetables to enjoy a 0% VAT tariff while ensuring a higher rate of tax was applied to meat and animal produce.



WE WANT A HIGHER MEAT PRICE

- Following the elections on the 17th of March 2021, our own 'New voting guide healthy food was launched' on 24 February with 10 statements about food.



- On the 1st of March, the analysis of the PBL and CPB election programmes proved in favour of a levy on meat from the election programmes of CU, D66 and GroenLinks (political parties).



- On the 5th of March 2021, the TAPP Coalition responded to the FD and EY report on the meat levy: 'Consumption tax meat is feasible'
- On the 11th of March 2021, the House of Representatives, and the Ministry of LNV argued that they want a levy on food, with particular emphasis being placed on internalizing the costs borne by unsustainable food production



- On 17th of March 2021, the Dutch elections took place. This was a very exciting period for the TAPP Coalition. We were thrilled to see that the D66 achieved its victory, as they support our proposals in their election program. Sigrid Kaag danced with joy on the table. Fortunately, the D66 is also now in the coalition agreement. On to a fair meat price!



- On the 25th of March, the kick-off National Food Platform took place: the TAPP Coalition participated in the National Food Platform, organized by Vrouwen van Nu.



**25 MAART KICK-OFF:
LANDELIJK VOEDSEL PLATFORM**

- On the 18th of May 2021, a broad coalition announced that it wanted reduced meat consumption and meat tax in the coalition agreement.



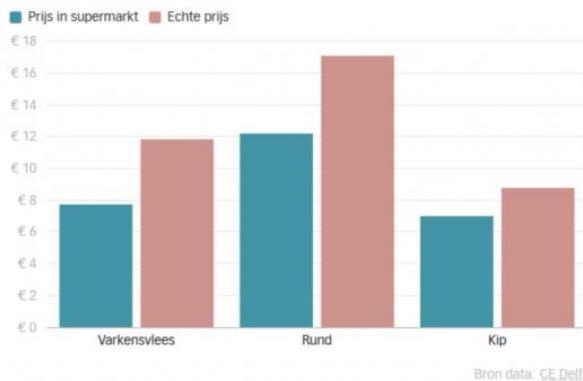
- On the 28th of May, healthcare organisations, agricultural and environmental organisations ask policymakers that unhealthy food become more expensive, while healthy food should enjoy lower price brackets. Below is a graphic drawn by the TAPP Coalition in response to National Hamburger Day (28th of May), in which the true price of a hamburger is proposed.



- On the 9th of June 2021, CE Delft publishes a report which argues the call by 50 scientists for coalition agreement, with hopes of making meat more expensive

De vleesprijs in de supermarkt versus de 'echte' prijs van vlees

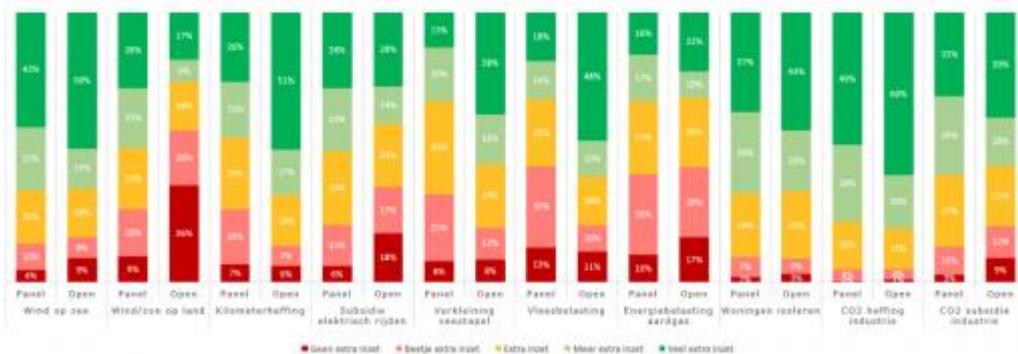
uitgedrukt in euro per kg vleesgewicht



- In June 2021 A climate consultation took place, with the results showing a strong desire from the Dutch public for meat tax: also CDA/VVD voters

