

ANNUAL REPORT 2024

TAPP COALITION



IMPACT REPORT 2024

February, 2025

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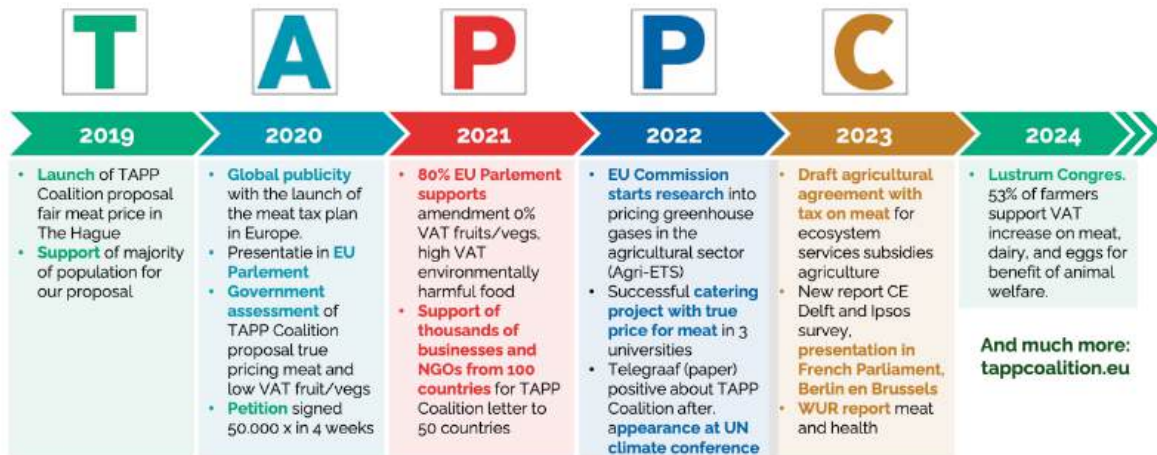
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1. Board Report


This chapter outlines the objectives and activities of the organization and how they were implemented in 2024. Given the conclusion of a project that began in 2022 and ended in 2024, we also reflect on the achievements made over the past two years. By the end of 2024, 10 out of 12 Key Performance Indicators (KPIs) had been realized.

| TAPP Coalition in 2024 | | |
|--|--|---|
| 80 partner organizations, mainly in 10 EU countries, in Africa, USA; they represent at least 2.4 million people and 5,000 companies | 53% of Dutch livestock farmers support the TAPP meat/dairy tax proposal  | 16 letters sent to politicians (8 Dutch and 8 international)  |
| 2 interviews (1 radio and 1 retail magazine VMT)  | 100 NGOs that signed the COP29 declaration with millions of people in their constituency | 17 press releases (8 Dutch and 9 English/international)  |
| 5 press conferences and 3 events/conferences  | 21 countries that signed TAPP Coalition COP29 Declaration  | 25 other countries that were considering this |
| 3 webinars  | 6 reports and briefings  | 3 opinion articles (op eds)  |
| All social media channels: 3269 followers (11% growth) and 82,234 impressions  | Website visitors: 9,136 with 38,068 pages and 163,926 Google searches  | 45 news items (NL and ENG), 11 newsletters (NL and ENG) |

What we have achieved



TAPPC Highlight - Fair Pricing for Dairy and Meat

| | |
|---|---|
|  | Established in 2019 |
|  | 8 employees |
|  | Ambition: Growth to a scale of 500,000 € |
|  | Coalition for Fair Meat and Dairy Prices and cheaper sustainable food |

Mission: TAPPP aims for fair pricing and taxation for dairy and meat (True Price), incorporating environmental, health, and animal welfare costs. Revenue from levies is used to support farmers who adopt sustainable and animal-friendly practices and to make healthy and sustainable food accessible and affordable for all.

Vision: TAPP views financial incentives, taxation, and rewards as key drivers of success, similar to how they have worked in the energy transition. The coalition seeks to apply this model to agriculture to promote sustainability in the sector.

Expertise: TAPP has a long-term strategy aimed at reducing animal protein consumption. With 40 years of experience in policy influence at the national and EU level, research among citizens and dairy farmers, and collaboration with leading scientists, TAPP works on solutions such as VAT reduction on fruits and vegetables and farmer support initiatives.

Positioning & Substantiation

Positioning: TAPP positions itself as an effective lobbying organization. TAPP is influential at European and UN level, with political support in the Netherlands, France and Germany.

Substantiation: True Price, Applying ETS to agricultural system, COP27 Loss and Damage Fund, Polluter Pays Principle.

1.1 Name, Establishment and Legal Form

Registered Name: True Animal Protein Price Coalition (TAPP Coalition) Foundation

Registered Office: Amsterdam. Establishment Date: July 8th, 2019

Address: Minahassastraat 1, 1094 RS, Amsterdam

Legal Form: Foundation (stichting). KvK number 75 33 99 27 RSIN 8602.44.623

TAPP Coalition is registered as of its founding date of July 8, 2019 as a General Benefit Institution ("ANBI").

1.2 Description of Objectives

The foundation aims to:

1. Reduce the production and consumption of livestock products, such as meat and dairy, due to their impact on health, the environment, nature, and animal welfare.

2. Encourage governments and businesses to implement measures ensuring consumers and others pay the 'true price' for livestock-based food, including external and social costs related to health, climate, environment, nature, and animal welfare.

3. Conduct activities in the broadest sense related to or beneficial to the above objectives. The foundation does not seek to make a profit. To achieve the aforementioned objectives, the Foundation engages in:

a. Building coalitions between organizations in food, health, environment, climate, nature, and animal welfare to support policy and pricing measures for livestock products.

b. Developing effective policy instruments for transitioning to plant-based protein consumption, focusing on financial mechanisms, regulations, and awareness campaigns.

c. Raising awareness and support for price measures and taxes on meat, dairy, and other food products, aligned with the Paris Climate Agreement, reducing healthcare costs, and implementing true pricing.

d. Promoting dietary shifts towards more plant-based foods. Meat, dairy and eggs and fish are alternated with vegetable dishes.

e. Advocating for leadership in international cooperation related to a climate agreement for the livestock sector.

f. Reducing and compensating for the global impact of meat and dairy consumption on the planet and human health.

g. Initiating and executing campaigns.

1.3 Report on Key Activities

Critical success factors: KPIs achieved from 2022 to December 2024

KPIs for TAPP Coalition project 2022-2024, made possible by the Gieskes Strijbis Fund

1. Increase political and public support for true pricing meat in the Netherlands

Sub-goal: Government or parliament to make a proposal for meat pricing before 2025 ✓

Activity: Annual meetings with at least 10 relevant Dutch MPs or ministry officials about TAPP's proposals. ✓

Activity: Consumer surveys and petitions demonstrating public support for TAPP's proposals. ✓

Activity: TAPP Coalition partners grow annually by at least 10% and visibly support the initiative. ✓

2. Expanding Political Support for Meat and Dairy Pricing in Germany and France

Sub-goal: By 2025, the governments or parliaments of Germany and France should introduce a proposal for meat and dairy pricing. ✓

Activity: Launching a 2022 report proposing VAT increases on meat and dairy or a consumer levy ✓

Activity: Hosting events in Paris and Berlin to discuss the report, followed by at least two follow-up events in 2023-2024. ✓

Activity: Conducting one consumer survey per country and gaining support from at least three organizations per country. ✓

3. Expanding Political Support for Meat and Dairy Pricing in the EU and Wealthy Countries

Sub-goal: By 2025, at least one EU country should have implemented a 'true price' for meat, targeting a >10% reduction in meat consumption.

Activity: Publishing an EU Commission policy options report on implementing true pricing for meat and dairy (GHG emissions focus). ✓

Activity: Hosting a policy event in Brussels and engaging in dialogue with policymakers and stakeholders. ✓

Activity: Sending a letter to the EU Commission and EU member states, endorsed by at least 10 organizations, supporting TAPP's proposals. ✓

For each KPI, it is explained below for the year 2024 to what extent the goals and sub-goals have been achieved. We then provide an overview of the results achieved through communication in 2024.

