

21 Nov. Press conf. EU Agri-Food ETS, Danish CO₂ tax



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

TAPPC
TRUE ANIMAL PROTEIN PRICE COALITION
Eerlijke prijzen voor vlees en zuivel

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.

Ingeborg ter Laak
CDA- EPP Group, Politician

Speakers:

- Ingeborg ter Laak, Dutch member of the EU Parliament (EPP)
- Jeroom Remmers, Director TAPP Coalition

<https://tappcoalition.eu> news

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

1. Intro - EU Commission study Agri ETS Jeroom Remmers
2. New Danish GHG emission tax livestock
3. Comments on COP29 and EU policies Ingeborg ter Laak
4. Declaration for Loss & Damage finance Jeroom Remmers



COP29 Conference Baku
21 November 9.30-10 h AZT



*True prices
for meat and dairy*



COP29
Baku
Azerbaijan

True Animal Protein Price Coalition

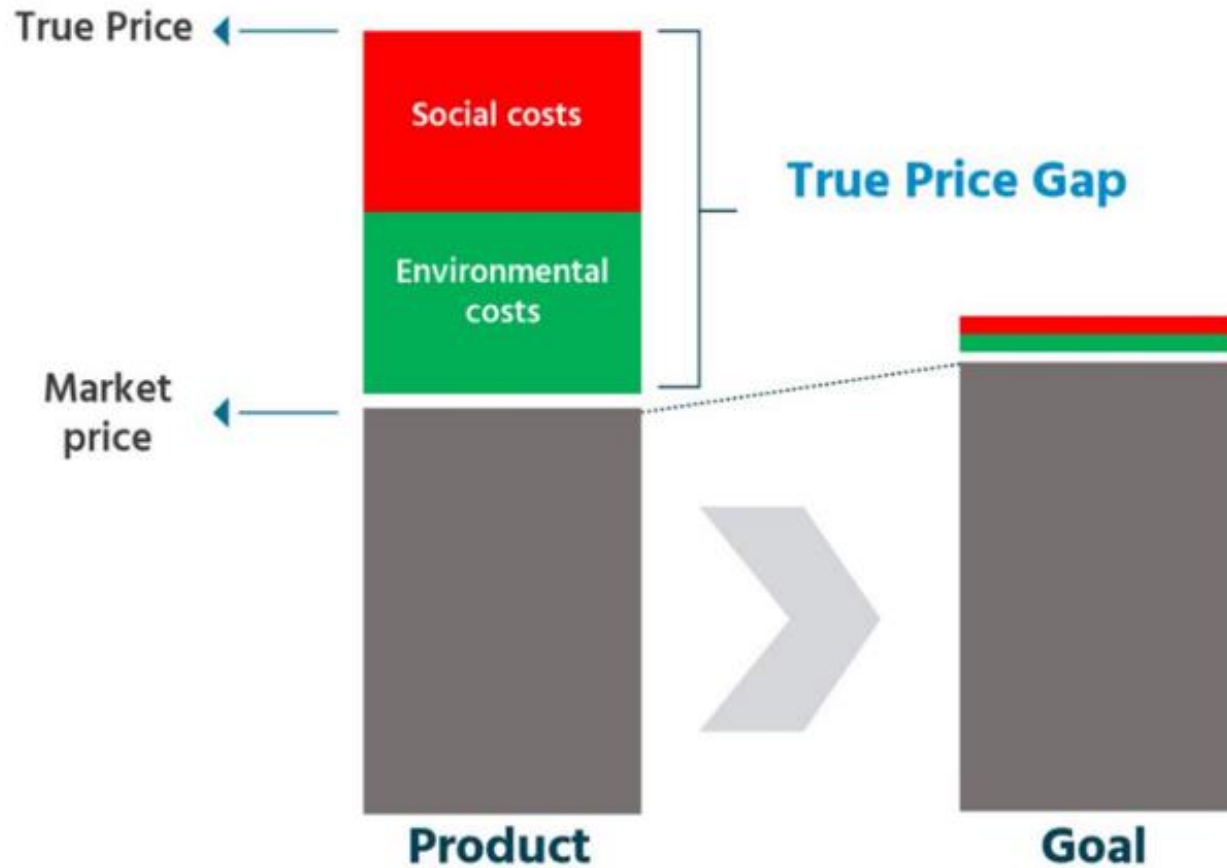
- 75+ partners in the TAPP Coalition with various backgrounds, eg farmers, youth
- Representing over 1,6 million EU citizens and 0,8 million Africans, 5000 companies
- Partners in USA, EU countries and Africa
- >5000 companies & ngos in > 100 countries supported our campaign in 2021
- Consumer surveys: ca. 55-70% support



