

# Press conference

1. Introduction
2. FAO SOFA 2024 Report
3. COP28 Food Climate Declaration



- Hidden Food Costs
- Fiscal actions
- GHG emission pricing



*True prices  
for meat and dairy*

A promotional poster for a press conference. It features an aerial view of a green field with a dirt road. The text includes "Press Conference", "TAPPC True prices for meat and dairy", "LIVE &amp; ONLINE", "11 NOVEMBER 2024 15.00-15.30 AZT (UTC+4)", "TAPP Coalition: COP28 Food Declaration &amp; FAO SOFA 2024 Report on Hidden Food Costs and Emission Pricing", "Speaker Jeroom Remmers", and the COP29 Baku Azerbaijan logo. A small photo of the speaker is in the bottom left corner of the poster.

# Introduction: True Animal Protein Price Coalition

- 75+ partners in the TAPP coalition with various backgrounds
- Representing over 1,6 million EU citizens and 0,8 million Africans, 5000 companies
- Partners in USA, EU countries and Africa
- >5000 companies & ngos in > 100 countries supported our campaign in 2021



**JEROOM REMMERS**  
Director TAPP Coalition



# What do we do?

- Policy advocacy on on true pricing meat/dairy – EU/global.  
& reduced prices healthy food
- Reports on true pricing food / fiscal incentives
- Global campaigns, awareness raising, dialogues
- True Price Projects: 20-60% higher meat prices

Member / partner of international networks:





# What we have achieved

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2019

2020

2021

2022

2023

2024

- **Launch** of TAPP Coalition proposal fair meat price in The Hague
- **Support** of majority of population for our proposal

- **Global publicity** with the launch of the meat tax plan in Europe.
- Presentation in **EU Parliament**
- **Government assessment** of TAPP Coalition proposal true pricing meat and low VAT fruit/vegs
- **Petition** signed 50.000 x in 4 weeks

- **80% EU Parliament supports** amendment 0% VAT fruits/vegs, high VAT environmentally harmful food
- **Support of thousands of businesses and NGOs from 100 countries** for TAPP Coalition letter to 50 countries

- **EU Commission starts research** into pricing greenhouse gases in the agricultural sector (Agri-ETS)
- Successful **catering project with true price for meat** in 3 universities
- Telegraaf (paper) positive about TAPP Coalition after. **appearance at UN climate conference**

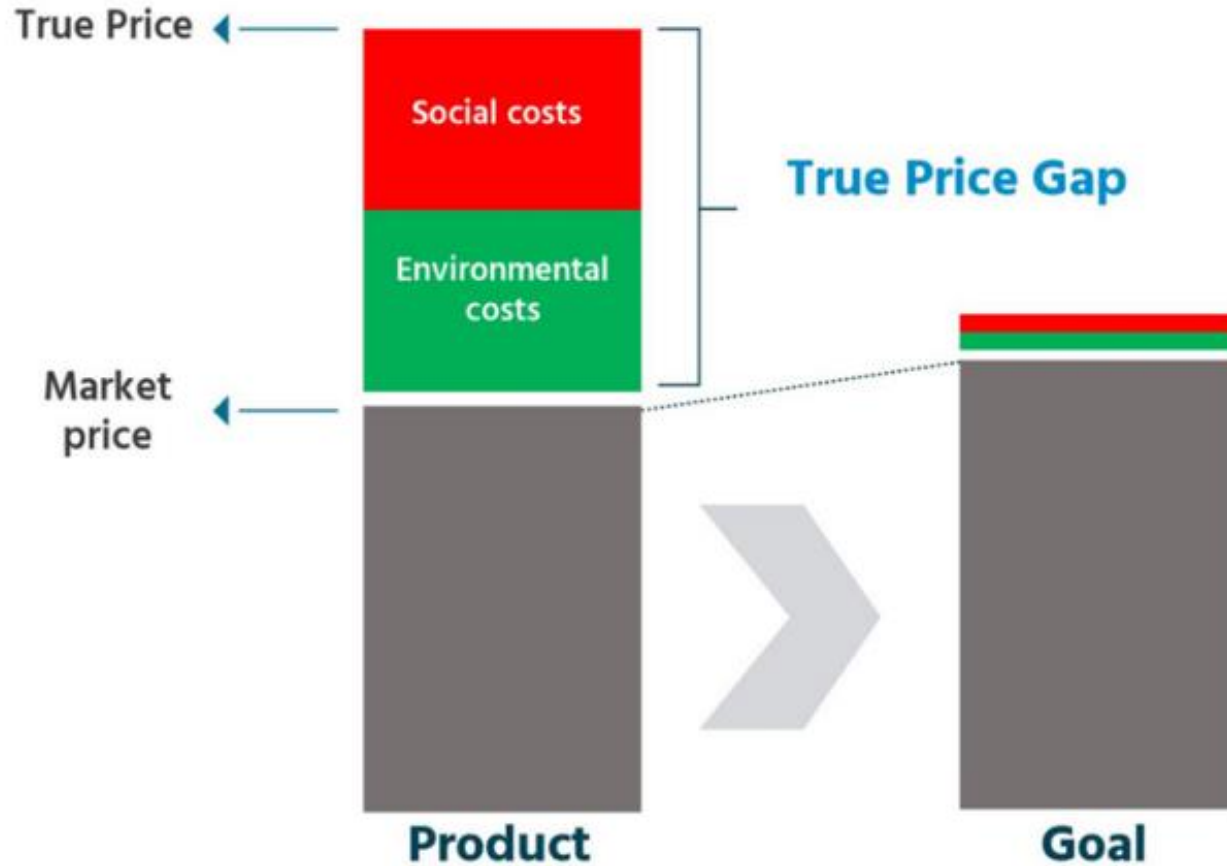
- **Draft agricultural agreement with tax on meat** for ecosystem services subsidies agriculture
- New report CE Delft and Ipsos survey, **presentation in French Parliament, Berlin en Brussels**
- **WUR report** meat and health

- **Lustrum Congres.** 53% of farmers support VAT increase on meat, dairy, and eggs for benefit of animal welfare.