1.4 Increasing political and public support for real meat pricing in the Netherlands

In three years, political and public support has grown. This is evident from the concept agricultural agreement of June 2023, which included a levy on meat and dairy. It is also evident from opinion polls in 2020 and 2023 commissioned by the TAPP Coalition. In the House of Representatives, there was also a majority in 2023, mainly thanks to the TAPP Coalition; for example, this majority was evident in a stunt ban on meat and dairy products and pricing of emissions in livestock farming, preferably in the processing sector. However, the Ministry of Agriculture, Nature and Food Quality (now LNV) has still not implemented these motions. Nevertheless, individual supermarket chains have picked up the signal. Jumbo decided to stop meat advertisements, whilst all supermarkets significantly reduced the price of meat substitutes. Meat and dairy products have also risen sharply in price in recent years for various reasons (around 15-20%), causing meat and dairy consumption to decrease by comparable percentages. A report by Nederland Vleesland with representative surveys among the population showed that in 2021 there was a majority of 73% in the population that was in favor of a levy on meat (price increase of 10% or more). In 2024, this percentage decreased however according to Nederland Vleesland, mainly as a result of the already increased meat prices. All in all, political and public support for true pricing of meat increased between 2022 and 2024, but in 2024 this decreased slightly due to the election results and external causes (in particular the war in Ukraine drove up the prices of meat and animal feed).

Sub-goal: Government or parliament to make a proposal for meat pricing by 2025.

In June 2023, the Ministry of Agriculture (LNV) published the concept agricultural agreement containing a consumer levy on meat, based on previous calculated proposals by the Ministry of Finance and on previous government studies and letters to the House of Representatives from 2020-2022. This achieved the sub-goal. Early 2024, the Ministry of Finance published an even more detailed proposal for a levy on meat and dairy (Taxes in a social perspective; this report with a long list of possible new taxes was discussed in the House of Representatives on 11 September 2024). However, the 2023 elections provided support for political parties that are against a levy on meat (PVV, BBB, NSC, VVD). In order to contribute to this sub-goal, the TAPP Coalition published new reports in 2024: a publication with contributions from four scientific bureaus of political parties and a survey among livestock farmers. In addition, we organised an Lustrum conference at the end of May, see explanation later in this report).

Activities and status:

Every year, the TAPP Coalition speaks to 10 relevant members of parliament / civil servants at ministries about our proposals

During the year 2024, there were frequent contacts (via WhatsApp, telephone or email, online and several times a physical meeting) with civil servants of the Ministry of Agriculture, involved in food pricing in the Netherlands or internationally, including with the highest civil servant at the ministry, the Director of Agriculture, who replaced the minister at our Lustrum Congress as key speaker. Various discussions also took place in 2024 with members of the House of Representatives and their policy officers, (WhatsApp, telephone, email, online and several times physically), including with members of the House of Representatives from BBB and NSC (at their homes), VVD and PVV, who form a new government. In December, we offered a Manifesto to the members of the House of Representatives of the Finance Committee in response to a health appeal from the RIVM in which a meat tax was also advocated. At the beginning of 2024, the TAPP Coalition also became involved in the debate in the House of Representatives on animal-friendly livestock farming, with [a letter to the House of Representatives](#) and proposals for pricing and subsidies for animal welfare.

Substantive contacts with politicians

Parliamentary questions to Members of Parliament following Follow the Money investigation

In July 2024, research agency Follow the Money published a critical article about a

2020 report by consultancy firm EY on the feasibility of a fair meat price (environmental levy on meat) commissioned by the Ministry of Agriculture. The article accuses the ministry of having formulated the assignment in such a way that the outcome of the research would already be certain: the levy would be unworkable and too complex, which is not correct. Opponents of the levy inside and outside the House of Representatives were thus given encouragement not to support the proposal, which also happened shortly afterwards with a House of Representatives motion that referred to the EY report.

Following the publication of Follow the Money, TAPP Coalition sent background information and possible parliamentary questions to members of the House of Representatives.

Letter to Members of Parliament regarding the report 'Taxes in a social perspective'

On 14 August, TAPP Coalition sent a letter to members of the House of Representatives in response to the report 'Taxes in social perspective, building blocks for a better and simpler tax system' and the accompanying appendix 6 with sheets with options for various taxes, which would be discussed on 11 September. In the letter, we drew the attention of the members of the House of Representatives to the fact that these reports from the Ministry of Finance contain clear recommendations to opt for pricing instruments in the agricultural and food sector in order to achieve the climate goals for 2030.

Manifesto presented to members of the House of Representatives following RIVM report

In December, in the presence of organisations from the Alliance for Nutrition for the Healthy Generation (AVVG) and a number of partner organisations of the TAPP Coalition, we presented a manifesto to members of the Finance Committee, in response to the RIVM report 'Public Health Future Exploration 2024'. In this report, the RIVM sounded the alarm: in 25 years, 64 percent of all Dutch people will be overweight and the healthcare sector will no longer be able to meet the demand for care due to increasing disease, if a delta plan is not forthcoming. One of the measures proposed by the RIVM is a levy on sugar and meat to reduce the consumption of unhealthy food. When presenting the manifesto, we spoke to members of the House of Representatives from PVV, BBB and PvdA-GL, among others. Partly in response to our Manifesto, we were invited to the Ministry of Health, Welfare and Sport (early 2025). They are interested in our plans for an alternative to 0% VAT on fruit and vegetables. We also received an invitation to the New Year's reception of the Ministry of LNV.

Letter to politicians following the Mercosur trade agreement

In December, the TAPP Coalition sent a letter to EU presidents, Ministers of Agriculture and Environment, and members of the European and Dutch Parliament in response to the controversial trade agreement that the European Commission concluded with five Mercosur countries. In the letter, we state that the agreement will lead to cheap imports of soy and meat from South America, where lower standards for the environment and animal welfare apply. This causes unfair competition, a drop in the price of meat and dairy and thus causes problems in the areas of health, animal welfare, deforestation and the climate. The TAPP Coalition and many others (including countries such as France, Italy, Austria and the Dutch House of Representatives majority) are still trying to block the controversial Mercosur agreement.

Activities and status:

Consumer survey and petition on TAPP proposal Coalition shows support for our proposals

TAPP Coalition published a consumer survey in 2023 (Ipsos). We have chosen not to start a petition again in 2024 after the successful previous petition [Eerlijkvleesprijs.nl](https://www.eerlijkvleesprijs.nl) in the summer of 2020. We did use the House of Representatives petition hour three times to discuss TAPP Coalition Manifestos with members of the House of Representatives (March 29, 2022, May 16, 2023 and December 2024). The Ipsos survey in 2023 again showed a (slightly growing) majority of the population that supports the TAPP Coalition proposal.

Publication of the report 'Rewarding and Pricing'

In early March 2024, Willem Branten approached the scientific institutes of political parties on behalf of TAPP Coalition with the request to contribute to the report 'Rewarding and Pricing - Visions of Four Scientific Institutes on the Future of Agriculture, Food and the Environment'. Four scientific institutes gave their vision on the themes of rewarding and pricing, specifically with regard to the future of agriculture, food supply and the environment.

The Groen van Prinstererstichting (ChristenUnie) emphasizes expanding rewards for ecosystem services in agriculture, and awareness and pricing policies. The Nicolaas G. Pierson Foundation (Party for the Animals) advocated a transition to a more plant-based diet to limit climate change, which includes levies on meat.

The Teldersstichting (VVD) gave two authors the opportunity to speak who have different views from a liberal perspective. Wilbert Jan Derksen believed that pricing meat can be justified from a liberal perspective because it uses market forces and preserves freedom of choice, and can stimulate investments in sustainable and

animal-friendly technologies. Patrick van Schie believed that the liberal values of freedom and personal freedom of choice are paramount; government control via price mechanisms goes too far.

The Scientific Bureau GroenLinks provided a column for the report by director Noortje Thijssen, in which she argues that the transition to more plant-based and less animal proteins offers benefits for health, the environment and finances. Cultural change is important for this, in addition to pricing.

Willem Branten (TAPP Coalition) presented the report during the Lustrum Congress on 29 May (see below) and handed over a copy to Jan Willem Beaujean, Director-General Agro of the Ministry of Agriculture, Nature and Food Quality.

