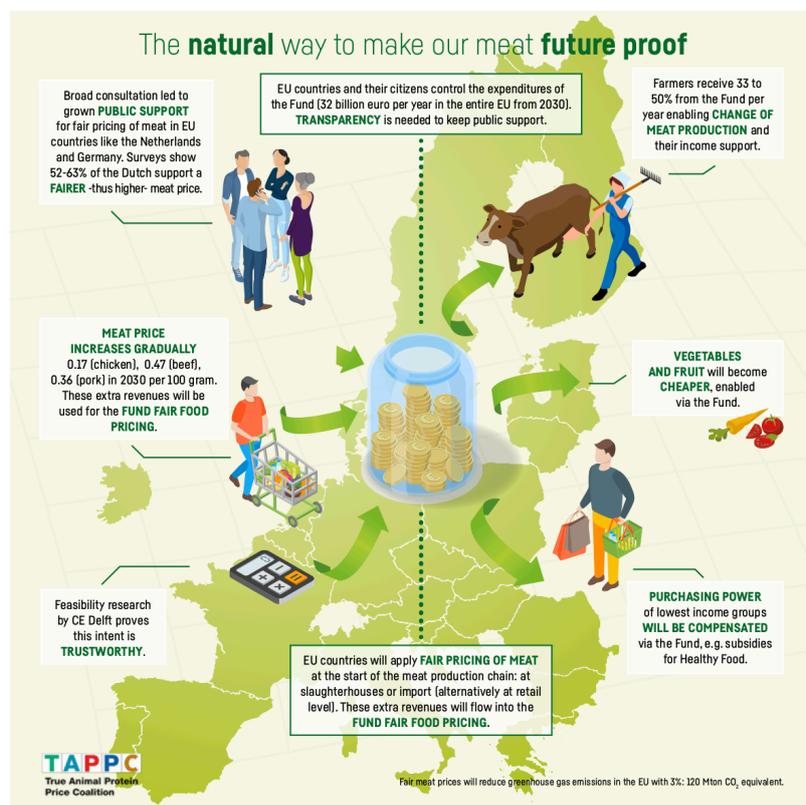


# Annual Report TAPP Coalition 2020



March 22, 2021

NGO True Animal Protein Price Coalition

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## **Management Report**

In this chapter, an explanation will be given of the objectives and activities of the organization and how these were implemented in 2020.

### **1.1 Name, establishment, legal form of the organization**

Statutory name: Animal Protein Reduction Coalition Foundation (hereinafter: "TAPP Coalition" or "the Foundation")

Registered office: Amsterdam

Date of incorporation: 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 of its inception date July 8, 2019 as Algemeen Nut Beogende Instelling ("ANBI"). Donations to foundations with an ANBI status (like TAPP Coalition) are deductible for income tax or corporation tax.

### **1.2 Description of the objective**

The Foundation aims:

1. to reduce the production and consumption of products such as meat and dairy because of the negative consequences it has on public health, the environment, nature and animal welfare.
2. to encourage governments and companies to introduce measures whereby consumers and others pay the 'true price' for food products (from livestock farming), including external and social costs for public health, climate, environment, nature and animal welfare.
3. to perform all further actions that are related to the above in the broadest sense or that may be conducive to it.

The foundation does not aim to make a profit.

To achieve the aforementioned objectives, the Foundation has the following activities:

- a. Forming coalitions between organizations in areas such as public health, food industry, 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 to a more plant-based protein consumption, with a focus on financial instruments, but also on standards and education.
- c. Promoting awareness and raising support for price measures and taxes for meat, dairy and other food products, among other things with a view on the Paris Climate Agreement, lowering healthcare costs and paying the 'true price'. This also includes the publication of scientific publications.
- d. Promoting a diet with fewer or as few as possible products of animal origin. Meat, dairy, eggs and fish are hereby alternated with plant-based dishes.
- e. Stimulating leadership in international cooperation related to the Climate Agreement for the livestock farming sectors.

- f. To reduce and compensate the negative global effects of meat and dairy consumption on the planet and public health.
- g. Initiating and executing campaigns.