Figuur A: Mate waarin deelnemers vinden dat de maatregelen moeten worden toegepast

Mate waarin deelnemers vinden dat maatregelen moeten worden toegepast om 2030 doelen te halen



- In June 2021, a fair meat price campaign was carried out by the TAPP Coalition and Omnicom. In the same month, OPRG wins Sabre Award 2021, which commends the best PA campaign Europe



- On the 20th of July 2021, a research publication by the WUR commissioned by the Ministry of LNV, shows that agricultural and meat organizations support a levy on meat with return system, subject to conditions

Organisatie	Heffing en terugsluisstelsel
CBL	Stemmen alleen zullen getrekt worden, niet meer.
NEPLUVI	Hier zijn we wel een voorstander als de markt het zelf in kan regelen. Nu zie je ook al dat bedrijven extra concepten opzetten en hier extra kosten voor maken, maar dit ook vanuit de markt vergoed krijgen. Als gesteld, er moet een markt zijn en een verdienmodel komen, anders wordt het lastig verduurzamen.
COV	COV was uitvoeringsovereenkomst bereid op de weg naar afschaffing van het terugsluisstelsel.
Vee & Logistiek Nederland	Te complex systeem voor wat er nu in de markt aanwezig is.
Vitale Varkenshouderij	Huidige aanpak CoVVA, fondsen worden richting sector ingezet. Is nog geen volledig terugsluisstelsel, want fondsen deels uit overheid.
LTO	Dit is helemaal prima als wij maar aan de knoppen zitten.
POV	Terugsluisstelsel is prima zolang de markt aan roer staat.
NOP	Geen draagvlak voor terugsluisstelsel.
NAJK	Je wilt marktwerving op wat gevolgen voor vleesaflevering.
Caring farmers	Je geeft terug aan de boeren (TAPP Coalitie systeemoverstap) voor het slaan/afkopen.
Nevedi	Terugsluisstelsel is efficiënt omdat je de lasten over een grote groep verdeelt, en benefits kunt uitsmeren over grote groep leden.
Dierenbescherming	Terugsluisstelsel kan transitie bevorderen.
Natuur & Milieu	Kies voor een doelstelling/afrondding waar we zo sociaal mogelijk naar toe kunnen.
GREEN PROTEIN ALLIANCE	De manier waarop je gaat terugsluisen is cruciaal om maatschappelijk draagvlak te krijgen.
TAPP Coalitie	Voor een heffing- en terugsluisstelsel.

Figuur 5.1 Draagvlak voor de beprijzingsoptie heffing en terugsluisstelsel onder stakeholders (groen betekent dat er draagvlak is, oranje dat er onder voorwaarden draagvlak is en rood dat er geen draagvlak is)

- On the 26th of July 2021, a UN Food Price Debate was held, while in the context of the Pre-Summit of the UN Food System Summit, the TAPP Coalition asked for true pricing of food

UN FOOD PRICE DEBATE
meat taxes and (fiscal) subsidies for healthy food

Gerben-Jan Gerbrandy
Chair/Moderator
former MEP EU Parliament

Jeroom Remmers
Director TAPP

Helena Wright
Policy Director FAIRR

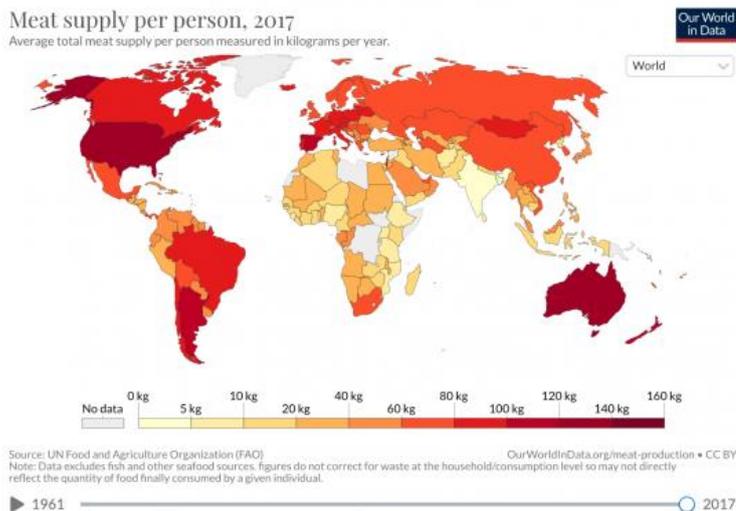
Prof. Jaap Seidell
Health and Food, University Amsterdam

