

TAPPC

TRUE ANIMAL PROTEIN PRICE COALITION

True prices for meat and dairy

POLICY PLAN 2023-2025



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Introduction

This is the Policy Plan 2022-2025 of True Animal Protein Price Coalition (TAPP Coalition).

Our foundation is initiated by Jeroom Remmers, an expert who worked 30 years on sustainable food, climate policy and nature protection at Nature and Environment, Friends of the Earth Netherlands, Greenpeace, Sustainable Investor network VBDO, Green business association 'De Groene Zaak' and his consultancy Greencampaign. TAPP Coalition has a fiscal status (ANBI) since 2019.

The protein transition from animal proteins towards vegetable proteins and reducing emissions and livestock numbers in a fair way for farmers, are areas where major steps need to be taken and where TAPP Coalition can make a valuable contribution. Not only by supporting innovative initiatives and experiments, but also by raising awareness among consumers and politicians and by encouraging legislation and regulations that can support this transition. There is a direct link between our own (human) health, our consumption and that of our ecosystem. Healthy food is also linked to this. TAPP Coalition supports fiscal and financial support for healthy, low carbon footprint foods (e.g. vegetables, fruit, plant-based proteins) and higher prices and fiscal incentives for animal proteins, including all external environmental and health costs.



We want to make people aware of the true price of consumption of meat, dairy and other animal proteins like eggs and fish, including external environmental costs. We encourage and advocate effective policy proposals to make consumers pay for the true price of (animal) food products. In this way we can have positive impact on the environment, humans, nature and animals, as a result of reduced consumption levels for meat and dairy and using tax revenues to compensate farmers and consumers.

1. Who are we?

- 1) We are a coalition with partners like farmers, youth and organisations active in the area's of environment, climate, biodiversity, health, animal welfare, fair prices, food. We represent 0,6 million people and 60 partners.
- 2) We commission research on the true price of animal protein products.
- 3) We develop solutions to internalise external costs in food products; we develop effective policy proposals like fiscal incentives.
- 4) We create public and political support for governments to implement policies.
- 5) We communicate towards stakeholders and consumers.

About TAPP

TAPP is a coalition of 60 environmental, climate, biodiversity, health, animal welfare, farm worker, and food justice organizations.

Our work includes:

- Commissioning research on the true price of animal protein products.
- Developing policy proposals to eliminate the externalization of costs associated with the consumption of animal-based products
- Pressuring governments to implement corrective policies.
- Educating stakeholders and consumers.

Our partners:



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.

EU Transparency Register: TR ID number: 549456347358-04

VISION

A healthy, compassionate, and sustainable food system.

MISSION

To persuade governments and private institutions to assess a surcharge on meat, dairy, eggs, and fish to cover the costs of increased health problems, climate change, air and water pollution, and animal suffering, thereby reducing consumption of animal-based products.

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 Our successes

**(selection; all newsitems:
<https://tappcoalition.eu/nieuws>):**

- 19th October 2021, the EU Parliament voted for an amendment for the EU Green Deal (Farm to Fork Strategy) on food prices, supported by TAPP Coalition, asking for 0% VAT taxes on healthy food products and the highest VAT tax rate for food products with negative impacts on health or environment (e.g. meat, sugar), see: <https://tappcoalition.eu/nieuws/16969/eu-parliament-majority-asks-for-true-pricing-food-products-and-highest-vat-tariff-for-products-like-meat>
- Before the COP26 Climate Conference in November 2021, TAPP Coalition sent an Open Letter to 50 Presidents and their ministers, asking for carbon pricing of meat and dairy. This letter was signed by 95 organisations, representing over 5000 companies and NGO's in over 100 countries, see: <https://futurefoodprice.org>
- 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 wide tax on meat that we presented 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 (a liberal right wing party, the biggest political group in the Netherlands).
In a few weeks, our petition 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 (Dutch website).

