

**COP30**

**AGRICULTURE  
AND FOOD  
CAUSE  
EMISSIONS**

**COP30 IS THE  
MOMENT TO  
FIX IT.**



**COP30 Press conference  
20 November Belem**

**TAPP Coalition: Why  
FAO, World Bank, EAT  
& 28 Nations Urge Rich  
Countries to Tax Meat**

**COP30  
BRASIL  
AMAZÔNIA  
BELÉM 2025**

**TAPP C**  
TRUE ANIMAL PROTEIN PRICE COALITION

*True prices  
for meat and dairy*

# Presentation Structure

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1. Introduction                    | Tim Reysoo, TAPP Coalition           |
| 2. Meat, taxes and EAT Lancet 2.0  | Larissa Carreira, Plant Based Treaty |
| 3. FAO, World Bank & taxation      | Jeroom Remmers, TAPP Coalition       |
| 4. 28 Countries: Belem Declaration | Jeroom                               |
| 5. Cases: Denmark, NL, Brazil, EU  | Jeroom                               |
| 6. Questions from audience         |                                      |



*True prices  
for meat and dairy*

# Our Coalition

- 80+ partners in the TAPP coalition with various backgrounds
- Representing over 2,4 million people
- Partners in USA, EU, Africa, Asia
- >5000 companies & ngos in > 140 countries supported our campaigns
- 28 countries signed COP30 Declaration

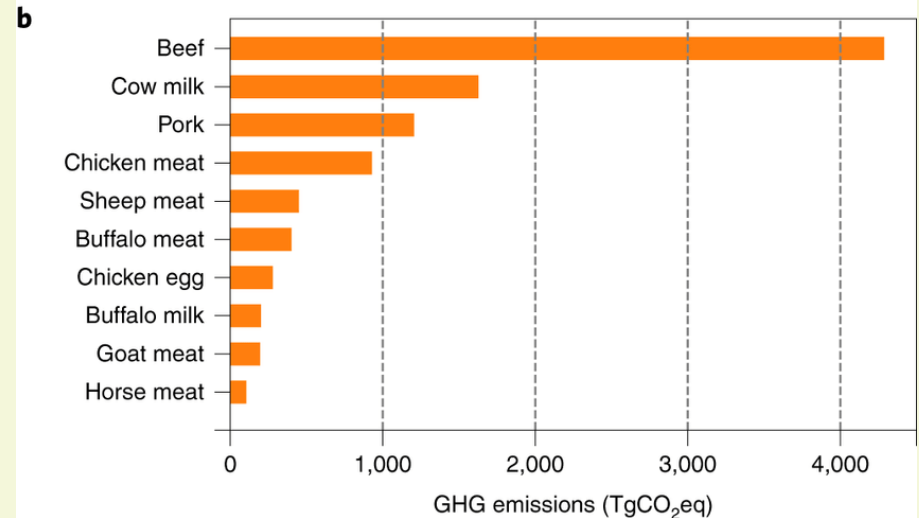
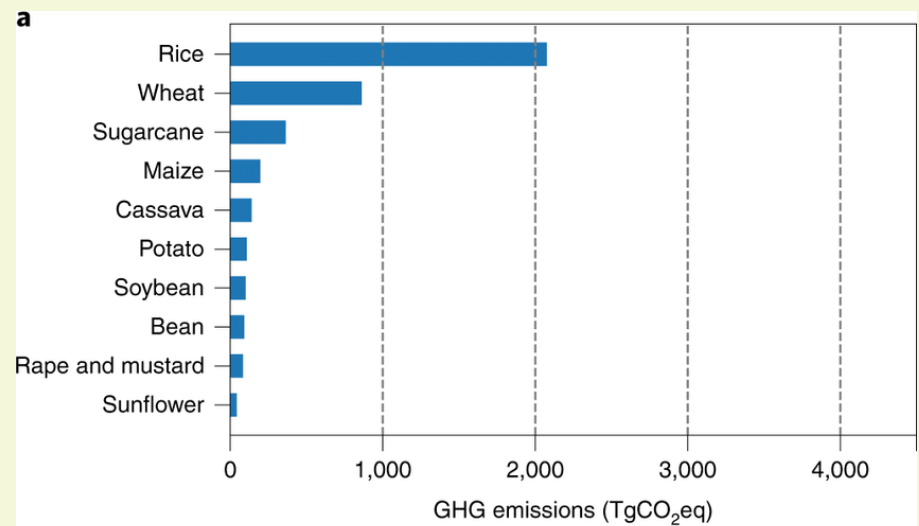