Barry Popkin & Meera Shekar
World Bank, authors of report 'Obesity - Health and Economic Consequences of an Impending Global Challenge'

- On the 27th of July 2021, new campaign calls for carbon pricing of food in 50 countries resulted in a letter to 50 presidents being signed by almost 100 organizations. representing 5000 companies and NGOs in over 80 countries.



Carbon Pricing Food



- On the 10th of September and the 17th of October, a majority of EU Parliament votes for amendments on high VAT on food with negative impact on environment or health and 0% VAT on fruit and vegetables in the context of the Farm to Fork strategy was voted upon. This was in reference to the Green Deal for food by Frans Timmermans, President of the EU Commission. The majority voted in favour of such Amendments, which was in line with the lobbying efforts of the TAPP Coalition during the previous year.



- On the 29th of October 2021, 'Mark Rutte' is called upon, as different organizations and bodies urge for fair meat price (letter to 50 presidents about carbon pricing food)



- From the 31st of October until the 10th of November, the TAPP Coalition engaged both online and offline at the COP26 Climate conference, holding our own Press Conference, alongside several online events.



Press conference can be seen here: <https://www.youtube.com/watch?v=LkrZweSI-Jo>

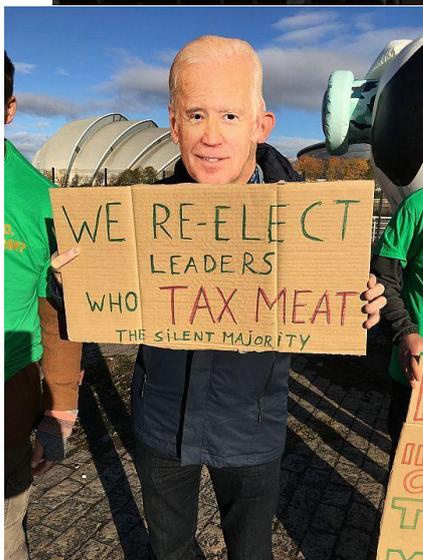


COP26 VIRTUAL EVENT

Carbon pricing & fiscal policies for a just agriculture & food transition?

	Mike Robinson Chair/Moderator RSGS / Stop Climate Chaos Scotland
	Jeroom Remmers Director TAPP Coalition
	Dr. Helena Wright Policy Director FAIRR
	Elizabeth Gulugulu Co-Lead Agriculture Working Group Children and Youth Constituency to UNFCCC
	Steven Thomson Sector Lead for Communities SEFARI Gateway
	Martin Kennedy President National Farmers Union Scotland
	Jana Fremming Environmental Action Germany

- On the 3rd of November 2021, the World leaders 'sign' for CO2 pricing for meat in Glasgow, during the UN's COP26



Volunteers rallying at the COP26 in Glasgow

STAKEHOLDER DIALOGUE WITH COMPANIES

During 2021, the TAPP Coalition has again committed itself to starting a dialogue with the business community through agricultural entrepreneurs in the meat and dairy industry, as well as supermarkets and food chains.

