



# Farm to Fork Strategy and meat: best options for higher meat prices

*Towards a fair food pricing, incl. environmental cost*

EU Food Price Debate – getting the prices right  
12 November 2020

Jeroom Remmers – Director TAPP Coalition



# True Animal Protein Price Coalition: Who are we?

Partners TAPP Coalition: 12 **companies**, 4 **farmer** organizations, 3 **health** organizations, 4 **animal welfare**-, 3 **environmental**-, 6 **youth**- and 5 **food** organizations

Greenpeace, Oxfam Novib and others supported a Manifesto for fair pricing of meat 20 eurocent/100gr.



**TAPPC**  
True Animal Protein  
Price Coalition

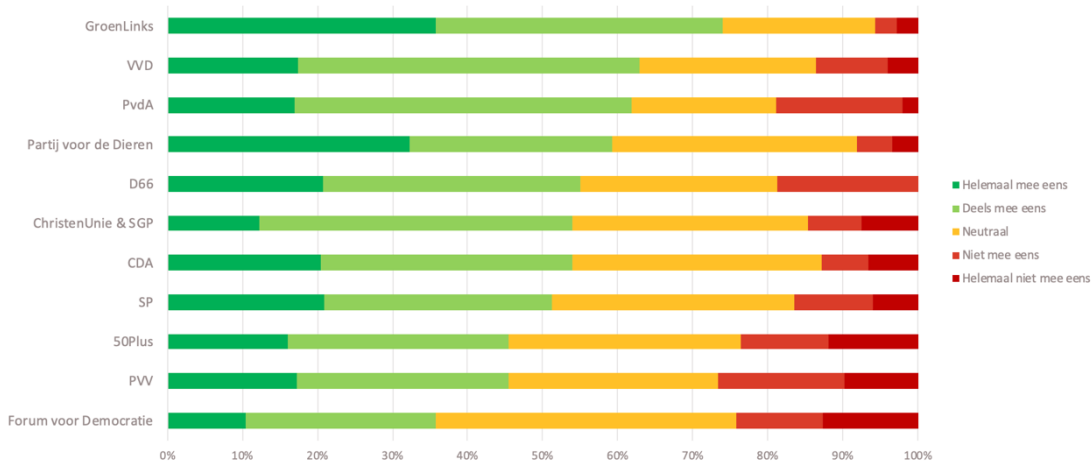
# Who do we represent?

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

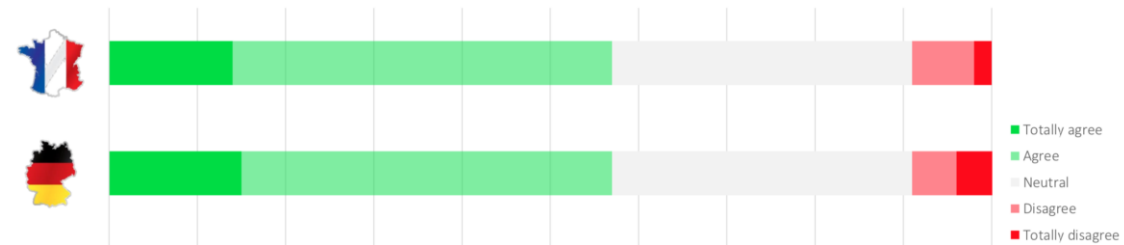
62% of Dutch liberal party VVD voters support TAPPC fair meat price plan  
 61% of Social democrats, 54% Christian Democrats and 73% of Dutch Greens

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?