**And much more:**  
[tappcoalition.eu](https://tappcoalition.eu)

# Food prices do not reflect all production costs

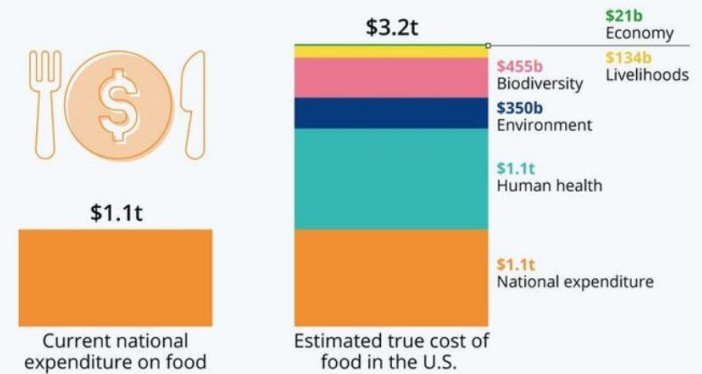
**LOWEST PRICE EVER!**



## Getting the prices right!

### The True Cost Of Food Is Three Times What Americans Pay For it

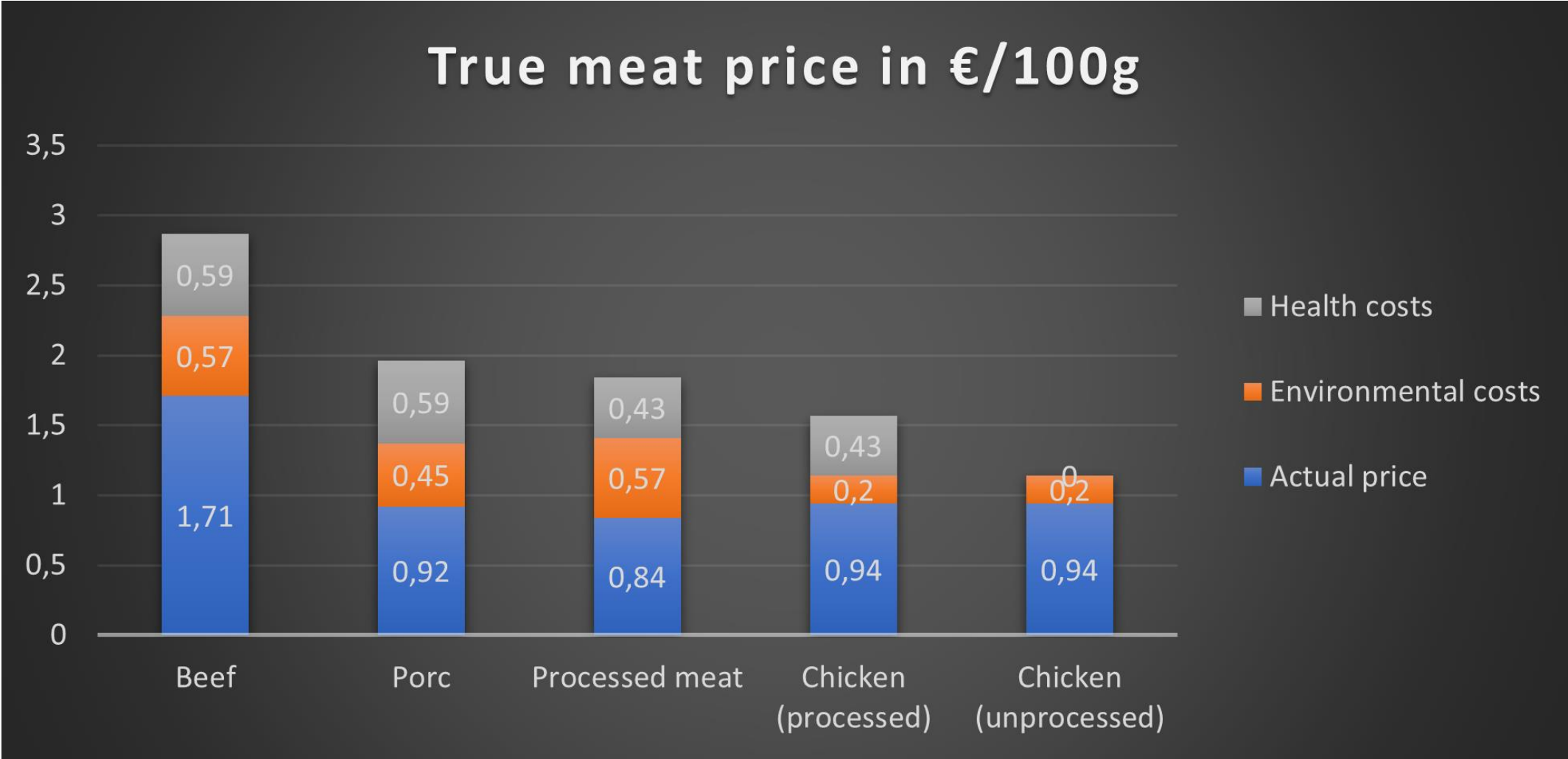
National annual U.S. food expenditure and its estimated true cost as of 2021\*