JEROOM REMMERS
Director TAPP Coalition



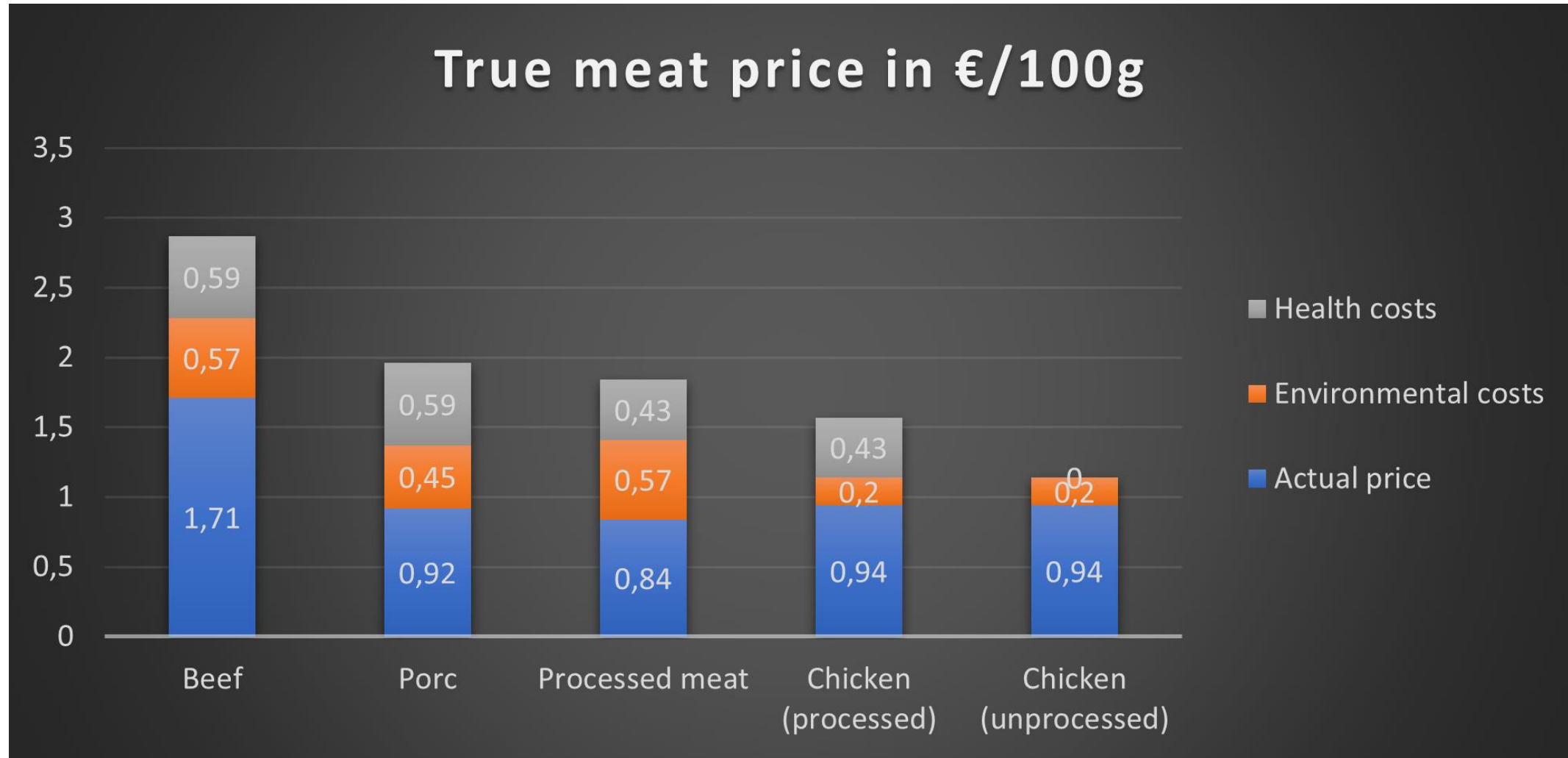
Food prices do not reflect all production costs



