

## UN Food Price Debate

# Towards fair food pricing.

*Starting with meat and reducing prices for vegetables and fruit  
& Carbon Pricing Food Campaign*

Jerome Remmers – Director TAPP Coalition

26 July 2021



**TAPPC**  
True Animal Protein  
Price Coalition

# Programme

## 13.30-13.35 – Welcome

**13.35-13.45** – Presentation by **Jeroom Remmers**, director TAPP Coalition about true pricing of meat and reducing taxes on healthy food. Carbon pricing food campaign.

**13.45-13.50** - **Prof. Jaap Seidell**, Health and Food, VU University Amsterdam: scientific evidence of financial instruments for realizing national dietary guidelines goals.

**13.50-14.00** - **Meera Shekhar /Barry Popkin, World Bank**, authors of report 'Obesity - Health and Economic Consequences of an Impending Global Challenge' – recommendations for all nations to tax unhealthy food we eat too much (eg sugar, meat).  
Meera Shekar PhD, is Global Lead for Nutrition within the World Bank. Barry M. Popkin is Jr. Distinguished Professor, University of North Carolina at Chapel Hill and founder Global Food Research Program, UNC.

**14.00-14.05** - **Dr. Helena Wright**, Policy Director FAIRR – food price changes and GHG-emissions.

**14.05-14.20** – Panel discussion.

**UN FOOD PRICE DEBATE**  
meat taxes and (fiscal) subsidies for healthy food

**Gerben-Jan Gerbrandy**  
Chair/Moderator  
former MEP EU Parliament

**Jeroom Remmers**  
Director TAPP

**Helena Wright**  
Policy Director FAIRR

**Prof. Jaap Seidell**  
Health and Food, University Amsterdam

**Barry Popkin & Meera Shekar**  
World Bank, authors of report 'Obesity - Health and Economic Consequences of an Impending Global Challenge'

# True Animal Protein Price Coalition: Who are we?

Partners TAPP Coalition: 13 **companies**, 4 **farmer** organizations, 3 **health** organizations, 4 **animal welfare**-, 3 **environmental**-, 6 **youth**- and 7 **food** organizations

Greenpeace, Oxfam Novib and others supported a Manifesto for fair pricing of meat 2 euro/kg.



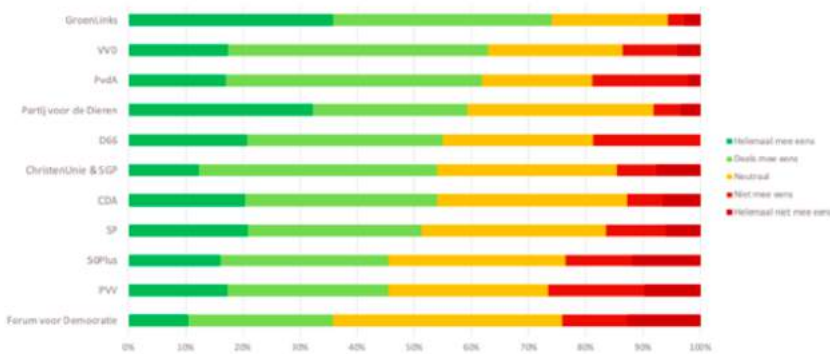
# Who do we represent?

A majority of Dutch (52-63%) consumers & 57% of German/French consumers

62% of Dutch liberal party VVD voters support TAPPC fair meat price plan  
61% of Social democrats, 54% Christian Democrats and 73% of Dutch Greens

A poll amongst 1000 consumers : do you support a meat tax, if revenues used for cheaper vegetables/fruits, low income compensations and payments for farmers?

'IK Steun Het complete pakket van maatregelen in het voorstel'



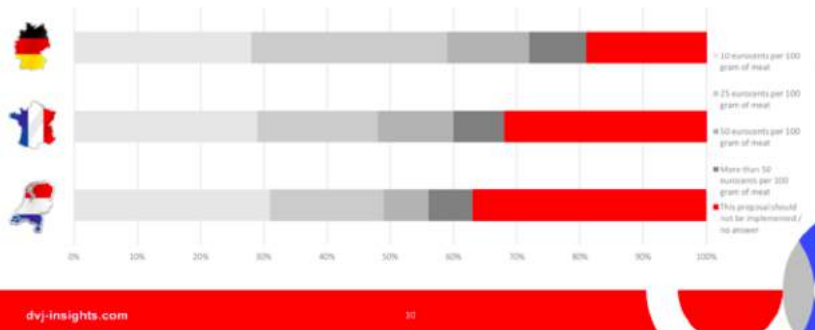
DO YOU SUPPORT THE FULL RANGE OF MEASURES IN THE PROPOSAL?