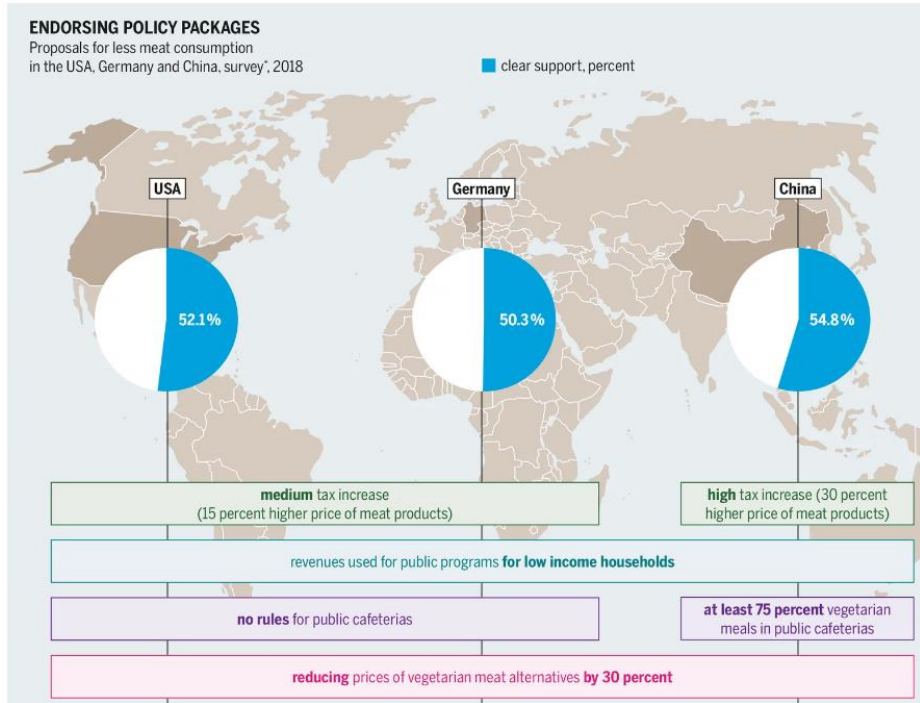
\* True cost includes hidden factors such as health, environmental and economic impact of the U.S. food system.

Source: The Rockefeller Foundation

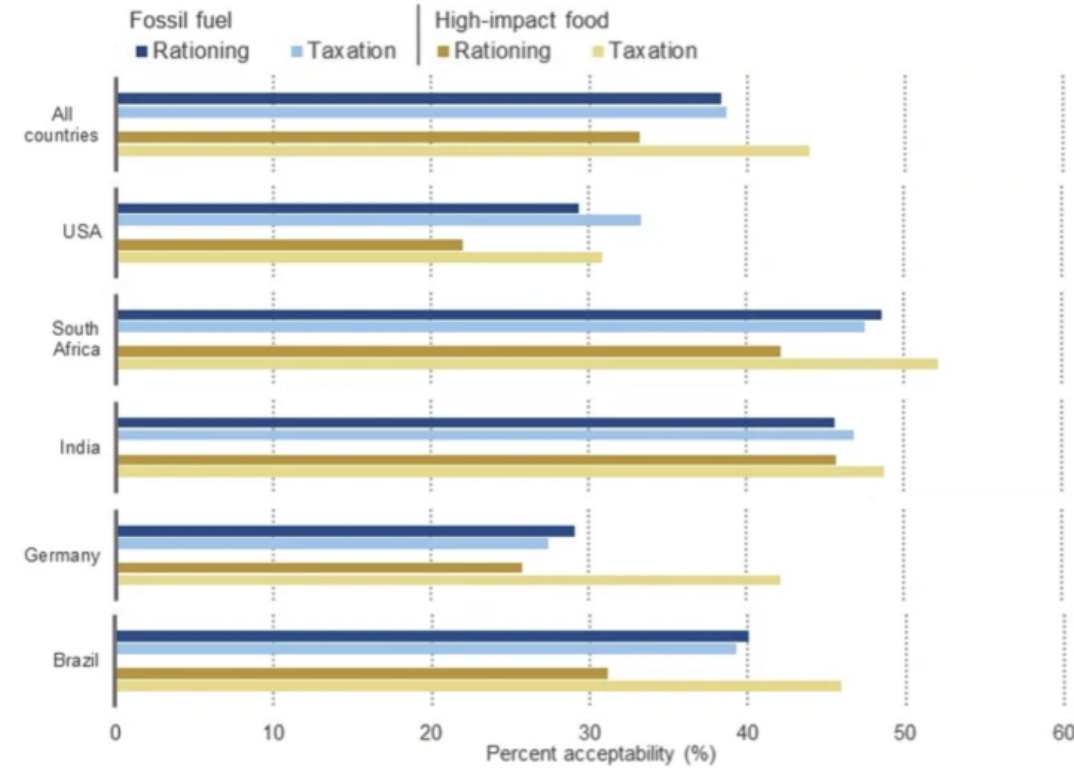
# Consumer tax/levy compared to retail price



# Support for meat taxation



**Fig. 1: Acceptability of rationing and taxation of fossil fuels and high climate-impact foods across countries.**



Percentage of respondents 'strongly in favour' or 'somewhat in favour' of the policy proposals.