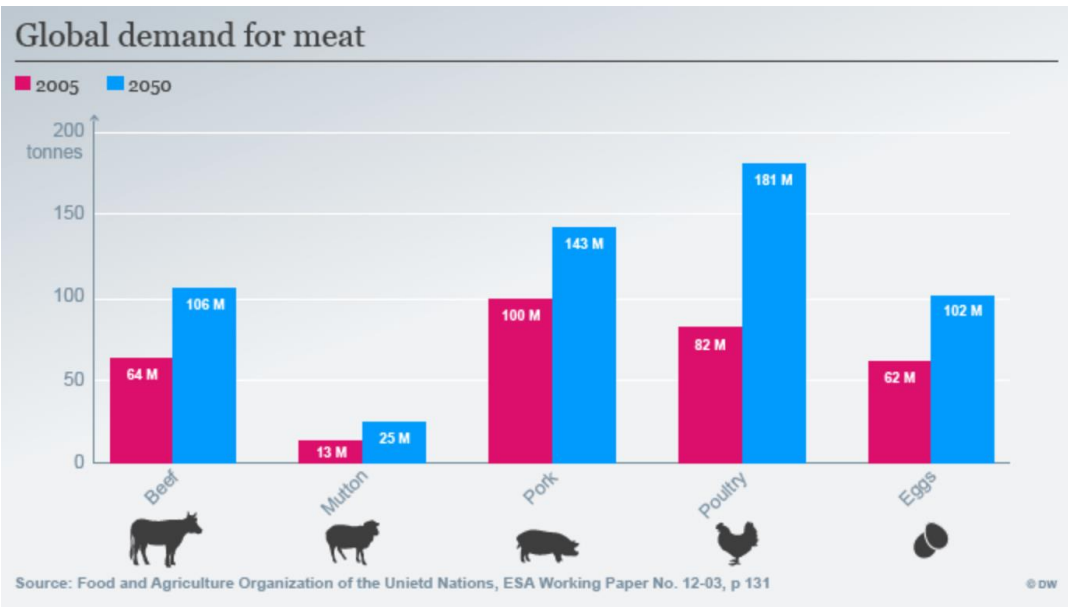
'IK Steun Het complete pakket van maatregelen in het voorstel'



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

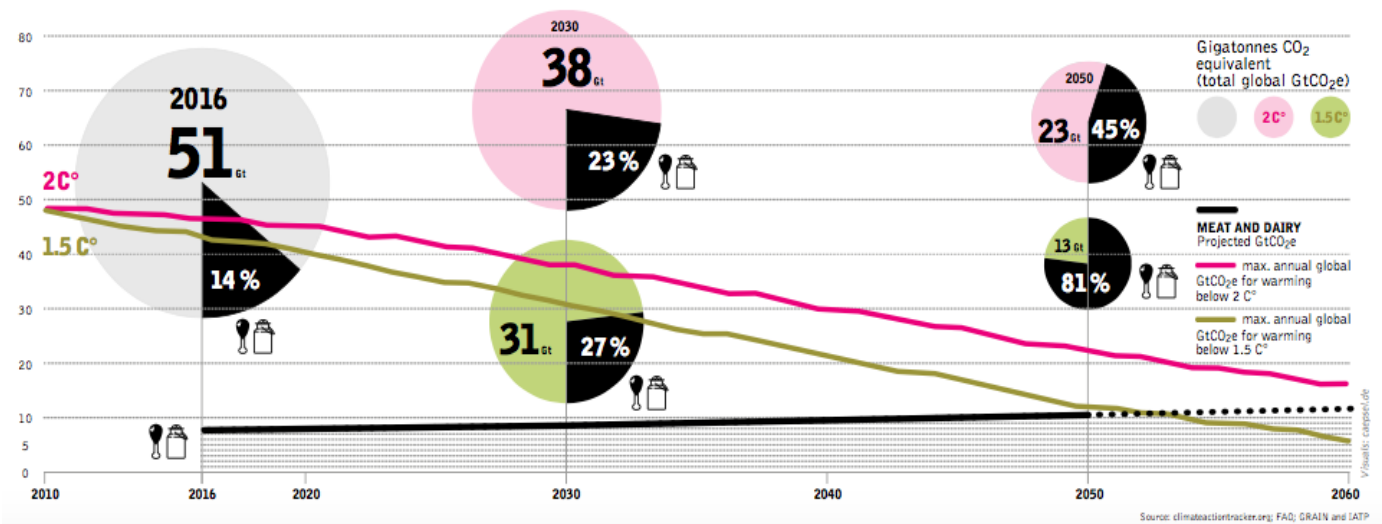


# Why do we need a higher price on meat ?



## BUSINESS AS USUAL (BAU) GROWTH OF MEAT AND DAIRY PRODUCTION MAKES THE PARIS AGREEMENT IMPOSSIBLE AND CLIMATE CATASTROPHE INEVITABLE

ESTIMATED GHG EMISSIONS SCENARIOS FOR 2°C AND 1.5°C COMPARED TO THE BAU GROWTH OF MEAT AND DAIRY EMISSIONS



- If meat consumption will grow, we will not realise **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
- **Health**

# 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












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# EU-health tax meat saves 9 billion euro/yr health care costs

Table : Effect of 'fair meat' prices in European countries (health/environment related taxes/kg meat)