### 1.3 Report of the main activities

We proudly present our partners in 2020: more than 40 companies, food organizations, farmers, health, environment, animal welfare and youth organizations. 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 <https://tappcoalition.eu> and [www.tappcoalitie.nl](http://www.tappcoalitie.nl).



#### 1.3.1 Our successes:

- In February 2020, the TAPP Coalition became worldwide news (TV news in France, Germany, Poland, Italy and Russia, as well as publications in The Guardian, Le Monde, Forbes and Spanish / South American newspapers, among others) thanks to our proposal for an EU tax on meat that we were allowed to present in the EU parliament. Here are the reports we presented:

<https://drive.google.com/file/d/1TuFb2z75vacNpLR97Nx-Gb15PnxEvQKH/view>  
<https://ce.nl/en/publications/2411/a-sustainability-charge-on-meat>

See the following articles for information about the media coverage and reactions:

<https://www.tappcoalition.eu/nieuws/13149/european-parliament-members-support-pricing-meat-in-europe->

and: <https://tappcoalition.eu/nieuws/13165/true-meat-prices-in-the-eu--welcomed-by-eu-commission-and-eu-consumer-organization-beuc-during-food-debate>

- 63% of the Dutch population supports our plans partly or fully, including 62-72% of the VVD-voters (liberal right, biggest party in the Netherlands). In a few weeks, our petition [eerlijkeveleesprijs.nl](http://eerlijkeveleesprijs.nl), asking for a meat tax and how to use tax revenues, already had 50,000 signatures. For more information, see [www.tappcoalitie.nl/nieuws](http://www.tappcoalitie.nl/nieuws)
- 55% of French and German consumers support the plans of the TAPP Coalition. This percentage is even higher for a 1 euro / kg tax on meat (81% and 68% respectively). This was shown in a representative survey by DVJ Insights, commissioned by TAPP Coalition. See: <https://tappcoalition.eu/nieuws/15698/majority-west-european-citizens-have-appetite-for-a-meat-tax---supporting-farmers-and-consumers->
- Minister Schouten (Dutch minister of Agriculture, Nature and Food Quality) received our petition on 12th of June and called on political parties to take our proposal, the tax on meat and the distribution of the spending of income, serious. The message and outcome of the petition, together with our initiative law, has been sent to political parties (spokespersons, party leaders and election program writers).
- Ministries of LNV (Agriculture, Nature and Food Quality), Finance, VWS (Health, Welfare and Sport), EZK (Economic Affairs and Climate) and planning agencies have adopted our proposal for a 'true price' of meat and a subsidy (or VAT reduction) on fruit and vegetables in an advice for the next government period (Broad Social Review), in a government letter on April 22, 2020 to the House of Representatives. The fact that the TAPP Coalition- 'fair meat prize proposal' was mentioned as the most important measure for agriculture is remarkable because it was thought that a tax on meat would be a taboo subject in the Netherlands. The TAPP Coalition has therefore made this proposal socially acceptable, as a policy proposal with support, which is legal, implementation-technical feasible and politically desirable. See the following link for further information: <https://tappcoalition.eu/nieuws/13817/dutch-government-proposal-for--true-pricing--meat-presented-to-dutch-parliament->
- In March 2021 there will be elections in the Netherlands. It is expected that at least eight political parties will include TAPP Coalition proposals partly or fully in their election program; we have camera images of members of Parliament from seven parties expressing their support; an eighth party had already expressed support.
- The Sustainability Networks of VVD and CDA (Liberal and Christian parties) have given their election committee a positive advice on a real pricing of meat (meat tax), including environmental costs, and a reduction of the price of fruit and vegetables, after which they also submitted amendments on this point for the election programs. Former VVD Party Chairman Frits Bolkestein called in an opinion article in *Algemeen Dagblad VVD* to support an environmental tax on meat.
- Together with tax experts and a political party, a draft proposed law for a meat tax has been drawn up for our plan. This was sent to all political parties in September.
- Frans Timmermans, vice chair of the European Commission, published the EU Green Deal for food (Farm to Fork Strategy) in May 2020 and argued for fair food prices and the incorporation of environmental damage and CO2 emissions into food prices and the EU fiscal system. In the Farm to Fork-strategy the price of meat was described as too low, so measures to increase this price were stated. Supermarkets were instructed to stop stunting with meat prices that are too low; if they don't stop, EU legislation will be implemented. See the following link for further information: <https://tappcoalition.eu/nieuws/14050/eu>
- As a small and new organization with a few volunteers from a single EU country it is very difficult to obtain influence in the decision-making process of the powerful EU Commission. Nonetheless, the TAPP Coalition managed to obtain influence. The

