

Food Data at COP28



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Our Vision and Mission

*To be the world's **most trusted** source of food data, to enable better-informed food choices.*



*“To help educate the world about the **impact of food** through **better data** (on the person, business & the planet)”*

Damian O'Kelly, Founder & CPO

*“To advance the global **food sustainability** agenda and be a net force of good for the planet”*

Ciaran O'Kelly, Founder & CTO





Industries

Education
Healthcare
Sport
Research
Hotel
Pub groups
Contract caterers

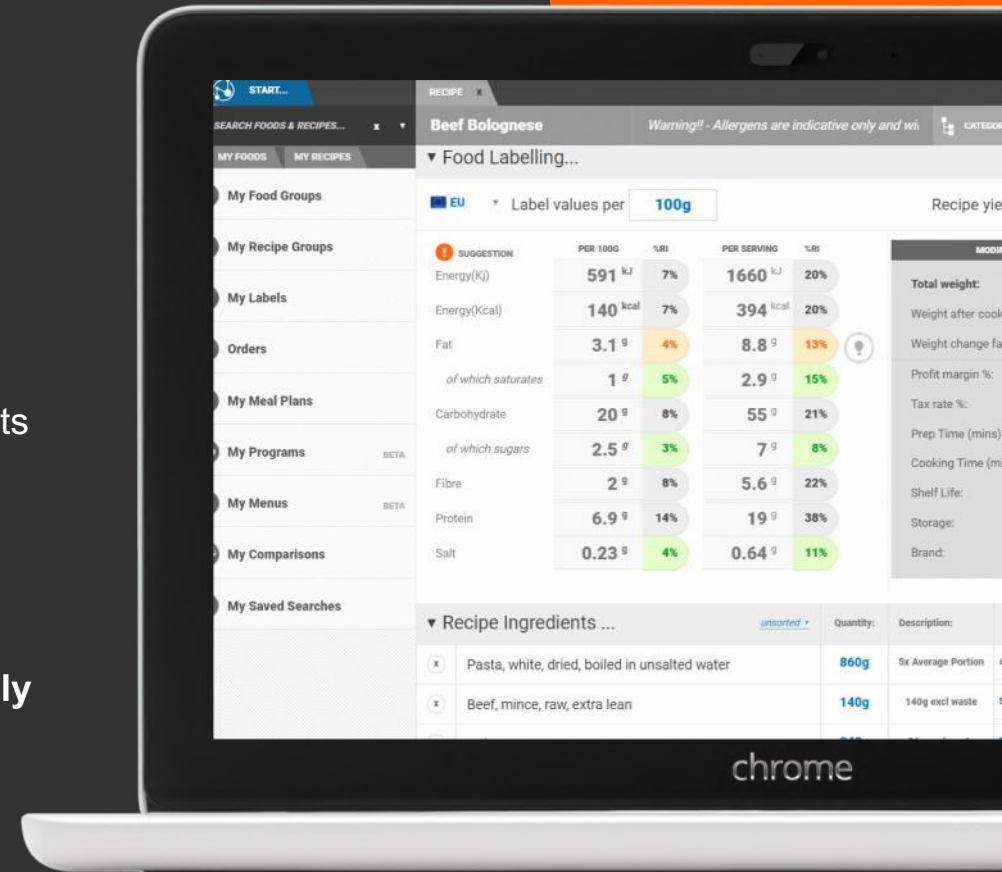
6 million +
Foods

100,000+
Customers
100+ countries
3 billion data points

High quality, transparent and traceable food data readily available

when it matters most

powered by software to automate processes





The Objectives

1. To increase the **awareness** on the relationship between food and climate change
2. To **engage chefs and operators** as active changemakers and promoters of low emission, nutritious, and affordable diets



LIFE Climate Smart Chef Project

1. Implementation of a **high level training course**
2. **Develop and test Foodprint tool to design climate smart menus**
3. Creation of an **award** dedicated to climate smart chefs
4. Creation of a **network** of chef associations
5. Life Climate Smart Chefs Vision 2030 **strategic paper**



