

*True prices  
for meat and dairy*

Become a  
partner of the  
**TAPP Coalition**

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



# Join the fight for a fair meat and dairy price

The future of our planet is at stake. Every day, we experience the consequences of climate change and loss of nature. This must change.

**The TAPP Coalition is a non-profit organisation with 70+ partners advocating for a True Price for meat and dairy products.** We call for supporting the sustainability of agriculture, compensating lower-income groups, and making healthy and sustainable food more affordable.



## Together we can change the world

Pricing environmental damage is crucial to achieving sustainable food systems. This is stated in reports from various Ministries, as well as the IPCC and FAO. Such pricing can only be achieved through cooperation in the Netherlands, Europe, and at the UN. That's why the TAPP Coalition is necessary. Will you help?

### ✓ Decrease environmental

Fair prices lead to reduced consumption, which results in lower emissions and a healthier climate.

### ✓ Promote healthy choices

A fair price encourages healthier eating, with more plant-based alternatives.

### ✓ Fair distribution

Farmers receive fair compensation for their efforts, which contributes to a more sustainable and animal-friendly agricultural sector.

# What we stand for

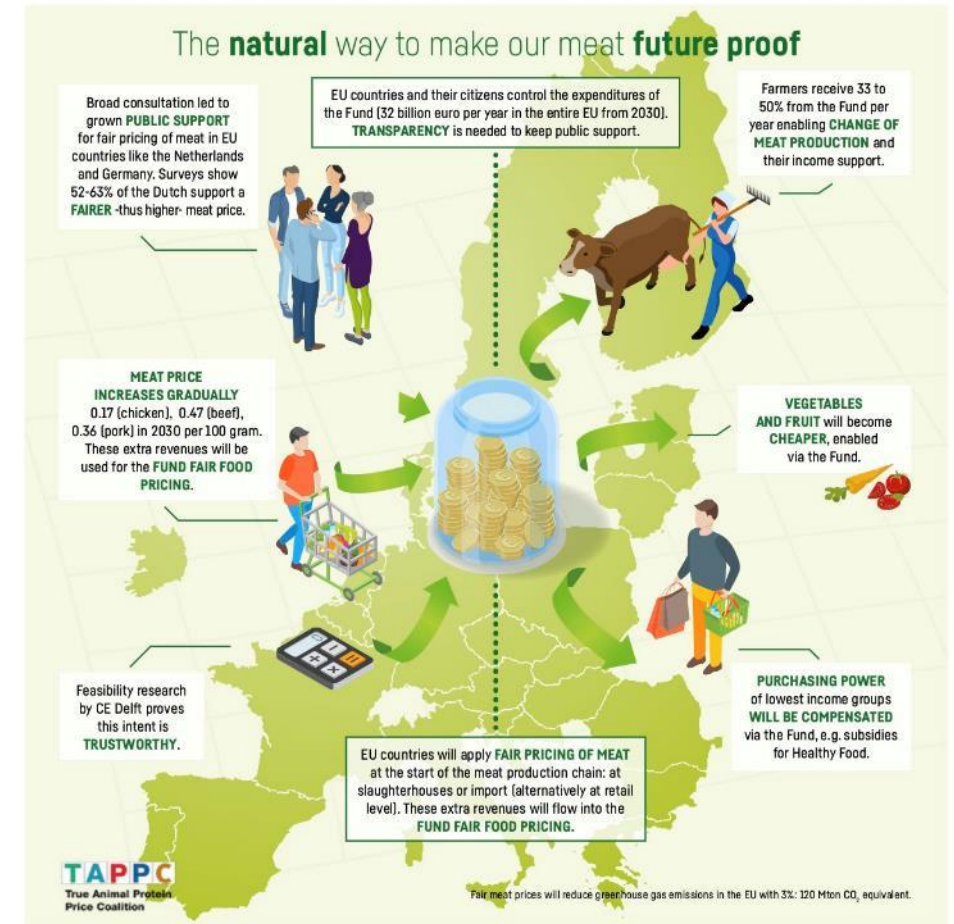
The TAPP Coalition was founded in 2019 by a diverse group of civil society organisations, businesses, and environmental experts with a common mission and vision.