Additionally, we organized an event during the Dutch Food Week in October, which centered itself on the findings of the WUR report in collaboration with the LNV ministry. The report conducted by the WUR sought inquiry regarding a levy on meat and backstop to livestock farming, in which our director entered into conversations with key actors in the field, including the chairman of the top sector Agri & Food Dirk Duijzer, Bart Kemp; the chairman of Agractie; the president of Dairy Network GRONDIG; Diana Saaman, as well as Willy Baltussen, co-author of the WUR report and Elselien Breman, cluster coordinator agro-economic policy, Ministry of Agriculture, Nature and Food Quality. [Read the article about this research.](#)

Prof. Pier Vellinga, our current chairman of the TAPP Coalition, was invited to the Meat Café, to discuss meat branches of COV, together with ZLTO, and meat processing companies. We were invited by the pig farming organization POV to talk to the directors of VION and CBL about a levy on meat and climate-neutral meat. We have sought cooperation with supermarket chains, also to do pilots with true pricing, but they have not responded to this. Together with our partners GreenDish and Studenten voor Morgen, a project has been set up to work on the introduction of the true price on meat at catering facilities, university canteens, and HBO's in 2022.

In addition to cooperation with parties in the meat and dairy industry, cooperation with other parties (e.g. in vegetable and horticulture and health organizations) was also sought to encourage further consumption of plant-based products such as fruit and vegetables (see gezondeboodschappen.nl of the GroentenFruitHuis). Glastuinbouw Nederland supported our Healthy Food Manifesto, with thanks to Sjaak van der Tak, who has since become the chairman of LTO Nederland. The Federation for Health, a network of 70 health organizations, signed our letter to the policymakers calling for a levy on meat and other matters related to prevention in the healthcare sector.

COMMUNICATION AND MEDIA

During discussions on a new cabinet, the TAPP Coalition called upon those involved for a fair meat price, which was supported by 50 scientists. Moreover, the lobby efforts received a lot of media attention in June, including RTL TV news, AD, Volkskrant, FD, Metronieuws and various other newspapers and trade journals. <https://tappcoalitie.nl/nieuws/16452/oproep-50-wetenschappers-aan-informateur-hamer--maak-vlees-duurder-in-regeerakkoord>

A Wageningen University (WUR) report on a meat tax and backstop to agriculture commissioned by the LNV Ministry received a lot of positive attention in the media (including 19 July Volkskrant). The TU Delft Climate Consultation in June 2021 also turned out favorably for the proposal for the levy on meat; the NOS reported positively about this. On an EU level, the votes in the European Parliament in reference to the Farm to Fork Strategy saw a majority opting for proposals on a VAT adjustment for meat, vegetables, and fruit (as proposed by the TAPP Coalition). This subsequently received a lot of media attention and EU-wide publicity, (including French TV Journaal, Le Monde, fiscal trade journals, 2 page article in Volkskrant <https://www.volkskrant.nl/nieuws-achtergrond/door-zijn-lobby-wil-het-europees-parlement-extra-belasting-heffen-op-vlees-en-groente-en-fruit-belastingvrij-maken~b6bf31310/>). De Boerderij published an interview with Jeroom Remmers on 9 April 2021.

There was also some opposition to the meat tax, including an opinion article in Trouw by COV and a press release by LTO, COV, POV and KNS, among others published in Nieuwe Oogst. Together with Willem Blom, Jeroom Remmers wrote an opinion article in FD about the positive effects for the economy and employment if a meat tax were to be levied:

<https://fd.nl/opinie/1369565/vleesheffing-is-positieve-impuls-voor-onze-economie>. Parool also published an opinion article on the 3rd of December calling on a new cabinet to introduce an environmental tax on meat: <https://www.parool.nl/columns-opinie/opinie-tijd-is-rijp-voor-nieuwe-manier-van-voedsel-beprijzen~b84b96fd/?referrer=https%3A%2F%2Fwww.google.com%2F>

Various voedsel and farmers' trade journals pay positive attention to the TAPP coalition proposals or the WUR report (Boerderij, Boerenbusiness, Nieuwe Oogst, FoodBusiness, FoodLog, Bio-Journaal). Several articles or opinion articles about the meat tax appeared, including in Trouw. Additionally, FD published an EY study, which investigates the feasibility of a meat tax. Opinion articles and reader comments of the TAPP Coalition were posted in 2021 in a.o. Telegraaf, Levensmiddelenkrant, Nieuwe Oogst, Parool, FD and Pigbusiness. Volkskrant, FD, NRC, AD. The TAPP Coalition were seen to be broadcasted on TV networks throughout the course of the year, while radio broadcasts which gave attention to proposals made by our organization as well as proposals were also heard. We had already shown in 2019 that most of the Dutch population supports our proposals, based on our own opinion research (DVJ Insights) and a reader poll of AD among 19,000 readers. At the end of 2020, we repeated this research via DVJ insights in the Netherlands, Germany, and France, which was published in early 2021 and received attention in several international media outlets.

