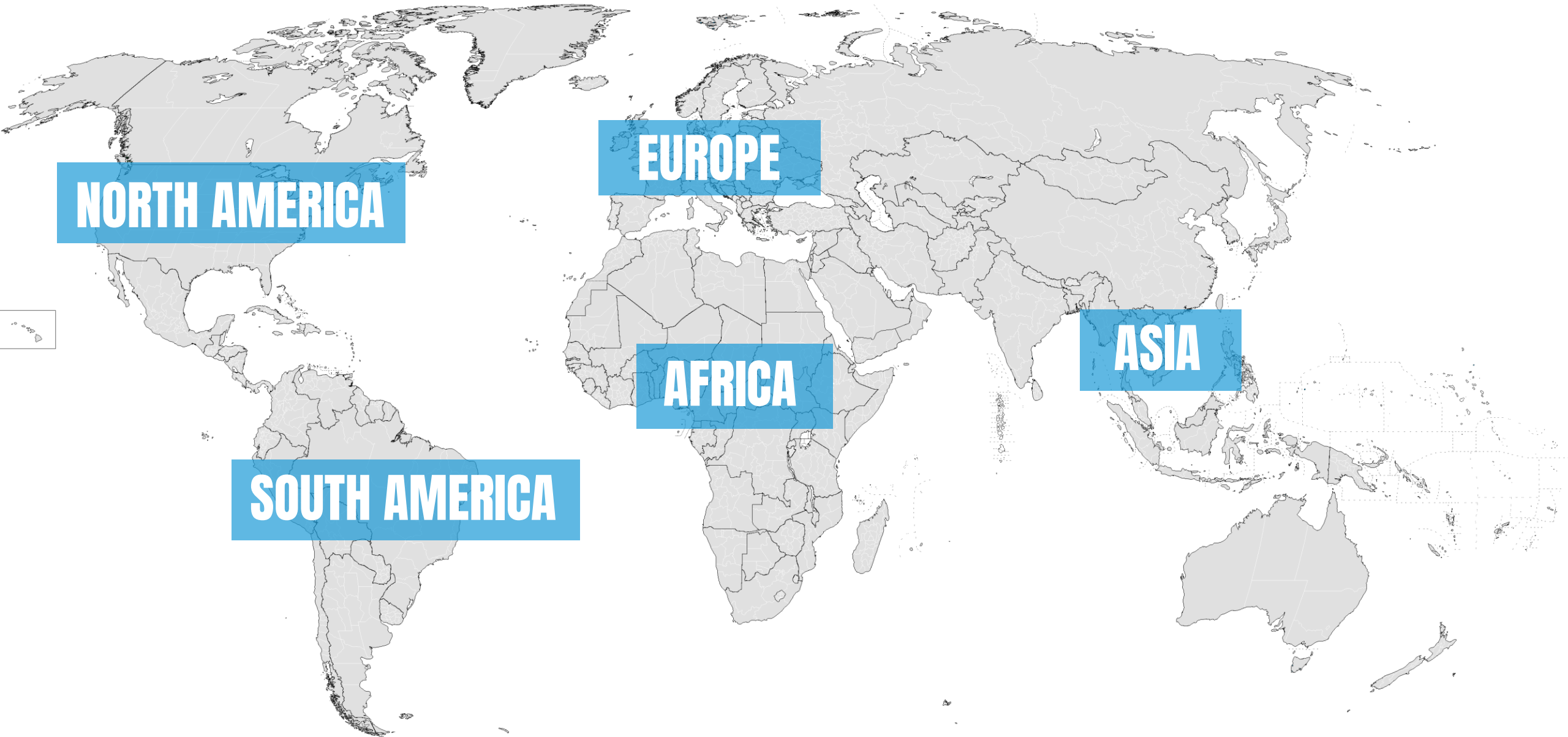


TRUE PRICE AROUND THE WORLD



NORTH AMERICA

SOUTH AMERICA

EUROPE

AFRICA

ASIA



EUROPEAN UNION & TRUE PRICE

Sustainable Food Systems

Its goal is to accelerate and make the transition to sustainable food systems easier. It will also have as its core objective the promotion of policy coherence at EU level and national level, mainstream sustainability in all food-related policies and strengthen the resilience of food systems.

Polluter Pays principle

The Polluter Pays Principle means polluters pay for measures to prevent, control and remedy pollution and for the cost to society of pollution. This fitness check will look at how well the EU applies the principle, including in policies that may have an environmental impact.

Green Claims directive

Adopted in March 2023, The proposal on green claims aims to make green claims reliable, comparable and verifiable across the EU, protect consumers from greenwashing, contribute to creating a circular and green EU economy by enabling consumers to make informed purchasing decisions and help establish a level playing field when it comes to environmental performance of products.

THE NETHERLANDS

CLICK ON THE MAP
TO SEE TRUE PRICE
LOCATIONS IN THE
NETHERLANDS



EUROPE

WORLD

The Global Partnership on True

Price of Food enables actors in the food sector to embrace and apply true pricing on a large scale. The goal is to provide governments and businesses with the tools they need to make healthy, sustainable and affordable food available for all through true pricing. The partnership will be officially launched at the World Food Day 2023.

Scalable True Price Pilots

Scalable true price pilots that serve as proof for local and national policy interventions and the implementation of a UN Resolution on true pricing

Together Develop Strategies

Together develop strategies to reduce the true price gap of products and taking remediation actions

Policy Related Sessions

Policy related sessions, events and campaigns with and towards governments to enhance the adoption of true pricing in the food sector

WHAT CAN THE
PARTNERSHIP OFFER YOU?

WHAT CAN THE PARTNERSHIP OFFER YOU?