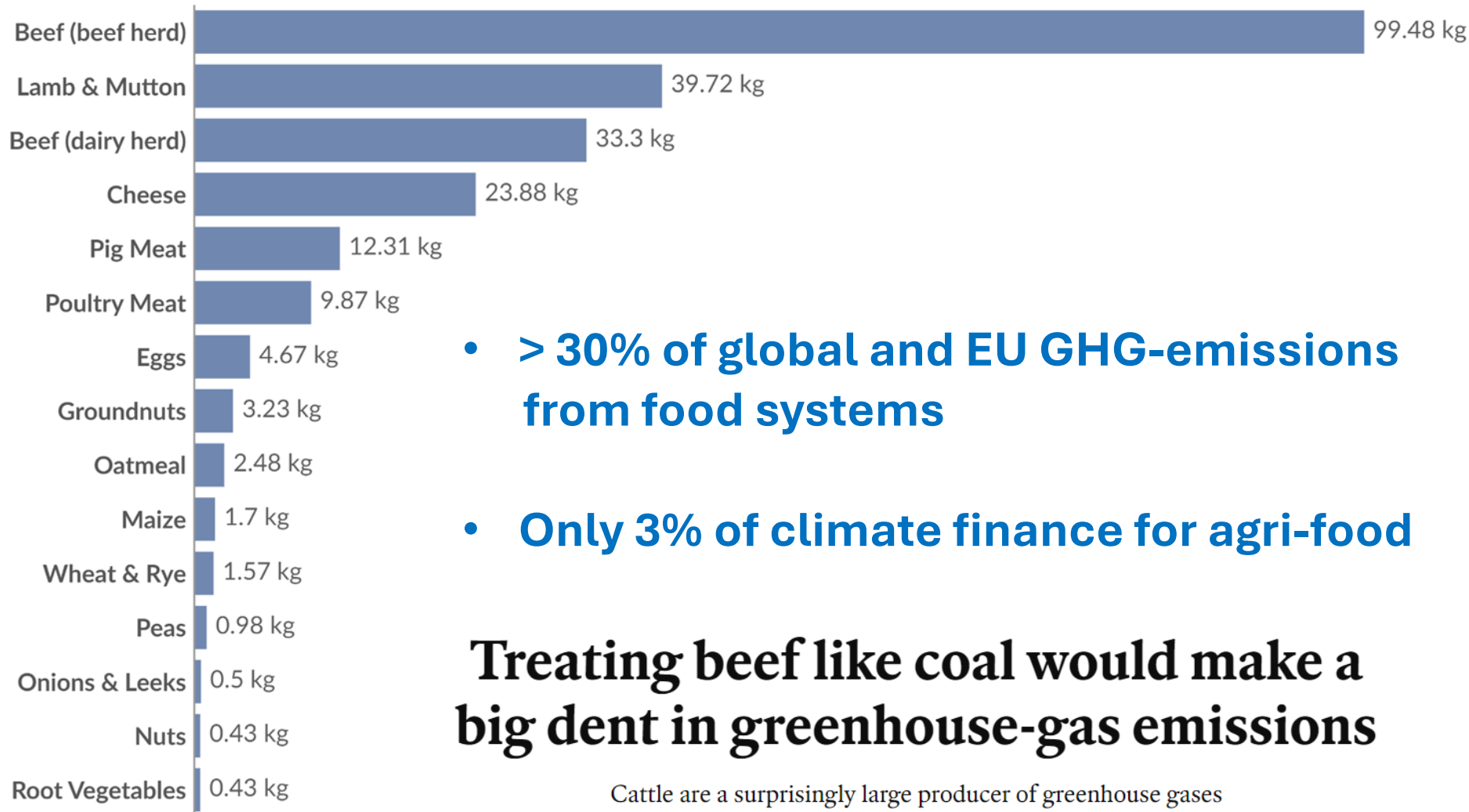
Getting the prices right!