## Perception on a 0% VAT rate for healthy food products, and a higher VAT for food products with negative impacts on health or environment

VAT based on healthy index

In a particular country



In the whole EU



Netherlands  
N=1039

Agree  
(top 2 box)

57%

France  
N=999

Agree  
(top 2 box)

65%

Germany  
N=1000

Agree  
(top 2 box)

58%

55%

61%

56%

References:

[www.tappcoalition.eu/news](http://www.tappcoalition.eu/news)

4th October 2024

# Global meat consumption (per capita/year)

- Developing countries: 26.6 kg per capita/year
- OECD: 71,4 kg per capita/year
- China: 61,98 kg per capita/year
  
- **Planetary Health Diet: 16 kg per capita/year**
  
- Herd size: Increase 37-46% from 2012 until 2050
- Food system Incompatible with Paris Climate Agreement
  - Goal of net zero emissions by 2050



**1/3 of global GHG-emissions are from food systems!**

## Animal-based food production contributes to the most emissions

Annual global emissions from the top 10 contributing animal- and plant-based foods



Guardian graphic. Source: Xu, et al., 2021, "Global greenhouse gas emissions from animal-based foods are twice those of plant-based foods"



# Greenhouse Gas Emissions (in Kgs CO<sub>2</sub>eq per Kg of food)

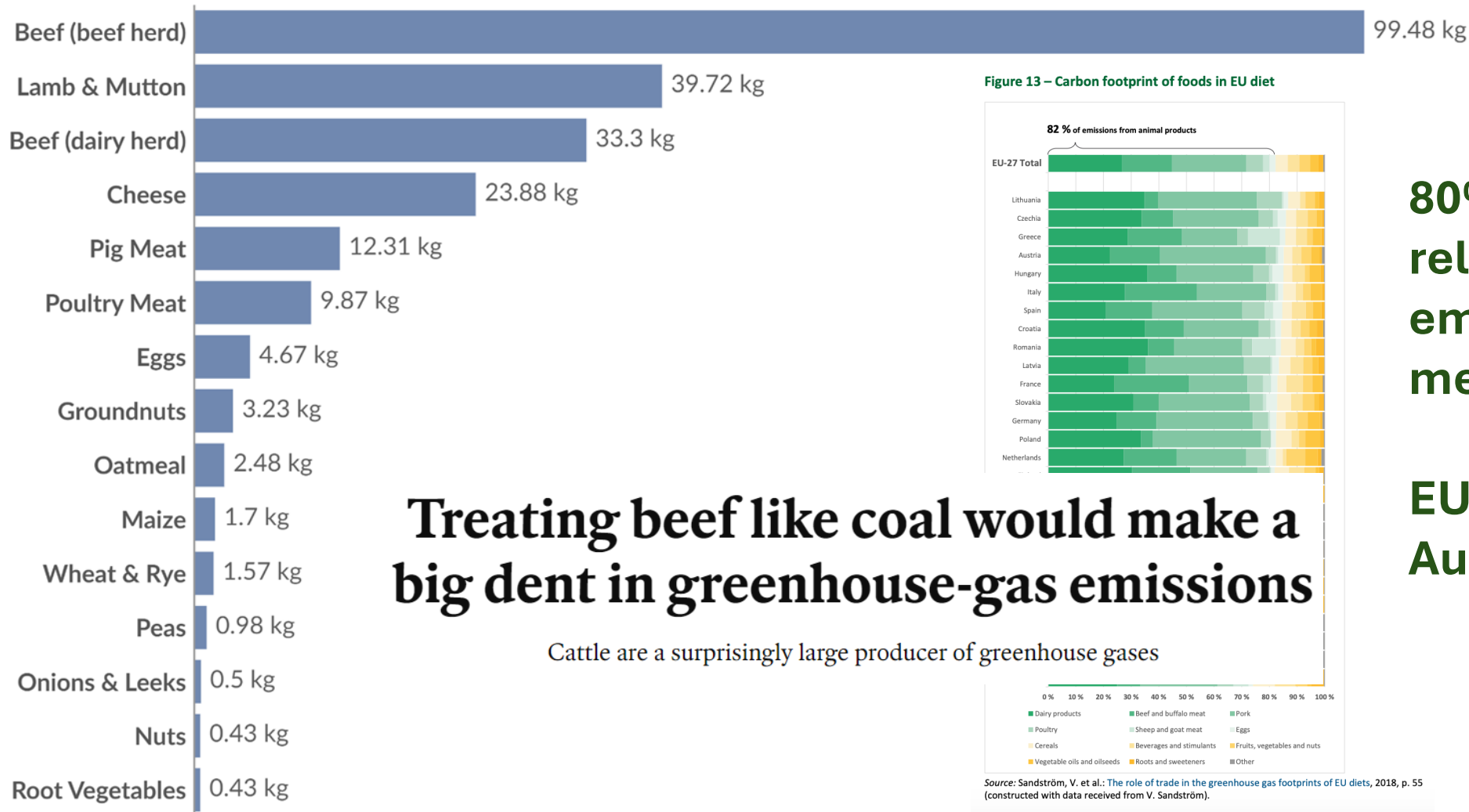
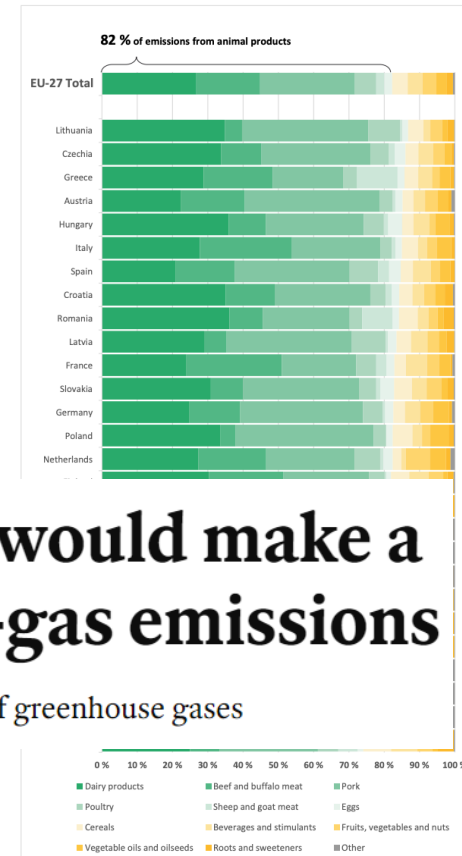


