

# Towards A Fair Price For Food

Becoming a partner of *True Animal Protein Price Coalition*



**True Animal Protein Price Coalition**



## Why

We, the TAPP Coalition, are determined that the current consumption of animal proteins (e.g. meat, dairy) is unsustainable in the long term. As a result, we advocate to eat less animal and more plant-based proteins. Currently, the global demand for livestock products is increasing rapidly due to various factors. At the same time however, livestock systems are producing a significant impact on the environment due to deforestation and the pollution of our air, soil and water systems, ultimately intensifying the acceleration of climate change. If relevant policies remain unchanged, we will no longer be able to feed the world's population by 2050 and the Paris Climate Agreement goals cannot be realised.

Furthermore, the consequences for public health and animal welfare will be grave. Overconsumption of meat increases risks for cardiovascular diseases, diabetes type 2, cancer and obesity. Less meat consumption leads to lower health care costs and less patients.

Under the current global health crisis of the COVID-19 pandemic, it has become increasingly clear that there is a strong relationship between our current industrial farming practices and the emergence of novel diseases. To reduce the threat of another zoonotic outbreak, we must accelerate the movement towards plant-based meat, milk, and egg products.

As frontrunners, we see a "True Price" system for animal products as the best way to change consumption patterns. In such a system, costs for the environment and our collective well-being are internalised in the price of the product. Subsequently, the 'real' price is paid. In return, it will become a powerful means for stimulating innovation and sustainable production. We propose plant based proteins will receive (fiscal) subsidies and animal proteins face fiscal incentives.



## EU urged to adopt meat tax to tackle climate emergency \*

Levy would help offset impact of farming by raising price of steak in UK by 25%, says report



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

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

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

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

## What

Our goal is to introduce a real price for animal products (The True Price). It is an integral cost system that will take into account the negative consequences of the livestock sector and its third parties on the environment, public health and animal welfare. We are committed to effective government policies in the EU and other countries, aiming at introducing The True Price. Research shows that this price add-on reinforces a decrease in the consumption of products that are burdensome to the environment and our health. We are confident that the financial instruments will enable the food industry to produce more sustainably. That is why we propose to redistribute and reinvest the collected revenues of the True Price system into various forms of sustainable innovation in both, the livestock farming and plant-based protein sectors. This will enable these sectors to grow and become the leaders of the food sector globally.

## How

### Raising awareness and public support

By cooperating with independent institutes and publishing research results, as well as impact analyses, we have been creating support for change. We actively promote this knowledge in policy advocacy towards the European Commission and within (inter-)national politics. As a result, we presented our policy proposals for the 'true price of meat' at the EU level in the European Parliament on the 5th of February, 2020. This helped us gain global media coverage and led to various new meat price policy proposals within the EU Green Deal (Farm to Fork Strategy). Moreover, another important element of our collaborative work has proven to be the realization of awareness campaigns, none of which could be created without the help of our experienced partners.

### Partners TAPP Coalition



\* Students for Tomorrow



\* Dairy Farmer Network



## Cooperation

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

## Partners

With our deep desire to co-create a positive and transformative change that will benefit both people and the planet, we are reaching out to like-minded institutes and organisations that align with our progressive ideals, from all over the value chain: retail, FMCG, governments, knowledge institutes, advocacy groups and foundations in the fields of agriculture, environment, health and nutrition, animal welfare and youth. In order to carry out our plans, to influence politics and to inform the consumers, based on independent research, we need additional resources, both financially and in kind.

## Our proposition

We propose your organisation to become part of our diverse coalition while strategically and practically shaping this unique initiative at the national and multinational level. Aside from obtaining a voice, your role as a leader in sustainability in your sector would be strengthened considerably. We offer you data, intelligence, and campaigning support driven toward sustainability content and action. We are open to your opinions and perspectives on how we can implement the 'True Price'.. How would you like the millions of euros annually to be used to make agriculture and food production more sustainable? What is your vision of the future, and how do you secure your interest, that of your customers and other stakeholders?