## MISSION

The TAPP Coalition aims to raise awareness and implement fair pricing for animal proteins in the Netherlands and the EU, leading to reduced consumption, environmental benefits, and financial compensation for low- and middle-income households, while making vegetables and fruits more affordable through measures like VAT reductions.

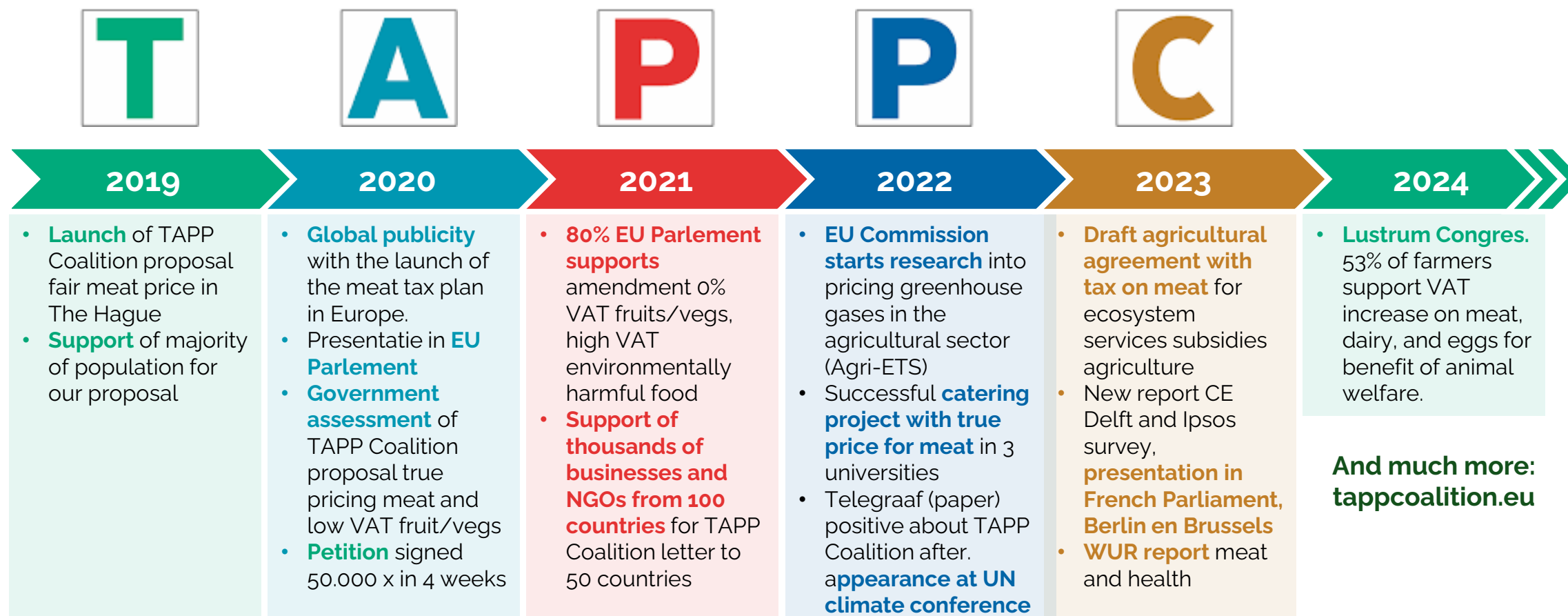
## VISION

We believe that eating meat every day is outdated. Our vision is to promote a more flexitarian diet, where meat and dairy are alternated with vegetarian dishes. We pursue this through financial incentives, fair pricing, standards and education, aiming to contribute to a sustainable future for our children, animals, and the planet.