		TAPPC proposal Fair meat price tax Revenue per year in € billion per year in EU28 countries (2030)	TAPPC Reduced Meat consumption/year (2030) with tax on beef of € 4,77/kg, pork: 3,61/kg and € 1.73/kg chicken	Oxford Univ. Health tax on red and processed meat Proposal 2020: Tax revenues per country in billion USD/year	Oxford Univ. Health tax on meat proposal: change in price of meat after health tax on meat is introduced		Oxford Univ. Health tax on meat: reduced meat consumption per year in % after health tax on meat is introduced		Reduced attributable health care costs in billion USD/year after health tax is introduced
					Processed meat (A10)	Red Meat (A10)	Processed meat (A11)	Red meat (A11)	Processed meat (A14)
EU-28		32,2	-30% chicken -57% pork -67% beef	29,46 billion USD for 10 countries below = € 26,6 billion /yr					9,9 billion USD for 10 countries below=€ 8,94 billion /yr
France				4,3	68	18	33	0,9	0,95
Germany				8,11	166	28	37	3,4	4,13
UK				3,77	79	14	22	0,4	1
Spain				2,66	73	14	22	1,4	0,53
Italy				4,37	101	19	26	2	1,21
Poland				2,68	94	16	24	0,4	0,89
Netherl.				1,29	115	27	29	4,4	0,41
Sweden				0,94	185	27	37	1,6	0,31
Denmark				0,69	119	29	29	4,9	0,23
Belgium				0,7	105	20	27	2	0,25



Sources: TAPP Coalition proposal 'EU Fair Meat Price': <https://tappcoalition.eu/nieuws>; Oxford University proposal Health tax on meat Marco Springmann et al: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0204139> List of countries in Oxford University proposal: <https://journals.plos.org/plosone/article/file?id=info:doi/10.1371/journal.pone.0204139.s001&type=supplementary>

# 5th Feb 2020: 2 reports launched at EU parliament

## Global media coverage

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### Aligning food pricing policies with the European Green Deal

True Pricing of meat and dairy in Europe, including CO<sub>2</sub> costs

#### A Sustainability Charge on Meat

Brussels, 5 feb 2020  
Robert Vergeer & Ingrid Odegard

**CE Delft**  
Committed to the Environment

**FORTUNE**

france.tv

[ENVIRONMENT/CONSUMPTION TAX](#)

### Looking to cut emissions, Europe eyes a 'sustainability' tax on meat

BY  
**ADRIAN CROFT**

February 6, 2020 1:00 PM EST

# Le Monde

PLANÈTE • AGRICULTURE & ALIMENTATION

### Faut-il taxer la viande pour que son prix reflète son coût environnemental ?

Des ONG néerlandaises proposent un « prix juste de la viande », dont les revenus iraient aux consommateurs, aux agriculteurs et à l'environnement.

Par Mathilde Gérard • Publié hier à 18h58, mis à jour à 10h53

## THE TRUE PRICE OF MEAT

**TAPPC**  
True Animal Protein  
Price Coalition

Good for:

- ★ FARMER INCOME ★ CLIMATE ★
- ★ ENVIRONMENT ★ NATURE ★
- ★ ANIMAL WELFARE ★ HEALTH ★
- ★ LOWER HEALTH CARE COSTS ★
- ★ LOW INCOME GROUPS ★