## We offer:

- Opportunities to influence legislative processes, the TAPP Coalition's strategy and future agenda
- Market growth opportunities for plant-based protein products
- Access to and participation in decision-making processes
- TAPP Coalition newsletter (4 x per year)
- Invitations to our online and offline events
- Research results and insights (before publication)
- Opportunities for common campaigns and communication (online and offline)
- Access to an interesting and dynamic expert network

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

51%



Reduction of meat consumption

308

Million kg

4,2\*

million ton less  
greenhouse gases

\* of which 2,7 in The Netherlands and 1,6 abroad



CO2 Reduction

Converted  
608.276

car rounds around  
the earth.



CO2 Reduction

3930

km2



Reduction of land use

More space for biomass or food production

22%

Dutch  
agricultural area

107,4

Million



3,9

Million



81.363



Saving of animal lives

1,351

billion euro



Tax revenue per year

\* in 2020: € 3/0 per kg beef, € 4,50 per kg pork, € 2/0+ per kg chicken

>2\*

euro / kg  
excise duty



Millions

Reduced risk of cardiovascular disease,  
colon cancer, less obesity  
lower health care costs  
and health care premiums

Millions of people with a healthier diet

285

million euros



Nature, environment and animal-friendly animal husbandry

4,1

million ton  
CO2 reduction

600

million euros



Health care allowance

10

euros per  
month for

5

million people

According to Oxford University (2018), a health tax on processed (and red) meat results in a 25% lower consumption of processed meat, up to 1680 fewer deaths in the year 2020, and 376 million euros in health care costs reduced, related to meat consumption. The annual tax revenue: 1.09 billion euros.

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

# The natural way to make our meat future proof

Broad consultation led to grown **PUBLIC SUPPORT** for fair pricing of meat in EU countries like the Netherlands and Germany. Surveys show 52-63% of the Dutch support a **FAIRER** -thus higher- meat price.

EU countries and their citizens control the expenditures of the Fund (32 billion euro per year in the entire EU from 2030). **TRANSPARENCY** is needed to keep public support.

Farmers receive 33 to 50% from the Fund per year enabling **CHANGE OF MEAT PRODUCTION** and their income support.

**MEAT PRICE INCREASES GRADUALLY**  
0.17 (chicken), 0.47 (beef), 0.36 (pork) in 2030 per 100 gram. These extra revenues will be used for the **FUND FAIR FOOD PRICING**.

**VEGETABLES AND FRUIT** will become **CHEAPER**, enabled via the Fund.

Feasibility research by CE Delft proves this intent is **TRUSTWORTHY**.

EU countries will apply **FAIR PRICING OF MEAT** at the start of the meat production chain: at slaughterhouses or import (alternatively at retail level). These extra revenues will flow into the **FUND FAIR FOOD PRICING**.

**PURCHASING POWER** of lowest income groups **WILL BE COMPENSATED** via the Fund, e.g. subsidies for Healthy Food.

Fair meat prices will reduce greenhouse gas emissions in the EU with 3%: 120 Mton CO<sub>2</sub> equivalent.

## Governance

The objective of the working groups Advocacy & Lobby and Communication is to create understanding, share knowledge, cultivate change and streamline actions regarding the True Pricing principle. Members of these working groups are representatives of both public and private sectors in food, health, the environment, and animal welfare. Authorities and stakeholders to be influenced are EU and national policy makers, multinationals, farmers, consumer representations and the media.

Members who wish to contribute with a partnership fee (cash or in kind) are eligible to become members of the working groups and our International Advisory Board, who will advise the chair and TAPP Coalition director on priorities, topics, campaigns and official statements (on international affairs). The frequency and duration of our (online) conference meetings is 1-1.5 hour. International Advisory Board meetings are held every three months: every first Tuesday in Feb, June, Sept and Dec 15.30-17h CET.

## Contact

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

Jeroom Remmers   Director TAPP Coalition	0031 6 22 40 77 12	info@tappcoalitie.nl
Prof. Pier Vellinga   Chairman TAPP Coalition	0031 6 51 61 66 18	
Edwin Bark   board member TAPP Coalition	0031 6 15 59 99 05	

## Contribution

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



**True Animal Protein  
Price Coalition**



For more information:

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