THE COP28 PROCESS

Data Input

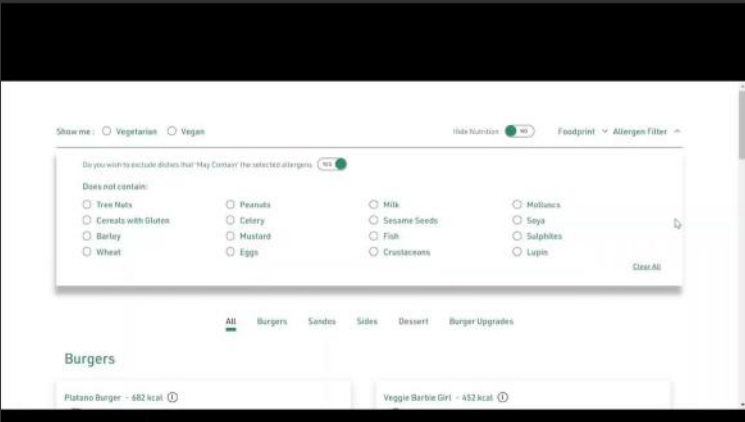
Back of House

Data Delivery

September 2023



November 2023

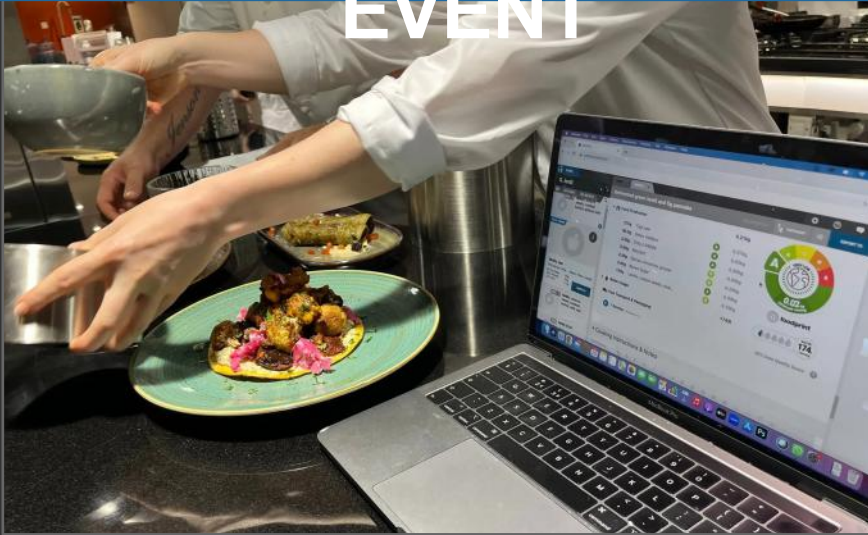


- 4,000 Recipes
- 265 Menus
- 325 Live Supplier Databases
- 90+ F&B Outlets
- 60+ Food Vendors

- ### Food Information
- Allergen Information
 - Ingredient List
 - Nutrition
 - Carbon Footprint

CLIMATE CONSCIOUS CATERING EVENT

October 2023



CLIMATE CONSCIOUS
CATERING
FOR PEOPLE, PLANET & PROSPERITY



OUTPUT



Show me: Vegetarian Vegan

Hide Nutrition NO

Foodprint Allergen Filter

Do you wish to exclude dishes that 'May Contain' the selected allergens YES

Does not contain:

<input type="radio"/> Tree Nuts	<input type="radio"/> Peanuts	<input type="radio"/> Milk	<input type="radio"/> Molluscs
<input type="radio"/> Cereals with Gluten	<input type="radio"/> Celery	<input type="radio"/> Sesame Seeds	<input type="radio"/> Soya
<input type="radio"/> Barley	<input type="radio"/> Mustard	<input type="radio"/> Fish	<input type="radio"/> Sulphites
<input type="radio"/> Wheat	<input type="radio"/> Eggs	<input type="radio"/> Crustaceans	<input type="radio"/> Lupin

[Clear All](#)

All **Burgers** Sandos Sides Dessert Burger Upgrades

Burgers

Platano Burger - 682 kcal ⓘ

Veggie Barbie Girl - 452 kcal ⓘ

CONSUMER NUDGING

EAT WELL FOR THE PLANET

MAKE THE RESPONSIBLE CHOICE. MAKE THE HEALTHY CHOICE. CREATE A SUSTAINABLE FUTURE FOR ALL.