**LOWEST PRICE
EVER!**

True price compared to retail price



Greenhouse Gas Emissions (in Kgs CO₂eq per Kg of food)



- **> 30% of global and EU GHG-emissions from food systems**

- **Only 3% of climate finance for agri-food**

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



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

8th November



Food and Agriculture
Organization of the
United Nations



TRUE ANIMAL PROTEIN PRICE COALITION

Eerlijke prijzen voor vlees en zuivel

Groundbreaking FAO: start meat taxes



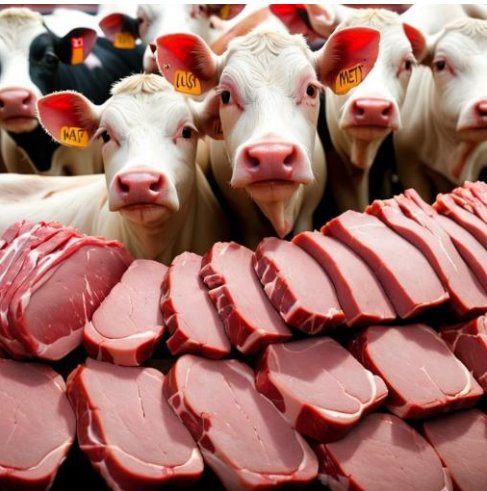
“Require a mix of levers, such as **taxes**, subsidies and social safety nets”

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***

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

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



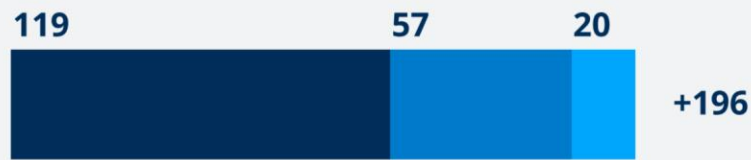
FAO – America & OECD first !

“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”

SOFA: True Cost Retail Pilot Penny

Cheap meat's hidden costs

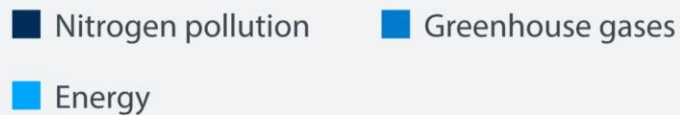
How much more expensive would meat be in Germany if environmental costs were included? (in percent)



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



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
 - Lowest VAT rate for sustainable foods

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



T A P P C

TRUE ANIMAL PROTEIN PRICE COALITION

Eerlijke prijzen voor vlees en zuivel

 COP28
UAE

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

Denmark



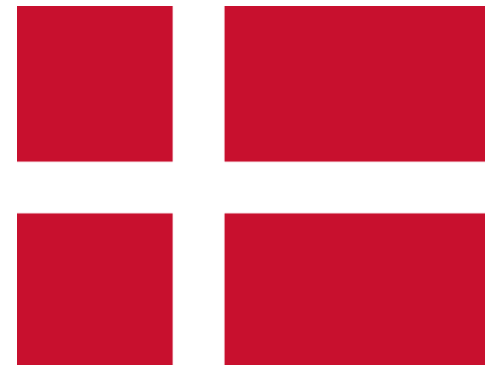
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Denmark will be first to impose CO2 tax on farms, government says

By Isabelle Yr Carlsson

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



COP 29 Declaration GHG emission pricing in agri-food systems OECD & China for Loss & Damage Fund