Figure 13 – Carbon footprint of foods in EU diet



**Treating beef like coal would make a big dent in greenhouse-gas emissions**

Cattle are a surprisingly large producer of greenhouse gases

**80% EU food related GHG-emissions from meat & dairy**

**EU Court of Auditors**

Source: Sandström, V. et al.: The role of trade in the greenhouse gas footprints of EU diets, 2018, p. 55 (constructed with data received from V. Sandström).



# What may happen...

- COP16 Biodiversity Summit 2 weeks ago: The Cali Fund
- **A groundbreaking new plan to get Big Pharma to pay for wildlife conservation (0,1 percent of revenues)**
- COP29 Climate Summit next week : The Baku Fund
- **A groundbreaking new plan to get Big Meat to pay for Loss and Damage Fund & global climate finance (NCQG)**
- The global meat sector had a revenue of over 1300 billion USD
- So, 0,1% of revenue generates 1,3 billion USD/year

# Potential revenue of Emission Pricing Meat in OECD & China: 186 bn USD

| <i>Agri-Food GHG-Emission Pricing<br/>(0,10USD per 100 grams meat)</i> | <b>Per Capita Meat Consumption<br/>(annual in kilograms)</b> | <b>Inhabitants per Country<br/>(2023)</b> | <b>Total Revenue</b>       |
|--|--|---|----------------------------|
| <b>OECD</b>  | 71,4 kilograms   | 1,385 billion                             | 98,889 billion USD         |
| <b>China</b>   | 62,0 kilograms   | 1,409 billion                             | 87,358 billion USD         |
| <b>Combined</b>  | 66,7 kilograms   | 2,794 billion                             | <b>186,247 billion USD</b> |



# FAO SOFA report 2024 on Hidden Food Costs Fiscal actions GHG emission pricing

11 November  
COP29  
Conference



Food and Agriculture  
Organization of the  
United Nations

**T A P P C**

TRUE ANIMAL PROTEIN PRICE COALITION

*Eerlijke prijzen voor vlees en zuivel*



# Groundbreaking FAO: start meat taxes



“Require a mix of levers, such as **taxes**, subsidies and social safety nets”

*Aligning VAT rates with health and environmental objectives could decrease food-related GHG emissions, reduce the dietary risks associated with NCDs and increase tax revenues, while leaving the cost of a healthy food basket mostly unchanged*

*Cutting VAT rates on fruits and vegetables, whereas most environmental and revenue benefits are driven by **increased VAT rates on meat and dairy***

# FAO SOFA 2024 hidden costs of food

11.6 trillion 2020 PPP dollars for 156 countries (10% of global GDP)

Health hidden costs of 8.1 trillion 2020 PPP dollars (70% of global hidden costs)

Environmental hidden costs: 3,5 trillion 2020 PPP dollars (30% of global hidden costs, e.g. climate)

Unhealthy dietary patterns: related to non-communicable diseases (e.g cancer, diabetes, stroke)

# FAO SOFA 2024: Meat

“Overconsumption of processed and red meat is **particularly relevant** in industrial agrifood systems. Addressing these dietary risks would tackle not only health hidden costs, but also a significant portion of environmental costs”

“Diets high in processed and red meat (...) feature among the **top three dietary risks**”



# FAO – America & OECD first !

“In industrial agrifood systems – where (...) unhealthy dietary patterns create the highest hidden costs – interventions to address unhealthy dietary patterns can be prioritized, thus also addressing a substantial share of environmental hidden costs”



# FAO: true pricing, combined policies

- “True pricing initiatives to reflect the true cost of food in market prices act like a tax in principle...”
- “Overall, a **combination of taxes and subsidies with other levers** that aim to change diets directly, either through improved information to instigate behavioural change or through regulations to improve the nutrient profile of food during the production stage, is essential”
- Taxing meat, “combined with improved information, labelling measures, regulations and educational programmes on nutrition, health and sustainability is essential to change diets”

# TAPP true price catering project in SOFA

“In partnership with Dutch universities, caterer Vermaat applied **true prices to meat**, increasing prices by an average of **40 percent**, while vegetables, fruits and vegetarian meals became 9 percent cheaper. This resulted in greater customer satisfaction and **people buying 20 percent less meat and 7 times more vegetarian options, vegetables and fruits**”



# SOFA: True Cost Retail Pilot Penny

## Cheap meat's hidden costs

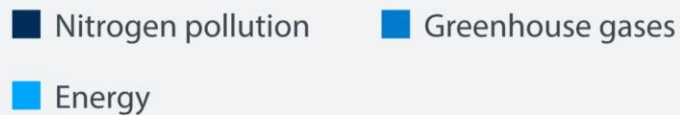
How much more expensive would meat be in Germany if environmental costs were included? (in percent)



Conventionally-produced meat



Organically-produced meat



Source: University of Augsburg, 2016

© DW

- German supermarket
- 1 Week 'true prices' on meat/ dairy
- Impact: 50% less sold



# COP 28 Food Declaration

How did 160 countries perform on GHG-emission pricing advised by IPCC, World Bank, FAO and science?