The report can be read here:

<https://tappcoalitie.nl/images/Belonen-en-Beprijzen-De-visie-van-Vier-Wetenschappelijke-Instituten-op-de-Toekomst-van-Landbouw-Voeding-en-Milieu-1717320300.pdf>

Prosu survey among livestock farmers

In May 2024, Prosu published research into improvements in the revenue model and sustainability rewards for Dutch livestock farmers, through pricing, on behalf of the TAPP Coalition. The survey, completed by almost 400 representative livestock farmers, shows that a majority of 53% is positive about higher subsidies for better animal welfare and the environment, if this is financed through a VAT increase on meat, dairy and eggs, so that this additional price contributes to a fair income for the farmer and better animal welfare.

The report can be read here:

<https://tappcoalitie.nl/images/Rapportage-Verdienmodel-Veehouders-TAPP-29-05-incl-rep-1717051416.pdf>

An extensive explanation is available on the TAPP Coalition website with an additional representativeness report with source references and an Excel sheet with all data. The research was discussed in various media, see 'Communication and press moments'.

TAPP Coalition Lustrum Congress

TAPP Coalition will be five years old in 2024. On May 29, we celebrated this with a Lustrum Congress in the theater hall of the OBA in Amsterdam. A large part of the first half year was dedicated to organizing this congress. The afternoon was divided into five blocks:

1. Jeroom Remmers, director of TAPP Coalition, discussed the successes of the past five years, in which the taboo on pricing meat has been transformed into a high place on the political agenda. Willem Branten (TAPP Coalition) presented the report

'Rewarding and Pricing' and handed a copy to Jan Willem Beaujean, Director-General of Agro at the Ministry of Agriculture, Nature and Food Quality. Beaujean gave a speech in which he committed to rewarding and pricing in the protein transition and promised to involve the new LNV minister and the new cabinet in this.

2. Jeroom Remmers presented the Prosu research 'Livestock Farmers Deserve Better'. The moderator of the conference discussed the results with four guests: Hanneke van Ormondt, coordinator of Caring Farmers, Diana Saaman, chair of dairy farmers Netwerk Grondig, Wouter van Zandbrink on behalf of Groenboerenplan and Tom Kools of the Transition Coalition Food.

3. A panel discussion with four speakers:

Alex Datema, director of Food & Agri at Rabobank, agreed with the DG-Agro of the Ministry of Agriculture, Nature and Food Quality to support 'rewarding and pricing' in agricultural and food chains ('true value').

Professor Jaap Seidell supported making healthy food cheaper and pricing meat, and also called for a broader perspective and educating children from an early age about everything related to agriculture and food.

Sandra Molenaar, director of the Consumers' Association, certainly saw the benefit of price adjustments around food. She expected that a Consumers' Panel will soon advise the government on this.

Siri de Vrijer of MVO-Nederland supported the general line of pricing and rewarding in the agri-food sector. True pricing is one of the priorities.

4. An EU election debate with four representatives from Renew (D66), S&D/Greens (GroenLinks-PvdA), Europees Links (PvdD) and EPP (CDA). Ingeborg ter Laak (CDA), Anja Hazekamp (PvdD), Hendri Nortier (D66) and Lara Sibbing (GL-PvdA) discussed three statements about VAT rates on vegetables, fruit and food with negative consequences for the climate or health, the introduction of true pricing via an Agri emissions trading system, and the destination of the income from such ETS in Europe and the Loss & Damage Fund.

5. True pricing in practice. Anita Scholte op Reimer, Director of Sustainability and Quality at Albert Heijn, discussed a true price experiment with coffee and the additional price that AH pays to farmers. Pauline Rosenberg, Sustainability Expert at caterer Vermaat, talked about the continued introduction of true pricing at fifty locations. Luuk Scholte, director of Greendish, discussed a true price pilot at three universities. The day concluded with an inspiring speech by Claire van den Broek, director of True Price.

The TAPP Coalition Lustrum Congress was attended by approximately 120 interested parties from various domains: our own partners and other social organizations, companies in the agri-food chain, institutions and scientists. Foodlog, among others, wrote an extensive article about it:

<https://tappcoalitie.nl/images/artikel-in-Foodlog-over-Lustrum-congres-TAPP-Coalitie-29-maart-2024-1717569450.pdf>.

More details about our activities and impact can be found in our news overview with the most recent messages from 2024: <https://tappcoalitie.nl/nieuws>

<https://tappcoalition.eu/nieuws>



Photo: Partners and board members of the TAPP Coalition present at the Lustrum congress on May 29

Collaborations

In 2024, TAPP Coalition collaborated in consultation and lobbying with the Core Group Protein Transition of Transition Coalition Food - NGOs active in the protein transition, which met monthly. The most active core group consists of: ProVeg, World Wildlife Fund, FeedbackEU, Animal Coalition, True Animal Protein Price (TAPP) Coalition, Green

Protein Alliance, FoodValley NL, Questionmark and Transition Coalition Food. The core group no longer relies solely on (the initiative of) Transition Coalition Food; the core group is further developing into an independent movement with a central point for communication, such as its own website (eiwittransitie.nl, in the making), in which Transition Coalition Food is not the driving force, but an equal partner and key party. We organize ourselves as NGOs to speak more with one voice, possibly even through one spokesperson. In 2024, a lobby consultation was also initiated by Willem Lageweg (TCV) with Rabobank, Bionext, GroenBoerenPlan, TAPP Coalition, Robin Food Coalition, LBI, Natuurmonumenten and Vogelbescherming.

Finally, TAPP Coalition worked increasingly frequently with the Alliance Food for the Healthy Generation (AVGG) on policy to make healthy food cheaper than unhealthy food. It is a combination of Diabetes Fund, Heart Foundation, Maag Lever Darm Stichting and Kidney Foundation.

Other matters

Contact with supermarkets and caterers

In 2024, TAPP Coalition renewed contacts with supermarket chains such as AH, Jumbo and LIDL. Discussions explored whether and under which preconditions they wanted to contribute to the pricing of meat and dairy, whether or not through their own initiatives, sector initiatives or through the government. Jumbo unilaterally announced a stop to the promotion of fresh meat from the end of May, for which we praised Jumbo. Unfortunately, other supermarkets have not yet followed Jumbo. Supermarkets do not yet dare to publicly call on the government to start pricing in the protein transition; Rabobank is already cautiously daring to do so.

Caterer Vermaat announced that it was looking for 100 clients with company restaurants who wanted to apply their previously developed 'true price' concept to catering. TAPP Coalition is very pleased with this and therefore awarded Vermaat an award during the Lustrum Congress. This means that meat, dairy and eggs, among other things, can be priced higher and customers in restaurants will pay for this permanently (or as an optional extra). The additional cost is put to good use for the benefit of the environment.

Contact with Rabobank

The discussions with Rabobank have increased in number in 2024, since Alex Datema became director of Food & Agri and successfully announced a new policy in the field of 'True Value', which is almost the same as true pricing. They are taking steps to make a start with this with chain parties and are also asking the government to do this. We

expect this to bear fruit in 2025, because we have prepared a conference in Brussels together (also with FoodDrinkEurope) on an Agri-ETS system for slaughterhouses and dairy companies in February.

Open letter to international livestock and meat sector

In early November, TAPP Coalition, together with our African partner organization Africa Climate Action Initiative (ACAI), sent an open letter to José Grigera Naón, President of the International Meat Secretariat (IMS), their national members and stakeholders in the meat sector. The subject of the letter was the responsibility of the sector for the climate. In the letter we discussed the need to put a price on livestock-related emissions, as recommended by the World Bank, FAO, African ministers and more than 100 NGOs. African countries are the most affected by the consequences of climate change, which are partly caused by the increasing emissions of the global livestock sector. We gave the Cali Biodiversity Fund as an example, where companies within a certain sector contribute 1% of their profits to a fund. In Baku we discussed this with IMS representatives from the US (Meat Institute).