*True prices  
for meat and dairy*



**Meat & dairy:  
60% of GHG  
emissions from food**

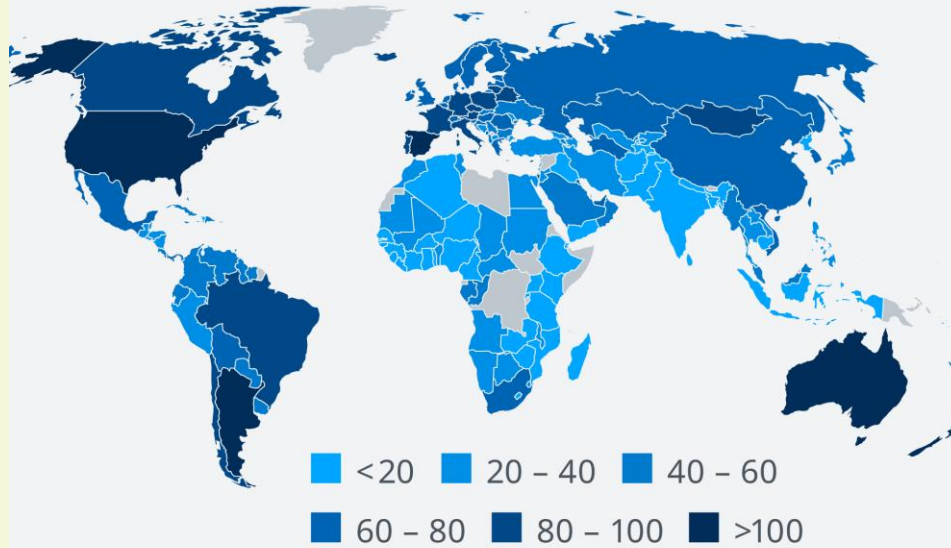
**In Europe: 80%**



# Transitioning away of Meat Over Consumption

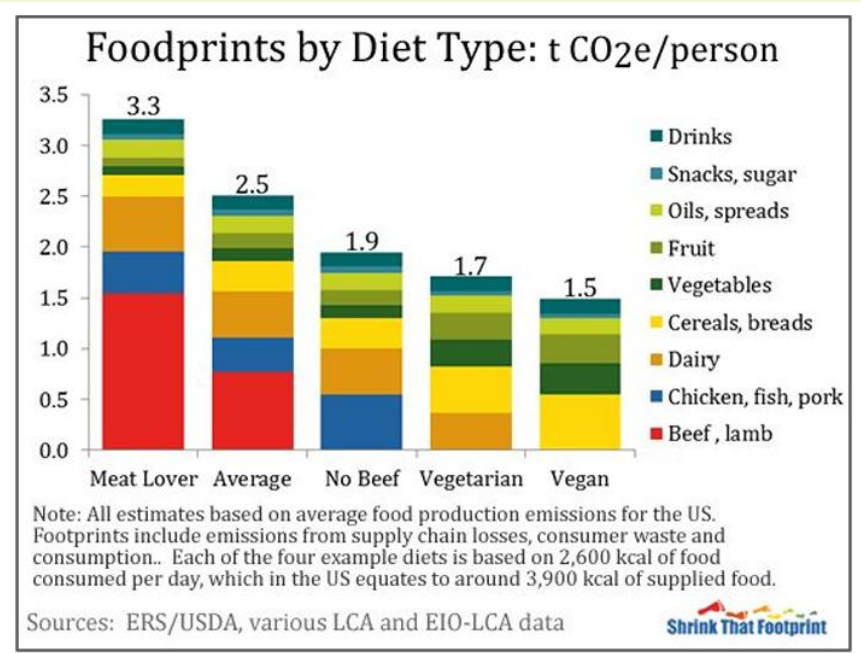
## Who consumes the most meat?