11 November  
COP29 Conference



*Eerlijke prijzen voor vlees en zuivel*



COP28 UAE DECLARATION ON  
SUSTAINABLE AGRICULTURE,  
RESILIENT FOOD SYSTEMS AND  
CLIMATE ACTION



# COP 28 Food Declaration

160 countries pledged:

“Shifting from higher greenhouse gas-emitting practices to more sustainable production and consumption approaches“

“Signatories will review their collective progress next year at COP29 with a view to considering next steps in 2025 and beyond”

# NDCs

59 NDCs on livestock

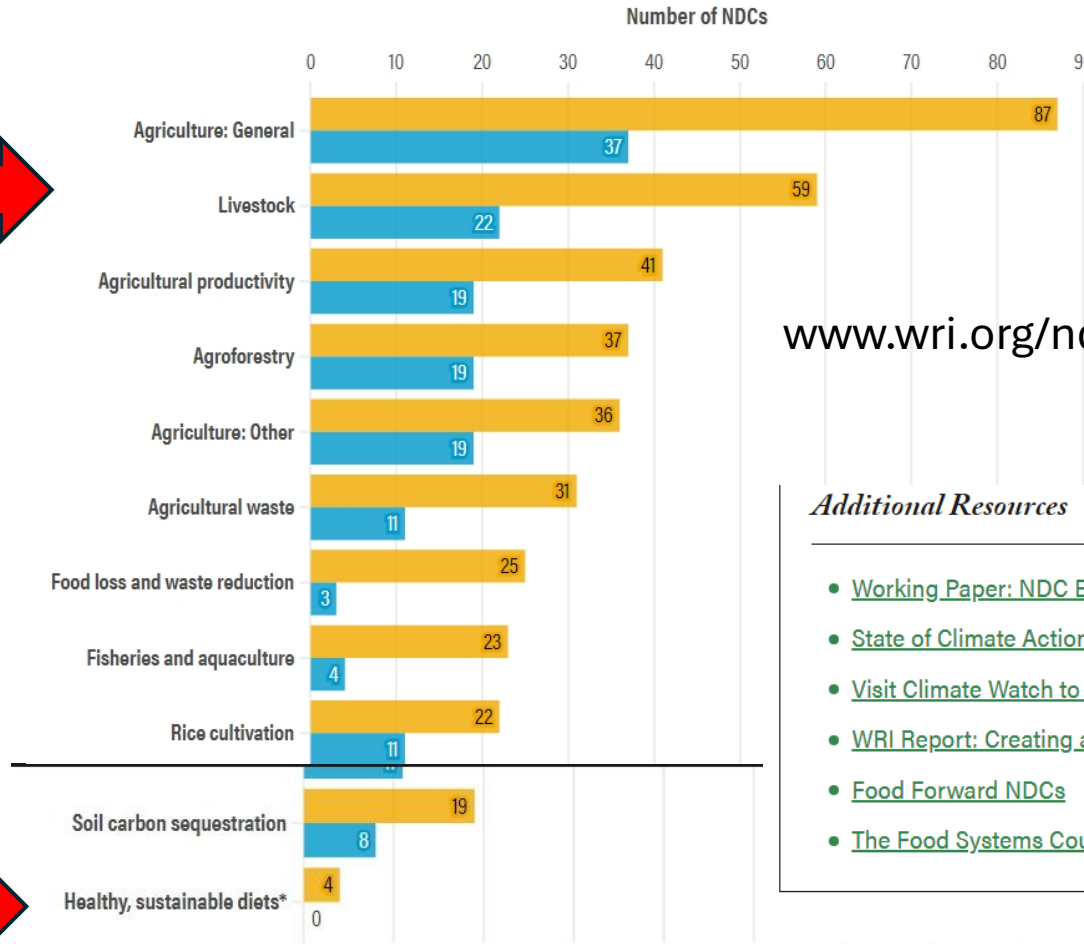
(was 18 in 2019)

Only 4 NDC's on healthy diets

(was 0% in 2019)

## Agricultural Measures in NDCs Submitted by January 2024

■ Policies or Measures ■ Targets



# Submitted by Jan. '24

[www.wri.org/ndcs/resources/agriculture-sector](http://www.wri.org/ndcs/resources/agriculture-sector)

### Additional Resources

- [Working Paper: NDC Enhancement: Opportunities in Agriculture](#)
- [State of Climate Action 2023](#)
- [Visit Climate Watch to Explore and Track NDCs](#)
- [WRI Report: Creating a Sustainable Food Future](#)
- [Food Forward NDCs](#)
- [The Food Systems Countdown Initiative](#)

\*Dietary shifts needed to foster healthy and sustainable diets vary across geographies, nutrition status, and income levels. Reducing ruminant meat consumption is an important mitigation measure in high-income and high-consuming countries, whereas diet diversification and traditional foods can improve nutrition, food security, and climate resilience in low- and middle-income countries. The healthy, sustainable diet measures tracked in the NDC analysis above include both types of dietary shifts even though the latter is primarily an adaptation rather than mitigation measure.