- 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% support 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 2020 and called on political parties to take our proposal serious: a tax on meat and the distribution of the spending of income. 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, with good results).
- 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 sent on April 22, 2020 to the House of Representatives. The fact that the TAPP Coalition- 'fair meat price 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 elections in the Netherlands were held. Five political parties included TAPP Coalition proposals partly or fully in their election program; we have camera images of members of Parliament from seven parties expressing their support; another number eighth political 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 supported an environmental tax on meat in an opinion article in the second largest Dutch newspaper Algemeen Dagblad.

- Together with tax experts and government party D66, a draft law for a meat tax has been drawn up for our plan. This was sent to all political parties in September 2021.
- 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 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.
- 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.

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>

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 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 product like meat

October

Futurefoodpricing.org letter to 50 Presidents carbon tax meat/diary, support from 100 countries

November

TAPP Coalition events/press conference during COP26 Climate conference Glasgow

December

EU Finance Ministers allow 0% VAT on vegetables & fruit in stead of 5%



2. Impact

Based on scientific publications, we can indicate the positive impacts in Europe (EU-28) of a 'true price on meat' conform the CE Delft report 'Sustainability charge on meat':

- 50% reduction of meat consumption only in a few years after a meat tax started
- 120 Mton CO₂ eq. reduction per year; this equals 3% of all EU greenhouse gas emissions (more than GHG-emissions from aviation, more than all GHG emissions from 4 EU countries: Ireland, Denmark, Slovakia and Estonia).
- At Dutch level, meat consumption would also reduce by 50% (2,7 Mton CO₂ eq reduction per year).
- Tax revenues at EU level will be 35 billion euro per year; they can be used to pay farmers to reduce pollution and to improve animal welfare and biodiversity. Another part of revenues of a meat tax can be used to reduce taxes on healthy food and compensate low income groups and help finance the Global Green Climate Fund and reforestation funds.
- Every year nearly 360 million pigs, sheep, goats and cattle as well as several billion poultry are killed in EU slaughterhouses (source: EU Commission website). Imagine what would happen if EU meat consumption would fall with 50%! Also 50% less farm animals would be slaughtered every year. The remaining farm animals can have a better animal welfare if meat tax revenues are used to pay farmers to improve animal welfare and earn more money with less animals (like organic farms do already).
- EU citizens would live more healthy, with reduced risks of stroke, other cardiovascular diseases, coronial cancer, diabetes II and obesity. At EU Level, health care costs will be reduced by at least 9 billion euro if meat taxes would be implemented (see report Oxford University 'Health taxes on meat').

English reports;