21 November
COP29 Conference

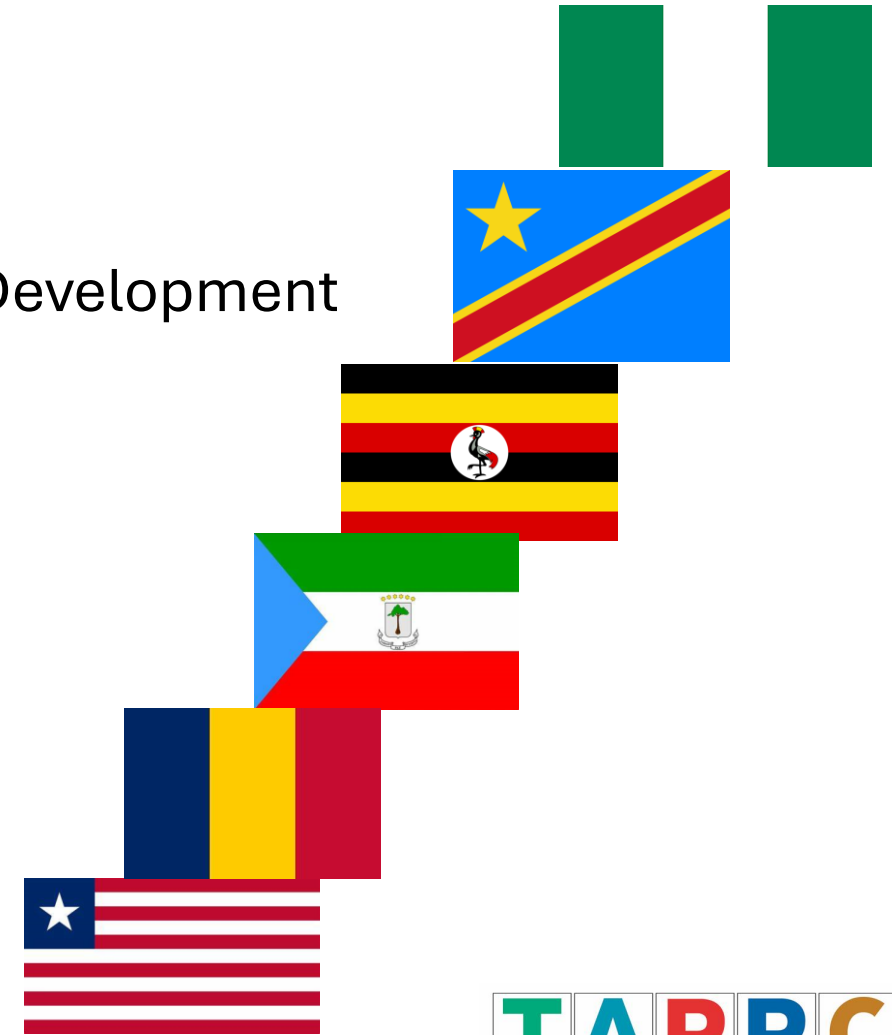


TRUE ANIMAL PROTEIN PRICE COALITION

Eerlijke prijzen voor vlees en zuivel

Our COP29 Declaration Endorsed by:

- Balarabe Abbas Lawal
 - Honourable Minister of Environment **Nigeria**
- Benjamin Toirambe Bamoninga
 - Secretary General for the Environment and Development **Democratic Republic of Congo**
- Sam Cheptoris
 - Minister of Water and Environment **Uganda**
- Jose Nissue Ndong Nzang,
 - Ministry of Environment **Equatorial Guinee**
- Porgo Hounly
 - Director General of the Environment **Tchad**
- Emmanuel Urey Yarkpawolo
 - Executive Director of the
 - Environment Protection Agency, **Liberia**



Our COP29 Declaration Endorsed by:

SPREP 21 Member countries and territories:

American Samoa, Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Northern Marianas, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu and Wallis & Futuna



Summary & Conclusions:



1. FAO, 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** - national or global dietary guidelines by implementing GHG-Emission pricing in agri-food”
3. EU Commission, OECD countries and China to lead the way towards harmonized **GHG-emission pricing in agri-food systems**. Tax revenues for climate finance