Governments

STAKEHOLDER

- **Member states**
- **Local governments**
- **Regulatory bodies**

VALUE PROPOSITION

- Realize affordable and healthy food for population
- Realize climate goals and SDGs
- Improved policies, subsidies and tax regulations and market regulations based on transparency
- Lower expenditure on health care & environmental mitigation

Businesses

- **Food companies**
- **Food SMEs & farmers**
- **Financial institutions**
- **Technology companies**

- Increase demand for sustainable & healthy products
- Better information for sustainable decisions
- Better information and transparency towards consumers
- Compliance with current and future sustainability regulations
- Serve as 'champion' and be showcased as best practice
- Financial instruments that create value for society and FI

Civil Society

- **Alliances**
- **Supply chain CSOs, certifiers**
- **NGOs/ IOs**

- Realize societal objectives
- Transparency about impact of food
- Empower consumers to make sustainable choices



Go4Food

[The Go4Food initiative](#), also known as the Flemish food strategy, lays the groundwork for efforts to improve the food system in Flanders so that it is both socially just and respectful of the environment. Challenges must be addressed directly. Considering fair farm income, a healthy diet, a changing climate, food losses, and food inequality, the plan builds on initiatives made at the local, national, and international levels.

True Pricing as part of Go4Food

- Agenda setting and consultation between value chain actors
- Experimenting/testing/researching possible solutions
- Learning lessons and putting Europe on the agenda

The strategy consists of four pillars:

- Healthy and sustainable food for all
- A food system within the ecological boundaries
- Full steam ahead for a resilient food economy
- Food connecting farmer to citizen





2030 Sustainable Development Strategy

The [2030 SDS](#) sets out the guidelines for the Federal Council's sustainability policy and establishes sustainable development as an important requirement for all federal policy areas. The Federal Council has defined three priority themes: sustainable consumption and production; climate, energy and biodiversity; and equal opportunities and social cohesion.



True Pricing as part of the 2030 SDS

“To ensure that the supply of sustainably produced goods and services is competitive and that market distortions are eliminated, the Confederation is committed to ensuring true cost pricing by internalising external costs. The Confederation investigates eliminating environmentally harmful incentives, providing financial support for sustainable products and adopting statutory regulations to make the consumption of sustainable products more attractive.”

GERMANY



True Price at Penny supermarkets

The [German discounter Penny Supermarket](#) is embarking on an experiment to test the true price of meat and dairy. In more than 2150 (!) stores, Vienna sausages cost 6.01 instead of 3.19 euros, mozzarella 1.55 instead of 66 cents, and fruit yogurt 1.56 instead of 1.19 euros.

Penny's campaign is supported by the Technical University of Nuremberg and the University of Greifswald. This move aligns with the increasing awareness of environmental responsibility and the hidden costs borne by the general public and future generations.

Penny donates all additional income from true price purchase to the Zukunftsbauer project, in which we promote more climate-friendly agriculture together with the Berchtesgadener Land dairy.

MÜHLENHOF
Wiener Würstchen
je 400-g-Packung
(1 kg = 15.03)