Meat consumption per person per year in kg



Source: Meat Atlas 2021, OWID

# Benefits of reducing beef



## Cropland

## Pasture



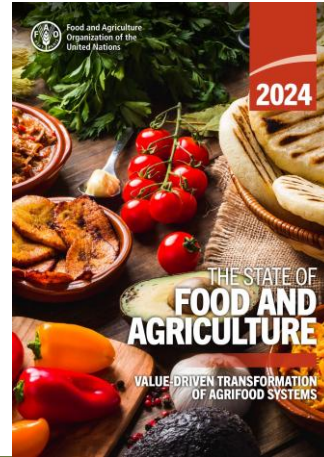
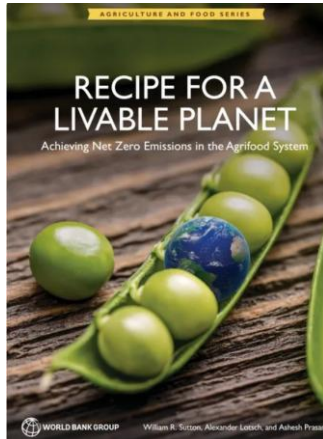
# EAT Lancet 2.0 report: 16 kg meat per capita

1. “Combining actions that increase costs for consumers (eg, taxes on meat) with those that offer discounts on low-emission food alternatives”
2. 'Health-directed taxation of meat products could yield a 9% decrease in premature deaths associated with red and processed meat consumption, with an estimated 14% decrease in attributable health costs globally, especially in HICs and MICs’.

# Solutions

- CE Delft report 'Sustainability charge on meat' 2020
- FAO Sofa Report 2024
- World Bank Report 2024:

Rich & Middle income countries to start fiscal measures  
To shift consumption (tax meat/dairy, 0% tax vegetables, fruit)



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# GHG Emission Pricing Agri Food – in OECD & China



## COP30 Declaration

### Reform Agri-Food Systems!

<https://shorturl.at/Mgd4t>



Sign now!

# Signatories : 28 countries

1. ABBAS LAWAL, Balarabe, Minister of Environment, **Nigeria**
2. CHEPTORIS, Sam, Minister of Water and Environment, **Uganda**
3. HOUNLY, Porgo, Director General, Ministry of Environment, Fisheries and Sustainable Development, **Chad**
4. NAWADRA, Sefanaia, Director General, Secretariat of the Pacific Regional Environment Programme (**SPREP**), representing **21 Pacific Small Island Developing States** :  
<https://www.sprep.org/members>
5. NDONG NZANG, José Nsue, UNFCCC Focal Point for the Ministry of Environment. Equatorial **Guinea**
6. TOIRAMBE BAMONINGA, Benjamin, Secretary General for the Environment and Development, **République Démocratique du Congo**
7. TUINABUNA, Tomasi, Assistant Minister, Ministry of Agriculture and Waterways, **Fiji**
8. YARKPAWOLO, Emmanuel Urey, Executive Director of the Environmental Protection Agency, **Liberia**
9. BARTHELEMY, LAMBA, Ministry of Environment and Sustainable Development (National Focal Point UNFCCC), **Central African Republic**

**Representing 425 million people - 30% of African inhabitants**

# “ We believe that COP Climate Conferences can only be successful if the closing statement ”:

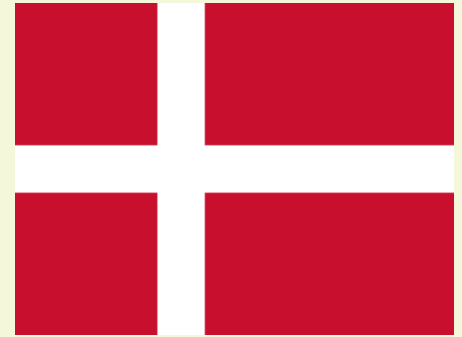
1. A. Includes “**transitioning away from animal protein overconsumption** according to national or global dietary guidelines by implementing GHG-Emission pricing mechanisms in agri-food systems.”
2. B. Urges the EU Commission, OECD countries, and China to lead the way towards **harmonized GHG-emission pricing in agri-food systems.**
3. Urges the use of at least **20% of the revenue** of above-mentioned GHG-Emission pricing mechanisms **to finance the Loss and Damage Fund.**