<https://cedelft.eu/publications/a-sustainability-charge-on-meat/>

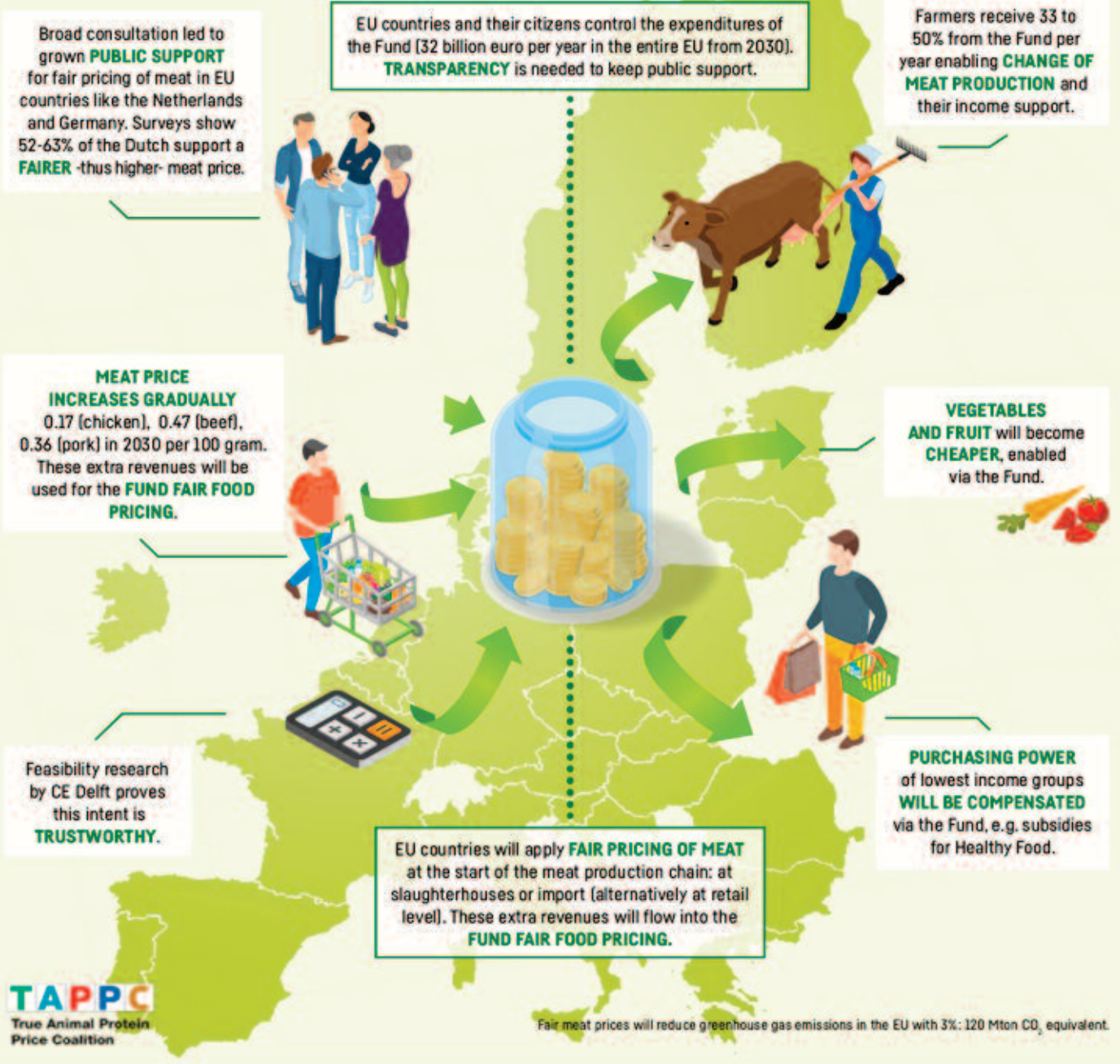
<https://drive.google.com/file/d/1TuFb2z75vacNpLR97Nx-Gb15PnxEvQKH/view>

Dutch reports:

<https://ce.nl/publicaties/duurzaamheidsbijdrage-vlees/>

<https://www.tappcoalitie.nl/images/Voorstel-Tapp-Coalitie-eerlijke-beprijzing-4-nov-2019-1588512992.pdf>

The natural way to make our meat future proof



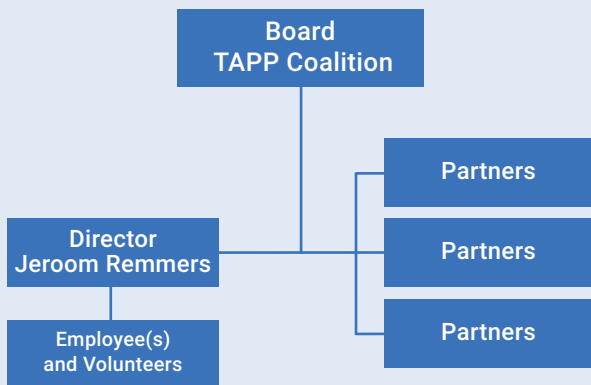
3. Organisation

3.1 Board

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

- Chairman: **Peter Haring** (statutory); replacing prof Pier Vellinga 17th March 2022
- Secretary: **Edwin Bark** (statutory)
- Treasurer: **Linda Herms** (statutory)
- General board member: **Sandra Beuving**
- General board member: **Maarten Tuinhof**

The board and the organization are advised by the Advisory Board. Chairman of the International Advisory Board is Gerben-Jan Gerbrandy, former MEP (EU parliament). Chairman of the Dutch 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 health, science, food industry and retail are in the Advisory Board



Dutch partners are represented in the (Dutch) Advisory Board

European/International partners are represented in the International Advisory Board

3.2 Leadership Team

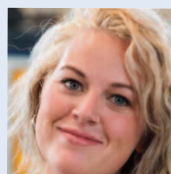
The team consists of a director, two employees, consultants, interns and volunteers (situation May 2022). Volunteers and interns receive a volunteer payment. The director and the employees have paid jobs.