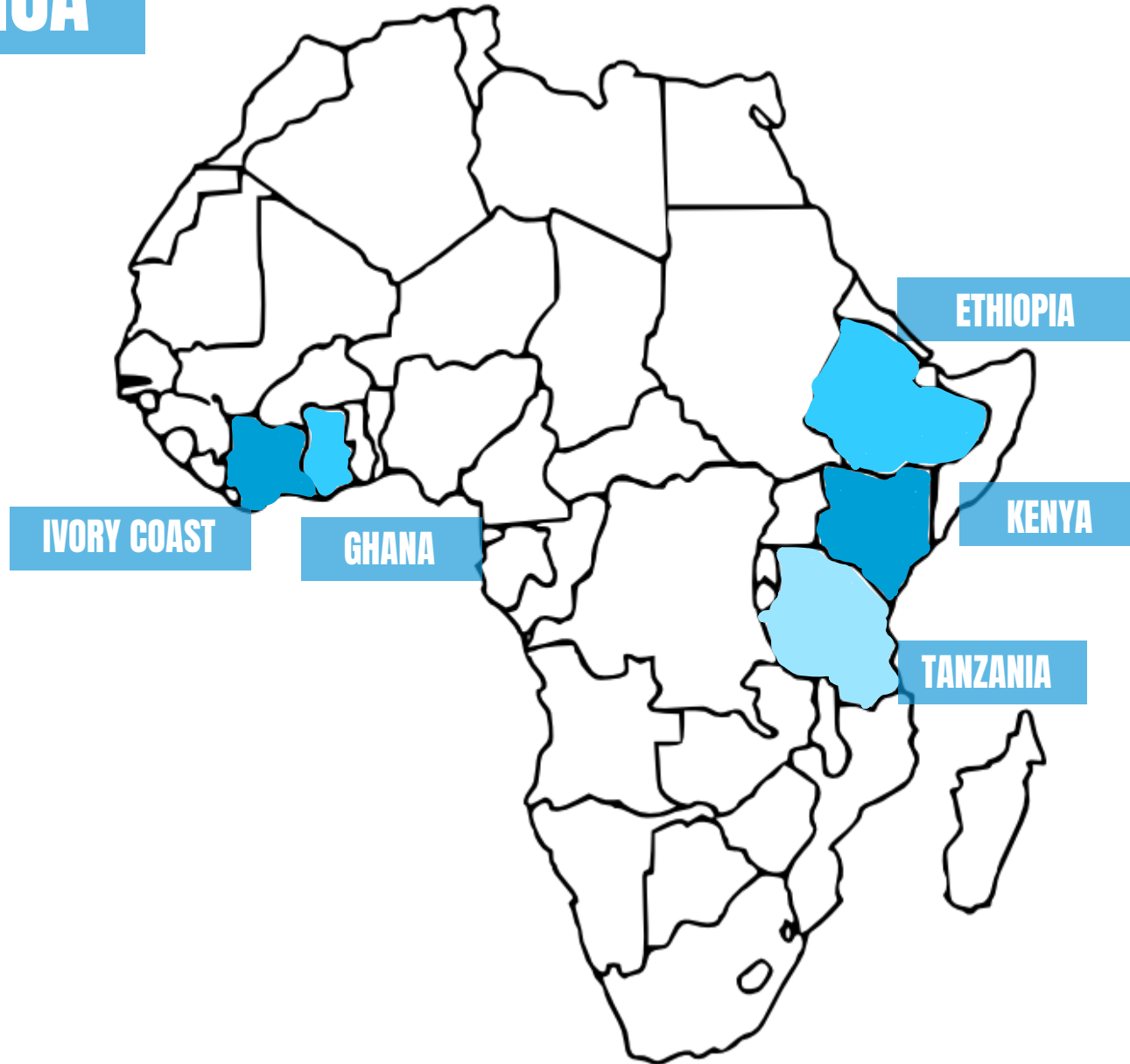
inkl. 2.82
wahre Kosten
6.01
3.19

Die wahren Kosten:

Normaler Verkaufspreis	3.19 €
+ Klima	0.94 €
+ Wasser	0.09 €
+ Boden	1.17 €
+ Gesundheit	0.62 €
Verkaufspreis mit wahren Kosten	6.01 €

Um genau den richtigen Preis für die Umwelt festzulegen, wurden die wahren Kosten von der Universität Greifswald und der Technischen Hochschule Nürnberg berechnet und wissenschaftlich geprüft.

AFRICA



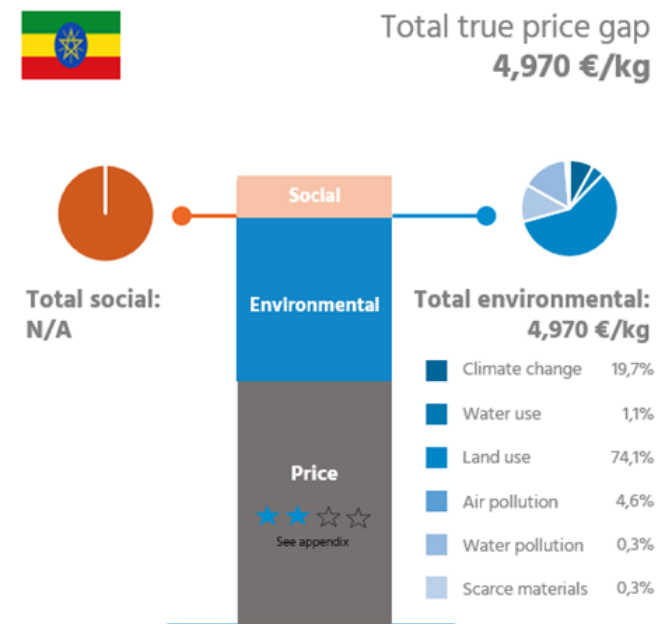
ETHIOPIA



Tuesday coffee

Tuesday is a German coffee start-up and a true price pioneer, being one of the first implementing true pricing in its operations and communication. Tuesday has asked True Price to execute a true price scan on coffee from two countries, including one type (Arabica) Ethiopia.

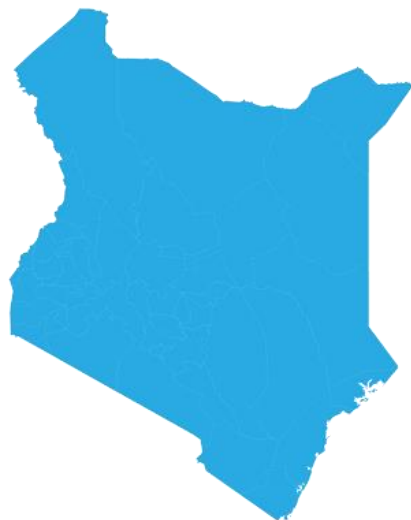
The results of the true price scan can be used to increase awareness among consumers through transparency and by enabling them to (voluntarily) pay the true price gap. This scan is based on product- and sector-country data. The calculations can be improved by using primary, value chain specific data to calculate the true price gap of a kg of coffee of Tuesday's specific suppliers instead of an average kg of coffee from Brazil and Ethiopia. This true price analysis shows the external costs of a kilogram of Tuesday coffee. Click on the graph to find out more.



AFRICA

WORLD

KENYA



The True Price of Tea from Kenya

Joint report by IDH and True Price



True Price of Tea from Kenya

IDH aims to put people, planet, and progress at the heart of trade by leveraging the power of markets to create better jobs, better incomes, a better environment, and gender equality for all.

In 2016, True Price executed an extensive impact measurement and valuation project for tea from Kenya, a value chain where IDH executes sustainability programs. The study compared the social and environmental costs of conventional vs. certified production. The true price of certified tea from Kenya is € 0,85, which is lower than the conventional tea from Kenya. Conventional tea has a true price of € 1,05 per kilo of green leaves. Click on the report to find out more.



Creating shared value in the rose supply chain

Exploring the business case for a living wage rose



True Price of Roses from Kenya

Hivos is an international NGO that promotes sustainability in specific commodity groups.

The project True Price did for Hivos involved a calculation of the true price of a rose, which includes environmental and social costs. Hivos commissioned us to 1) explore the business case for closing the living wage gap across the entire rose supply chain in Kenya and 2) improve corporate social responsibility (CSR) activities. We calculated the living wage in Lake Navaisha based on the area's cost of living to local living standards as defined in the Universal Declaration of Human Rights. Contrasting this standard of living with the actual wages of Kenyan rose farmers illustrated the farmers earning less than the subsistence wage. The true price is the market price of a rose which is €0,70 and the true cost is the social and environmental external costs of production, which for a Kenyan rose is €0,25. Click on the report to find out more.



