

Annual report 2019

9th of March 2019

www.tappcoalitie.nl

The True Animal Protein Price Coalition Foundation

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1. Management report

In this chapter, there shall be given an explanation of the objective and the activities of the organisation and how the organisation worked towards its goals in 2019.

1.1. Name, location, legal status organisation

Statutory name: Stichting True Animal Protein Price Coalition (hereafter: “TAPP Coalition” or “the Foundation”)

Registered office: Amsterdam

Founding date: 8 July 2019

Address: Minahassastraat 1, 1094 RS, Amsterdam

Legal status: foundation

Chamber of Commerce number 75 33 99 27

RSIN 8602.44.623

From the starting date of the 8th of July 2019, the TAPP Coalition has been registered as a Public Benefit Organisation (PBO).

1.2 Description of the objective

The Foundation’s goals are:

1. Reducing the production and consumption of livestock (products such as meat and dairy) because of the consequences it has on the public health, environment, nature and animal wellbeing.
2. The promotion of governments and companies to implement measures that will result in consumers and others paying the ‘true price’ of food (from livestock), including external and societal costs for public health, the environment, climate, nature and animal wellbeing.
3. Conducting all other business that is related to these abovementioned aims in the broadest sense or if it could be helpful to this.

The Foundation does not have the aim to make profit.

The Foundation aims to achieve the following activities to reach the abovementioned goals:

- a. Forming coalitions between organisations concerning food, health, climate, environment, nature and animal wellbeing to produce ‘true price’ management and price measures. Especially for food products coming from livestock.
- b. Developing effective policy tools for the envisaged shift to a more plant-based protein consumption. Focusing on financial policies, but also on standardisation and education.
- c. Promoting awareness and support for price measures and taxes for meat, dairy, and other food products, lowering the health costs and paying the ‘true price’. This is done for the purpose of the Paris Climate Agreement. This also includes publishing academic publications.
- d. Promoting a diet with less, or as little as possible products coming from animals. Meat, dairy, eggs and fish are to be alternated with plant-based dishes.
- e. Stimulating leadership concerning international collaboration concerning the Paris Climate

Agreement for the livestock farming sectors.

f. Reducing and compensating the negative effects of the global meat and dairy consumption for the planet and overall wellbeing.

g. Initiating and performing campaigns.

1.3 Key activities

Promoting policies for a True Price

The TAPP Coalition commissioned a research by CE Delft on the impact of the implementation of a sustainability contribution for meat. This was done to substantiate the justification of a fair price for meat and the proposal the TAPP Coalition has made. In addition, there has been frequent contact between the TAPP Coalition and governments and businesses. With this, the TAPP Coalition has set the first steps to promote the development and implementation of policies to enforce a true price for meat.

Research into True Price

The TAPP Coalition, in collaboration with a few partners, has commissioned the research done by CE Delft. In that research CE Delft has looked at what the effects are of implementing a sustainability charge on meat in 2021, 2025 and 2030 respectively. They looked at what the effects are on the meat consumption and the environmental gains that would come with that (in the Netherlands and abroad). They also researched what the revenue would be of the sustainability charge on meat and what the effect is on the buying power of various income brackets. The sustainability charge on meat generates an estimated decline in CO₂-eq.-emissions of 4,2 Mt in 2030 total, of which 2,7 Mt CO₂-eq. in the Netherlands. Additionally, wealth increases annually (in 2030 with 800 million euro). The study of CE Delft is available at their website:

In Dutch: <https://www.ce.nl/publicaties/2375/duurzaamheidsbijdrage-vlees>)

English: <https://www.cedelft.eu/en/publications/2411/a-sustainability-charge-on-meat>.

On the basis of CE Delft's conclusions, various compensation policies were evaluated by CLM and various variations of those were further developed. The TAPP Coalition has shaped these conclusions into a concrete proposal: 'On the way to a fair price for food' (<https://www.tappcoalitie.nl/images/Voorstel-Tapp-Coalitie-eerlijke-beprijzing-4-nov-2019-1572859174.pdf>). In this report, TAPP Coalition developed a proposal about how the profit of a fair meat price (approximately 1,3 milliard euro per year) can be used for paying farmers to become more sustainable (500-600 million a year), lowering VAT taxes on fruits and vegetables and a compensation for low income groups (if meat prices would go up).