WEBSITE AND (SOCIAL) MEDIA

The website tappcoalitie.nl and tappcoalition.eu were considerably expanded with new information and news. A new website has been created in 2021 for the Carbon Food Price Coalition: <https://futurefoodprice.org> with texts in 5 languages. The social media accounts of TAPP Coalition (Facebook, Instagram, linked in) were full of current posts and some were - also through our partners - very well distributed and shared thousands of times.

The number of followers on social media has grown considerably in October 2021 compared to the end of 2020, and we hope to expand this following in the coming year:

Followers	2021	2020
Instagram Dutch	630	220
Instagram English	61	77
Facebook Dutch	384	349
Facebook English	151	27
Twitter Dutch	209	153
Twitter English	55	4
LinkedIn Dutch	475	215

The TAPP Coalition only started with English-language social media accounts at the end of 2020. We stopped the English twitter and Instagram accounts at the end of 2021, because

they had a small reach and because we also occasionally post English messages on the Dutch twitter and Instagram accounts.

Many social media posts were also distributed via the social media accounts of the director of TAPP Coalition (approx. 1900 followers linked in, 558 Facebook and 240 twitter) and further through the social media accounts of board members and partners and friends of the TAPP Coalition.

Six newsletters were made in 2021 in Dutch and six in English; in total more than 3000 readers were targeted, a growth of 50% compared to a year earlier.

1.4 Finance

The Annual Account 2021 of Foundation True Animal Protein Price Coalition is a separate annual report published (in Dutch) and can be seen online at <https://tappcoalitie.nl/over-ons>.

The assets and results of TAPP Coalition during 2021 are mainly made up of income from fundraising, subsidies, and partner contributions.

TAPP Coalition has a risk-averse investment policy. To the extent that the funds raised are not spent directly on the formulated generally useful objectives, the funds are not invested in financial instruments with any investment risk, but only in liquidity (savings accounts and deposits) on which, where applicable, interest income is generated.

1.5 Looking to the Future

As outlined above, 2021 proved to be a very successful year for TAPP Coalition, particularly by way of increasing social and political support for a higher, fair meat price and attention to the objectives of the organization. The stated goal of achieving a fair price for meat within four years by means of an effective policy measure, based on the 'true price' principle, has visibly come closer in 2021. In the coalition agreement, a study was announced on how consumers can contribute financially to sustainable agriculture. According to insiders, the effect of such a meat tax would be redistributive in nature, thereby being reinvested into different, more sustainable agricultural channels. In 2022, TAPP Coalition will work hard to ensure that this research will indeed take place, so that a well-founded proposal will be made. TAPP Coalition had also argued for a VAT reduction on fruit and vegetables in 2021, and that proposal has been included in the coalition agreement. Moreover, we are continuously seeking contact with EU institutions and other organizations in efforts to achieve this.

In the coming years, we want to focus on strengthening our initiative and finding support for effective measures in the field of the real price of meat, dairy, and other animal products. To this end, we will seek and approach new, potential partners and ambassadors who want to commit to the initiative and align with our values. We are thinking now and in the future of, among other things, expanding our group of enthusiastic partners to parties from the business community, social organizations, institutions, health organizations, well-known Dutch and Europeans, political parties, and the government. TAPP Coalition realizes the opportunities, taking further steps at international level.

In 2022 and 2023, the TAPP Coalition will place a larger emphasis on other EU countries, such as France and Germany. We will also remain active on EU regulations, and we will follow the

UN conferences on climate and biodiversity in 2022 and, where possible, adjust when it comes to pricing.