1.5. Increasing support for true pricing meat in Germany and France

Partly thanks to the efforts of TAPP, political support for pricing meat and dairy in Germany and France has grown slightly through a) the events we organised in Berlin and Paris (in 2023) about our proposals, where politicians and NGOs were present b) the publicity about this and c) the lobby activities of our network partners about our proposals in these countries and d) the contacts and communication moments with politicians that we organised ourselves through our Ipsos survey. We showed through a consumer survey among citizens in Germany and France that support for our proposals reached a majority and has even grown slightly in 2 years since the previous [survey](#) among Germans and French in 2021. In 2023, a German survey showed that 62% of the population supports the plan for a high VAT on meat, provided that it is used to improve animal welfare among livestock farmers.

Sub-goal: Government and/or parliament in Germany and France to make a proposal for meat/dairy pricing by 2025

Activities and status:

The German Minister of Agriculture sent a proposal to his fellow ministers in February 2024 on a meat tax with a return to farmers for better animal welfare. The French government has not yet made any proposals in this area, but French MEP Pascal Canfin (elected as spokesman in the influential environment committee in the EU parliament until April 2024 and party comrade and confidant of President Macron) does support the plan for Agri-ETS (pricing greenhouse gas emissions in the European agricultural and food systems).

On February 3, Jeroom Remmers travelled to Berlin to meet German NGO and agricultural organizations that organized a demonstration with thousands of people and dozens of tractors within the organization 'Wir haben es satt', during the internationally known Grune Woche agricultural trade fair. One of the action points is a levy on meat to raise money for better animal welfare (Tierwohl Cent). The German Minister of Agriculture received a pamphlet and he supports this plan, especially in response to recent farmers' protests. A German farmers' organization ABL took the initiative. Jeroom went there with Sanne Smeets (Caring Farmers) and Tom Kools (Transition Coalition Food). We spoke with Wir haben es Satt organizers and also with our German

partner organizations Greenpeace and Deutsche Umwelthilfe (who support VAT increase on meat and dairy). Jeroom Remmers spoke to the German Secretary of State for Agriculture and handed over the German report 'Pay as you eat dairy, meat and eggs'. In February, the German Minister of Agriculture published his plan for pricing meat for animal welfare improvements in stables, to his fellow ministers. Unfortunately, the FDP Minister of Finance does not want to cooperate. There is a majority in Parliament for the plan and many farmers' clubs also support it.

TAPP Coalition drafted and sent a letter in April and December to Ursula von der Leyen, relevant EU Commissioners, EU Ministers and MEPs to express support for the initiative of the European Commission (DG Clima) to investigate a proposal for a pricing of greenhouse gases in the agricultural sector (Agri ETS). This letter was co-signed by a number of European umbrella organisations such as Ecopreneur, including French and German business associations, EAPF, also representing well-known food companies, Compassion in World Farming EU, Youth Environment Europe and other NGOs in EU countries, including companies and NGOs from Germany, Spain, France and Italy.

EAPF, CIWF EU, YEE and Proveg International also represent their French and German and other European partner organisations.

See: [Open letter to Ursula von der Leyen on climate goals Agri-Food and ETS - True Animal Protein Price Coalition \(tappcoalition.eu\)](https://tappcoalition.eu/open-letter-to-ursula-von-der-leyen-on-climate-goals-agri-food-and-ets-true-animal-protein-price-coalition)

We have sent a letter to the German and French Ministers of Agriculture and Environment to advocate their support for this.

Denmark announced last summer and in November (majority of Parliament) a greenhouse gas tax in livestock farming to be introduced from 2030, which will make meat and dairy more expensive. TAPP Coalition responded positively to this. Its Danish NGO partners are happy with the step, although in their view the tax is still a bit too low, 2030 is still a long way off and there is no consumer tax on meat. All in all, it is an inspiring example for other countries, together with New Zealand, which will also introduce a greenhouse gas tax in livestock farming from 2030. The Minister of the Environment informed TAPP Coalition of this in a personal letter in December 2024. The Canadian Minister of the Environment also sent us a letter, in which he expressed his appreciation for our international efforts at COP29.

Activity: launch of report with proposal for VAT increase on meat/dairy products or consumer levy and refund; 2 publications

The CE Delft report was published in Q1 of 2023, these were 4 publications (EU report, German report and French report and also an Ipsos consumer survey). In 2024 we brought this report 'Pay as you eat for dairy, eggs and meat' to the attention of various stakeholders. IFOAM organics Europe was particularly interested in the lower calculated true price.

Activity: events in Paris and Berlin where report will be discussed with at least 2 follow up events in 2023/2024

The events in Paris and Berlin are organised on 13 March and 23 May 2023. We worked in 2024 on a follow up event in February 2025 in Brussels where we also invited German and French NGOs and we reached out to the German and French Ministers of Agriculture in 2024 following our letter on Agri-ETS to the EU Commission and EU parliamentarians from April/Sept 2024.

Activity: 1 consumer survey per country, at least 3 organisations per country supporting our proposals

In 2023, we conducted an Ipsos survey among consumers in Germany, France and the Netherlands, which showed a 55% majority in favor of our proposals for our fair meat price with a return to farmers and consumers via a lower VAT on fruit and vegetables. A fair meat price means (around 40% price increase of meat on average). 70% supported a variant with a VAT increase on meat and dairy (around 15% price increase) and 0% VAT on fruit and vegetables. In Q3 of 2024, we worked on a letter on Agri-ETS to the Ministers of Agriculture and Environment of France and Germany (cc Parliament) signed by at least 3 representatives of organizations from these countries.

1.6. Greater political support for meat and dairy pricing in the EU and rich countries

Thanks to the efforts of the TAPP Coalition in 2022-2024, political support has increased in the EU Commission (and EU Parliament) and in rich countries (EU countries, OECD). This is evident from the publication of an EU report on Agri-ETS (which the TAPP Coalition and the EU Court of Auditors had previously requested from the EU Commission). It is also evident from the efforts of DG Clima (EU Commission), which is further examining the Agri ETS proposal with other departments (health and agriculture) and stakeholders in 2024 and 2025. At events on this subject in Brussels, we demonstrated broad social support (including support from some large food companies) for the downstream Agri ETS model, which was very relevant for policymakers and for which EU Climate Commissioner Wopke Hoekstra thanked the TAPP Coalition in a letter from his cabinet. Political support for pricing meat and dairy in the Netherlands, Germany and Denmark grew partly thanks to the TAPP Coalition and/or its partners abroad. This is evident from very broad political and social support for the Danish pricing proposal from 2024, new political proposals from the German Ministry of Agriculture for a meat tax in February 2024 following the farmers' protests and the draft agricultural agreement in the Netherlands in 2023 and, for example, the VVD and the Ministry of Economic Affairs, which are focusing on emission pricing in agriculture, particularly in 2023.

Figure 1: Most political parties in the EU support application of the polluter-pays principle in the agriculture sector, eg with an Agri-ETS or CO2-tax.



In America, the New York University of Law published a report 'Made in the USA meat tax'. TAPP Coalition brought this to the attention of friendly organizations in the US, offering opportunities to advocate for the introduction of a meat tax in cities and states (such as California) with a Democratic government.

2024 was also the year in which both the World Bank and the FAO, in authoritative reports ('Recipe for a livable planet' and 'SOFA 2024'), advocated a levy on meat and dairy and 0% tax on vegetables/fruit, in rich and middle income countries (World Bank) or only rich countries (FAO). In 2024, many more reports were published by authoritative institutions asking rich countries to introduce a price on greenhouse gas emissions in agriculture, or levies on meat (including the European Climate Council, Rousseau Institute, Food Economics Commission, etc.).