# Potential contribution to climate finance

**Table: revenues from meat taxes in world regions available for climate finance**

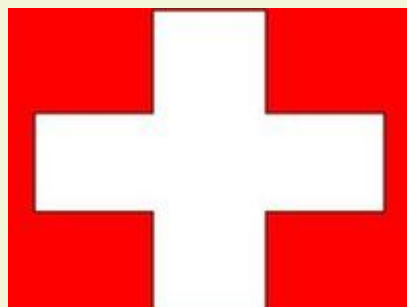
Country/region	Annual per capita meat consumption (beef, veal, pork, chicken) 2021	Inhabitants per country/region in million in 2021	Annual revenue from meat tax 1 dollar/euro per kg in billion USD/year or Euro/year	Available for Loss and Damage / climate finance in billion USD or Euro/year
USA	100,8	341	34,3 billion	34,3 billion
China	41,8	1387	57,9 billion	57,9 billion
EU-27	69,3	514	35,6 billion	35,6 billion
Brazil	78,3	207	16,2 billion	16,2 billion
Russia	61,8	141	8,7 billion	8,7 billion
OECD	69	1291	89 billion	89 billion

# Denmark



- GHG emission tax on livestock sectors by 2030; 2035: increased tax
- Revenue recycled to farmers; Farmer support
- €16 /ton GHG emission tax and
- €40 per ton from 2035; 1,8-2,6 mton CO2 eq reduction
- €5.3 billion to reforest 250,000 ha of agricultural land by 2045,
- Buy out certain farms

# Case of Swiss import tax on meat



Import tax on meat 18 euro per kg ; butter: 17 euro per kg

Goal: protecting Swiss farmers, high animal welfare standards

**Result: Very high meat retail prices; low pork meat consumption per capita in 2021 (FAO Stat)**

**Switzerland**                      **28.2 kg**

Austria                              43.6 kg

Germany                            43.3 kg

Italy                                 35.9 kg

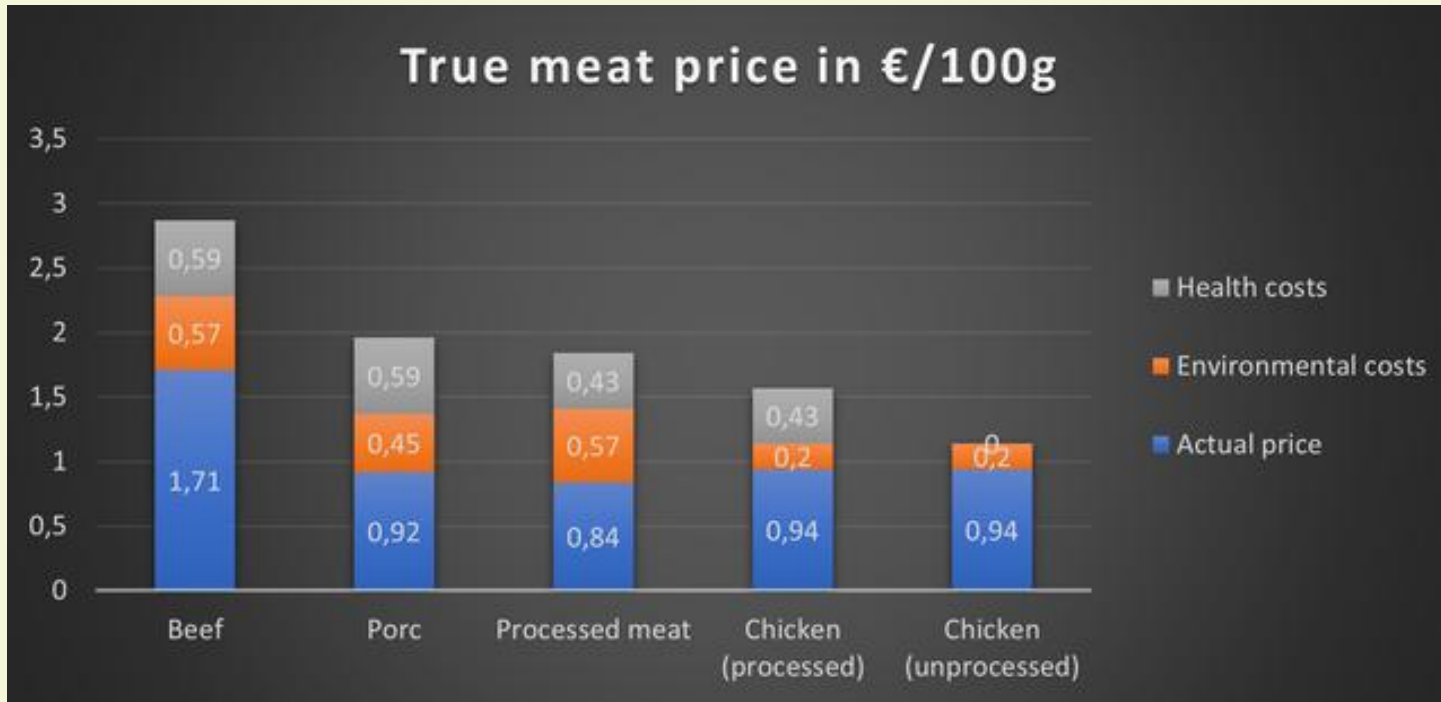
France                               33.5 kg