Source: Climate Watch NDC Content (2021). Washington, DC: World Resources Institute. Accessed on May 31, 2024.



# Food Systems in Nationally Determined Contributions (NDCs) in OECD & China

- Most countries have studies by government commissions or panels showing the need to introduce a “meat tax” and transition to a plant-based diet, but there have been no real policy (except in Denmark)
- Priority for **most countries**: food security, livestock management and carbon capture
- Promoting plant-based foods and taxing meat and dairy (emission pricing) don't seem to be a priority, some exceptions.
- China has surprisingly included meat alternatives in its agricultural plan

# Laggards



**US** - Nothing mentioned in NDC. With Trump as president, legislation unlikely. Studies on benefits of having a meat tax/transitioning sustainably (e.g. 'Made in USA Meat tax')



**Australia** - no mention of food system, diet change or animal/livestock agriculture in NDC. "Safeguard Mechanism" (cap on emissions) does not include agriculture. [Policy](#) on agriculture doesn't include dietary changes



**Canada** - no mention of food system, diet change or animal/livestock agriculture in NDC. Agriculture mentioned in context of land use and food security. [Recent audit](#) says that Canada hasn't done enough to address climate change impact from agriculture: [report](#) from late last year. But it doesn't address meat production or food systems transition



**UK** - No mention of food systems in mentioned in NDC. [Government report](#) said transition away from meat was long overdue. Government backed the [Let's Eat Balanced](#) campaign



# Runners up



**China** - Nothing in NDC. But China's [Five-Year Agricultural Plan](#) includes cultivated meats and meat alternatives (plan is in Chinese)



**S. Korea** - No mention of food systems in NDC. But the government did unveil a [plan](#) to promote plant-based foods



**New Zealand** - Was planning adding agriculture to ETS by 2025, but [scrapped](#) the plan due to opposition; 2030?



**Norway** - Nothing in NDC. ['Climate Cure' 2030 Report](#) proposed meat tax, but nothing so far. [Climate Action Plan](#) also talks about transitioning to plant-based diet

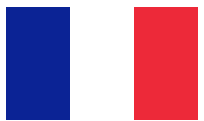
# Runners up



**Austria:** “Shift to a healthier and climate-friendly diet by a larger share of the population” [mentioned](#) as an additional measure to be taken to reduce emissions



**Finland:** [Study](#) on how small land use and diet changes can reduce emissions in Finland

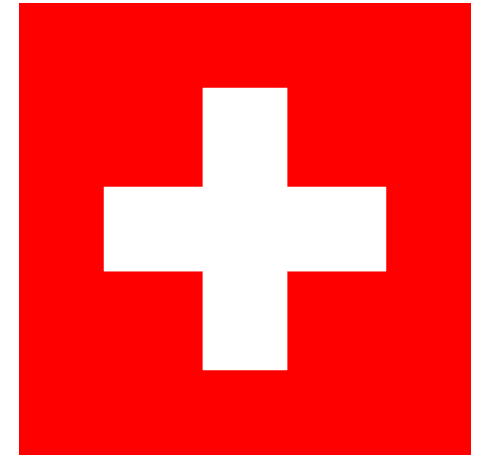


**France:** Loi EGalim (fair prices for farmers) and [Study](#) on environmental tax on meat



**Germany:** Government commission [proposed](#) a higher tax on meat to finance animal welfare improvements in livestock

# Switzerland



**Very high meat import taxes**

**Swiss Climate Strategy Meat (consumption reduction)**

**Switzerland 2030 Development strategy:**

**“The Confederation is committed to ensuring true cost pricing by internalizing external costs”**

[https://www.cde.unibe.ch/research/projects/true\\_cost\\_accounting\\_for\\_food\\_in\\_switzerland\\_true\\_cost/index\\_eng.html](https://www.cde.unibe.ch/research/projects/true_cost_accounting_for_food_in_switzerland_true_cost/index_eng.html)

# Denmark



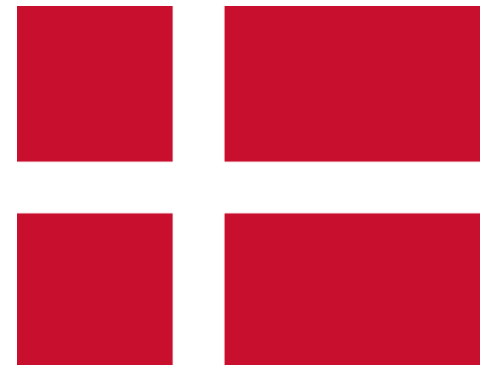
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## Denmark will be first to impose CO2 tax on farms, government says

By Isabelle Yr Carlsson

June 25, 2024 12:30 PM GMT+2 · Updated 5 months ago





# European Commission



- Impact studies on Emission Trading Scheme ETS for Agri food > 2030 (slaughterhouses & dairy factories?)
- Strategic Dialogue on the Future of Agriculture:
  - Diet shift away from meat and dairy
  - EU Public Procurement food: 'removal of only using the lowest price criterion
  - The hidden true costs of food and feed production should be better reflected in market prices