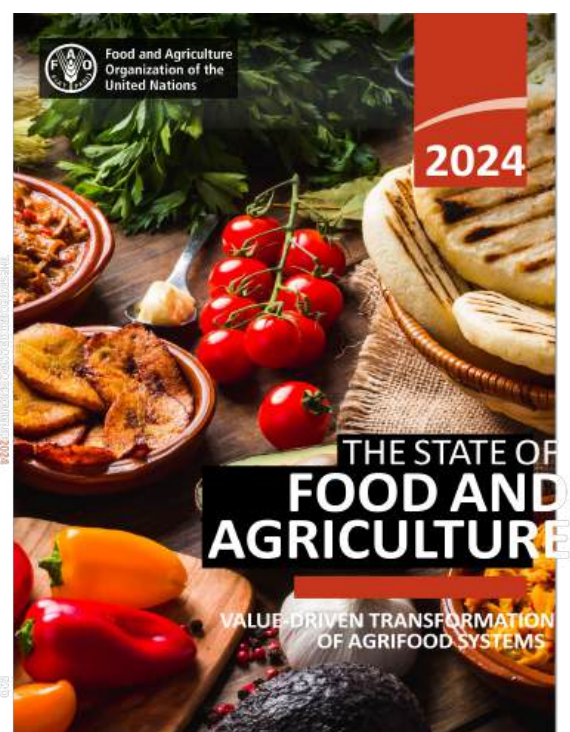
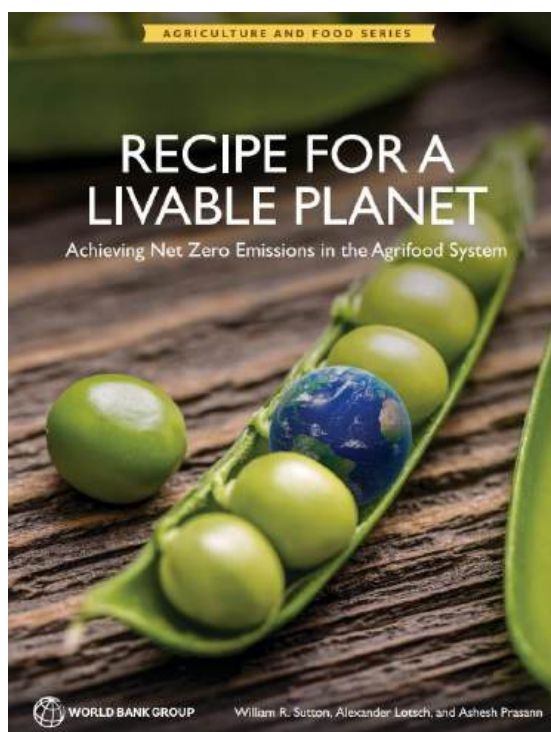


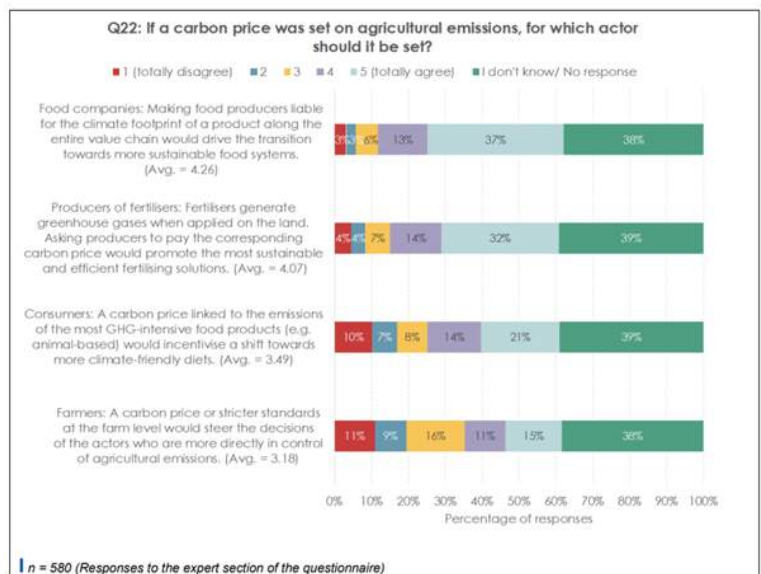
Figure2 and 3: World Bank and FAO reports in 2024

Sub-goal: By 2025, a 'true price' for meat has been introduced in at least 1 EU country (target > 10% less meat consumption)

To date, at least 1 EU country has not succeeded in introducing a true price for meat. However, in Denmark a political decision has been made on a true price for meat and dairy through a greenhouse gas levy for livestock farmers from 2030 (as a result, meat/dairy consumption is expected to decrease by approximately 6-8% in 2035) and in Germany there is a lot of political support for a levy on meat due to animal welfare

(only the FDP Minister of Finance has not yet supported this, which is why it has been blocked for years).

Figure: Most stakeholders (business associations, retail, farmers, ngo's) in the agri-food chain would prefer an Agri-ETS for slaughterhouses and dairy companies if an Agri-ETS will be chosen according to an EU Commission survey in 2023.



Activities and status:

Launch of EU Commission policy option report on true price meat/dairy (greenhouse gas emissions)

In December 2023, the EU Commission launched the Trinomics report on an Agri-ETS, a price for greenhouse gas emissions in the agricultural sector, with an ETS for slaughterhouses and dairies as the most promising option. On 19 June 2024, the Commission presented serious follow-up studies to arrive at a concrete policy proposal in 2026. The EU Commission has invited the TAPP Coalition to participate in technical workshops on this Agri ETS and other climate proposals in agri-food such as legislation. Final reports with impact studies will be delivered in the summer of 2025. TAPP Coalition is "in the front row".

Activities and status:

Event in Brussels on the above-mentioned report and dialogue with policy makers/stakeholders

The EU Commission organised two events in Brussels in June 2023 and June 2024 on Agri-ETS proposals mentioned in the Trinomics report. Other events were also organised by other parties on this topic in 2023 and early 2024, which eliminated the need for TAPP Coalition to organise a major event in Brussels on this subject. We will do this in early 2025, just before the presentation of the new EU vision on agriculture and food of the new EU Commission. TAPP Coalition went to Brussels to also speak directly with the DG Clima official about the development of an Agri-ETS system and the contact has been good since then. There is also contact with other DG Sante officials and of course with MEPs such as Bas Eickhout. The chair of the International Advisory Board of TAPP Coalition was re-elected to the European Parliament in 2024.

Activities and status:

Letter to EU Commission / EU Member States to implement TAPP coalition proposals is endorsed by at least 10 organisations.

In April 2024 (and later in the fall and in December with updates) a letter was sent to relevant EU Commissioners and Members of the EU Parliament on behalf of several other organizations regarding agri-ETS:

<https://tappcoalition.eu/nieuws/21976/open-letter-to-ursula-von-der-leyen-on-climate-goals-agri-food-and-ets>

This was signed by over 10 organisations. A formal response letter was sent back, without further details. In the meantime, the EU Commission is continuing to work on Agri-ETS proposals through 5 technical workshops in the coming months. TAPP Coalition also sent the letter to EU ministers and the new MEPs in September 2024 and to the new Commissioners for Environment/Climate, Agriculture and Health in December. On 19 June 2024, the EU Commission organised a major event in Brussels on the next steps towards an Agri-ETS system and rewards for farmers to reduce greenhouse gases. Jeroom Remmers was one of the questioners and supported the Commission's plans.

International activities 2024

BONN UN Climate Conference June 2024

TAPP Coalition gave two press conferences on June 6 and 7 (facilitated and video recorded by the UN) and we gave a workshop on June 6. More information: [TAPP Coalition events UN climate conference Bonn 5-7th June - True Animal Protein Price Coalition](#)

UN Climate Conference Baku November 2024

The second half of 2024 was largely dominated by (the preparations for) COP29, the UN Climate Conference in Baku from 11 to 22 November. TAPP Coalition was present with four team members. In addition, we invited two people from our African partner organization Africa Climate Action Initiative to be present and to help gain support for signatories of our Declaration. The videos of the 3 press conferences and the side event can be viewed here:

<https://tappcoalition.eu/nieuws/22814/tapp-coalition-activities-at-cop29-un-climate-conference>

At COP29 we held several press conferences and a side-event:

November 11: Press Conference

Speaker: Jeroom Remmers

Analysing the COP28 Food Declaration and the new FAO SOFA report 2024 on Hidden Food Costs, on fiscal actions and GHG-emission pricing

Update on countries active in the field of greenhouse gas pricing in food systems & discussion of the FAO SOFA 2024 report, which focuses on true pricing and includes input from TAPP Coalition on true pricing on meat and dairy.

November 12: Press Conference

Speakers: Willem Branten (TAPPC) and Trinto Mugango (ACAI)

Making the Polluter Pay – Using Agri-Food Emission Pricing to Finance the Loss & Damage Fund

Explanation of the COP29 Declaration in which TAPPC and ACAI call on rich countries and China to introduce greenhouse gas emissions pricing in the agrifood sector.