Ministries and political parties

The TAPP Coalition has, on various occasions, spoken with the Ministry of Agriculture, Nature and Food Quality, the Foundation has spoken once with the Ministry of Finance, and once with the Ministry of Health, Welfare and Sport. There have also been several conversations with spokespeople at least seven different political parties. During a debate organized by the TAPP Coalition on November 4th, concrete proposals were launched for the introduction of a fair price for meat. This proved to be very successful. Several members of Parliament backed the proposal and are considering to include this in their election programmes. The proposal of the TAPP Coalition also finds support at several youth organisations with a combined following of over 100.000 youths. They sent (together with

other partners of the TAPP Coalition) a letter to the Lower House (Dutch Parliament) with an appeal to implement a fair price for meat.

There has been direct attention to a fair price for meat in the political debates as a result of the proposal of the TAPP Coalition. The State Secretary for Finance (Menno Snel) has promised, amongst other things, that a fair meat price will be further examined as part of the research into the review of the tax system, which will probably appear in March 2020. Additionally, the initiative has been included in the working group 'sustainable food', in which proposals are prepared for the following government. It has also been included in proposals for the Urgenda trial for additional climate policies in 2020 to reduce GHG-emissions.

EU and international

On December 9th, the TAPP Coalition organized a well visited event in Madrid at the UN climate conference COP 25 about 'true pricing meat and dairy' and 'international CO2 reduction plans for the meat and dairy sectors'. Next to several representatives of international NGOs, there was also a representative present of the Ministry of Agriculture, Nature and Food Quality. At the end of 2019, the TAPP Coalition has prepared an event together with a team from Bas Eickhout, vice president of the European Green Party in the European Parliament about 'True pricing meat in Europe'. This event has by now taken place at February 5th 2020 in the building of the European Parliament and was a huge success and got much international media attention (look at our website www.tappcoalition.eu under news).

The event in Madrid was organized in collaboration with a.o. Compassion in World Farming (UK), Proveg International, Oxford University (M. Springmann) and FAIRR.

The event in Brussels was organised in collaboration with Compassion in World Farming (EU), with a financial contribution and communicative help of Proveg International and was hosted by the 3 MEPS of the European Greens and the Social Democrats.

In 2019, the TAPP Coalition has started a partnership with 50by40.org. This organisation, as a collective global NGO platform, commits to halve the meat consumption and production by 2040. They do this together with partners in the fields of food, climate, environment, biodiversity, health, faith and animal wellbeing. Some partners are: Health Care without Harm, Alliance of Nurses for Healthy Environments, Greenpeace, FOE USA, Food & Climate Alliance, Global Forest Coalition, Global Wildlife Conservation, WildAid, Proveg International, Compassion in World Farming and Green Faith. The TAPP Coalition has asked a few of them to collaborate in a more long term, project, starting 2021.

The TAPP Coalition is working to contribute to the Sustainable Development Goals (SDGs) numbers 1, 2, 3, 5, 11, 12, 13, 15, 16 and 17.



SDG goal	Focus and link with this programme
1 No poverty	The Stern Review's main conclusion in 2006 (adopted later by the UN) is that the benefits of strong, early action on climate change far outweigh the costs of not acting. So reducing GHG-emissions (including from meat consumption and production) will benefit global economies; without GHG emission reductions, economies will be harmed more and global poverty