# What we have achieved



# Our plans for 2025-2027

- Policy advocacy in Europe to enable a political decision in 2026 to implement an **Emission Trading Scheme in the Food & Agri Sector** (Agri-ETS for pricing of GHG-emissions of food, esp. meat/dairy).
- An Agri-ETS for retail companies or slaughterhouses/dairies will increase prices for meat/dairy while **ETS revenues can be recycled towards farmers** to reduce emissions and to **low-income groups and low-income countries** to deal with climate impacts.
- Support & translate recommendations of the Strategic Dialogue of the Future of Agriculture into **EU and Member States (fiscal) food policies**.
- Dutch lobby to make healthy **plant-based food relatively cheaper**
- Support EU supermarkets & catering companies to implement **true pricing**
- Encouraging countries like **USA and China** to follow the EU in food pricing

# Our budget needs for 2025-2027

- 250-500K per year
- See our Policy plan 2023-2025 ([tappcoalition.eu/about-us](https://tappcoalition.eu/about-us))
- **We need charities, funds and philanthropists to donate 500K to support our important mission**
- We need companies and NGOs to support with 1-3K per year as partner organisations

# Join as a partner to continue making this possible

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## We invite organisations to join us as partners.

As a partner:

- You support the mission and vision of the TAPP Coalition.
- You help spread our message and vision.
- You make an annual financial contribution to help achieve our shared goals.

## Advantages of partnership:

- Mention in all our communications.
- Influence on our activities through Advisory Board.
- Access to our events with a valuable network, with priority as a speaker or to promote your organisation.

**Above all, you contribute to a fair and sustainable food system for future generations through a fair price for meat and dairy.**

# Contribute to our mission

- Accelerate the transition to a healthier and more sustainable food system.

[Tappcoalition.eu/partners](https://tappcoalition.eu/partners)

- Guideline for annual partner contributions:

€ 3.000	revenue > 5 million euros
€ 1.000	revenue > 1-5 million euros
€ 750	revenue > 0,5-1 million euros
€ 500	revenue < 0,5 million euros
€ 100	startups
- Is a financial contribution not possible in a certain year?
  - Instead of a donation, you can also contribute in kind by providing e.g. research, PR/marketing services, helping with lobbying, projects, communication, petitions, etc.
  - There are also opportunities for networks to become mutual partners with closed grants.







# TAPP Coalition in broader network

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**The TAPP Coalition amplifies its partners' voices in other networks where it participates and shares information from those networks back with its partners.**

- As an NGO with Observer status at UN Climate Conferences (UNFCCC)
- [Global Partnership on True Price of Food](#)
- [European Alliance of Plant-based Food \(EAPF\)](#)
- [European Environmental Bureau \(EEB\)](#), for nature and environmental organisations
- [CAN-Europe \(Climate Action Network\)](#), for climate organisations
- Food & Climate Action Group, PlantEurope Network
- [Climate Resilient Food System Alliance \(CRFS\)](#)
- [Carbon Pricing Leadership Coalition \(CPLC\)](#).
- In the Netherlands, we are partner of the Green Protein Alliance, the Transition Coalition for Food, the Green Farmers Plan, and the PPP 'True Price: from Insight to Action.'

# Quote

*"It's a pleasure to be here at the TAPP Coalition Lustrum Congress. After five years of dedicated work within a broader context, the TAPP Coalition has achieved significant results — something to be truly proud of. At the Ministry of Agriculture, Nature and Food Quality, we are committed to advancing the discussion on the true pricing of meat and dairy. The protein transition, in which incentives and fair pricing play a key role, is both undeniable and irreversible. It's inspiring to see this issue gaining ever-growing momentum in society."*

**Jan-Willem Beaujean**, Director-General Agri, Dutch Ministry of Agriculture, Nature and Food Quality 29<sup>th</sup> May 2024 at Lustrum Conference TAPP Coalition





## Quote

*"We have worked with the TAPP Coalition on events at the UN climate summit and have found their work on food system policy to be impactful and forward thinking. Their policy proposals on fiscal food reforms and agri-food system emission pricing are increasingly influencing the thinking of researchers, NGOs, and global UN-based organisations. We are looking forward to further collaboration in the future."*

**Dr. Helena Wright**, Policy Director Jeremy Coller Foundation