The True Price of Kenyan Coffee



Social Costs of Coffee Production

Social costs represent the impact on people and communities caused by the production and consumption of coffee.

In the context of a true price assessment, social costs are unsustainable outcomes from the coffee value chain, related to breaches of human rights and labour rights.



True Price of Kenyan coffee

As part of a collaborative effort with [Federal Ministry for Economic Cooperation and Development \(BMZ\)](#), [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH](#), [International Food Policy Research Institute \(IFPRI\)](#), [German Institute of Development and Sustainability \(IDOS\)](#) and [Laterite](#), we delved into the social and environmental impacts within the Kenyan coffee value chain.

Determining the true cost of Kenyan coffee requires looking beyond monetary metrics and acknowledging the extensive social impact stemming from its production process. Our assessment revealed that for every kilogram of coffee produced, there's a hidden cost of €21.08. We found that the root causes of these issues lie in the structural challenges facing Kenyan coffee farmers. Poverty, lack of income, and informality within the sector create conditions ripe for exploitation and vulnerability among workers.

Our report has been submitted to [FAO's](#) flagship publication "The State of Food and Agriculture 2023." By sharing our case study, we aim to spark global conversations on the importance of incorporating hidden costs and benefits into decision-making processes for agricultural transformation. Click on the image to find out more.

AFRICA

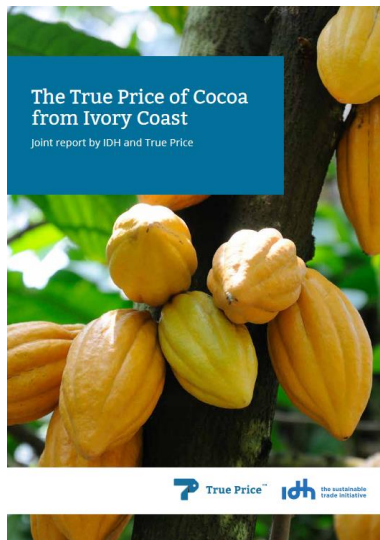
WORLD

COTE D'IVOIRE



AFRICA

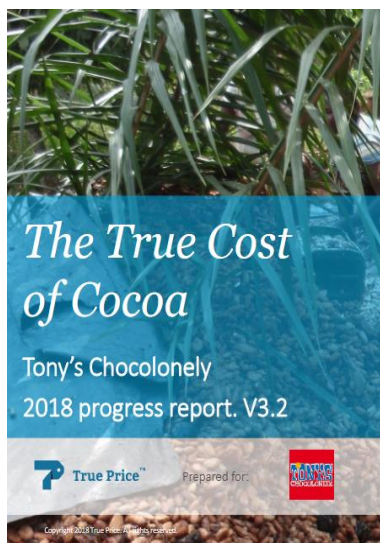
WORLD



True Price of Cocoa from Ivory Coast

IDH, the Sustainable Trade Initiative, accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running multinationals, civil society organizations, governments and other stakeholders.

True Price executed an extensive impact measurement and valuation project for cocoa in the Ivory Coast, a value chain where IDH executes sustainability programs. Using our developed True Price scan, we can measure and quantify the external social and environmental costs of the good. The study compared the social and environmental costs of conventional vs. certified production. The study attributed impacts on farm and retail level. The true price of a kilo of certified cocoa beans is €6,30, compared to conventional cocoa which has a true price of €7,12. Click on the report to find out more.



True Price of Cocoa from Ivory Coast

Tony's Chocolonely has a mission to make 100% slave-free chocolate the norm in the chocolate industry. In addition, its company-wide mission is to have sustainable operations and supply chains. True Price and Tony's have a multi-year collaboration.

The true cost of cocoa for Tony's farms in 2017 is €4,52, compared to the Tony's farms in 2013 which has a true cost of €9,91. Tony's Chocolonely is known for its ambition to make the global chocolate chain 100% slave-free with the hope to transform the sector. In addition to a comparison of Tony's farms in 2013 and 2017, True Price calculated sector benchmarks for 2013 and 2017 to illustrate how Tony's true costs fall below the benchmark. Click on the report to find out more.

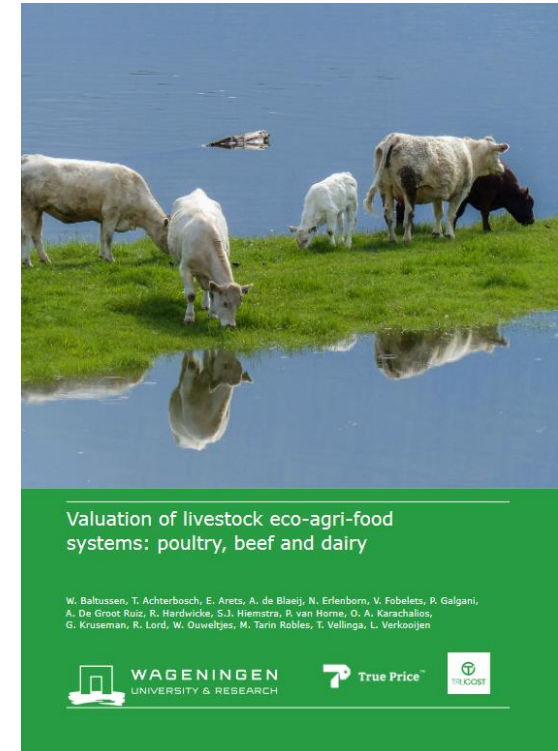
TANZANIA



Milk from Tanzania

The Economics of Ecosystems and Biodiversity (TEEB) is a global, UN initiative aimed at "making the value of nature visible". In doing so, it aims to make explicit the natural and social capital dependencies and externalities of production systems on ecosystems to all stakeholders involved.