We've labelled our dishes with their carbon footprint

Each dish has an A-E rating and colours to match based on land use, water use and pollution.

A Green 'A' score has the least impact to the environment.

A Red 'E' score has the most impact to the environment.



26% of global greenhouse gas emissions are created by food, and is the biggest cause of biodiversity loss

Shifting your diet to mostly plant based with small amounts of meat, fish, eggs and dairy is the best way to achieve a healthy, sustainable balance.

EAT SMART YOUR CHOICE



Look for the eco-label on the menu

Shifting your diet to mostly plant based with small amounts of meat, fish, eggs and dairy is the best way to achieve a healthy, sustainable balance.

WHAT DO THE LETTERS MEAN?

Look for the eco-label on the menu



A Green 'A' score has the least impact to the environment
A Red 'E' score has the most impact to the environment

The power to choose is in your hands

Meal Type Comparison A-E range		
Rating	Before Eco Labelling	After Eco Labelling
Vegetable	25%	23% ↓
Fish	29%	28% →
Chicken	47%	51% ↑
Mutton	42%	39% ↓
Beef	27%	25% ↓

A to E Score - Grade Wise Comparison		
Rating	Before Eco Labelling	After Eco Labelling
A	9%	6% ↓
B	27%	23% ↓
C	38%	41% ↑
D	29%	30% →
E	32%	29% ↓

“Food is the Unspoken Weapon in Climate Action”

- H.E. Mariam Almhairi, UAE Minister of Climate Change and Environment, and Food System Lead





Thanks for listening!

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CO₂ Labeling at COP28 and CO₂ Pricing by Catering and Retail

How Dutch and German cases show the potential of CO₂ labeling for CO₂ Pricing

Press conference COP28 - 2 December 2023

Jeroom Remmers
Director TAPP Coalition

The True Animal Protein Price Coalition



*True prices
for meat and dairy*

True Animal Protein Price Coalition

Who are we?

- 60+ partners in the TAPP coalition with various backgrounds
- Representing over 1,5 million EU citizens
- Partners in USA and EU countries
- Over 5000 companies & ngo's in > 100 countries supported our carbon pricing food campaign in 2021.



Towards a true price for animal products

What do we do?

- Reports on true pricing meat / dairy /fiscal incentives
- Policy advocacy in European countries / EU
- Global and consumer campaigns
- Projects with higher meat prices