	may increase as a result. According to CE Delft Consultancy (2019) net welfare benefits of European meat taxes are 8,8 billion euro per year. According to Oxford University, reducing (red/processed) meat consumption will lead to lower health care costs. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0204139 According to World Bank (2020), eating less meat (and sugar/processed food) will lead to lower costs for obesity; this will benefit the poor people in societies the most. https://tappcoalition.eu/nieuws/13251/world-bank-asks-governments-to-introduce-taxes-on-unhealthy-food-like-processed-meat The global increase of meat production involves an increase of global animal feed production (eg soy), leading to higher food prices as (fertile) global agricultural land surface is limited. So, higher food prices caused by (global) higher meat consumption levels can lead to poverty. Tapp Coalition advocates for (fiscal) subsidies for vegetables and fruits and for financial compensations for the 30% poorest households in high income countries, if meat products in high income countries would be taxed. So also the poor can still eat meat, if meat prices will rise for health or climate reasons.
2 Zero hunger	Consuming fewer animal products could reduce world hunger and poverty. The United Nations World Food Council estimates that transferring 10-15 percent of cereals fed to livestock to humans is enough to raise the world's food supply to feed the current population. In addition, the International Food Policy Research Institute estimates that reducing the amount of meat consumed by 50 percent in high-income countries could result in 3.6 million fewer malnourished children in developing countries. Source: https://borgenproject.org/eating-less-meat-can-reduce-poverty/
3 Good health	According to WHO red and processed meat consumption can have negative health impacts; according to the World Bank (2020 report on obesity), obesity is caused by eating too much unhealthy food products, including meat (source: EAT-Lancet report 2019). According to an Oxford University report, introducing meat (health) taxes in 10 large EU countries, will lead to less health care costs of 9 billion euro/year (reduced risks on colon cancer, stroke, diabetes 2).
5 Gender equity	Globally men eat (much) more meat per capita compared to women and women suffer most from negative impacts of climate change (for ca. 15% caused by GHG-emissions from livestock farming).
11 Sustainable cities and communities	The TAPP Coalition will start projects to make cities and communities more sustainable in the way they eat food (incl meat).
12 Responsible consumption and production	On average, 35% of food related GHG-emissions are caused by meat consumption. Beef and lamb have very high GHG-emissions per kg, compared to chicken, vegetables, nuts or meat alternatives. The EAT-Lancet report (2019) advised a meat consumption of maximum 15 kg per capita (global healthy, sustainable diets), while in most high income countries, meat consumption is over 75 kg per capita.

13 Climate action	According to CE Delft Consultancy, meat taxes in the EU (28 countries) including environmental costs in the price of meat, will reduce GHG-emissions in the EU-28 with nearly 3% (120 Mton/year). This will happen if EU-28 consumption of chicken will be reduced by 30%, pork with 57% and beef and veal with 67%. https://www.cedelft.eu/en/publications/2411/a-sustainability-charge-on-meat
15 Life on land (forests, biodiversity)	According to WWF UK, 60% of global biodiversity loss is caused by global meat and dairy consumption. TAPP Coalition is focused to tackle ground causes of deforestation and biodiversity loss, caused by meat consumption and production. https://www.ecowatch.com/biodiversity-meat-wwf-2493305671.html
16 Peace, justice and strong institutions	Global growth of meat consumption leads to increasing GHG-emissions, while according to the Paris Climate Agreement, GHG-emissions have to go down with ca. 2-7% per year (1,5-2 Degrees C goal). Global warming may lead to armed conflicts, so reducing meat consumption and reducing GHG-emissions from meat production, will contribute to less risks of climate related conflicts, less climate refugees and to more peace. The TAPP Coalition aims to build strong national and international institutions focused to reduce GHG related risks from food production. Even in 2019, the USA Pentagon released a report that climate change is a national security issue. https://www.militarytimes.com/news/your-military/2019/01/18/dod-majority-of-mission-critical-bases-face-climate-change-threats/
17 Partnerships for the SDG goals	TAPP Coalition will form partnerships with different stakeholders (ngo's, business, science, governments).