The largest producer countries of animal protein such as the Netherlands and Brazil and countries with vulnerable and rich ecosystems such as Indonesia and Tanzania. A variety of production systems and products, from pastoralism to intensive agriculture and beef, poultry and milk products. This report also compares this cost between the Netherlands and Tanzania as illustrated in the figure. One of the hidden costs of production in the dairy industry is the cost of Green House Gas (GHG) externalities. Click on the report to find out more.



AFRICA

WORLD

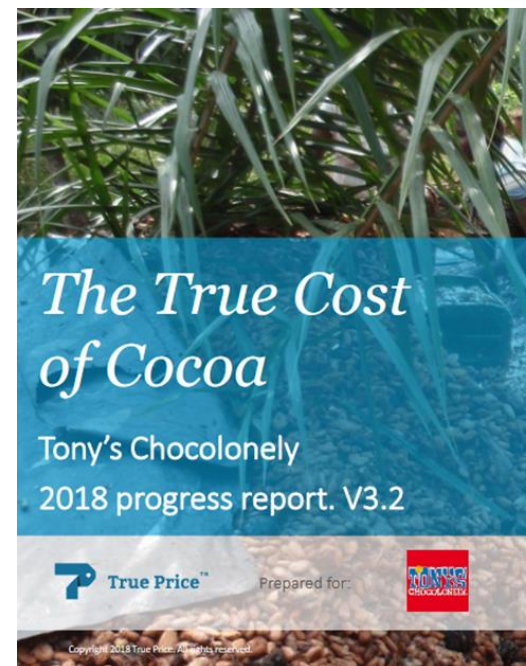
GHANA



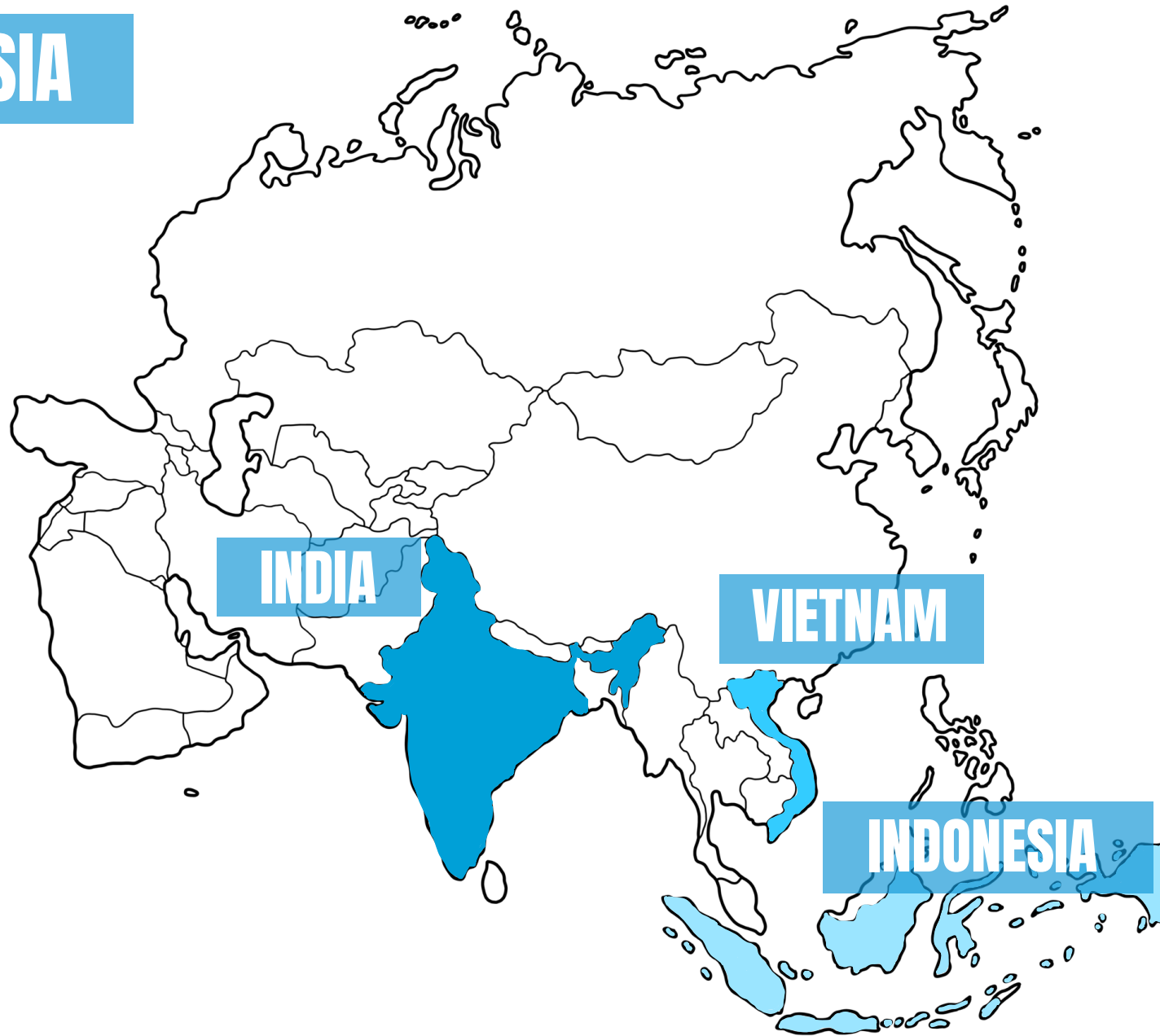
True Price of Cocoa from Ghana

Tony's Chokolonely has a mission to make 100% slave-free chocolate the norm in the chocolate industry. In addition, its company-wide mission is to have sustainable operations and supply chains. True Price and Tony's have a multi-year collaboration.