Jeroom Remmers, Executive Director
work days Monday-Thursday
00316 22 40 77 12



Mark de Haan, Senior Manager European Affairs



Bobby Verbaan, Communications officer

Board Members

- Peter Haring** Chair
- Edwin Bark** Secretary
- Linda Herms** Treasurer
- Sandra Beuving**
- Maarten Tuinhof**
- Guusje Tienhoven**

Advisory Board

- Gerben-Jan Gerbrandy**
Chair International Advisory Board
- Prof. Dr. Jaap Seidel**
Netherlands, Chair Dutch Advisory Board

3.3 Partners

We proudly present our partners in 2022: 60 companies, food organizations, farmers, health, environment, animal welfare and youth organizations (see below with logo's).

The Foundation is grateful for the financial and non-financial contribution of our partners and funds: Porticus, DOEN Foundation, Gieskes Strijbis Foundation, Triodos Foundation and Proveg International. An up-to-date overview of partners is included on the website www.tappcoalition.eu (about us) and www.tappcoalitie.nl

Our main funding partners:



3.4 Communication, website and Social Media

To touch hearts and minds of consumers and politicians, we communicate in an inclusive way without losing (public) support of a majority of consumers. We want to convince a majority of members of parliament to give meat a 'true price', and so we need a majority of consumers to support us. So we will not communicate eating meat is really a bad thing that should be totally stopped (ca. 95% of us do eat meat), but we ask for a fair price for meat, including all external costs. By doing this, people will eat 50% less meat, is expected. This will have much more impact compared to 5% more people who stop eating meat. We avoid using the word 'meat tax'.

We hope we will find funding for awareness campaigns for the need for a 'true', fair price for meat and the positive effects. The concept of Meat Overshoot Day can be introduced, comparable with the Earth Overshoot Day.

The websites www.tappcoalition.eu and <https://tappcoalitie.nl> were expanded with new information and news. Two new websites were created in 2020 for a Dutch petition: <https://eerlijkeveleesprijs.nl>.

The website <https://futurefoodprice.org> was created in July 2021 for an international audience and <https://climateagreementfoodfarming.org> in Oktober 2022.

The social media accounts of TAPP Coalition (Facebook, Instagram, LinkedIn, Twitter) were full of current posts and some were - also via our partners - distributed and shared thousands of times. The number of followers in September 2022 grew compared to 2020:

Followers	2020	2021	2022 (Sept)	2023 (March)
Instagram NL	220	630	713	732
Facebook NL	349	384	387	394
Facebook GB	27	151	365	359
Twitter NL	153	209	311	308
LinkedIn NL	215	475	724	865
LinkedIn GB			45	63

The TAPP Coalition only started with English-language social media at the end of 2020. We decided to skip the English TAPP twitter and instagram accounts end of 2021 and use the Dutch accounts for publishing English social media posts here some-times. Our English Newsletter has 1612 subscribers, the Dutch newsletter 1423 (status Sept 2022).

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 2023-2025 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 and hopefully can employ extra employees **in addition to the current two employees Jeroom Remmers (director) and Bobby Verbaan (policy and communication employee).**

4. Future

Our mission, goals and strategies will be monitored and evaluated in the Board and with our Partners, to make updates in strategies and activities.

Results for 2022 in our previous Policy Plan 2019-2022 were:

- 1) Organization structure: board, employees, volunteers and paying partners; income after 1 year at least 50,000 euros incl. subsidies/donations
- 2) Publication of an authoritative report with the proposed sustainability contribution to meat in the Netherlands and proposed destination of the proceeds of this excise tax on meat
- 3) Publication of a report with a proposal at EU level on meat consumption
- 4) Organization of 1 or 2 high-profile public events
- 5) Organization of a hearing or press conference in the Dutch House of Representatives
- 6) Publication of a public survey (Dutch) on the developed proposal
- 7) Demonstrable increase in support among (Dutch) consumers, stakeholders and political parties for paying a true price for meat (including environmental costs, health costs)

End of 2021, all planned results for 2022 were already realized!