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



**WIADOMOŚCI**

### Podatek od mięsa w całej UE?

publikacja: 05.02.2020, 19:30

ВИДЕО «ЦЕНТРАЛЬНОГО ТЕЛЕВИДЕНИЯ» ВИДЕОСЮЖЕТ: АЛЛА ДАВЫДОВА (@ADAVIDOVANTV) 1910 15.02.2020, 17:18

### Европейцы объявили войну мясу: как это отразится на россиянах

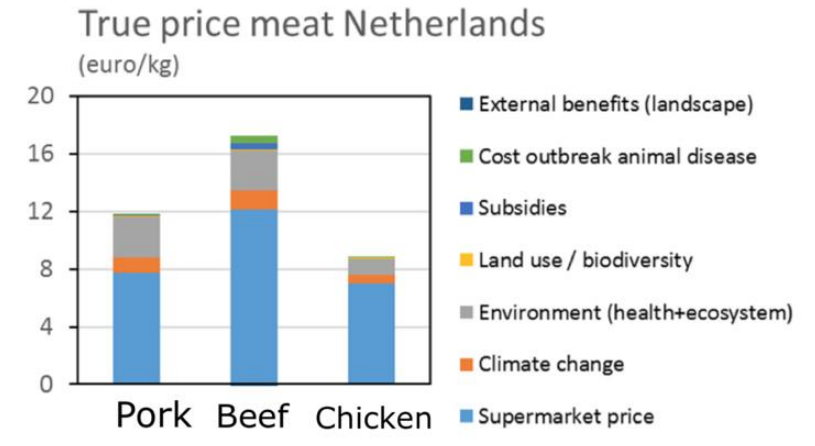
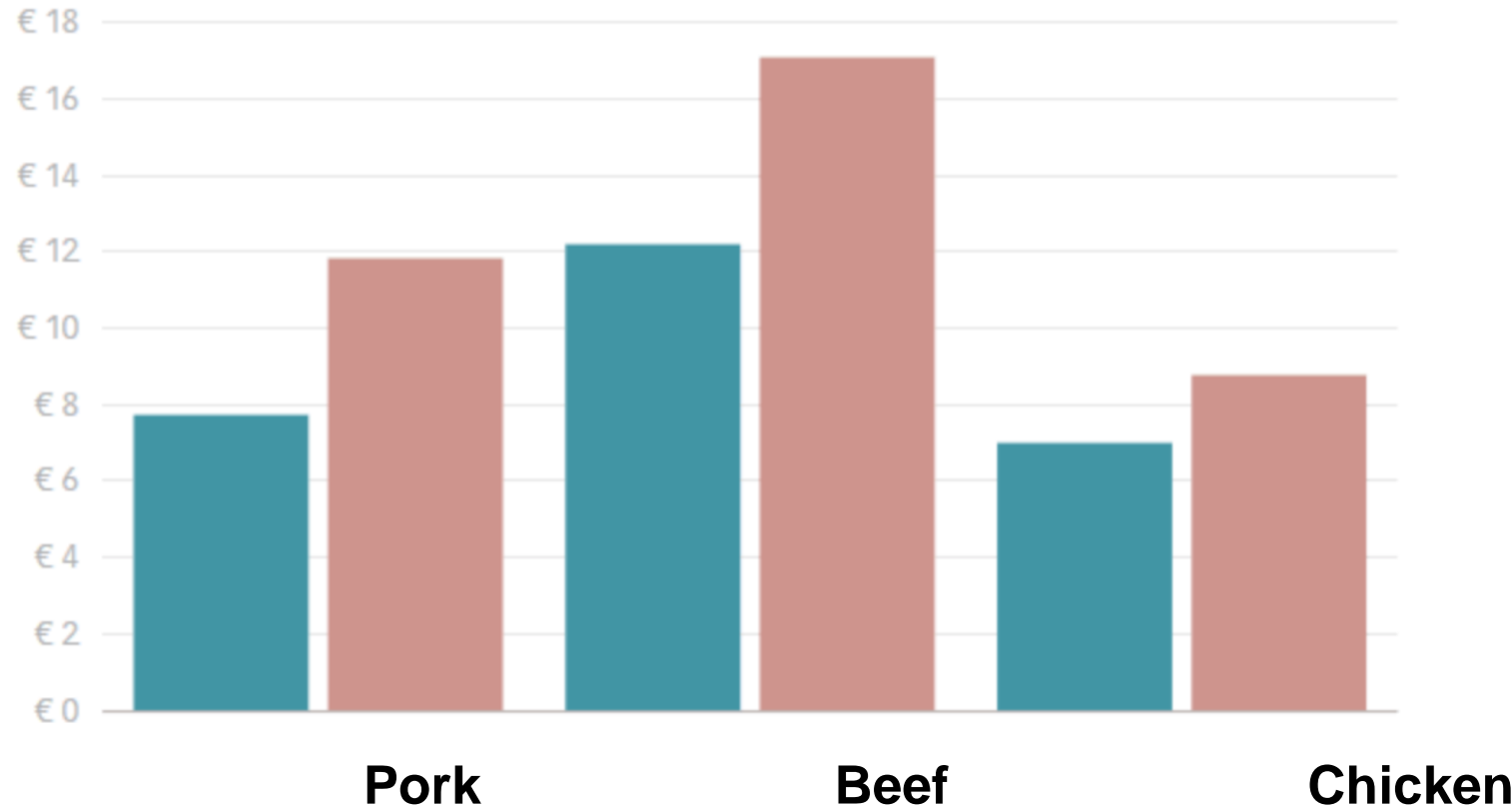
### EU urged to adopt meat tax to tackle climate emergency

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



# The Guardian

# The True Price of Meat: 26%- 53% more expensive ...



**Real supermarket prices (blue) versus true meat prices (pink) including environmental costs, like GHG emissions (CE Delft, 2018)**