To maintain progress, TAPP Coalition will invest more time in 2022 in fundraising, entering relevant partnerships and communication with politics, business, various interest groups and society. To achieve this, TAPP Coalition will work closely with our partners in 2022 and hopefully hire an additional employee, adding to the current two (part-time) employees Jerome Remmers (director) and Bobby Verbaan (policy and communication employee).

The key objectives for 2022/2023 are as follows:

- Law proposal for a true and fair meat price taken into consideration and supported by most Dutch political parties; EU political parties will also be targeted to engage on an international level.
- Additional research into a fair price for dairy and fund formation/backstop in 2022 for the Netherlands and two other EU countries (Germany and France).
- Lobbying the European Commission and/or the European Parliament to establish a pricing proposal for food / CO2 pricing policy; discuss this as part of the Farm to Fork Strategy (EU Green Deal).
- New true pricing concepts for meat or dairy have been put on the market as a pilot by market parties. Four company restaurants at universities and municipalities are introducing a true price for meat.

1.6 Governance

The board of the organization consists of 3 statutory board members, i.e., the chairman, secretary, and treasurer. In addition, there are general board members. The directors are unpaid. As per the end of 2021, the board members are:

- Chairman: Pier Vellinga (statutory)
- Secretary: Peter Haring (statutory)
- Treasurer: Linda Herms (statutory)
- General board member: Edwin Bark
- General board member: Guus ter Haar

The board and the organisation are advised by the Advisory Board. Chairman of the Advisory Board is Prof. Jaap Seidel, Professor of Nutrition and Health at VU Amsterdam. The Coalition's partners are also members of the Advisory Board. In addition, the Council consists of experts from various sectors (e.g., health, science, food, retail). During 2021, five meetings of the board of the TAPP Coalition were held before meetings with the Advisory Board. In 2021, four meetings of the International Advisory Board, chaired by Gerben-Jan Gebrandy, former Member of the European Parliament, also took place

2. Annual figures as per 31-12-2021

For our numbers and figures of 2021 we would like to refer to annual statement:

<https://tappcoalitie.nl/images/Jaarrekening-2021-gecomprimeerd-1656424155.pdf>

3. Budget 2022

General budget 2022		
Definition	Expenditure	Revenue
Partner contribution		35.000
Subsidies		90.000
Donations		5.000
Labour costs	63.000	
Travel and subsistence expenses	1.600	
Handling	5.000	
Other general expenses	2.000	
Advertising and printing	1.500	
Telephone and internet	1.250	
Research expenditure	40.850	
Expenses events/conferences	4.100	
External communication expenditure	7.500	
Other consultancy costs	3.200	
	130.000	130.000

Budget for grants		
Subsidies		
Doen Foundation	US€ 40,000	
Porticus	€ 50,000	
	<u>€ 90,000</u>	

Explanatory notes to the 2022 budget

The budget has been drawn up based on the promised partner contributions for 2022 and concrete commitments by various bodies about funds to be received. For example, EUR 8000 from the Triodos Foundation. Another important contribution for 2022 is a commitment of EUR 40,000 from Stichting Doen and EUR 50,000 from Porticus, which enables TAPP Coalition to carry out various activities and to hire staff several days a week to develop and carry out these activities in line with the objectives of TAPP Coalition. Thanks to Porticus' contribution, more activities can take place in other EU countries such as Germany and France in 2022. In the 2022 budget, a new subsidy from Gieskes Strijbis Fund is not yet taken into account. In our next annual report 2022 this will be done.

Annex: SDG goals and TAPP Coalition

The TAPP Coalition is working to contribute to the Sustainable Development Goals (SDGs) numbers 1, 2, 3, 5, 11, 12, 13, 15, 16 and 17.