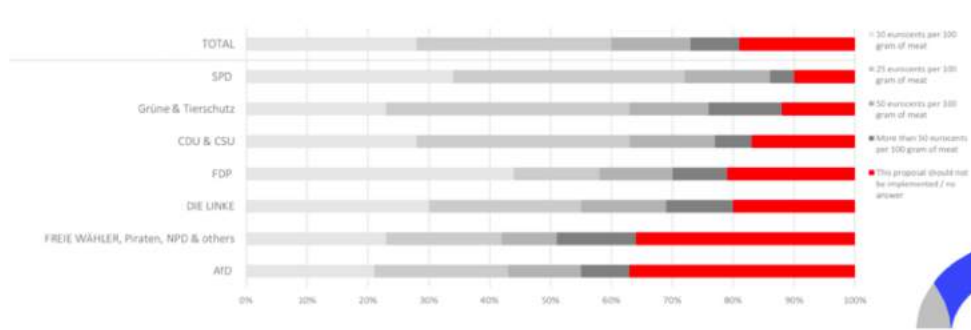
# Meat tax >1 € /kg accepted by 81%, 68% and 63% (consumers Germany, France and the Netherlands)



Recently, the German agriculture minister Julia Klöckner proposed an animal welfare tax on meat which enables farmers to improve animal welfare. It would also improve environmental standards (CO2-reduction) and enables workers in slaughterhouses and farms to have a better income. Would you agree with this proposal in your country or at EU level if the tax would be:

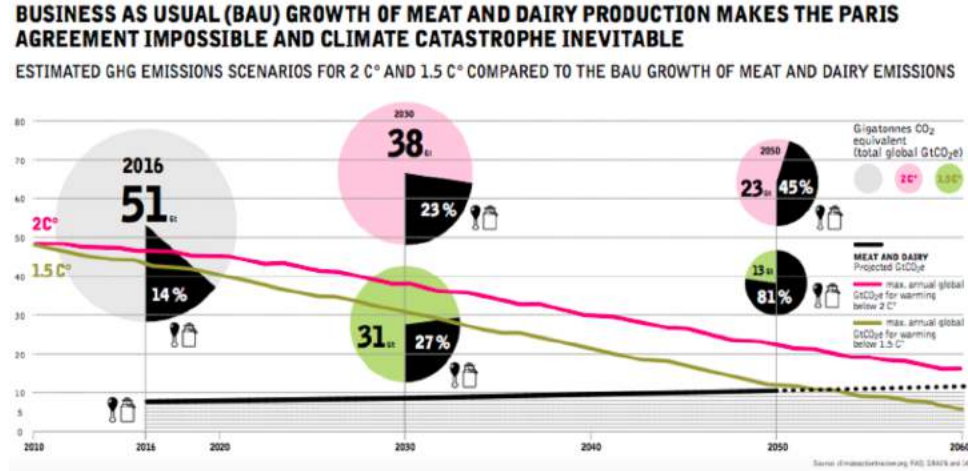
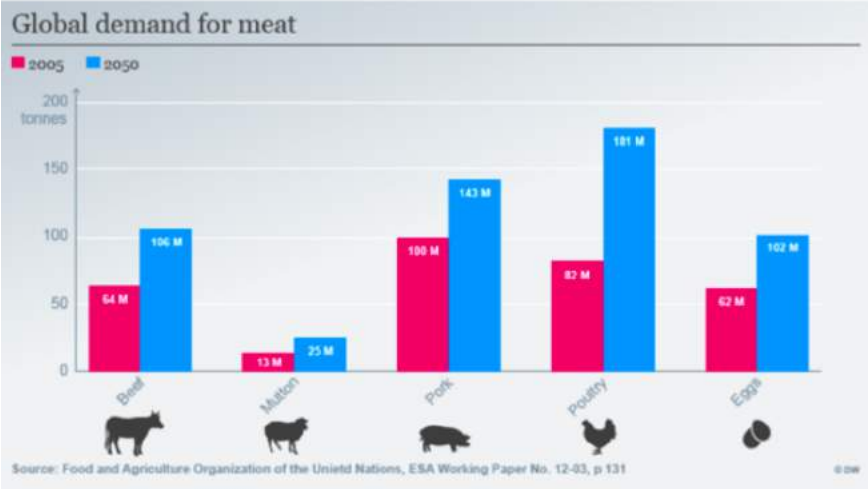