Photo: COP29 side event during Baku organised by TAPP

15 november: Side event TAPP Coalition in collaboration with Climate Citizen International and Jeremy Collier Foundation / FAIRR

Agri-Food Finance & Enabling Policies to Drive Climate Action

November 21: Press Conference

Speakers: Ingeborg ter Laak (EU Parliament), Jeroom Remmers (TAPP Coalition)

EU Agri-Food ETS, Danish GHG-emission livestock tax or meat tax; models for OECD

countries and China?

Discussion of EU proposals for emissions trading systems in various sectors, including agriculture, and of the Danish proposal for a tax on livestock (this proposal was adopted at COP29). Ingeborg ter Laak advocated pricing unhealthy, less sustainable food and making healthy food cheaper.

In addition, COP29 was an opportunity for TAPP Coalition to collect signatures for the Declaration that we drafted with our partner organization Africa Climate Action Initiative (ACAI) prior to the conference. This Declaration calls on OECD countries and China to introduce greenhouse gas emissions pricing in the agrifood sector; the revenues from the levy can be partly used for the Loss & Damage Fund. The Declaration has now been signed by representatives of 27 countries and more than 100 NGOs.

Webinars

Prior to COP29, we held an online Pre-COP29 webinar in collaboration with ACAI to inform interested parties about this Declaration. In addition, Jeroom Remmers was an online guest speaker at an ACAI event in Ghana in November. In April, TAPP Coalition, with support from the CRFS Alliance, also organized a webinar for staff from UN organizations such as FAO, UNFCCC, World Bank and World Farmers.



2. Results communication, media, social media, website, newsletters

Communication and press moments

Newsletters

In 2024, 11 Dutch-language newsletters (1727 subscribers at the end of December) and 11 English-language newsletters (549 subscribers) were published almost monthly. Donors received a Friends-of-TAPP mailing (newsletter) five times.

News items

In 2024, we published 45 news items on our Dutch website and 45 news items on the English website. The items were about important developments in the field, such as our Lustrum congress, the publication of the FAO SOFA report, the World Bank report and the RIVM research, scientific studies on health damage caused by meat consumption and the support for a levy on meat, information about the Mercosur agreement, the lobby of Copa-Cogeca, the introduction of a tax on livestock-related greenhouse gas emissions in Denmark, and of course our activities around COP29.

Radio and TV

TAPP Coalition came on the radio in 2024 on November 12 at BNR Nieuwsradio because of our presence at the COP29 climate conference in Baku and the FAO SOFA report on a levy on meat and dairy and external environmental costs of food: [VN wil taks op vlees en zuivel: 'Anders klimaatdoelen nooit haalbaar' | BNR Nieuwsradio](#)

Our partner organization ACAI was on TV twice in Ghana via an event sponsored by TAPP Coalition about our COP29 Declaration and the support of African countries for this. Among others on News360 / daily news.

Social media

The number of TAPP Coalition followers on social media has grown in the last year 2024, especially on LinkedIn (+21% Dutch, +88% English-speaking).

| Followers | 2022 (Sept) | 2023 (July) | 2024 (July) | 2024 (December) | |
|---|------------------------|------------------------|------------------------|--------------------------------|--|
| Instagram (Dutch) | 713 | 742 | 750 | 748 (followers 1468) | |
| Facebook (Dutch) | 387 | 386 | 389 | 397 | |
| Facebook (English) | 365 | 375 | 377 | 393 | |
| Twitter (X) (Dutch, sometimes English) | 311 | 342 | 367 | 325 | |
| LinkedIn (Dutch) | 724 | 986 | 1152 | 1194 | |
| LinkedIn (English) | 45 | 113 | 177 | 212 | |
| YouTube | | | | 33 | |
| Total | 2545 | 2944 | 3212 | 3269 | |

In 2024, the number of followers on LinkedIn will have grown by 307, or 28 percent. In 2024, the number of followers on all social media channels (excl. YouTube) will have

grown by 325 people, or 11 percent, compared to mid-2023. On Twitter (X), the number of followers decreased slightly by 17 people, while on Facebook, Instagram and YouTube the number of followers actually increased.

On Twitter (X), a post from April 11 about a German government proposal for a higher VAT on meat for investments in animal welfare among livestock farmers received the most attention with over 5,000 clicks. Another German news item from March 20, about a study on VAT differentiation for meat (high rate) and organic food (0% VAT) received almost 3,000 clicks, while a video in which Jeroom Remmers spoke at the Lustrum Congress about a majority of livestock farmers supporting the German VAT proposal received 2,500 clicks. Other videos of speakers at the Lustrum Congress (Diana Saaman, Hanneke van Ormondt, Alex Datema, Min LNV, DG Agri Jan-Willem Beaujean and the EU election debate) received about 4,500 views together. The most viewed posts received 15,000 views.

On LinkedIn (Dutch) there were 46,202 impressions and 1,126 reactions. On the English LinkedIn page with far fewer followers there were 13,614 impressions and 171 reactions.

On Facebook there were 572 views (Dutch) and 310 views (English), with 4,300 and 218 people reached respectively. Half was reached through organic growth, the other half through advertisements.

On Instagram, there were around 2,900 views in 2024 and 1,049 people were reached.

The English Facebook account is viewed most by Italians and Germans, followed by Dutch, Polish, French, Spanish, Arab, Canadian and American. The Instagram account is also viewed by 14% foreigners including Belgians, Germans, Spanish, Polish, Danes, Swedes and English. LinkedIn is viewed mainly by men, Instagram mainly by women.

Website

The website tappcoalitie.nl received a total of 9,136 visitors in 2024 (25 per day on average), with peaks in May and June with around 50 visitors per day. The number of pages viewed in 2024 was 38,068 (104 per day on average, so around 4 pages per person/visit). The number of search results via Google impressions in 2024 was 163,926 (approx. 450 per day) and the number of active users was 634 per month on average, with peaks in May with 1300 per month, in connection with our Lustrum congress on May 29. The most searched items for TAPP coalition in terms of keywords and the news pages were read the most on the website. On May 29, for example, there were 750 Google impressions for the Lustrum. At the beginning of 2024, there were around 300 active website users per month, but by the last two months of 2024, that number had already risen to around 1,000 per month.

Publicity

TAPP Coalition received a lot of international publicity (especially in the US) through our appearances at the UN Climate Conference in November in Baku. See also the news link of TAPP Coalition:

[UN Report FAO 'True Costs of Food' Advocates Meat Taxes and Subsidies for Vegetables - True Animal Protein Price Coalition.](#)

The TAPP Coalition's message was also heard on social media, especially in the US, thanks to two posts by journalist Tom Elliott on Twitter with 90.9 thousand views.

<https://x.com/tomselliott/status/1857071236850794704>

resp. 30,000 views: <https://x.com/tomselliott/status/1856313845083496485>

A selection of international media (including USA, Russian, Nigeria, Ghana, Azerbaijan):

[Msn.com:](#)

[Trend News Agency](#)

[Nigerian Tribune Online](#)

[Vegconomist – vegan business magazine](#)

[Climate Depot](#)

[Grabian.com](#)

[Azerbaijan news](#)

[Daily Caller \(Iowa\)](#)

[APA \(russian\)](#)

[Liberty Daily](#)

[GreenQueen](#)

[DailyGuidenetwork](#)

[USSA news](#)

[Shorenewsnetwork](#)

[IJR Independent Journal Review](#)

<https://static1.squarespace.com/static/66e9bef345d07c17491fc9ac/t/6738ca9c09770d2d0b25eafc/1731775134984/November+2024+Joint+statement+calling+COP29+leaders+to+tackle+agriculture%27s+emissions.pdf>

<https://www.agri-pulse.com/articles/21918-what-anti-meat-activists-have-on-the-menu-at-cop29>

<https://table.media/en/climate/feature/food-transition-why-there-is-little-progress-at-cop29/>

<https://flood.house.gov/media/press-releases/congressman-flood-calls-biden-administration-fight-anti-meat-agenda-cop29>