The true cost of cocoa for Tony's farms in 2017 is €4,52, compared to the Tony's farms in 2013 which has a true cost of €9,91. Tony's Chokolonely is known for its ambition to make the global chocolate chain 100% slave-free with the hope to transform the sector. In addition to a comparison of Tony's farms in 2013 and 2017, True Price calculated sector benchmarks for 2013 and 2017 to illustrate how Tony's true costs fall below the benchmark. Click on the report to find out more.



ASIA

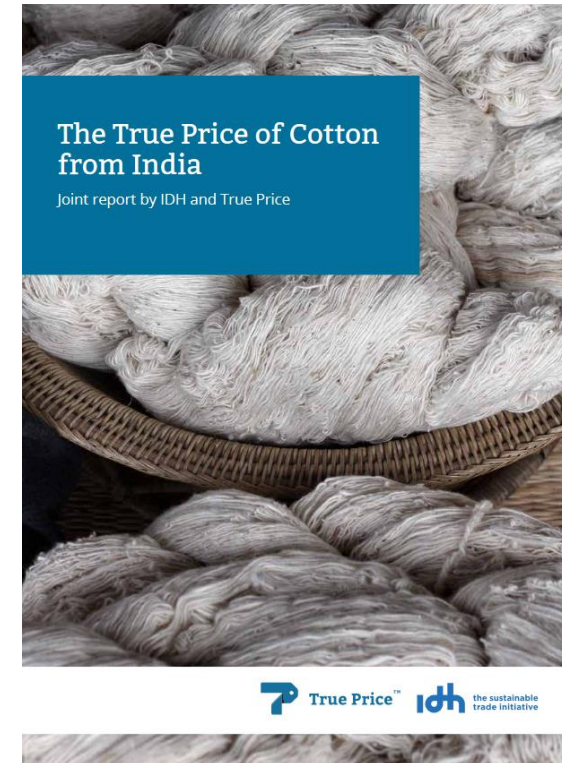




True Price of Cotton from India

IDH aims to put people, planet, and progress at the heart of trade by leveraging the power of markets to create better jobs, better incomes, a better environment, and gender equality for all.

True Price executed an extensive impact measurement and valuation project for cotton from India, a value chain where IDH executes sustainability programs. The study compared the social and environmental costs of conventional vs. certified production. The study attributed impacts on farm and retail level. The true price of a certified cotton from India is € 2,90, which is lower than conventional cotton. Conventional cotton has a true price of € 4,20 per kilo of cotton seeds. We also calculated the true price of a t-shirt is € 22,30, which includes €15,00 for the average retail price of a t-shirt and € 7,30 for the external costs. Click on the report to find out more.



VIETNAM



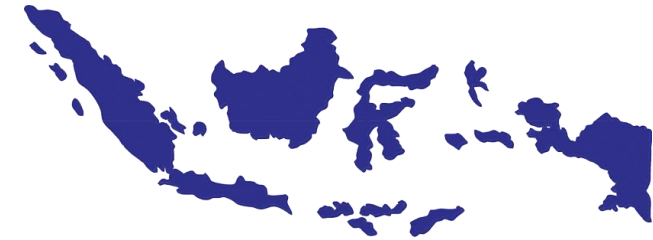
True Price of Coffee from Vietnam

IDH, the Sustainable Trade Initiative, accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running multinationals, civil society organizations, governments and other stakeholders.

True Price executed an extensive impact measurement and valuation project for coffee in Vietnam, a value chain where IDH executes sustainability programs. The study compared the social and environmental costs of conventional vs. certified production. The study attributed impacts on farm and retail level. The cultivation of smallholder coffee in Vietnam has total external costs of €1.25/kg green coffee beans. By summing up the external costs with the farm gate price (€1.35/kg green beans), a true price of €2.60/kg green beans is obtained. Click on the report to find out more.



INDONESIA



IMPROVING BUSINESS DECISION MAKING:

VALUING THE HIDDEN COSTS OF
PRODUCTION IN THE PALM OIL SECTOR



True Price of Palm Oil from Indonesia

The Economics of Ecosystems and Biodiversity (TEEB) is a global, UN initiative aimed at "making the value of nature visible". In doing so, it aims to make explicit the natural and social capital dependencies and externalities of production systems on ecosystems to all stakeholders involved.

There are many environmental and social hidden costs from Palm Oil production in Indonesia. Using True Price and Trucost methodologies and data provided by TEEB, environmental externalities under different land use types and using alternative farm management were calculated. Social externalities were assessed to be comparable to environmental ones. It was demonstrated that internalizing part of these externalities would still lead to a profitable business model. The figure illustrates the two of the most significant externalities in palm oil production are land use change and underpayment. Click on the report to find out more.

True Price of Coffee – Farmer Household Income

Fairtrade's ambition is to see small-scale farmers earning a living income that provides them with a sustainable, dignified livelihood. In order to better understand how much coffee farmers actually earn and what Fairtrade's potential impact is on farmers' household income is, Fairtrade International commissioned a study to assess coffee farmer household income.

True Price developed a rigorous and scalable methodology to measure the farmer household income of coffee producers across 7 countries. Results allowed us to compare wages and incomes to regional benchmarks. The analysis included insights in the distribution of farmer household income, the profitability of coffee and the value added. Living incomes of coffee farmers depend on their origin. This study provides insight into the distribution of the coffee farmer household income and shows that about 50% of household income results from coffee production. Click on the report to find out more.



Assessing Coffee Farmer
Household Income

SOUTH AMERICA



WORLD

BRAZIL



Bocca Coffee from Brazil

Bocca is an award-winning coffee roaster with a mission to serve delicious coffee with respect for people and the environment.