meat industry and the agricultural sector have lobbied at the EU Commission not to include elements of a higher, fair meat price in the Farm to Fork Strategy. An example of this is a letter and opinion piece from the largest European agricultural organization Copa Cogeca on May 19, exactly one day before the publication of the Farm to Fork Strategy, in which they responded to the proposal of the TAPP Coalition. This fact in itself shows how quickly the TAPP Coalition has built up a good reputation.

- On October 21, the German (CDU) State Secretary of the Agriculture Ministry Uwe Feiler, who is working out the German meat tax (Tierwohl abgabe) for animal welfare, received us in Berlin. We exchanged information and agreed to work together.
- Involvement of TAPP Coalition partners in policy advocacy in the election programs (including Friends of the Earth Netherlands, Transition Food Coalition, Animal Coalition). As well as a collaboration with Greenpeace, Dutch Society for Nature and Environment, Dutch sector organisation for organic food Bionext and Transition Coalition Food in an election debate on February 1, 2021. With Proveg Netherlands we planned another election debate on March 2, 2021.
- We succeeded in binding a varied group of partners and recognized experts to TAPP Coalition through the Advisory Board. The Advisory Board is led by Prof. Jaap Seidell, professor of nutrition and health VU University Amsterdam.
- There is also a diverse group of participants in the International Advisory Board-meeting of the TAPP Coalition. At the last meeting in December, there were representatives from Germany, UK, USA, Portugal, France, Belgium and the Netherlands (from NGOs, food industry, universities and EU parliament).
- Our communication partner OPRG/Omnicom helped to make our core message and petition a success through professionalizing our website, approaching ambassadors and helping in the TV appearance of the TAPP Coalition on OP1 with Jan Terlouw (former minister) and Carola Schouten (Dutch Agriculture Minister).
- A new communications officer is installed, which strengthened the visibility and professionalism of the TAPP Coalition.
- Active input from various volunteers.
- The TAPP Coalition responded well to new developments. For example, during Covid-19 pandemic we published our Manifesto Healthy Food, also supported by many other companies and NGO's.
- The TAPP Coalition responded well to the publication of the EU Farm to Fork Strategy (via EU petition and policy advocacy to EU parliamentarians and employees in the European Commission) and the German EU Presidency (which led to an invitation to a German interview with the Secretary of Agriculture in October). We sent a letter to several EU ministers: <https://tappcoalition.eu/nieuws/14734/eu-ministers--finance-agri-envi-health--asked-to-support-and-improve-farm-to-fork-strategy>
- A successful online event took place on November 12 on the EU Farm to Fork Strategy. The so-called EU Food Price Debate was organized with top speakers from the Ministry of Agriculture Germany (about the tax on meat in this country), the Ministry of Agriculture, Nature and Food Quality Netherlands, EU Commission (DG Environment), EEB (umbrella of environmental organizations), IFOAM (umbrella of organic agriculture organizations) and Unilever. The event can be seen online with several powerpoint presentations: <https://tappcoalition.eu/nieuws/14917/eu-food-price-debate---12-november-15-30-17-h-online-event->
- In short: politicians in the Netherlands and in Europe are working on plans to increase the price of meat to a fair, higher price in the future. Fair for the farmer, as

they will receive a higher income for more sustainable production, as well as a fair price for the environment (including the costs of environmental emissions per kg meat).