SDG goal	Focus and link with this programme
1 No poverty	<p>The Stern Review's main conclusion in 2006 (adopted later by the UN) is that the benefits of strong, early action on climate change far outweigh the costs of not acting. So reducing GHG-emissions (including from meat consumption and production) will benefit global economies; without GHG emission reductions, economies will be harmed more and global poverty may increase as a result. According to CE Delft Consultancy (2019) net welfare benefits of European meat taxes are 8,8 billion euro per year. According to Oxford University, reducing (red/processed) meat consumption will lead to lower health care costs. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0204139</p> <p>According to World Bank (2020), eating less meat (and sugar/processed food) will lead to lower costs for obesity; this will benefit the poor people in societies the most. https://tappcoalition.eu/nieuws/13251/world-bank-asks-governments-to-introduce-taxes-on-unhealthy-food-like-processed-meat</p> <p>The global increase of meat production involves an increase of global animal feed production (eg soy), leading to higher food prices as (fertile) global agricultural land surface is limited. So, higher food prices caused by (global) higher meat consumption levels can lead to poverty.</p> <p>Tapp Coalition advocates for (fiscal) subsidies for vegetables and fruits and for financial compensations for the 30% poorest households in high income countries, if meat products in high income countries would be taxed. So also the poor can still eat meat, if meat prices will rise for health or climate reasons.</p>
2 Zero hunger	<p>Consuming fewer animal products could reduce world hunger and poverty. The United Nations World Food Council estimates that transferring 10-15 percent of cereals fed to livestock to humans is enough to raise the world's food supply to feed the current population. In addition, the International Food Policy Research Institute estimates that reducing the amount of meat consumed by 50 percent in high-income countries could result in 3.6 million fewer <u>malnourished children</u> in developing countries. Source: https://borgenproject.org/eating-less-meat-can-reduce-poverty/</p>

3 Good health	According to WHO red and processed meat consumption can have negative health impacts; according to the World Bank (2020 report on obesity), obesity is caused by eating too much unhealthy food products, including meat (source: EAT-Lancet report 2019). According to an Oxford University report, introducing meat (health) taxes in 10 large EU countries, will lead to less health care costs of 9 billion euro/year (reduced risks on colon cancer, stroke, diabetes 2).
5 Gender equity	Globally men eat (much) more meat per capita compared to women and women suffer most from negative impacts of climate change (for ca. 15% caused by GHG-emissions from livestock farming).
11 Sustainable cities and communities	The TAPP Coalition will start projects to make cities and communities more sustainable in the way they eat food (incl meat).
12 Responsible consumption and production	On average, 35% of food related GHG-emissions are caused by meat consumption. Beef and lamb have very high GHG-emissions per kg, compared to chicken, vegetables, nuts or meat alternatives. The EAT-Lancet report (2019) advised a meat consumption of maximum 15 kg per capita (global healthy, sustainable diets), while in most high income countries, meat consumption is over 75 kg per capita.
13 Climate action	According to CE Delft Consultancy, meat taxes in the EU (28 countries) including environmental costs in the price of meat, will reduce GHG-emissions in the EU-28 with nearly 3% (120 Mton/year). This will happen if EU-28 consumption of chicken will be reduced by 30%, pork with 57% and beef and veal with 67%. https://www.cedelft.eu/en/publications/2411/a-sustainability-charge-on-meat
15 Life on land (forests, biodiversity)	According to WWF UK, 60% of global biodiversity loss is caused by global meat and dairy consumption. TAPP Coalition is focused to tackle ground causes of deforestation and biodiversity loss, caused by meat consumption and production. https://www.ecowatch.com/biodiversity-meat-wwf-2493305671.html
16 Peace, justice and strong institutions	Global growth of meat consumption leads to increasing GHG-emissions, while according to the Paris Climate Agreement, GHG-emissions have to go down with ca. 2-7% per year (1,5-2 Degrees C goal). Global warming may lead to armed conflicts, so reducing meat consumption and reducing GHG-emissions from meat production, will contribute to less risks of climate related conflicts, less climate refugees and to more peace. The TAPP Coalition aims to build strong national and international institutions focused to reduce GHG related risks from food production. Even in 2019, the USA Pentagon released a report that climate change is a national security issue. https://www.militarytimes.com/news/your-military/2019/01/18/dod-majority-of-mission-critical-bases-face-climate-change-threats/
17 Partnerships for the SDG goals	TAPP Coalition will form partnerships with different stakeholders (ngo's, business, science, governments).