



True Price of Food

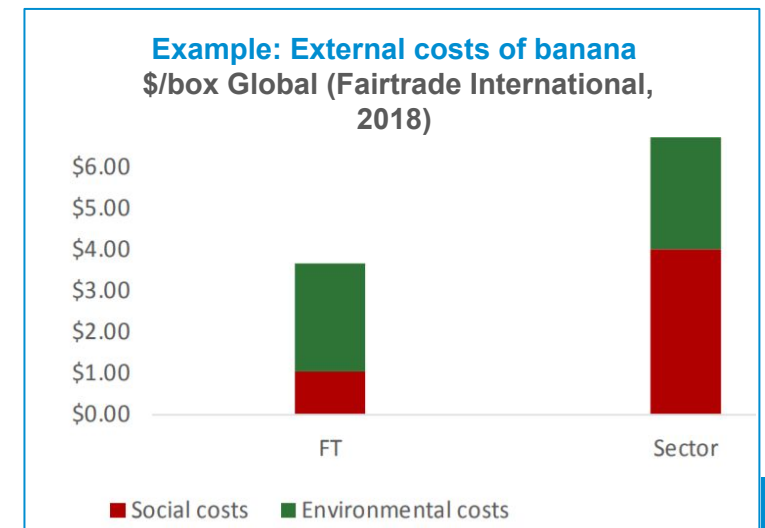
18-05-2021 UNFSS Independent dialogue: Multi-stakeholder platforms for sustainable food systems: scalable game-changing solutions from Dutch expertise and

trueprice.org



TRUE PRICES AS THE SOLUTION TO TRUE COSTS

- Major barrier sustainable food systems are externalities or true costs: CO2, deforestation, underpayment, food insecurity, health etc.
- Now sustainable and healthy food is less affordable and profitable than unsustainable & unhealthy food!
- Solution is true pricing: internalise externalities in prices.



TRUE PRICE: PARTNERSHIPS AROUND METHODOLOGY

- Open source principles
- Open source monetisation factors
- PPP *True & fair price* for open source methodology in food & agriculture



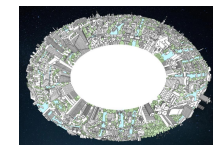
TRUE PRICE: PARTNERSHIP AROUND RETAIL

- True Price Kickstart Program
- Enable local farmers, SMEs and retail stores to show true prices and remediate external costs
- Enable consumers to see and pay true prices



TIME 2030

← BACK TO HOME



TROSTOMATEN	
Sperje	
'Normale' prijs	€ 3,75
Onderbetaling	€ 0,02
Klimaatbelasting	€ 0,16
Landgebruik	€ 0,02
Watergebruik	€ 0,02
Eerlijke prijs	€3,97
True price	/kg
<small>Berekend met de TruePrice methode</small>	

BANANEN	
Peru	
'Normale' prijs	€ 2,79
Onderbetaling	€ 0,06
Klimaatbelasting	€ 0,01
Landgebruik	€ 0,06
Watergebruik	€ 0,02
Eerlijke prijs	€2,94
True price	/kg
<small>Berekend met de TruePrice methode</small>	

SCALING UP: GLOBAL PARTNERSHIP FOR THE TRUE PRICE OF FOOD

- Unlock the power of markets to realize healthy, sustainable & affordable food
- Short term: Make healthy & sustainable food cheap and profitable
- Long term: Restore natural and social costs, realize living income, realize massive savings in public spending, subsidize healthy food for all.
- Deliver: global measurement standard, open source benchmark database, scientific foundations, policy tool box, support for SMEs & farmers.



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