### **1.3.2 Stakeholder dialogue with companies:**

- In 2020, the TAPP Coalition has again committed itself into entering dialogue with the business community through agricultural entrepreneurs in the meat and dairy industry and supermarkets. At EU level, we had a dialogue with the vice chair of COPA COGECA in the Politico Annual Agriculture and Food Summit 24<sup>th</sup> of September. In February 2020 during our presentation of our European meat tax proposals in the European Parliament, representatives from COPA COGECA, supermarkets (Ahold), the vegetable and the beef/leather industry were present and active in the debate. We had a dialogue with Ahold about the proposal of the EU Commission for an European Code of Conduct for supermarkets and food processors to stop selling food (meat) at too low prices and our mutual preference for legislation instead of voluntary Codes that probably will not work. In the Netherlands, invitations have been made to LTO (farmers), CBL/supermarkets and Rabobank to enter into a dialogue or to cooperate further.
- LTO Nederland, COV (slaughterhouses) and other players in the food industry did participate in a Bilderberg Conference organized by us in September. There we had more time to discuss the TAPP Coalition's proposals and their effects.
- During the Dutch Food Week in October, we also organized an (online) debate in which we entered into discussions with Dirk Duijzer (the chairman of the Agri & Food), farmers' representatives of Agractie and BoerBurgerBeweging and the GroentenFruitHuis. Prof. Jaap Seidell was also present at this event.
- Prof. Pier Vellinga, chairman of the TAPP Coalition, was invited to the Meat Cafe about COV's meat tax. We discussed our plan with COV, ZLTO (part of LTO) and meat processing companies.
- We have sought cooperation with supermarket chains, also to do pilots with true pricing of meat and reducing prices for vegetables and fruits, but they unfortunately have not responded to this.
- Together with our partners GreenDish and Students for Tomorrow a project was set up to start working at caterers and restaurants in universities and colleges to introduce the true price on meat in 2021.
- In addition to collaboration with parties in the meat and dairy industry, the TAPP Coalition also sought collaboration with other parties as the vegetable and horticulture sector and health organizations to stimulate the consumption of vegetable products such as fruit and vegetables. Glastuinbouw Nederland (greenhouse horticulture) supported our Healthy Food Manifesto, in the person of Sjaak van der Tak, who later became chairman of LTO Nederland in 2021.

### **1.3.3 Communication and Media**

- Because of the launch of our English report in the EU parliament in February and our petition eerlijkevleesprijs.nl in June, the TAPP Coalition was well represented in both the Dutch media as the worldwide media (e.g. the Guardian, Le Monde, Forbes, national TV journals of France, Germany, Italy, Poland, Russia).
- In the Netherlands, RTL News TV and various large newspapers paid attention to the proposal. All reports were positive in tone. Farmers' magazines also wrote articles about it, mostly positive.

- In 2019, we already showed that a majority of the population supports our proposals, based on our own opinion research (executed by DVJ Insights) and a readership poll from AD among 19,000 readers. In 2020, we repeated this research with DVJ insights in the Netherlands, Germany and France, with very good results.
- Opinion articles from the TAPP Coalition were published in, among others, Dutch newspaper Volkskrant, FD, NRC, AD and Boerderij. We made several appearances on prime time TV, including at Op1 with former minister Jan Terlouw and Dutch Agriculture Minister Carola Schouten and Steffi Haazen from the TAPP Coalition. Furthermore, RTL TV had an interview with Jeroom Remmers, director of TAPP Coalition. There were also various broadcasts on radio that paid attention to the TAPP Coalition and its proposals.
- Avaaz Netherlands collaborated with the TAPP Coalition on the petition <https://eerlijkeveleesprijs.nl>.

### **1.3.4 Website and Social Media**

The websites [tappcoalition.eu](http://tappcoalition.eu) and [tappcoalitie.nl](http://tappcoalitie.nl) were considerably expanded with new information and news. Two new websites were created in 2020 for a Dutch and a European petition: <https://eerlijkeveleesprijs.nl> and <https://goodfoodprice.eu>. The social media accounts of the TAPP Coalition (Facebook, Instagram, LinkedIn) were full of current posts and some were - also via our partners - very well distributed and shared thousands of times. Until May 2020, hardly any work had been done on social media. There were no accounts for LinkedIn and Instagram yet; Twitter had 29 followers and Facebook 217. Seven months later, the number of followers increased:

Number of followers at the end of 2020 on Dutch social media:

Facebook: 349  
 Instagram: 220  
 Twitter: 153  
 LinkedIn: 215

The TAPP Coalition only started with English-language social media at the end of 2020, so the number of followers here is still small, but expected to grow in 2021.