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83% of CDU/CSU voters support a meat tax > 1 € /kg,  
53% of CDU/CSU voters support a meat tax > 2,5 € /kg

# Why do we need a higher price on meat ?



- If meat consumption will grow, we will not realise the **Paris Climate goals**.
- Meat and dairy causes 30-60% of **biodiversity loss** globally (WWF UK): deforestation
- **Low income farmers** – environmental and animal welfare costs not (fully) included in price
- Overconsumption of meat is causing huge public health problems and health care costs



# We eat too much meat; not enough vegetables

Food group	Percentage difference between recommended intake and current intake								
	Average	Europe	North America	Near East	Asia and Pacific	Latin America	Africa	WHO	EAT
Legumes	166	197	90	309	128	279	240		247
Whole grains	122	119	-16	194	144	160	113	241	362
Milk	60	16	21	534	103	53	32		9
Fish	36	56	21	0	32	53	55		5
Nuts and seeds	22	56	18	1	7	132	29		428
Fruits and vegetables	18	17	62	-43	14	29	54	-8	15
• Fruits	34	16	57	-18	43	13	50	7	28
• Vegetables	9	18	67	-60	2	64	58	-17	7
Eggs	17		-57	9	25	45	20		
Sugar	-6	-15	-47	-23	23	-41	-2	9	-33
Meat	-28	-36	-48	-5	-29	-1	-19	-9	-49
• Poultry	-13	-19	-48	-3	-13	29	-18		5
• Red meat	-34	-38	-46	-8	-39	-4	-15		-68
• Processed meat	-44	51	-50	-11	-13	-73	-46	-56	-100
Energy intake	-6		-18	-8	-3	-11	7	-6	



Fig 2 | Percentage difference between recommendations from food based dietary guidelines (FBDGs) and current intake by food group and region. Positive values (in black) indicate greater intake in FBDGs and negative ones (in red) indicate lower intake. The comparison is based on recommended mean values. For the global FBDGs, the percentage changes between the guidelines and current intake is the average across all countries with a FBDG. WHO=World Health Organization; EAT=EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems

# Solution: price corrections to make healthy, sustainable food the most affordable choice

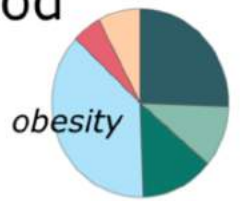
- Tax to increase meat price (excise duty, VAT, import tax, ETS)
- Vat tax reductions and subsidies for healthy food:
  - vegetables, fruit, plant-based proteins



# Full cost-benefit assessments for agro&food

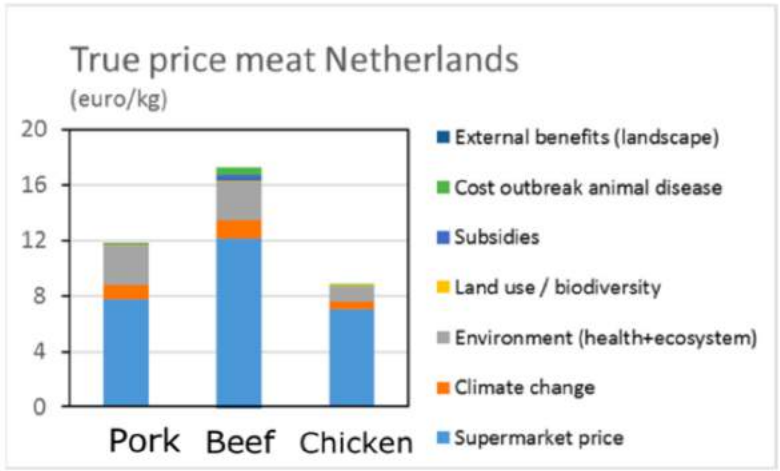
## > 2017: Sustainable Food Trust: The Hidden cost of UK Food