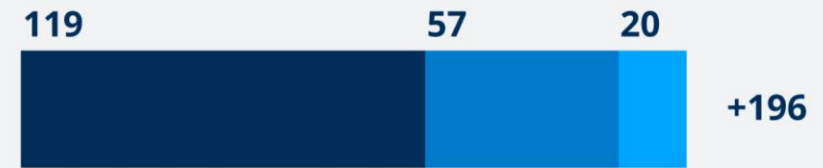


# True prices at supermarket Penny's Germany



## Cheap meat's hidden costs

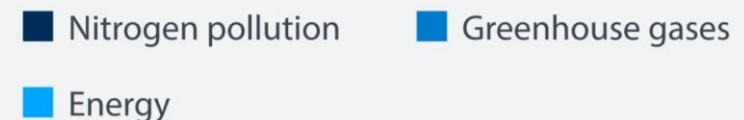
How much more expensive would meat be in Germany if environmental costs were included? (in percent)



Conventionally-produced meat



Organically-produced meat



# 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.

How does it work;  
What's the Dutch success story?

# fair meat prices (in eurocent per 100 gram meat)

**TAPP Coalition proposal based on CE/CLM report 'The true price of meat', 2018**

<b>Year</b>	<b>Chicken</b>	<b>Pork<sup>1)</sup></b>	<b>Beef/veal</b>	<b>Average increase</b>
<b>Supermarketprice in 2018 in eurocent/100 gr. (CE, 2018)</b>	70	77,5	121,7	
<b>2022</b>	9,5	21,3	26,9	16 eurocent
<b>2030</b>	20,4	45	57	34 eurocent
<b>Price increase 2022 - 2018</b>	13,6%	27,5%	22,1%	19%
<b>Price increase 2030 - 2018</b>	29,1%	58,1%	46,8%	41%

## Revenues fair meat price (in mln €)

	Subsidies for sustainable husbandry (animal welfare, environment, nature)	VAT reduction 9% to 5% for vegetables, fruits, potatoes, nuts, plant based meat alternatives	Compensation for low income households - Payments of 120 euro per year for health care allowance	Compensation loss in revenue, administrative burden for slaughterhouses and others, costs for tax authorities, public information etc	Revenue per year
2022	600	280	270	26	1.176
2025	500	290	470	6	1.266
2030	450	300	600	6	1.356



# Impact on climate and health

- 50% lower meat consumption in 2025 or 2030
  - 4,2 Mton CO<sub>2</sub> eq. reduction 2030 (2,7 Mton in Netherlands)
  - 2-3 Mton CO<sub>2</sub> eq. reduction : 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 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



- EU Farm2Fork Strategy: environmental costs in foodprices / EU taxes
- EU Farm to Fork Strategy: Code or legislation to stop low meat prices
- EU: 0% VAT organic vegetables/fruits / shift to plantbased 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

# Policy options at EU level

- Allow member states to apply 0% VAT tariffs on healthy, green foodproducts
- Oblige MS to adopt high VAT tariff on food with negative impacts (e.g. meat)
- EU research to define standardised methods to calculate true prices of food
- EU Legislation to stop selling/promoting too cheap meat in supermarkets
- Tax meat and soy imports to the EU (CBAM)
- Bring slaughterhouses, dairy factories into the ETS system to pay GHG-emissions meat and dairy sold (like aviation and shipping sector)
- <https://tappcoalition.eu/nieuws/14734/eu-ministers--finance-agri-envi-health--asked-to-support-and-improve-farm-to-fork-strategy>

# Policy options at Member State level

- high VAT tariff on food with negative health or environmental impact (e.g. meat, sugar) -> disadvantages
- excise duties per kg meat like Germany, Netherlands; revenues for farmers
- Legislation to stop selling/promoting too cheap meat in (eg Belgium)
- Oblige supermarkets to calculate & publish the true prices of food / footprint 1-2 year later consumers have to pay the true prices published at label
- Higher standards for meat (animal welfare, environment, fair income etc.)
- Reducing general subsidies to meat and dairy sector

# Summary – best options for higher meat price

- True pricing incl. environmental costs – **excise duty** tariff per kg meat
- CBAM– **meat import tax** from outside EU
- Bring meat and dairy sector into **ETS**, like New Zealand, shipping/aviation
- **Higher standards** for meat (animal welfare, environment, fair income etc.)
- **Legislation** to stop too low meat prices

# Thank you!

Tip: sign & share petition <https://goodfoodprice.eu> in 9 languages

*” Towards a fair food pricing. Together.”*

Jeroom Remmers

Director TAPP Coalition

<https://tappcoalition.eu>

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



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