On January 30, an opinion article by Prof. Jaap Seidell and Jeroom Remmers about policies to make healthy food cheaper appeared in the Volkskrant. [Opinie: Maak gezond voedsel goedkoper en help Nederlanders op meerdere fronten | de Volkskrant](#)

On February 15, an opinion piece by Jeroom Remmers appeared in De Boerderij about an animal welfare levy on meat, as proposed in Germany by the Minister of Agriculture. <https://tappcoalitie.nl/images/De-Boerderij-opinie-artikel-dierenwelzijnsheffing-1708944073.pdf>

On November 7, another opinion piece by TAPP Coalition chairman Peter Haring and a farmer affiliated with Caring Farmers appeared in the Volkskrant: 'It is time for a meat tax': [Opinie: Het is tijd voor een vleesheffing – dat is beter voor klimaat, mens en dier | de Volkskrant](#)

On December 21, food trade magazine VMT published an interview with Jeroom Remmers about the support of 73% of the population for a meat tax in 2021, while this information was withheld by the meat sector.

https://www.vmt.nl/70745/vleessector-hield-informatie-achter-over-populariteit-vleestaks-in-2021?giftCode=LozHPMaimJFall5_LqUkpewCf_ly7n5bmogIzuHZ7o3KQ5ievpAbqm31fHKINw9e in response to our news item:

<https://tappcoalitie.nl/nieuws/22765/74--nederlanders-wilde-in-2021-een-accijns-op-vlees--vleeslobby-verzweeg-dit>

The Prosu study 'Livestock farmers deserve better - Research into improvements in the earnings model and sustainability rewards for Dutch livestock farmers' generated a lot of publicity and was discussed in the following media:

[De Boerderij](#), [Melkveebedrijf.nl](#), [Pluimveebedrijf.nl](#), [Varkensbedrijf.nl](#) and [Foodlog](#). In addition, also in [Biojournaal](#) and [Ekoland](#), trade magazine [Voedingsindustrie](#), [FoodHolland](#), [AgriHolland](#) and [AardeBoerConsument](#).

Foodlog wrote a large article about the Lustrum congress.

[artikel-in-Foodlog-over-Lustrum-congres-TAPP-Coalitie-29-maart-2024-1717569450.pdf \(tappcoalitie.nl\)](#)

Estimated communication reach TAPP Coalition

| | Estimated number of people reached in the Netherlands in 2024 | Description |
|------------------------------------|--|--|
| BNR radio | 67.000 | 470,000 listeners every week |
| Volkskrant | 500.000 | Circulation in 2022: 299,000; 2x in 2024 an opinion article was published and according to VK itself 0.5 million people read the newspaper |
| De Boerderij | 50.000 | Newsletter readers according to Boerderij |
| VMT | 6.286 | Newsletter readers |
| Foodlog | 150.000 | Regular group of readers according to Foodlog |
| Other agricultural trade magazines | 50.000 | TAPP Coalition Estimate |
| Own newsletters | 1727 | Circulation of NL newsletter |
| Own website (NL) | 1000 | Number of active users per month |
| Social media TAPP | 2664 | Dutch socials |
| Social media and newsletters | 50.000 | Minimum estimate for approx. 50 Dutch partner organizations |

| | | |
|---|----------------|---|
| partners of TAPP Coalition | | |
| Members of Parliament and civil servants | 100 | Committees LVVN, VWS, Finance |
| Lustrum conference and other stakeholders | 150 | Persons who are not affiliated with TAPP Coalition as a partner |
| Journalists | 50 | |
| Total | 879.000 | |

| | Estimated number of people reached outside the Netherlands in 2024 (EU/International) | Description |
|---|--|---|
| Vegconomist | 220.000 | Number of readers according to this publication |
| Tweets Tom Elliot | 120.900 | Twitter X |
| Foreign news media following COP29 and TAPP | 100.000 | Estimation |
| Ghanese TV News360 / daily news | 50.000 | Estimation |

| | | |
|---|----------------|---|
| Other trade journals | 50.000 | TAPP Coalition Estimate |
| Own newsletters | 549 | English newsletter circulation |
| Tappcoalition.eu website | 500 | Estimated number of active users per month |
| Social media and newsletters partners of TAPP Coalition | 30.000 | Minimum estimate for approx. 30 International partner organizations |
| Social media and newsletters NGOs that supported letters from TAPP Coalition | 50.000 | Minimum estimate for approx. 50 International NGO organizations |
| EU members of Parliament (Agri or ENVI Committees) and EU Commission | 150 | Emails sent |
| COP29 and Bonn conferences other stakeholders through events and press conferences and direct conversations | 250 | Visitors and people spoken to team TAPP Coalition/ ACAI |
| Journalists | 100 | Emails sent |
| Total | 622.500 | |

In short: by 2024, at least 1.5 million people will have been reached at home and abroad.

3. The partners of TAPP Coalition

The partners of the TAPP Coalition play a crucial role in the work of the coalition. After all, the more parties with a constituency the TAPP Coalition represents, the greater the impact will be. These partners contribute financially or substantively to the work of TAPP, and some are also involved in lobbying activities and projects. The TAPP Coalition strives to grow annually and is actively looking for partners who share the objectives of the coalition.

In 2024, the following new partner organizations joined our coalition (Vermaat, Schuttelaar, Ekomeni, partly thanks to our Lustrum Congress):

- Municipality of Amsterdam
- The Vegetarian Butcher
- Vermaat catering
- Schuttelaar & Partners
- Ekomeni
- Africa Climate Action Initiative (ACAI, active in 14 African countries)
- Lecturers Platform Food, Nutrition and Health
- Plenty Food Foundation
- Network for the promotion of Biocyclic-Vegan agriculture Netherlands & Flanders
- UNASCAD Haiti
- Green and Better World Cameroon
- Resilient40 (0.8 million young people in various African countries)
- -(RIHRDO) Rural Infrastructure & Human Resource Development Organization
- -Pakistan, a youth volunteer organization for the environment

Thanks to the 13 new partners at the end of 2024, TAPP Coalition has 80 partner organizations, a growth of 19 percent compared to the end of 2023. In 2024, the following partners were affiliated with the TAPP Coalition. The TAPP coalition speaks with these partners on behalf of a constituency of 2.4 million people and more than 5,000 companies.



We launched a survey among TAPP Coalition partners in the summer of 2024 to gauge satisfaction and gather suggestions for new activities, which provided valuable input that we incorporated into our activities. In 2022-2024, the number of partners has grown by approximately 10% annually to 80 now. Most partners visibly support TAPP Coalition, for example online, via their logo on the TAPP Coalition website, co-signing letters to parliament, the government or the EU Commission, attending lobby meetings, organizing something together, etc.

TAPP has joined the following organizations: European Environmental Bureau (EEB), Climate Action Network Europe, Food & Climate Action Group, European Alliance of Plant-based Food (EAPF), Carbon Pricing Leadership Coalition (CPLC), PlantEurope Network and the Climate Resilient Food System Alliance (CRFS, an organization that unites various UN organizations and partners). In addition, TAPP is a partner in the Netherlands of the Dutch Green Protein Alliance, the Food Transition Coalition, the Green Farmers Plan and the Robin Food Coalition.

4. Outlook 2025

The year 2025 will be an exciting year both internationally and in Europe and the Netherlands, where it is uncertain whether the right-wing government will continue to function or will fall apart. There remains broad social and political support in both the Netherlands and Europe for tightening climate and environmental policy in agriculture and food consumption, but whether an Agri-ETS will succeed in Europe must become clear in 2025 and 2026. The proposals of the TAPP Coalition could build a bridge between protesting farmers and critical environmentally conscious citizens. The crisis in the area of subsistence security and high food and energy prices also offers an opportunity for healthy and climate-friendly or healthy food to be reduced in price, for example through tax adjustments or pricing policy at supermarkets. The call to reward healthy food and to fine unhealthy food is becoming increasingly louder.

In 2025 we are going to:

- Put pressure on European policy to implement an Emissions Trading System for slaughterhouses and dairies to achieve a fairer price for meat and dairy. We are organizing a conference on this in Brussels on February 17, 2025.