Facebook: 27  
 Instagram: 77  
 Twitter: 4

- Many social media posts were also distributed via the social media accounts of the director of the TAPP Coalition (1720 followers LinkedIn, 544 on Facebook and 232 on Twitter) and furthermore via the social media accounts of board members and partners and friends of the TAPP Coalition.
- Eight newsletters were produced in 2020 in Dutch and three in English; in total approximately 2000 readers were reached (approximately 1000 in English and approximately 1000 in Dutch). The EU petition [goodfoodprice.eu](https://goodfoodprice.eu) was signed almost 2000 times in 2020.
- One facebook post for example reached almost 5000 people: TAPP Coalition on TV with Jan Terlouw and Carola Schouten; here the Dutch Agriculture minister promised to receive the petition [eerlijkeveleesprijs.nl](https://eerlijkeveleesprijs.nl) from the TAPP Coalition.

#### **1.4 Finance**

The TAPP Coalition managed to achieve a small positive result of 437, - euros in 2020. The assets and results of the TAPP Coalition during 2020 mainly consist of income from fundraising, subsidies and partner contributions.

TAPP Coalition has a risk-averse investment policy. Insofar as the raised funds are not directly spent on the formulated objectives, the funds are not invested in financial instruments with any investment risk. These funds are only located in savings accounts and deposits on which, if applicable, interest income is generated.

#### **1.5 Outlook 2021**

2020 was a very successful year for the TAPP Coalition in the field of increasing social and political support for a higher and fair meat price and obtaining attention to the objectives of the Foundation. The stated goal of achieving a fair price for meat by the implementation of an effective policy measure within two to four years, based on the 'true price' principle, has come closer in 2020.

A year ago, the TAPP Coalition thought there was a real chance that in 2020 at least five political parties will include a proposal for a fair meat prize in their election program. This prediction has become truth. D66, GroenLinks, ChristenUnie and PvdD and Volt have included a concrete proposal for a higher meat price (including the environmental costs) in their election program and a number of other parties have also included a price increase on food and payments from the proceeds of that price increase to farmers in their program (PvdA, SGP, BoerBurgerBeweging). VVD promised to take over the core of an amendment that "environmental costs should be paid included into the price of meat and that livestock farmers can thus be at the forefront of investments in the environment". CDA has included the following in its program: "The CDA continues to work towards a fair price that includes the costs for the transition towards sustainability. As long as the market does not regulate this, it is up to the government to make the move. Because no farmer can do green if he or she is in the red (no money on the bank account), we want banks and the government to offer support to make financing possible. Because the financing problem is not limited to the primary investment, we are also expanding the existing Investment Credit Conversion Fund with a risk and transition fund." In addition, nearly all Dutch political parties have included the lower VAT on fruit and vegetables in their election program, like TAPP Coalition asked for. The VVD wants "agreements with producers of foodstuffs and supermarkets about making products healthier and a more intensive promotion of healthy products."

The chances have grown that one or more of these parties will be part of the next government in 2021 and will commit themselves into making the proposal for a fair meat price (in accordance with proposals of the TAPP Coalition) part of the coalition agreement.

In the coming years, we want to continue to focus on strengthening our initiative and gaining support for effective measures in the field of the true price of meat, dairy and other animal products. For this, we will seek and approach additional cooperation partners and ambassadors who wish to commit themselves to the initiative. We are working on expanding our group of enthusiastic partners to include parties from the business sector, social organizations, institutions, health organizations, famous

Dutch and European citizens, political parties and the government. TAPP Coalition sees good opportunities to take further steps internationally as well.

To maintain progress, the TAPP Coalition will invest more time in 2021 in fundraising, entering into relevant partnerships and communication with politicians, the business sector, various interest groups and society. To achieve this, the TAPP Coalition will work intensively with partners in 2021 and hopefully employ an extra employee in addition to the current two (part-time) employees Jeroom Remmers (director) and Bobby Verbaan (policy and communication employee).