Results to be achieved in 2019 (based on the annual report of 2018 and our Policy plan 2019-2021)	Achieved results in 2019
1) Structure of the organisation: board; employees; volunteers and paying partners. Income after 1 year at least 50.000 euros including subsidies/donations. 2) Publication of an a report with the proposed sustainability contribution for meat (fair price for meat) in the Netherlands and the proposed uses of the profit of this price increase of meat. 3) Publication of a report with an EU-sized proposal concerning meat consumption and fair pricing meat. 4) Organising 1 or 2 high profile public events. 5) Organising a hearing or press conference in the Lower House.	1) Achieved. The organisation is well set up with a nice board, a Advisory Board and (still a small) executive organisation. We almost hit the 50.000 euros income threshold in 2019;,, in kind contributions in worth were over 35.000 euros. (ca. 90% of our income came from our partners). 2) On November 4th our report was published: CE Delft published 'Sustainability charge on meat' commissioned by the TAPP Coalition. We published 'On the way to a fair price of food'. 3) This proposal was published on the 5th of February and offered at the European Parliament. 4) Three public events were organized: 17 Apr, 4 Nov, 9 Dec. Plus a public performance in Feb 2019 at Veggie World. 5) November 4th a press conference was held at Nieuwspoort with 4 MPs.

6) Publication of a public survey based on the developed proposal. 7) Identifiable increase of support from consumers, stakeholders and political parties for paying a true price for meat (including environmental and health costs). 8) The proposal of a fair price for meat is by the end of 2019 backed by at least 2 health organisations, 2 environmental organisations, 2 animal welfare organisations and by at least 10 organisations that distinguish themselves in sustainable food or climate policy. 9) The proposal for a fair price for meat is in 2019 backed by at least 2 big political parties (over 15 seats) and 2 smaller parties. 10) In 2019 there have been at least 5 conversations with important officials and members of government. 11) In 2019 there are 10 paying partners. 12) In 2019 a media campaign was started to make the problem and the solutions visible to a larger public.	6) We published a public survey (DJV Insights, 1000 Dutch people) at the end of October; confirmed by a readers' poll in the AD (19.000 readers). 7) There was an identifiable increase in support for our proposal with political parties (whom did not really care for a higher price for meat before), consumers and a growing number of partners. 8) At the end of 2019 our proposal was backed by 3 health organisations (Arts en Leefstijl, dr. Goodfood, commitment to communicative support in 2020 from the Maag Lever Darm foundation), by several environmental organisations (Milieudefensie, Urgenda, Klimaat en Energie Koepel KEK, Youth for Climate, Jonge Klimaatbeweging, Fridays for Future). In 2019, several provincial environment federations also participated in the grant application of the TAPP Coalition for 2020-2022. Multiple animal coalitions supported us (approximately 15 animal welfare organisations), Varkens in Nood, Dier en Recht and Compassion in World Farming supported us individually. At the end of 2019 there were 10 partners that represent the business sector. 9) Our proposal was backed by D66 and GL (2 large parties with 19 and 14 seats) and 2 smaller parties (PvdA and PvdD, 9 and 4 seats). With other political parties like CDA there have been promising conversations (19 seats). 10) We had 4 conversations with the Ministry of Agriculture, Nature and Food Quality, 1 with the Ministry of Health, Welfare and Sport and 1 with the Ministry of Finance. 11) In 2019 there were 10 paying partners and 10 partners with contributions in kind. 12) In 2019, at the end of October and the beginning of November a successful media campaign was carried out surrounding the publication of our policy proposal and the supporting CE Delft study, op-eds and a survey of consumers.
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Business

The TAPP Coalition has committed itself to start a dialogue with businesses via partnerships of agricultural entrepreneurs in, amongst other things, the meat and dairy industry and supermarkets. A note has been written and sent to several parties about the opportunity of sectoral agreements (with all supermarkets and meat processing businesses or businesses with a Better Life trademark) about raising the price of meat, through which a fund could be made up for extra payments to a.o. livestock farmers for environmental measures. Such a fund can also give a signal to politics that measures like this can be made generally binding, for instance through the 'fair meat price' as the TAPP Coalition proposes, or through the Space for Environmental Initiatives Law. Stakeholders in the food chain could also make up a fund. This can be a nice addition to a fund made up by the government, if a fair meat price

is implemented through policy measures. The government is prohibited to make certain payments to farmers (state support), while this would be possible coming from the market.

Concretely, LTO Nederland, the largest Dutch farmer organisation, has organised a gathering in October of 2019 with all relevant departments (a.o. livestock departments) led by LTO chair Mark Calon about the TAPP Coalition's proposal. Even though there are supporters within LTO of the proposal of the TAPP Coalition, it was decided that LTO does not support the proposal. Amongst other things because they would rather support a 'fair meat price' via market mechanisms.