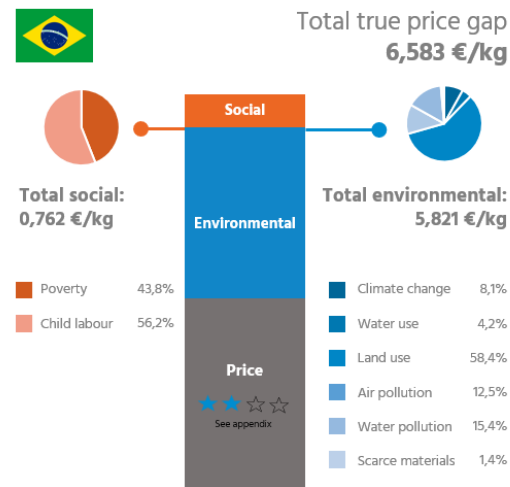
The analysis covers the calculation of the true price gap of Bocca's specialty coffees from Peru and Brazil. The calculated gap includes 6 impacts on the plantation: underpayment of workers, underemployment of farmers, contribution to climate change, land use, land transformation and scarce water use. In addition, the contribution to climate change of transport and burning is included. The analysis is based on primary data collected by Bocca, supplemented by secondary data collected by True Price. The true price gaps are calculated based on the True Price Method, which provides a scientific, well-developed, and widely supported method to calculate true prices.

Click on the cup of coffee to find out more.

Tuesday Coffee from Brazil

Tuesday is a German coffee start-up and a true price pioneer, being one of the first implementing true pricing in its operations and communication.

Tuesday has asked True Price to execute a true price scan on coffee from these two countries. For both countries, we estimated the true price gap for Arabica coffee. For Brazil, we also estimated the true price gap of Robusta coffee. The true price scan includes two types of organic and conventional coffee, arabica and robusta, cultivated in Brazil and one type (Arabica) Ethiopia. The external costs have been calculated for both green and roasted beans. Click on the graph to the left to find out more.



PERU

The external costs of banana production: A global study

Research Report
Prepared for Fairtrade International



Bananas from Peru

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

True Price conducted a global study examining the externalities of banana production in four countries: Colombia, Dominican Republic, Ecuador and Peru. Using data collected from trusted local contacts, we measured and quantified social impacts including underpayment, harassment and job security to understand the most material social costs to this sector.

The true price of a banana varies depending on its origin. The total of external costs for Fairtrade Bananas is US\$ 3.65, which is significantly lower than the sector benchmark. The total external costs of sector benchmark bananas is US\$ 6.70. Click on the report to find out more.

Bocca Coffee from Peru

Bocca is an award-winning coffee roaster with a mission to serve delicious coffee with respect for people and the environment.

The analysis covers the calculation of the true price gap of Bocca's specialty coffees from Peru and Brazil. The calculated gap includes 6 impacts on the plantation: underpayment of workers, underemployment of farmers, contribution to climate change, land use, land transformation and scarce water use. In addition, the contribution to climate change of transport and burning is included. The analysis is based on primary data collected by Bocca, supplemented by secondary data collected by True Price. The true price gaps are calculated based on the True Price Method, which provides a scientific, well-developed, and widely supported method to calculate true prices. Click on the cup of coffee to find out more.

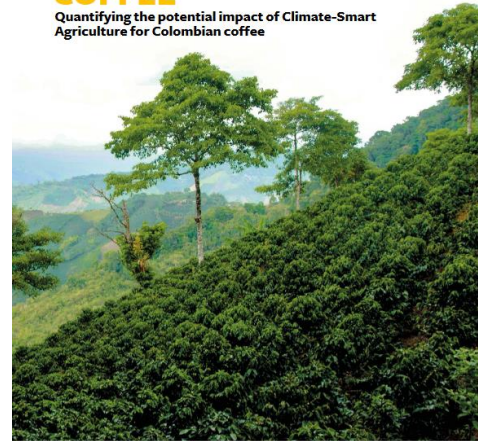


COLOMBIA



THE TRUE PRICE OF CLIMATE-SMART COFFEE

Quantifying the potential impact of Climate-Smart Agriculture for Colombian coffee



Solidaridad True Price™

The external costs of banana production: A global study

Research Report
Prepared for Fairtrade International



True Price coffee from Colombia

Solidaridad is an international network organization with partners all over the world. Solidaridad has pioneered sustainability concepts in the coffee industry for more than 30 years.

True Price used the measurement framework of true pricing and true return on investment to quantify the impacts from a cost-benefit perspective. The True Price study demonstrated that climate-smart agriculture (CSA) is more sustainable in terms of environmental costs. At the same time, It also contributes to a decent livelihood for farmers. The environmental external costs and the social external costs are around 25% lower in the production of CSA coffee than in conventional. While the external costs of CSA coffee are USD 2.50, the average costs of produce conventional coffee in Cauca is USD. 3.15. Click on the report to find out more.

Bananas from Colombia

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

True Price conducted a global study examining the externalities of banana production in four countries: Colombia, Dominican Republic, Ecuador and Peru. Using data collected from trusted local contacts, we measured and quantified social impacts including underpayment, harassment and job security to understand the most material social costs to this sector.

The true price of a banana varies depending on its origin. The total of external costs for Fairtrade Bananas is US\$ 3.65, which is significantly lower than the sector benchmark. The total external costs of sector benchmark bananas is US\$ 6.70. Click on the report to find out more.

ECUADOR



Bananas from Ecuador

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

True Price conducted a global study examining the externalities of banana production in four countries: Colombia, Dominican Republic, Ecuador and Peru. Using data collected from trusted local contacts, we measured and quantified social impacts including underpayment, harassment and job security to understand the most material social costs to this sector. The true price of a banana varies depending on its origin. The total of external costs for Fairtrade Bananas is US\$ 3.65, which is significantly lower than the sector benchmark. The total external costs of sector benchmark bananas is US\$ 6.70. Click on the report to find out more.