- Consumer spending: £120 billion per year
- Hidden costs: £120 billion per year



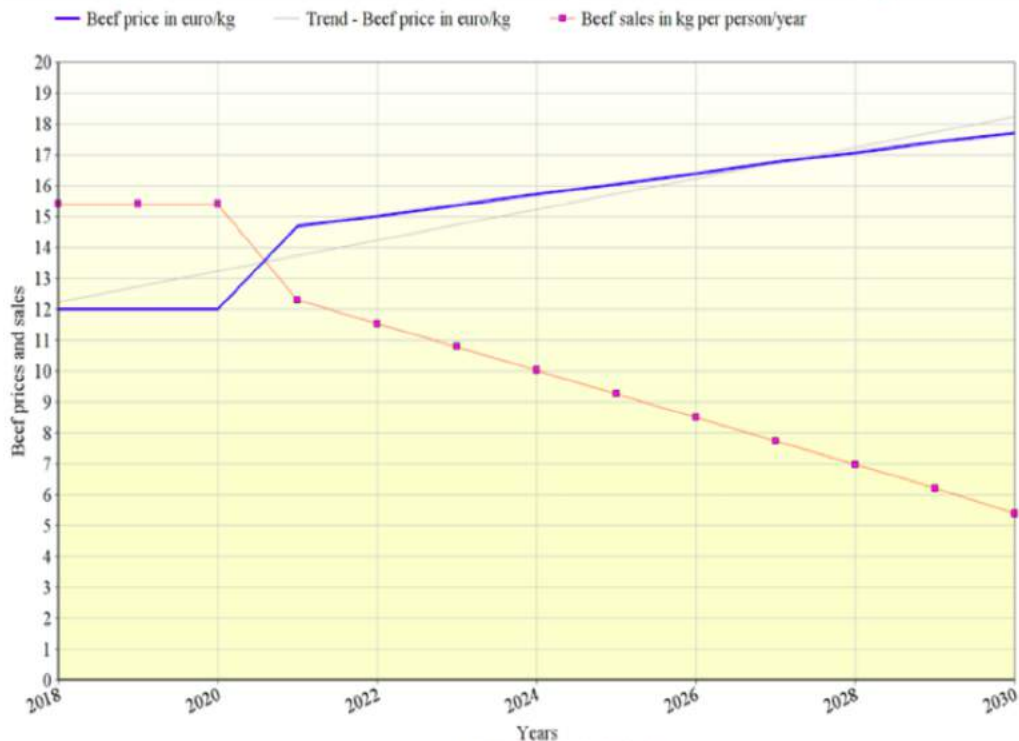
## > 2018: CE Delft: The true price of meat

- Pork +40%
- Beef +53%
- Chicken +26%



# Implementation of fair meat price: impact on consumption

Beef prices and sales Netherlands (2015-2030), effect ecotax on meat starting 2021



Source: CE Delft, The Netherlands

- 50% meat consumption in 2030

# Implementation of fair meat price: impact on climate and health

- 4,2 Mton CO<sub>2</sub> eq. reduction 2030 (2,7 Mton in Netherlands)
  - 2-3 Mton CO<sub>2</sub> eq. reduction by climate subsidies for agriculture
  - 10% reduction nr. of cows, pigs and chicken (150 mln euro/year)
  - Less risks for heart disease, stroke, cancer, diabetes II
  - € 0,4 - 1 billion /year lower health care costs
- 
- 120 Mton CO<sub>2</sub> reduction in Europe (= 3% all CO<sub>2</sub>)
  - € 9 billion /year lower health care costs
- 
- Net benefit for most consumers