# Netherlands



1. 63% of Dutch consumers support a meat tax 10 eurocent per 100 gram meat
2. Revenue recycling to farmers: climate, animal welfare

# True price of meat incl. external costs health & environment



# Brazil



1. In 2021, food production in Brazil contributed 74% of the country's greenhouse gas emissions
2. Primarily driven by deforestation to clear land for farms and pastures.
3. 78% of 1.8 billion tons of GHGs linked to food production: **beef**.
4. Source: Climate Observatory, 2024

# Brazil



1. Brazil will have an ETS (Emission Trading Scheme)
2. Agriculture not included
3. Meat processors incl. (JBS eg. Diamantino/Friboi?)
4. TAPP proposal Brazilian Beef Tax
5. Moderate beef tax of 3,4 Real per kg (6 USD cents per 100 gram of ).
6. Advise: reduce taxes on vegetables and fruits
7. Financed by beef tax revenue 2,1 billion USD/year

# Alliance of Champions Food System Transformation

1. Brazil, Norway, Sierra Leone, Rwanda, Cambodia, Italy, Vietnam, Colombia
2. Intervention area 9: Fiscal incentives food pricing

# EU



## Option Agri-ETS food processors

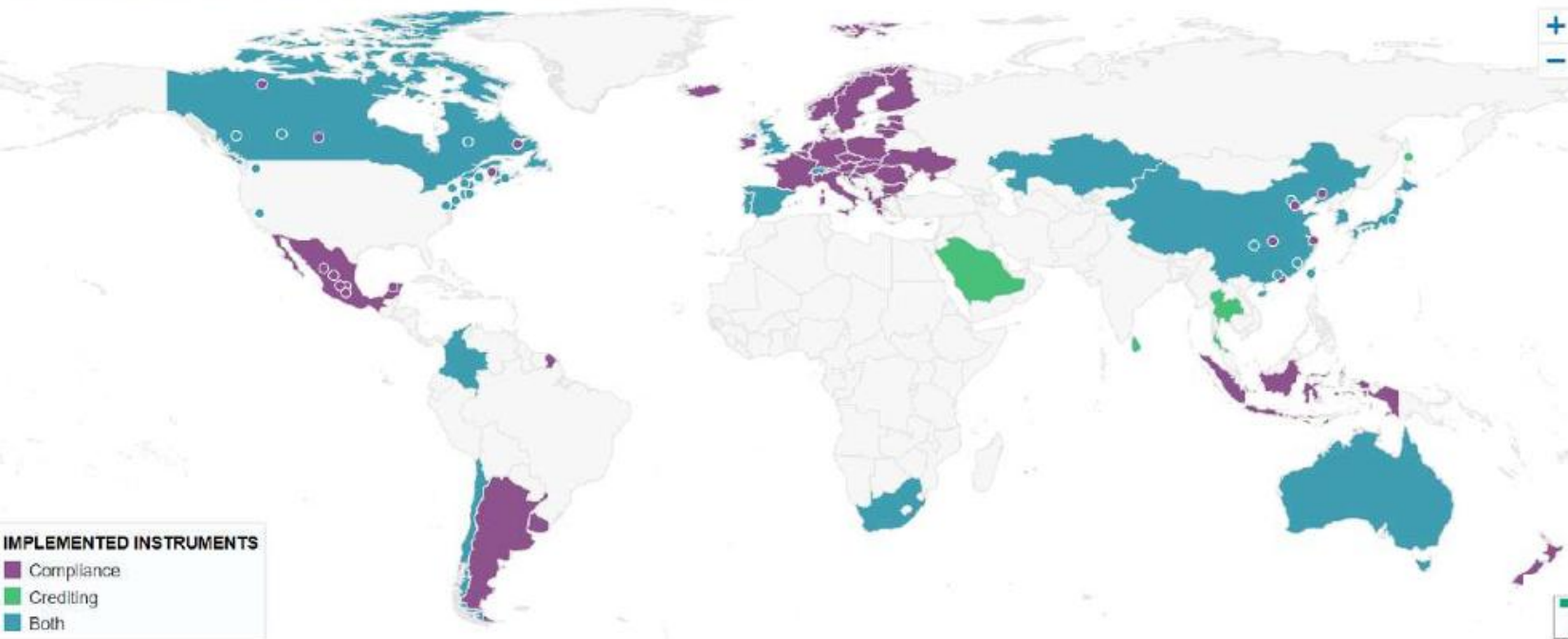
- EU exploring Emissions Trading Schemes for:
  - Food processors
  - Importers
- Based on “polluter pays” principle
- Could create price signals across supply chain