- Collaborate with caterers and preferably also with supermarkets to organize Fair Price / true price projects at various locations.
- Conduct surveys to make it clear to politicians that a fair price for meat and dairy and/or an Agri ETS in Europe is not an unpopular measure and enjoys broad support, in the Netherlands and internationally.
- Put pressure on international organisations to strengthen the call for fair pricing. Together we can create a world that is good for us, the animals, and the environment.

These are our impact indicators for 2025:

- European Commission and/or European Parliament propose CO2-eq pricing policy in agri-food sector (2040 climate targets).
- New true pricing concepts for meat or dairy have been marketed as permanent projects.
- The call for taxes on meat or CO2 eq. pricing in agriculture in OECD countries and China is increasing internationally, also from developing countries and NGOs.
- In 1 EU member state pricing of meat and/or dairy.

5. Board and employees

The board of the Foundation consists of 3 statutory board members, i.e. the chairman, secretary and treasurer. In addition, there are general board members. The directors are unpaid. Board members at the end of 2024 are:

Chairman: Peter Haring (statutory)

Secretary: Edwin Bark (statutory)

Treasurer: Linda Herms (statutory)

General board member: Maarten Tuinhof

General board member: Suzanne van der Pijl

General board member Guusje van Tienhoven



The board and the organization are advised by the Advisory Board. The chairman of the Advisory Board is prof. Jaap Seidel, professor of nutrition and health at the VU. The partners of the Coalition are also members of the Advisory Board. In addition, the Board consists of experts from various sectors (e.g. health, science, nutrition). During 2024, five meetings of the board of the TAPP Coalition and four meetings with the Advisory Board took place. In 2024, four meetings of the International Advisory Board also took place, chaired by Gerben-Jan Gebrandy, or on his behalf by the chairman of the board, Peter Haring.

Employees

TAPP Coalition had 1 employee in 2024 (director Jeroom Remmers, for 0.8 FTE) and 1 self-employed person (Willem Branten for 0.4 FTE). We also had 6 volunteers: Filip Kotowski, Frederique Schut, Akshath Kaimal, Claire Gunning, Tim Reysoo and Peter Wolters.



6. Finances 2024

The financial results as approved by the board in February 2025 with an extensive balance sheet, profit and loss account will be drawn up in a separate annual financial report, which can be found in the course of Q2 at [tappcoalitie.nl/about us/annual reports and policy](https://tappcoalitie.nl/about-us/annual-reports-and-policy). These annual financial figures are subject to an audit and will be published after approval.

The assets and results of TAPP Coalition during 2024 are mainly made up of income, fundraising, subsidies and partner contributions.

TAPP Coalition has not invested any resources, but if this were to be the case in the future, it will pursue a risk-averse investment policy. To the extent that the funds raised are not spent directly on the formulated general interest objectives, the funds are not invested in financial instruments with any investment risk, but are invested in liquidities (savings accounts and deposits) on which, if applicable, interest income is ignored.

Charities, partners, donors

In 2024, TAPP Coalition received subsidies from the Gieskes Strijbis Fund, Triodos Foundation, Craiglist Fund and the Jeremy Collier Foundation, to achieve a number of specific objectives, such as putting the need for policy measures in international, European and Dutch politics that ensure that the true price of animal proteins is represented.

We are very grateful to these funds for this.

The same applies to the partner organizations of TAPP Coalition that have paid an annual contribution or otherwise contributed in kind to the mission of TAPP Coalition. We also sincerely thank the donors, with us even receiving a large donation of 10,000 euros!

The subsidies, partner contributions and donations received have made it possible, among other things, for the deployment of TAPP employees to realize these activities. In addition, the subsidies were used in 2024 for various events (including The Hague, Amsterdam and Baku/COP29).

In the 2024 financial year, the TAPPC foundation shows a healthy financial result and a spending pattern that is consistent with the budget and the acquired funds.

The profit and loss account for 2024 shows a positive result of €21,819. The income mainly consisted of partner contributions (€19,316), subsidies (€136,964) and donations (€11,189). Compared to the budget for 2024, the income is higher as a result of additional donations and subsidies provided. The main expenses consist of wage costs (€80,564), research expenses (€12,997), expenses for events/conferences (€19,488), expenses for external communication (€3,541) and other consultancy costs (€19,578). The total expenses are almost in line with the budget. TAPPC's expenses are in line with the foundation's objectives and the acquired funds. The subsidies received for 2024 have been spent on various activities to draw attention to the need for the real price of meat in the Netherlands, the European Union and beyond. To this end, TAPPC participates in various conferences, organizes debates and events and conducts research, for example through surveys. The total direct and indirect costs incurred for this in 2024 have been set at €130,581.

Because there is still uncertainty about the availability of funds and continuity of TAPPC for 2025 and later years, it has been decided to add the positive result in full to a continuity reserve. The portion of funds acquired in 2024 that has not been spent directly or indirectly on the committed objectives amounts to €6,383. This amount is part of the continuity reserve and will be used for these objectives in 2025.

The final balance sheet as of December 31, 2024 shows a total of assets and liabilities of €32,222. The most important assets include a bank balance of €26,722 and amounts receivable of €5,500. On the liabilities side are the continuity reserve of €21,819, amounts payable of €5,387, wages reserve of €3,176 and wage taxes and premiums reserve of €1,839.

A budget has been drawn up for 2025 with an expected negative result of €12,250. The expected income consists of partner contributions (€22,000), subsidies (€116,500) and donations (€7,250). The expected expenses mainly include salary costs (€68,000), administration costs (€5,500), research expenses (€20,000), expenses for events/conferences (€28,000), expenses for external communication (€6,000) and other consultancy costs (€25,000).

Final balance 31-12-2024

| Description | Assets | Liabilities |
|--|---------------|---------------|
| Bank | 26.722 | |
| Continuity reserve | | 21.819 |
| Amounts yet to be received | 5.500 | |
| Amounts still to be paid | | 5.387 |
| Reservation wages | | 3.176 |
| Reservation for payroll taxes and premiums | | 1.839 |
| | 32.222 | 32.222 |

Profit and loss account 2024

| Description | Expenses | Income |
|------------------------------|---------------|---------|
| Partner contributions | | 19.316 |
| Subsidies | | 136.964 |
| Donations | | 11.189 |
| Wage costs | 80.564 | |
| Reis- en verblijfkosten | 1.403 | |
| Administrative costs | 5.317 | |
| Other general costs | 1.309 | |
| Advertising and printing | 698 | |
| Telephone and internet | 756 | |
| Research expenses | 12.997 | |
| Event/conference expenses | 19.488 | |
| External communication costs | 3.541 | |
| Other consultancy costs | 19.578 | |
| Total | 21.819 | |

Budget 2025

| Description | Expenses | Income |
|--------------------------------|----------------|---------|
| Partner Contributions | | 22.000 |
| Subsidies | | 116.500 |
| Donations* | | 7.250 |
| Wage costs | 68.000 | |
| Travel and accommodation costs | 1.500 | |
| Administrative costs | 5.500 | |
| Other general costs | 2.000 | |
| Advertising and printing | 1.000 | |
| Telephone and internet | 1.000 | |
| Research expenses | 20.000 | |
| Event/conference expenses | 28.000 | |
| External communication costs | 6.000 | |
| Other consultancy costs | 25.000 | |
| Total | -12.250 | |

| Expenditure in accordance with subsidy objectives | | |
|---|--------|---------|
| | Totaal | |
| Research | € | 15.884 |
| Dutch activities | € | 52.589 |
| EU activities | € | 22.866 |
| Other international activities | € | 39.242 |
| Reservation for continuity | € | 6.383 |
| | € | 136.964 |

Appendix: contribution to SDG goals

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 [Oxford University](#), reducing (red/processed) meat consumption will lead to lower health care costs. 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. 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.

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.

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, caused partly by 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%.

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.

16 Peace, justice and strong institutions

Global warming may lead to armed conflicts, so reducing meat consumption and production will contribute to less risks of climate related conflicts, less climate refugees and to more peace. Even in 2019, the [USA Pentagon](#) released a report that climate change is a national security issue.

17 Partnerships for the SDG goals
TAPP Coalition will form partnerships with different stakeholders (ngo's, business, science, governments).