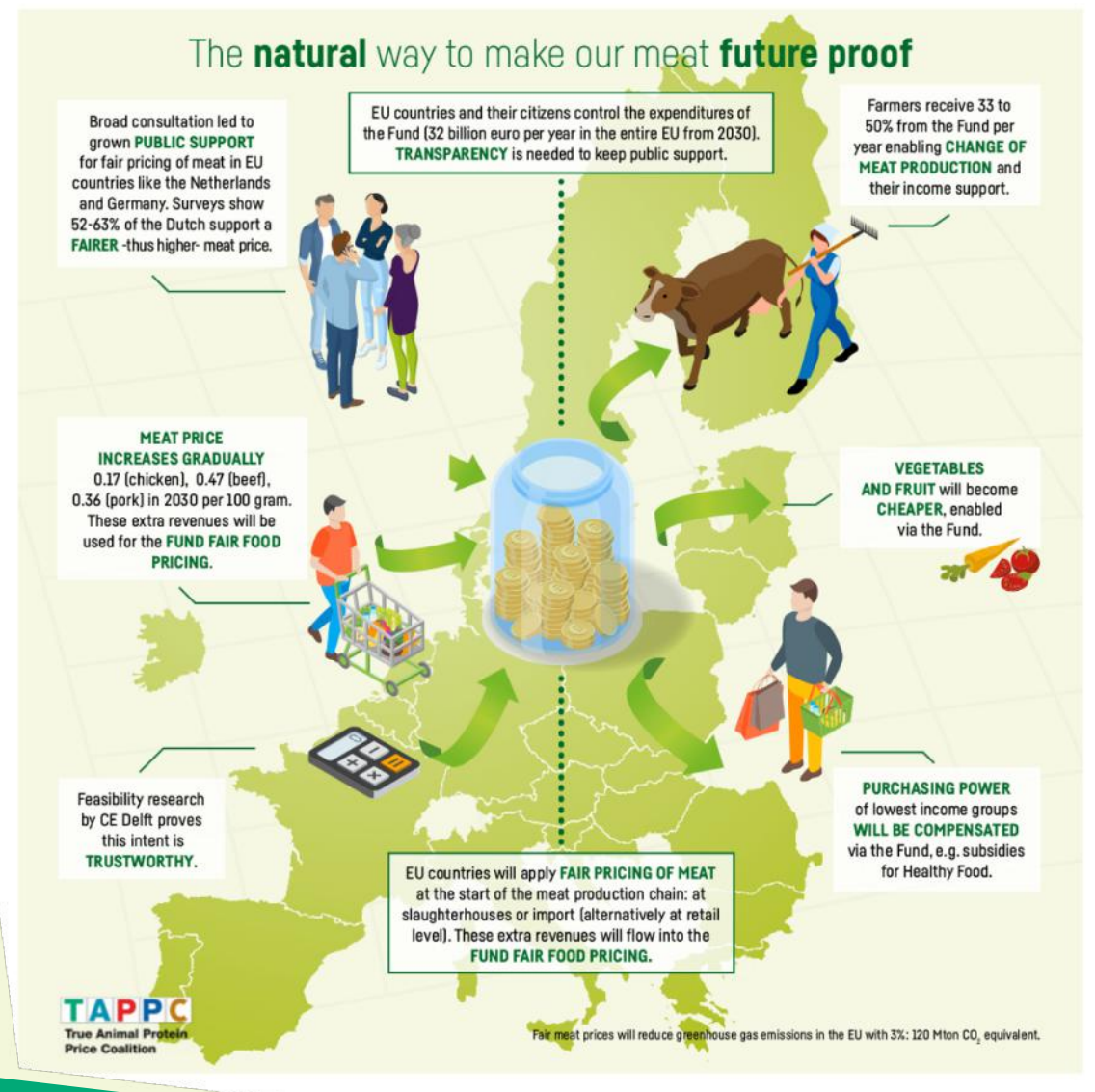
TAPP's Dutch success story

How to include environmental costs in meat prices?

Including external costs in food prices / tax:

- Climate / GHG emissions
- Nitrogen
- Particulate matter
- Biodiversity loss / land use

Majority of West European consumers support meat taxes if revenues are recycled to consumers and farmers