Next to collaborations with parties in the meat and dairy business, there has also been a search for collaborations with other parties (e. g. in the vegetable and horticulture and health organisations) to stimulate the consumption of plant-based products like vegetables and fruit. (see gezondeboodschappen.nl).

COMMUNICATION AND MEDIA

The TAPP Coalition was well represented in the media especially at the beginning of November, around the time of the launch of our proposals for a fair meat price. Several spaces spent time on the proposals. The media attention included RTL News and several newspapers such as AD, Trouw, Financieel Dagblad and the Telegraaf. All reports were positive and professional farmers' journals also paid attention to it (Boerderij, Boerenbusiness, Nieuwe Oogst, Bio-Journaal).

We established that the majority of the population supports our proposals through our own opinion poll (DJV Insights) and a readers' poll of AD with 19.000 readers. More at: tappcoalitie.nl/nieuws. Specifically for media coverage (limited overview):

<https://tappcoalitie.nl/nieuws/12340/rtl-nieuws-en-ad-positief-over-hogere--eerlijke-vleesprijs->

Op-eds of the TAPP Coalition were published in a.o. ESB and FD (together with over 40 professors, scientists and entrepreneurs), NRC, AD, Boerenbusiness and Boerderij. Avaaz Nederland has also agreed to collaborate with us in 2020.

WEBSITE AND (SOCIAL) MEDIA

De websites tappcoalitie.nl and tappcoalition.eu were significantly expanded with new information and news. In 2019 a Facebook account, a Twitter account and an Instagram account were started, and four newsletters were made.

PARTNERS

The Foundation is thankful for the financial and non-financial contribution of several partners. An overview of our partners can be found on our website.

1.4 Finances

Since it's establishment on the 8th of July 2019, the TAPP Coalition made a negative result of EUR 3.563. These results are justified in this annual report. In the run up to the establishment of the Foundation there has already been made profit and costs of a positive net result of EUR 3.985 which was classified as equity of the Foundation at the date of it's establishment.

The assets and results of the TAPP Coalition during 2019 are primarily coming from income from fundraising and costs from outsourced research and events. Out of the total fund raising of approximately EUR 29,000, an important part was spent on research, totaling an amount of approximately EUR 17,500 (CE Delft, poll and CLM). Additionally, the aforementioned research performed by CE Delft (cost of approximately EUR 32.000) was funded in

collaboration with the Vegetariërsbond (Dutch Vegetarian Organisation), which contributed approximately EUR 15,000.

The TAPP Coalition employs a risk avoidant investment policy. In as far as the raised funds are not directly spent on the general useful aims, they are not invested in financial instruments with any financial risk but only in liquidity (savings accounts and deposits) on which interest revenue was made.

1.5 An Outlook

2019 was, as can be made up from the above, a successful year for the TAPP Coalition in the area of research and attention to the aims of the Foundation. The stated objective to realise, within 2 to 4 years, through an effective policy measure, a fair price for meat on the basis of a 'true price' has come significantly closer in 2019!

The TAPP Coalition deems the chance of the inclusion of the proposal for a fair meat price in the election programmes of at least 5 political parties in 2020 quite realistic. The TAPP Coalition also thinks it quite likely that one or more of these parties will be part of the next government in 2021 and will commit to making the proposal part of the coalition agreement. For the next upcoming years, we want to focus on strengthening our initiative and finding support for effective measures concerning the pricing (true price) of meat and dairy (cheese), and other animal products. Because of this we will search for and approach collaborators and ambassadors who want to commit to the initiative. We are now thinking of, amongst other things, doing this through broadening our group of enthusiastic founding partners and parties from business, social organisations, institutions, health organisations, Dutch and European celebrities, political parties and the government. Amongst other things, the TAPP Coalition sees the partnership with 50by40.org as a perfect opportunity to make more steps on the international field.