# True pricing meat in different countries

## EU, Germany, NL, New Zealand, Spain

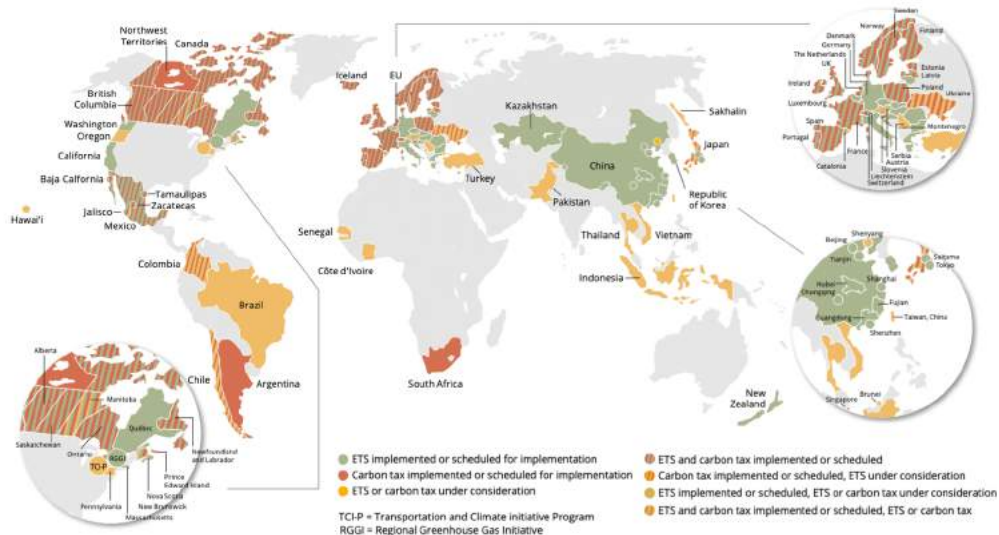


- EU Farm2Fork Strategy: environmental costs in food prices / EU taxes
- EU: 0% VAT organic vegetables/fruits/shift to plant-based proteins
- German Agri Minister: animal welfare levy meat and dairy
- Dutch Agri Minister: supports TAPP Coalition plan true pricing meat
- New Zealand: meat and dairy in ETS system CO2-trade in 2025
- Spain: VAT increase to 10% meat/dairy, VAT vegetables/fruits only 4%