**These are our impact indicators and plans for 2021/2022:**

- European Commission and/or the European Parliament introduce a true pricing proposal for meat /food and/or a CO2 pricing policy (part of Farm to Fork Strategy).
- New true pricing concepts for meat or dairy have been launched on the market as a pilot by at least two market parties. Furthermore, at least four company restaurants at universities and municipalities are introducing a true price for meat.
- The fair meat price proposal (meat tax) will be included in the (new) government agreement, with a proposed introduction of a levy in 2022 or 2023 (including fair meat prices and environmental costs) where the earnings are deployed on three fronts: the lowering of the prices of vegetables and fruits, a farmers' compensation and a compensation for lower incomes.
- Research study into elaboration of fair price for dairy and eggs in the Netherlands in 2021 and in at least two other countries for the EU in 2022.

**Planned results:**

- The European Commission and the European Parliament are discussing true pricing of food / CO2 pricing policies for food as part of the Farm to Fork Strategy. Policy proposals are on the agenda, within the EU Commission (Farm to Fork Strategy elaboration) and at least at one of the three UN forums for climate, food systems and biodiversity in 2021.
- In addition, in 2021 there will be at least 10 additional European / international civil society organizations, companies and governments that support the TAPP Coalition or its proposals.
- Policy advocacy to include meat reduction policies in the list of nationally determined contributions (NDC) to the Paris Climate Agreement and in a list of effective policies to reduce the root causes of global biodiversity loss (CBD).
- Lobby for International agreements for the meat and dairy sector on net reduction of greenhouse gas emissions in 2030 and 2040.
- Lobby for International coordination mechanisms to introduce health and climate related taxes on meat products.
- In 2021, determine the support among the population in 5-10 EU countries for true pricing meat and use the proceeds for, among other things, cheaper fruit and vegetables and meat substitutes and money for sustainable agriculture.
- In 2022, media activities and events will be organized in Germany and France with partners in these countries around the true pricing of meat.

## **1.6 Board**

The board of the Foundation consists of three statutory board members: the chairman, the secretary and treasurer. In addition, there are four general board members. All the members of the board are unpaid. Board members are:

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

The board and the organization are advised by the Advisory Board. Chairman of the Advisory Board is Prof. Jaap Seidel, professor of nutrition and health at the VU Amsterdam. The coalition partners are also members of the advisory Board. In addition, experts from several sectors (public health, science, food industry and retail) are in the Advisory Board. During 2020, five meetings were held of the Board of the TAPP Coalition, as well as five meetings with the advisory Board. In September and December 2020 the first two meetings of the International Advisory Board, chaired by Gerben-Jan Gebrandy, former Member of the European Parliament, took place.

## **2. Annual Figures 2020**

### **2.1 Balance Sheet**

<b>Description</b>	<b>Assets</b>	<b>Liabilities</b>
Bank	11.619,10	
General reserves		896,56
Receivables (current)	1.570,00	
Amounts to be paid		901,45
Amounts received		8.200,00
Reservation wages		1.719,09
Reservation of payroll taxes and premiums		1.472,00
	<b>13.189,10</b>	<b>13.189,10</b>

### **2.2 Income Statement**

<b>Description</b>	<b>Expenses</b>	<b>Income</b>
Partner Contribution		23.335,00
Grants		81.048,37
Donations		2.217,75
Labour costs	48.771,87	
Travel and accommodation	2.659,53	
Administration costs	627,65	
Other general costs	1.337,17	
Advertising and printing	1.480,74	
Telephone and internet	1.393,31	
Expenditure research	17.507,42	
Expenses events/conferences	6.129,04	
Expenses external communication	19.631,80	
Other consultancy costs	6.633,13	
<b>Result</b>	<b>429,46</b>	

### **Balance Sheet**

The liquid assets are largely reserved for objectives that can be achieved in 2021 and, incidentally, employer obligations.