To maintain this progress in 2020 the TAPP Coalition will invest more time into fundraising, establishing relevant collaborations and communication with politics, business, several interest groups and society. To realise this, the TAPP Coalition is estimated to hire her first employees in 2020.

1.6 Board

The board of the Foundation consists of 3 statutory board members, i.e. the chair, the secretary and the treasurer. In addition, there are 4 general board members. The board members are unpaid. Board members are:

- Chair: Prof. Pier Vellinga (statutory)
- Secretary: Floris de Graad (statutory)
- Treasurer: Linda Herms (statutory)
- General board member: Peter Haring
- General board member: Edwin Bark
- General board member: Armanda Govers
- General board member: Guus ter Haar

The board and the organisation receive advice from the Advisory Board. The Chair of the Advisory Board is prof. Jaap Seidel, professor of nutrition and health at the VU (University Amsterdam). The partners of the Coalition are also part of the Advisory Board. Additionally, the Advisory Board consists of experts from several sectors (e.g. health, science, nutrition,

retail). During 2019 there were six gatherings of the board of the TAPP Coalition as well as six gatherings of the Advisory Board.

2. Annual figures from 31-12-2019 on (in Euro):

Balance sheet

Debet	.	Credit	..
Treasury	€ -	Equity	€ 3.986
Bank	€ 1.930	Results	(€ 3.563)
Debtors	€ -	Creditors	€ 507
Fixed assets	€ -	Received in advance	€ 1.000
		Facilities	€ -
	€ 1.930		€ 1.930

Profit and loss account

Income	.	Exoenses	..
Subsidies	€ 5.710	Advertising and marketing	€ 359
Donations	€ 300	consultance costs	€ 587
Partner contributions	€ 8.500	Judicial costs	€ 57
		Printing	€ 1.621
		Various general costs	€ 1.306
		travel and accomodation costs	€ 1.820
		outsourced research	€ 12.322
	€ 14.510		€ 18.073
Result 2019	(€ 3.563)		

Explanation of the balance sheet and the profit and loss account

Balance sheet

The balance was made up from the formal start of the Foundation on the 8th of July 2019. Prior to the establishment of the Foundation, we received partner contributions in persona and costs were made in support of the goals of the Foundation. The balanced total of this was EUR 3.986 and was classified as equity of the Foundation at the date of the establishment.

The entry Received in advance is a partner contribution made in 2019 in support of the year 2020.

Profit and loss account

Received subsidies are contributions (from partners and others) in support of the by the TAPP Coalition outsourced research into the 'true price' of meat, which is in alignment with the Foundation's goals. The TAPP Coalition can spend the partner contributions on all activities of the Foundation, in accordance with the expressed goals. The TAPP Coalition did not make expenses that are not in accordance with the aims of the Foundation. Because the

TAPP Coalition did not make a profit in 2019 and the totaling assets leans towards nil, no financial resources have been put into specific reserves or funds in 2019.

The main amounts received on the one hand and made expenses on the other hand in 2019, which are all in line with the aims of the Foundation (including the period prior to the establishment of the Foundation), are partner contributions, subsidies and donations of approximately EUR 29,000. The costs for research were EUR 17,500 and other expenses were made for promotion, publications and events.

3. Budget 2020 (in Euros):

Income	.	Exoenses	..
Subsidies	€ 58.029	Advertising, promotion and communication	€ 11.500
Donations	€ 5.000	Unforseen	€ 2.497
Partner contributions	€ 40.855	Printing	€ 1.650
		Various general costs	€ 2.600
		Travel and accomodation costs	€ 3.500
		Outsourced research	€ 20.000
		Events	€ 2.500
		Room hire/ Office costs	€ 2.500
		Net salaries	€ 55.136
		Volunteer's reward	€ 2.000
	€ 103.884		€ 103.884

Explanation of the budget

The budget is compiled on the basis of expected partner contributions and concrete commitments of various authorities about to be received funds. An important contribution for 2020 is a promise of EUR 49.000 from Stichting Doen. This would enable the TAPP Coalition to perform various activities in 2020 and hire employees to develop and carry out these activities that are in lines with the aims of the Foundation, for multiple days a week in 2020.