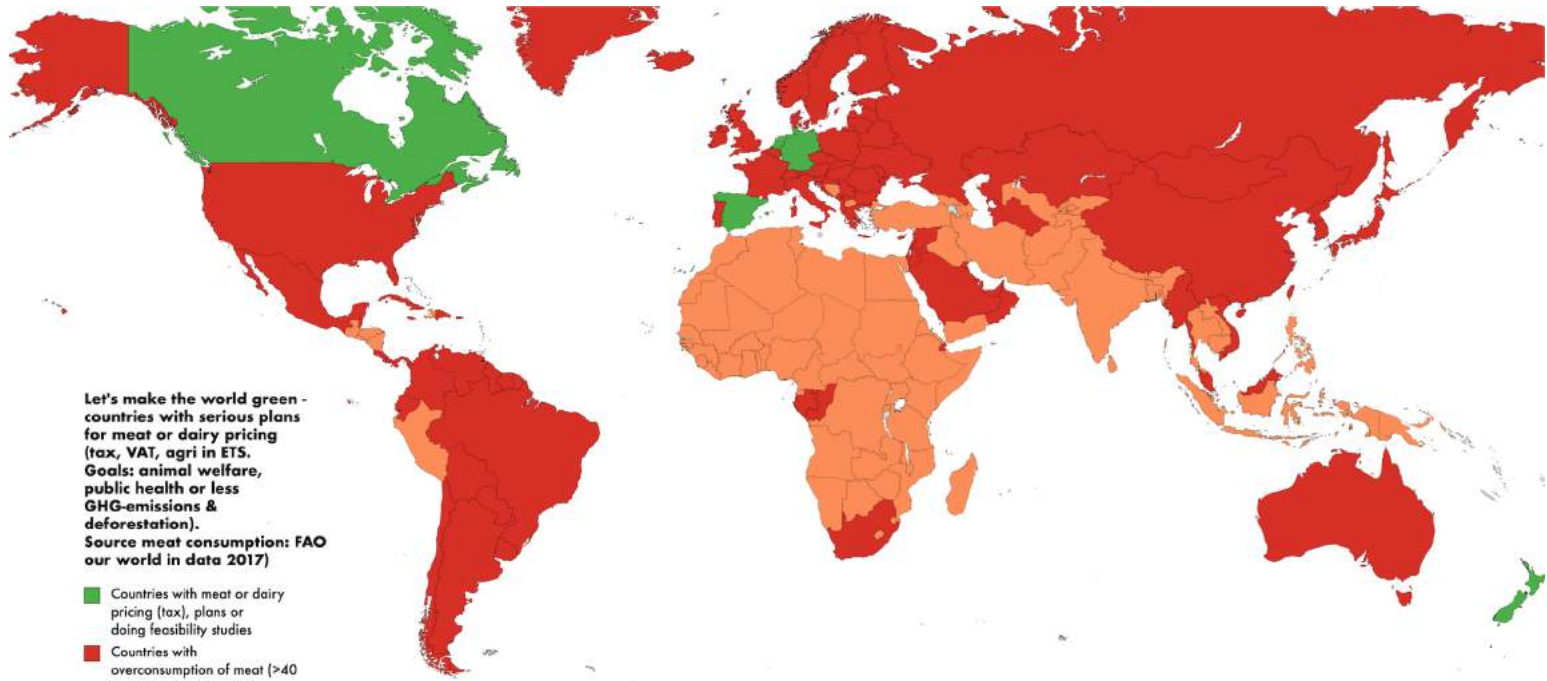
# Policy options at global level

- Carbon pricing on fossil fuels now accepted worldwide
- Carbon pricing on food products next step

## CARBON PRICING MAP (2021)



# Let's make the world green! Countries with meat/dairy pricing/plans



**Let's make the world green - countries with serious plans for meat or dairy pricing (tax, VAT, agri in ETS. Goals: animal welfare, public health or less GHG-emissions & deforestation). Source meat consumption: FAO our world in data 2017)**

- Countries with meat or dairy pricing (tax), plans or doing feasibility studies
- Countries with overconsumption of meat (>40 kg per capita/year, incl. bones/waste)
- Countries with meat consumption less than 40 kg/capita/year (incl. bones/waste)



# #FUTUREFOODPRICE

Urge 50 countries to start (carbon) pricing of food,  
starting with meat and dairy

Spain, New Zealand, Germany already do or committed to do.

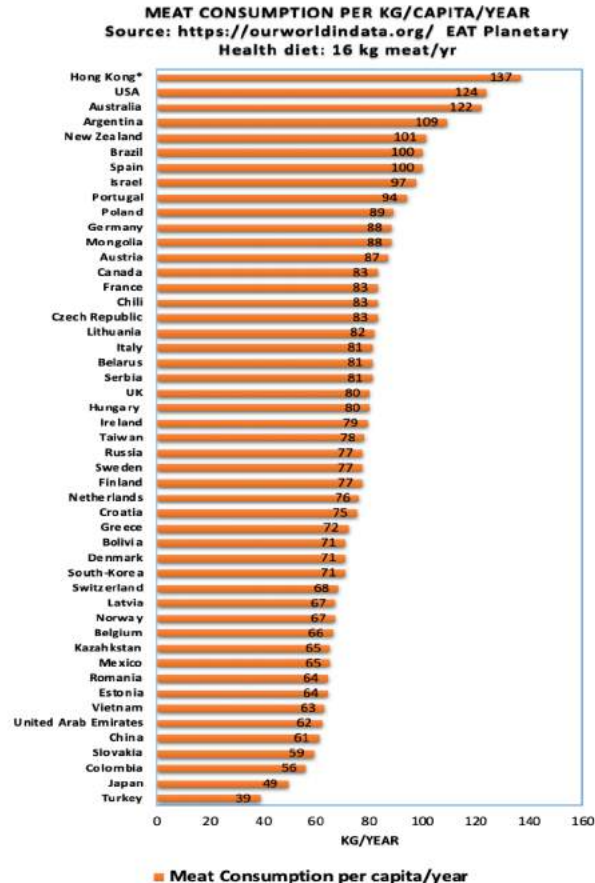
Open Letter signed by ngo's & companies



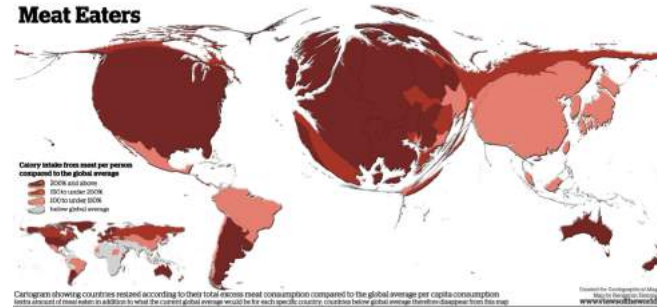
Carbon Pricing Food



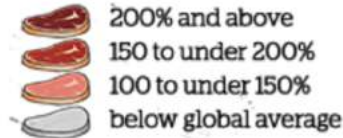
# 50 target countries eating most meat



## Meat Eaters



## Calory intake from meat per person compared to the global average



countries resized according to their total excess meat consumption compared to the global average per capita consumption

2011, [www.viewsoftheworld.net](http://www.viewsoftheworld.net)

# Futurefoodprice.org – Carbon Pricing Food Campaign

Carbon Pricing Food Coalition

+31622407712  



Carbon Pricing Food

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Dear 50 Presidents, we urge you to start carbon pricing of food. Start with meat & dairy!