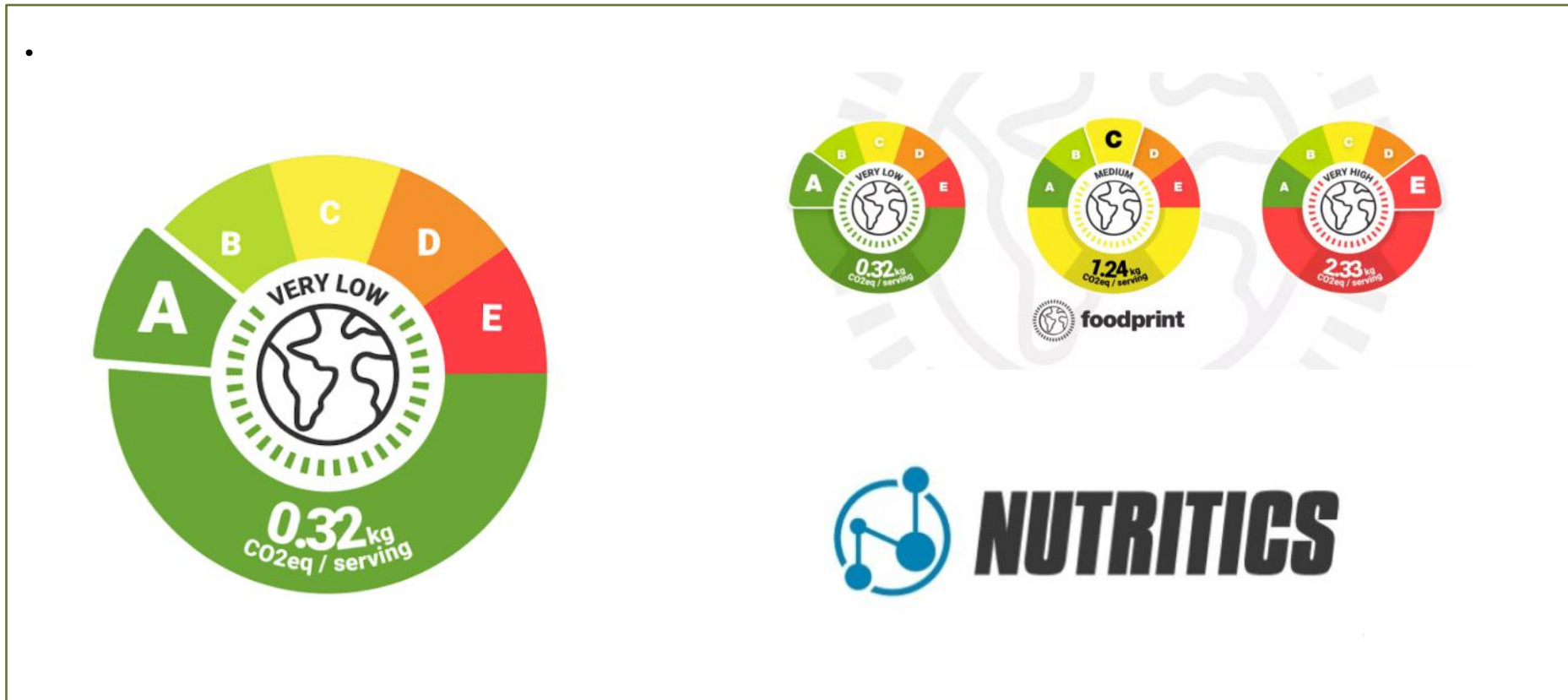
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 - c. Broader Initiative
- 1. The Power of CO2 Labelling**
 - a. Consumer behaviour
 - b. Producer behaviour
- 1. From CO2 labeling to CO2 Pricing**
 - a. Penny Supermarket
 - b. True Price Pilot
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 - d. CO2 Pricing at COP29-COP30?
- 1. Conclusion**



*True prices
for meat and dairy*

CO₂ Labeling at COP 28



Sources: Nutritics launch new carbon tracking technology for food businesses. (2023). Nutritics. <https://nutritics.com/en/about/press/foodprint-launch>

TAPPC
TRUE ANIMAL PROTEIN PRICE COALITION

More than just CO₂ Labeling

- **Letter From YounGO to COP 28 Presidency:**
 - Supported by TAPP Coalition
- **Called for Broad Initiative:**
 - Two Thirds Vegan and Vegetarian Food
 - 1.5 Degrees Alignment
 - Inclusivity
 - Less Waste
 - Sustainable Packaging
 - Emission Labelling
 - Carbon Budgets
- **Almost Fully Adopted by COP 28**



Sources:
ProVeg International. (2023, October 25). Historic decision - two thirds of food served at COP28 will be vegan and vegetarian. A first for COP! - ProVeg International. <https://proveg.com/press-release/historic-decision-two-thirds-of-food-served-at-cop28-will-be-vegan-and-vegetarian-a-first-for-cop/>