4.1 Goals and strategy for 2025 The Netherlands

Goals:

- A fair price on meat and dairy is implemented in the Netherlands in 2025.
- Revenues of the fair price are used to pay additional subsidies to farmers to reduce emissions and improve animal welfare. Part of revenues are used for VAT tax reductions for healthy food and compensations for low income groups.

Strategy:

TAPP's main focus points are:

- influencing the political debate to:
 - 1) adopt the fair price for meat and dairy in:
 - the Dutch agriculture agreement that should be brokered in 2023;

- the research by the Dutch Ministry of Agriculture into a fair food price
- 2) Communicate the need for a fair animal protein price to the public;
- 3) Account for the health effects of animal proteins;
- Monitor the support among consumers for fair pricing of animal protein.

The European Union

Goal:

Policy proposals will be launched by 2025 for EU Farmers or EU supermarkets/retail/consumers to pay for food related GHG emissions.

Strategy:

There are various ways to achieve the goal of a fair price. Our goal is Influencing the EU Commission, EU member states and the EU Parliament to:

- include VAT differentiation on food products in the EU Sustainable Food System Law and the Farm to Fork Strategy.
- encourage a VAT tax increase in EU member states for food products with negative impacts on climate/environment (or establish an ETS system for live stock).
- conduct the necessary research and making the proper policy proposals.

European countries:

In at least 2 EU countries (e.g. Netherlands, Germany or Denmark) policy proposals for a fair price for meat or dairy are made by 2025.

Strategy:

Find partners in two European countries to influence policymaking, organise communication and to analyse the support among the population in Germany and France for true pricing.

Global level

Goals:

- in 2025 at least 10 countries are reporting policies to reduce the impact of food and diets on climate / environment in their Nationally Determined Contributions to the UN (in 2022 this was 2).
<https://www.theguardian.com/commentisfree/2022/nov/09/leaders-cop27-livestock-farming-carbon-budget-governments>
- Optional: Finding a strategy to influence the countries with the highest consumption of animal protein (eg. the United States and China).

Strategy:

Policy advocacy at international level:

- Developing agreements for the meat and dairy sector on net reduction of greenhouse gas emissions in 2030 and 2040.
- Creating a coordination mechanisms to introduce health or climate related taxes on animal products, starting with meat products.
- Including of true pricing food 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).

TAPP Organisation

In order to achieve our goals the TAPP organization needs financial continuity and the support of a broad network of partners well rooted in the countries where TAPP is active. Now and in the future, we are thinking about expanding our group of enthusiastic founding partners to include parties from the business community, NGO's, institutions, health organizations, political parties and governments. The role of partners is:

- supporting the TAPP proposals by communication, lobby and ambassadorship (using their own networks).
- co-financing TAPP's activities by contributing in knowledge and in annual partnership contribution.

Public support is also crucial for the propositions of TAPP. Therefor TAPP aims at engaging individual members of the general public.

Goal:

In 2025, the TAPP organization has developed into a movement: a network of partners in all countries where TAPP is active. An annual growth in partners of 10% is target. In 2030 there also is a movement of individuals supporting TAPP.

Strategy

TAPP will use the network of partners to find new partners. All TAPP activities will be actively used to broaden and deepen partnerships. To attract new parties a partner toolbox will be developed. The toolbox consists of the products that partners will annually receive for their contribution: Consumerpolls, newsletters, social media content and invites for meetings. Partners can top up their partnership, by participating financially in special projects like research.