# Summary & Conclusions:



1. Both FAO and World Bank urge HIC & MIC countries to start policies on diet shifts away from meat; taxing meat/dairy
2. The world needs to “**transition away from animal protein overconsumption** according to national or global dietary guidelines by implementing GHG-Emission pricing mechanisms in agri-food systems.” (mainly rich countries)
3. We have to urge the EU Commission, OECD countries, and China to lead the way towards harmonized **GHG-emission pricing in agri-food systems**. Tax revenues be used for climate finance
3. **Action needed!** See our Press Conference tomorrow at 17h

# COP 29 Declaration GHG emission pricing in agri-food systems

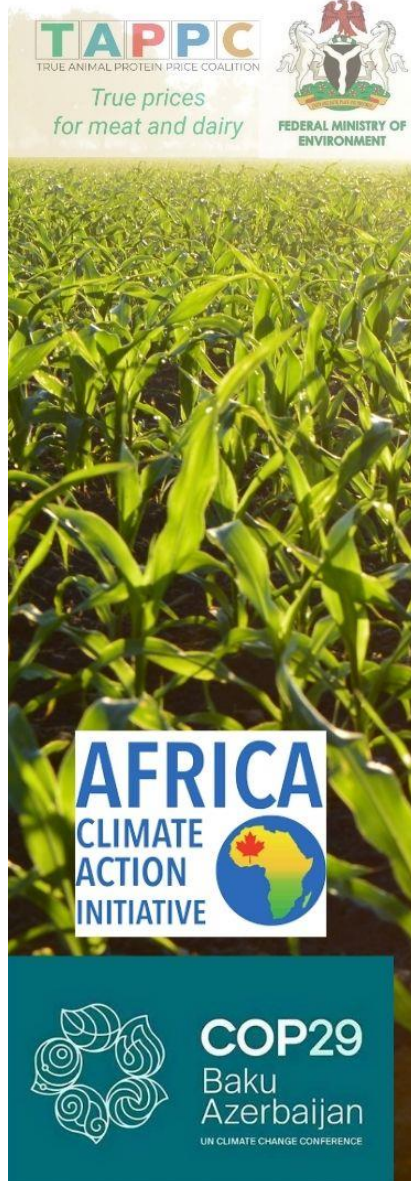
11 November  
COP29 Conference



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# Tomorrow 17h Press conf. COP29 Declaration



## PRESS CONFERENCE

### MAKING THE POLLUTER PAY

USING AGRICULTURAL EMISSION PRICING TO FINANCE THE LOSS & DAMAGE FUND

LIVE & ONLINE



Speaker

**Willem Brant**  
Public Affairs Consultant  
TAPP Coalition



Speaker

**Trinto Mugango**  
Climate Change Expert ACAI

Tuesday, 12 november 2024  
17.00-17.30 AZT (UTC+4)

The TAPP Coalition and Africa Climate Action Initiative will unveil their declaration, with Nigeria's Environment Ministry urging others to join. Willem Branten will discuss meat consumption's impact and reveal over 100 NGO signatories and three supporting countries. Trinto Mugangu from ACAI will call on the OECD and China to act on climate, stressing GHG-emission pricing to support the Loss and Damage Fund.

Press conference room  
Natavan Area D

Sign & Scan





# 21 Nov. 9.30h Press conf. EU Agri-Food ETS, Danish tax

EU Agri-Food ETS, Danish GHG-emission livestock tax or meat tax; models for OECD countries and China?

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**TAPP Coalition**  
*Press Conference*

**Speakers**

**Jeroom Remmers**  
Director TAPP Coalition

**21.11.2024**  
9:30-10.00 AZT UTC+4

**LIVE & ONLINE**

**COP29**  
Baku  
Azerbaijan

**TOPICS**  
Speakers will discuss EU proposals for ETS pricing across all sectors, including agriculture, and the new Danish livestock tax proposal.

**Press conference room Natavan Area D**

**Side event room 2, Area B:**

**Agri-Food Finance & Enabling Policies to Drive Climate Action**

**15 November 15-16.30 h AZT (UTC +4)**

**info: <https://tappcoalition.eu> news**



# Open letter to Meat Industries 6-11-2024

## « Open letter to Global Livestock and Meat Industries on Climate

Published on 06-11-2024

Today a week before the UN Climate Conference starts in Baku, an Open Letter was sent to Juan José Grigera Naón, Chairman of the International Meat Secretariat (IMS), their National Members and Meat sector stakeholders. The topic is the climate responsibilities of the sector, with proposals for pricing livestock emissions, as is urged by the World Bank, African Ministers and 100+ NGO's. African countries suffer most from the impacts of climate change, partly caused by increasing emissions of the global livestock sector. The letter, was sent by TAPP Coalition and ACAI (True Animal Protein Price Coalition and African Climate Action Initiative).

### OPEN LETTER TO LIVESTOCK AND MEAT SECTOR STAKEHOLDERS IN HIGH-INCOME COUNTRIES

To: **International Meat Secretariat Board**, its Members and Meat Sector Stakeholders

Subject: **Urgent Call to Address the Climate and Ecological Impacts of Meat production**

Date: 6th November 2024

Dear IMS Board and Members, and other meat sector stakeholders,

We are writing on behalf of the TAPP/ACAI Coalition, a global advocacy network



Check our news at:  
<https://tappcoalition.eu>



Sign the Petition!

**Coming  
soon!**



**COP29: Climate Justice Now**

**Transition Away from Meat  
Overconsumption**

**OECD + China tax pollution meat / dairy  
Tax revenue for Loss & Damage**



# Thanks for your attention

# Questions?

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