The Benefits of CO₂ Labeling

- **Important Measure in Limiting Climate Change**
 - Feasibility
 - Technological Innovation needs time
 - Can reduce Carbon Footprints of Consumer Goods and Services
 - Well-Designed Labels increase Responsiveness
 - Increases Public Awareness
- **Room to Grow:**
 - Land use
 - Water use
 - Other Greenhouse Gasses
 - Health costs

Sources:
Taufique, K.M.R., Nielsen, K.S., Dietz, T. et al. Revisiting the promise of carbon labelling. Nat. Clim. Chang. 12, 132–140 (2022). <https://doi.org/10.1038/s41558-021-01271-8>



The Effects of CO₂ Labeling

- **Consumers:**
 - Guides selection, purchase or consumption
 - Increases willingness to purchase lower-emission protein
 - Already sustainable consumers more susceptible
 - Most effective comparing different product categories
- **Producers:**
 - Small quantity of research
 - Labelling can be effective in shifting corporate behaviour
 - Unaffected by Consumer Effects
 - Tracking and analysing emissions can lead to reduction
 - Could drive product innovation and GHG reduction
 - Producers might try to score well on label

Sources:
Edenbrandt, A. K., Lagerkvist, C., Is food labelling effective in reducing climate impact by encouraging the substitution of protein sources?, Food Policy, Volume 101, 2021, 102097, ISSN 0306-9192, <https://doi.org/10.1016/j.foodpol.2021.102097>.
Taufique, K.M.R., Nielsen, K.S., Dietz, T. et al. Revisiting the promise of carbon labelling. Nat. Clim. Chang. 12, 132–140 (2022). <https://doi.org/10.1038/s41558-021-01271-8>



From CO₂ Labeling to CO₂ Pricing - Penny

German Supermarket True Cost Week:

- 2.150 Branches - 31 July to 5 August 2023
- 9 food products incl meat / dairy
- GHGs, Soil, Pesticides
- Proceeds to Future Farmer
- price of a 300 gram cheese increased to 4.84 euros from 2.49 euros.



Produkt	Form der Produktion	Packungsgröße	Verkaufspreis	Wahre Kosten pro Packung	Wahre Kosten-Preis	Preisauflschlag
Naturgut Bio Fruchtjoghurt	Bio	400g	1,19€	0,37€	1,56€	31%
Naturgut Käsescheiben*	Bio	ca. 190g	2,19€	1,51€	3,70€	69%
Naturgut Bio Mozzarella	Bio	200g	1,29€	0,63€	1,92€	49%
Naturgut Bio Würstchen*	Bio	ca. 190g	3,29€	2,07€	5,36€	63%
PENNY Zukunftsbauer Fruchtjoghurt*	Konvent.	450g	1,19€ / 0,99**€	0,45€	1,64€	38% / 45%
Lindenhof Maasdamer	Konvent.	300g	2,49€	2,35€	4,84€	95%
San Fabio Mozzarella	Konvent.	200g	0,89€	0,66€	1,55€	74%
Mühlenhof Wiener	Konvent.	400g	3,19€	2,82€	6,01€	88%
Food For Future Schnitzel	Vegan	200g	2,69€	0,14€	2,83€	5%

Sources:

Connolly, K. (2023, July 31). German supermarket trials charging true climate cost of foods. The Guardian.
<https://www.theguardian.com/world/2023/jul/31/german-supermarket-penny-trial-climate-cost-food-meat-cheese>

From CO₂ Labeling to CO₂ Pricing - True Price

True Price - Albert Heijn Dutch supermarket Trial:

- Dutch To-Go Supermarkets
- Coffee and (oat)milk
- 13% paid the True Price
- 36% willing to pay the True Price



Koffie voor onderweg.
Welke kies jij?