### **Income statement**

Partner contributions are spent by TAPP Coalition on all activities of TAPP Coalition, in accordance with the formulated objectives. The funds received from targeted subsidies have been spent in accordance with the purpose of the relevant subsidies. TAPP Coalition has not made any expenditure that is not in accordance with its objectives. Because the TAPP Coalition only achieved a limited result in 2020, no financial resources were deposited in specific reserves or funds in 2020.

The primary amounts received during the whole of 2020 for the purposes of the Foundation on the one hand and costs incurred on the other hand (including the period leading up to the establishment) are partner contributions, grants and

donations of approximately 106k euros and research costs of 17.5k euros respectively and other costs for promotion, publications and events of 26k euros.

**Employees**

TAPP Coalition employs 2 employees.

### **3. Budget 2021 (in euro)**

<b>Description</b>	<b>Loss</b>	<b>Profit</b>
Gross wages	49.540,00	
Social security	10.200,00	
Holiday pay	3.963,20	
Volunteer expense allowance	1.000,00	
Office rental costs	50,00	
Fees and subscriptions	300,00	
Representation costs	825,16	
Travel and accomodation	537,53	
Business gifts	15,00	
Bank charges	200,00	
Other sales costs	100,00	
Travel allowance	2.340,00	
Printed matter, postage	1.500,00	
Telephone and internet	1.500,00	
Other office costs	400,00	
Accountant and administration costs	150,00	
Publication of research – incl. translations	15.000,00	
Expenses events/conferences	5.000,00	
Consultancy costs	20.000,00	
Partner contribution		31.800,00
Subsidies		60.000,00
Recruited additionally		20.000,00
Donations		1.000,00
Balance profit	179,11	
	<b>112.620,89</b>	<b>112.620,89</b>

#### **Budget 2021**

The budget has been drawn up on the basis of the promised partner contributions for 2021 and concrete commitments by various authorities about to be received funds. For example, 8.000 euros from the Triodos Foundation. Another important contribution is a commitment of 60.000 euros for 2021 and 40.000 euros for 2022 from Doen Foundation, which will enable TAPP Coalition to carry out various activities and hire staff several days a week for these activities, to further develop and implement the objectives of the TAPP Coalition.

## 5. Appendix: 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.</p> <p>According to Oxford University, reducing (red/processed) meat consumption will lead to lower health care costs.  <a href="https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0204139">https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0204139</a></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.  <a href="https://tappcoalition.eu/nieuws/13251/world-bank-asks-governments-to-introduce-taxes-on-unhealthy-food-like-processed-meat">https://tappcoalition.eu/nieuws/13251/world-bank-asks-governments-to-introduce-taxes-on-unhealthy-food-like-processed-meat</a></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. 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 malnourished children in developing countries.</p> <p>Source: <a href="https://borgenproject.org/eating-less-meat-can-reduce-poverty/">https://borgenproject.org/eating-less-meat-can-reduce-poverty/</a></p>
3. Good Health	<p>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).</p>
5. Gender Equality	<p>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).</p>
11. Sustainable cities and communities	<p>The TAPP Coalition will start projects to make cities and communities more sustainable in the way they eat food (incl meat).</p>
12. Responsible consumption and production	<p>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.</p>
13. Climate Action	<p>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%. <a href="https://www.cedelft.eu/en/publications/2411/a-sustainability-charge-on-meat">https://www.cedelft.eu/en/publications/2411/a-sustainability-charge-on-meat</a></p>
15. Life on land	<p>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. <a href="https://www.ecowatch.com/biodiversity-meat-wwf-2493305671.html">https://www.ecowatch.com/biodiversity-meat-wwf-2493305671.html</a></p>
16. Peace, justice and	<p>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</p>

strong institutions	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. <a href="https://www.militarytimes.com/news/your-military/2019/01/18/dod-majority-of-mission-critical-bases-face-climate-change-threats/">https://www.militarytimes.com/news/your-military/2019/01/18/dod-majority-of-mission-critical-bases-face-climate-change-threats/</a>
17. Partnerships for the SDG Goals	TAPP Coalition will form partnerships with different stakeholders (ngo's, business, science, governments).