5. Funding and budget

The foundation's assets will be built up through grants, subsidies, annual partner contributions, donations, endowments and legacies. Currently, the capital consists mostly of partner contributions and grants. The intention is that the subsidies, partner contributions and donations received will be used in their entirety (but at least 90%) for outsourced research, publication, policy advocacy, networking and information activities. The Foundation does not hold more capital than is reasonably necessary for the continuity of the planned activities of the Foundation.

Fund management

The board of the foundation has taken the position that the donations received are held in an interest-bearing account with Triodos Bank. Any investment of the assets will be risk-free or low-risk as much as possible, i.e. no investments or speculations on the stock exchange or other risky activities are financed with the funds of the foundation. However, the board of the foundation does not expect to hold any (substantial) capital. The costs of management will be in reasonable proportion to the expenditures for the purpose of the foundation.

Financial year and annual accounts:

At the end of each financial year (= calendar year) the books of the foundation are closed. From this the treasurer draws up a balance sheet and a statement of income and expenses for the ended financial year, as well as a budget of the income and expenses of the current financial year. The annual accounts are adopted by the board within six months after the end of the financial year.

The budget 2023-2025 can be seen below (in Dutch). Total budget is ca. 250.000 euro per year, with ca. 140k for salaries, 25k for research, 55k for communication and advise.

2023			2024			2025		
Description	Expenditures	Incomes	Description	Expenditures	Incomes	Description	Expenditures	Incomes
Partner contribution		27.500	Partner contribution		30.000	Partner contribution		32.500
Subsidies		220.000	Subsidies		210.000	Subsidies		211.000
Donations		4.000	Donations		4.000	Donations		4.000
Wage costs	145.000		Wage costs	140.000		Wage costs	140.000	
Travel accommodation costs	4.500		Travel accommodation costs	5.000		Travel accommodation costs	5.500	
Administration costs	4.500		Administration costs	5.000		Administration costs	5.500	
Other general costs	3.250		Other general costs	3.500		Other general costs	3.750	
Advertising and printing	1.000		Advertising and printing	1.500		Advertising and printing	1.500	
Telephone and internet	1.000		Telephone and internet	1.500		Telephone and internet	1.500	
Expenditure on research	25.000		Expenditure on research	25.000		Expenditure on research	25.000	
Events conferences	13.000		Events conferences	10.000		Events conferences	10.000	
External communication	45.000		External communication	42.000		External communication	42.000	
Other consultancy costs	10.000		Other consultancy costs	10.000		Other consultancy costs	12.000	
Result		-750	Result		500	Result		750
		251.000			240.000			247.500

Budget covering TAPP	2023	2024	2025
Partner contributions	19.500	22.000	32.500
Gieskes Strijbis Fund	90.000	90.000	75.000
Porticus	50.000	50.000	50.000
Triodos Foundation	8.000	8.000	
Other funds	84.000	74.000	90.000
Totaal	251.500	244.000	247.500

Green = committed, Yellow, still to be committed

Income distribution 2025	(goal)
Partner annual fees	20%
Funds	65%
Donations (private)	3%
Government subsidies	12%

Three scenario's for 2025 (in euro)

	Budget	Fte's	Active in # countries
Small Focus mainly Netherlands, EU Germany, France	247.500	2	3
Medium Focus in 5 EU countries + EU Commission / Parliament, Global (UN)	500.000	4	5
Large / wildest dreams 1 mln euro for media & impact campaigns; TAPP Coalitions in Netherlands, USA, EU, UK, China. Active at Global level (UN)	2.200.000	10	12

Annual report:

The board of the foundation prepares an annual report (both English and Dutch) in which the activities of the board and the expenditure of the financial resources in the past year are recorded. The annual report also contains the annual accounts and the budget. In this way, the board is accountable for the policy pursued. The annual reports are published on the websites tappcoalition.eu and tappcoalitie.nl.



TRUE ANIMAL PROTEIN PRICE COALITION

True prices for meat and dairy

Minahassastraat 1 | 1094 RS Amsterdam

06 22 40 77 12

info@tappcoalitie.nl

www.tappcoalitie.nl / www.tappcoalition.eu

www.eerlijkevleesprijs.nl

www.futurefoodprice.org

www.climateagreementfoodfarming.org