		True Price
Ristretto	1.75	1.81
Espresso	1.75	1.81
Dubbele espresso	2.25	2.33
Espresso macchiato	2.00	2.10
Espresso macchiato havermelk	2.00	2.07
Koffie	2.00	2.08
Flat white	2.25	2.46
Flat white havermelk	2.25	2.37
Koffie verkeerd	2.25	2.51
Koffie verkeerd havermelk	2.25	2.36
Cappuccino	2.00	2.28
Cappuccino havermelk	2.00	2.11
Cappuccino extra sterk	2.25	2.53
Cappuccino extra sterk havermelk	2.25	2.38
Thee	2.00	

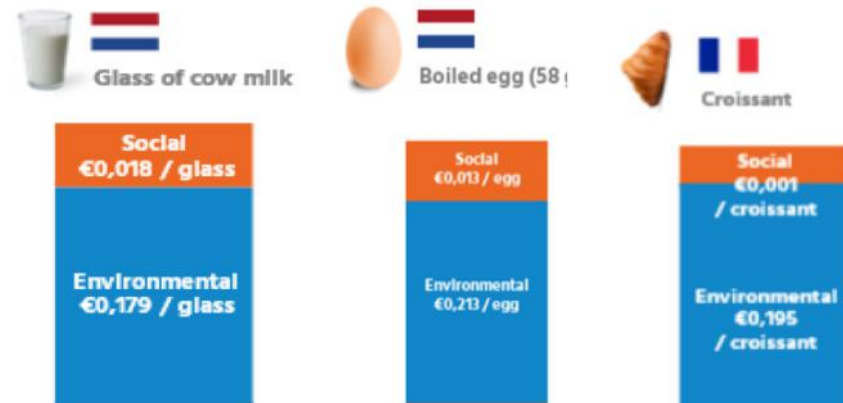
True Price.
Met dit extra bedrag steunen wij samen met Fairforrest Alliance producenten om de leefomgeving te verbeteren. Dankzij de extra prijs en markt samen met Fairforrest voor meer de natuur.

Sources: True Price. (2023, April 18). Albert Heijn - True Price. True Price -. <https://trueprice.org/ah/>

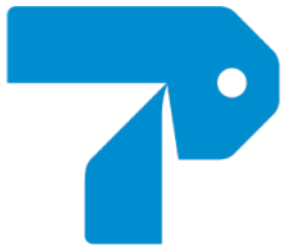
From CO₂ Labeling to CO₂ Pricing - Catering

True Price - Catering Trial:

- 13 Company Caterings
- Company's own Initiative
- Milk, eggs, and croissants
- Results yet to be published



True Price Gap: €0.197. €0.226 €0.196



True Price™

Sources: True Price. (2022, October 20). Vermaat canteens pilot - True Price. True Price -. <https://trueprice.org/vermaat-canteens-pilot/>



CO₂ Pricing meat catering pilot 3 Dutch Universities

- 40% price increase meat based on TAPP Coalition true price plan
- 9% price reduction vegetables, fruit, vegan meals
- University Wageningen, Eindhoven, High School Maastricht
- December 2021 until March 2022
- Financed by Dutch Ministry of Agriculture
- Implemented by GreenDish, Student organisations and TAPP

Meat consumption fell by 20%

>3 times increase in consumption of plant-based meals, fruit, vegetables



From CO₂ Labeling to CO₂ Pricing – COP29-30

- Working together with COP29 and COP30 (Brazil) Presidency
- Working together with companies, YOUNGO / Proveg International



Conclusion

- **Promising Results**
 - COP 28 first Conference with Climate Caring Food
 - Proven effect on Consumer behaviour
 - Probable effect on Producer behaviour
 - Some promising Trials in Europe
- **Long way to go**
 - From CO2 labelling to all external costs
 - True Price trial: Consumer willingness not great
 - Methodology of Calculations can be improved
 - Widespread implementation needed
- **COP 29:**
 - True Pricing, instead of True Labelling
 - All external costs?

Thanks for listening

- **More information**
- TAPP Coalition
- <https://tappcoalition.eu>
- 0031 6 22 40 77 12
- info@tappcoalitie.nl
- **Subscribe our newsletter**
- **Follow us on social media**

Sources

Connolly, K. (2023, July 31). German supermarket trials charging true climate cost of foods. The Guardian. <https://www.theguardian.com/world/2023/jul/31/german-supermarket-penny-trial-climate-cost-food-meat-cheese>

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