# Why do we need an Agri-ETS? ETS works !

## Carbon pricing instruments around the world, 2024

Map shows jurisdictions that have implemented Direct Carbon Pricing Instruments - Compliance Instruments (Emissions Trading Systems (ETS) and Carbon taxes) and/or domestic carbon crediting mechanisms, subject to any filters applied. The year can be adjusted using the slider below the map.

Download

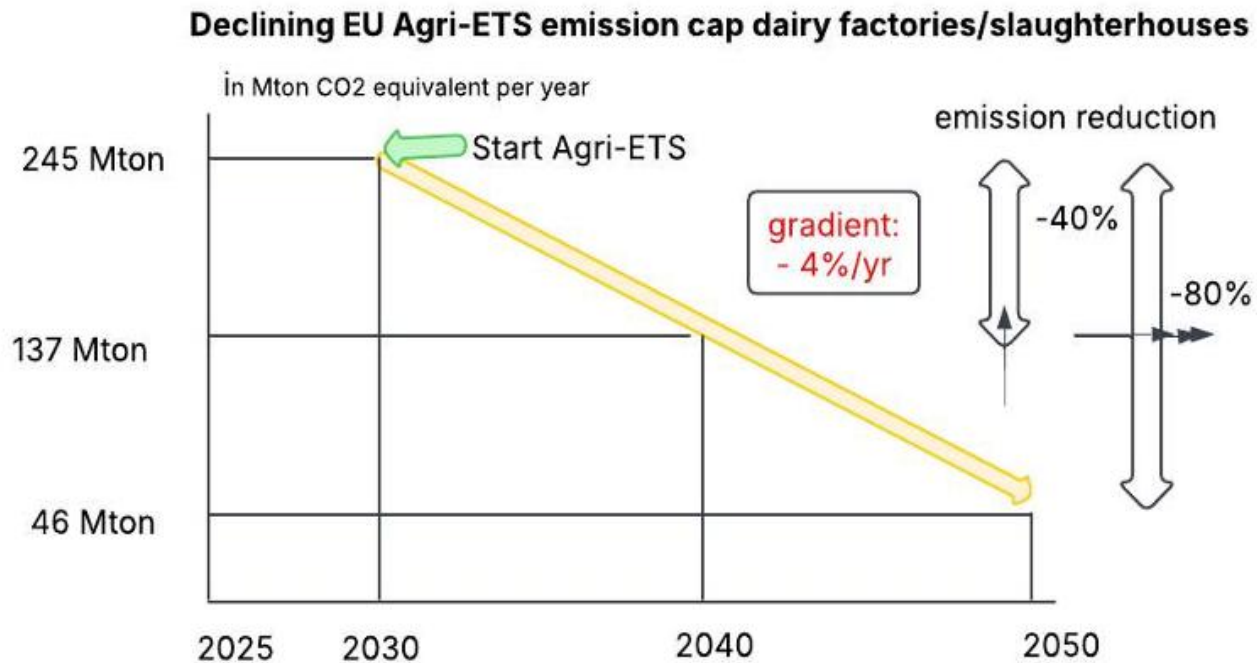


Instrument Type: ■ Emissions Trading System, ■ Carbon Tax, ■ Crediting Mechanism

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# How can we implement an Agri-ETS? (ETS-3)



ETS-2  
transport &  
buildings:

Emission cap  
reduction in  
2025-2027,  
through  
annual linear  
reduction  
factor of  
5.1%

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# THANKS FOR YOUR ATTENTION!

Questions?

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