The external costs of banana production: A global study

Research Report
Prepared for Fairtrade International



DOMINICAN REPUBLIC



The external costs of banana production: A global study

Research Report
Prepared for Fairtrade International



True cost analysis and market introduction Organic Bananas

Organic and Fairtrade have taken a first step to tackle the social and environmental problems, but producers are still forced to use (cheap) fossil energy and cheap migrant by the low prices that supermarkets offer, even for organic and Fair Trade bananas. To tackle these issues adequately it is necessary to take another step and internalize all social and environmental costs in the price that consumers eventually pay.

Through the tool, the producers will know the true cost for their bananas being produced taking the main CSR risks for banana cultivation into account. The project will establish a closed supply chain of producers, exporters, importers and resellers. This closed supply chain will allow the consumers to see and pay the True Price for organic bananas and will allow producers to receive a price that rewards their efforts to produce an environmentally and socially sustainable banana. The project will also create consumer awareness on the costs of remediation of social and environmental risks in the supply chain. Click on the photo to find out more.

Bananas from Dominican Republic

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

True Price conducted a global study examining the externalities of banana production in four countries: Colombia, Dominican Republic, Ecuador and Peru. Using data collected from trusted local contacts, we measured and quantified social impacts including underpayment, harassment and job security to understand the most material social costs to this sector.

The true price of a banana varies depending on its origin. The total of external costs for Fairtrade Bananas is US\$ 3.65, which is significantly lower than the sector benchmark. The total external costs of sector benchmark bananas is US\$ 6.70. Click on the report to find out more.

NICARAGUA

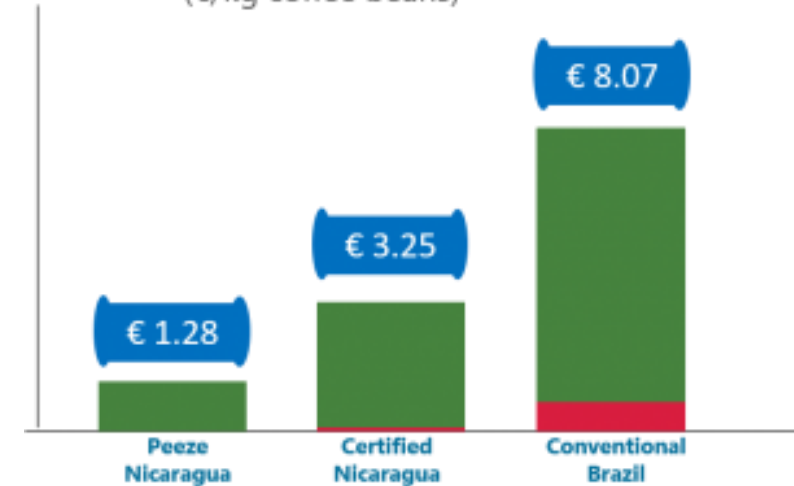


Peeze Coffee from Nicaragua

Peeze believes that you can only make good coffee if the entire process of making coffee is good. If you are good for both the farmers and our planet. [Learn more here.](#)

True Price calculated and compared the true price of the client's Nicaraguan coffee with Nicaraguan Fairtrade coffee and conventional coffee from Brazil. Next, True Price identified and assessed two projects that could further reduce the environmental externalities of the coffee; micro-irrigation could reduce the true price with 23%, with a pay-back time of the initial investment of less than one year. A bio-digester was also identified as a financially viable solution for water pollution.

External Costs of Coffee
(€/kg coffee beans)





True Price of Coffee from Mexico

Solidaridad is an international network organization with partners all over the world. Solidaridad has pioneered sustainability concepts in the coffee industry for more than 30 years.

Solidaridad and True Price formed a collaboration to create a comprehensive understanding of the relationship between the costs and benefits of CSA. We focus on Mexican smallholder farmers. The study is based on an extensive literature review and primary data from a group of smallholder farmers in the state of Chiapas who have transformed part of their farmland to apply CSA techniques, while maintaining traditional farming on other plots. We identified that the true price of CSA coffee is USD 3.90. This is lower than the average conventional coffee in Mexico, which has a true price of USD 11.10. On the other hand, the market prices are almost the same. Low-input coffee strongly reduces natural external costs, but underpayment and social security as well as underearning by farmers remain high. Renovated coffee and CSA coffee further reduce external costs, resulting in much lower true prices than the benchmarks. CSA has the lowest true price of the five production models. Click on the report to find out more.



NORTH AMERICA



UNITED STATES

WORLD

UNITED STATES



N. AMERICA

WORLD

True Cost of Food: School Meals Case study

One example of true pricing in the United States is the application of true cost accounting to the school meal programs, which provide free or reduced-price meals to millions of children in grades K-12.

A recent report by **the Rockefeller Foundation** compared the current school meal programs with two alternative scenarios: one that aligns with the Dietary Guidelines for Americans, and one that follows a plant-forward diet, using TCA. **True cost accounting (TCA)** is a method that measures the full benefits and costs of the food system, including the impacts on health, environment, biodiversity, society, and economy. The report found that the current school meal programs have a net positive impact of \$63 billion per year, mainly due to the health and educational benefits for the children. The report also found that switching to healthier and more sustainable diets in school meals would increase the net positive impact by \$4.5 billion per year for the Dietary Guidelines scenario, and by \$33 billion per year for the plant-forward scenario.

The report suggests that adopting true pricing in school meals would not only improve the well-being of children, but also reduce the environmental and social costs of the food system. Click on the report to find out more.