[Open Letter](#)

# #FutureFoodPrice Campaign: Goals

- **ASKING COMMITMENTS FROM POLICY MAKERS** of 35 OECD countries and 15 countries with high levels of meat consumption, to start **CARBON PRICING FOR FOOD PRODUCTS** with high climate footprints, like meat and dairy.
- Hundreds of companies and NGOs from many countries will ask 50 presidents in a letter to make the shift. The letter will be available at [futurefoodprice.org](https://futurefoodprice.org)
- **ATTRACTING WORLDWIDE ATTENTION** for the connection between diets with meat, climate change, biodiversity loss and health. Asking fiscal changes. Also making health food cheaper.





### Summary of letter to 50 Presidents:

**We call on 50 Member States (35 OECD and 15 other countries) engaged in the UN Food Systems Summit, CBD Biodiversity Conference and Climate Change Conference (COP26) in 2021, to**

**1) publicly announce carbon pricing of meat and dairy or starting feasibility studies. In this way, a healthy and sustainable food system can be realised, delivering nutritious food for all within Paris Climate targets, planetary boundaries and dietary guidelines.**

**2) use revenues of higher meat/dairy prices (taxes) to compensate low income groups: e.g. by reducing taxes for low carbon food (vegetables, fruits, vegan meals) and by compensating farmers: subsidies for reducing greenhouse gas emissions, other emissions or livestock.**

# What can you do to help?

Join our **#FutureFoodPrice** campaign! Companies, NGO's, governments can sign the Open Letter

See <https://futurefoodprice.org> and the media kit (8 languages)

Signatories until 26 July 2021 – campaign runs till 1st November 2021

## Signatories of the Open Letter

### International organisations

Proveg International

Bridge2Food

Triodos Bank

European Vegetarian Union

Buddhist Tzu Chi Foundation

True Animal Protein Price Coalition

### USA

Brighter Green

Factory Farming Awareness Coalition

Lever Foundation

The Raven Corps

### UK

Jeremy Coiler Foundation

### Germany

People for Animal Rights Germany

Albert Schweizer Stiftung

### Netherlands

National Week Without Meat

Green Food Lab

Transition Coalition Food

Eosta

Green Dish

Varkens in Nood

Willicroft

Agreen

Youth for Climate Netherlands

Urgenda

Caring Farmers

Studenten voor Morgen

### Poland

Green Rev

RoślinnieJemy

Polish Ethics Society

Fundacja Klub Myśli Ekologicznej

Klub Gaja

Rodzice dla Klimatu

Fundacja Prosiaczka Eugeniusza Gieniutkowo

Roślinny Qurczak

Pro-Terra Foundation Ecological Education  
Akcsia Demokracia

### Czech Republic

Czech Climate Coalition

Nesehnuti

### Switzerland

SwissVeg

### South America

Vegetarianos Hoy

(Chili, Mexico, Colombia and Argentina)



# How to join the campaign?

1. **Share your logo** with us and we'll place it on our website to show your support
2. **Sign our letter** to the 50 heads of states and governments of the target countries
3. **Ask other organisations** (NGOs or businesses) in your country to join the campaign
4. **Join our global action days on July 26th, 8th September and 29th of October.**
5. **Use our media kit** for Social Media Contents (images, copywrite), Sample Scripts for Ambassador's Short Videos an A Press Kit Template (Available in English, Chinese, Russian, Portuguese, French, German and Spanish)

## Optional, but encouraged:

1. Write about the campaign in newsletters /social media/OPEDs to encourage others to join
2. Become a partner of TAPP Coalition and donate to contribute to the campaign
3. Start or join a national coalition targeting your government to consider meat pricing

# Thank you!

Please share & support <https://futurefoodprice.org> in 8 languages

Jerroom Remmers

Director TAPP Coalition

<https://tappcoalition.eu>

[info@tappcoalitie.nl](mailto:info@tappcoalitie.nl)

Partnerships: <https://tappcoalition.eu/donate>



**True Animal Protein  
Price Coalition**

