
Making Plant-Based The New Normal

A protein strategy that contributes to a healthy and sustainable food environment.



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PLAN**



Food Transition Coalition (TcV) pushes the protein strategy higher on the political, business, and societal agendas.

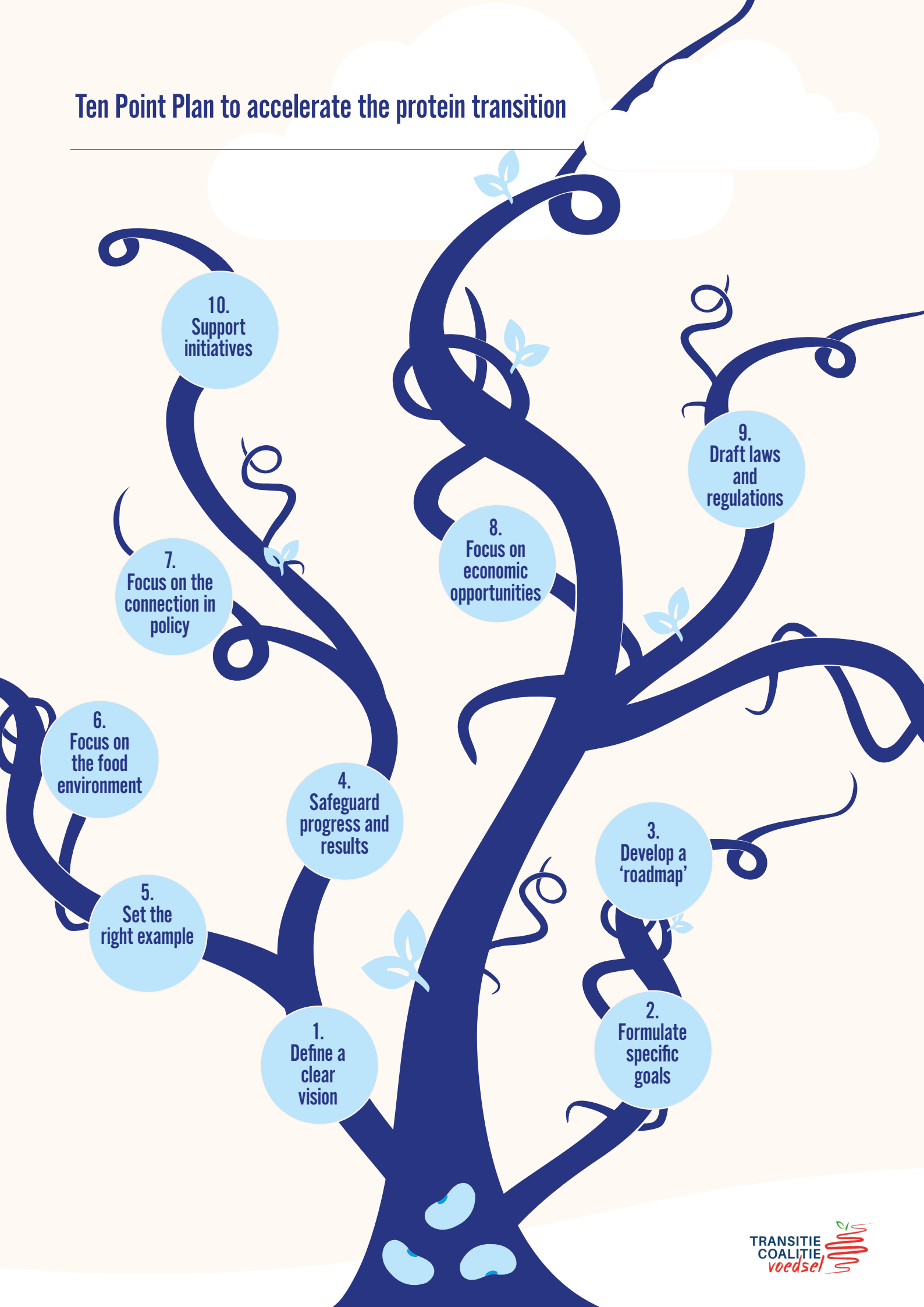
TcV's goals for the protein transition are in line with the recommendations of the Transition Agenda Biomass and Food ([Transitieagenda Biomassa en Voedsel](#)), the Health Council of the Netherlands ([Gezondheidsraad](#)), The Council for Environment and Infrastructure ([Raad voor Leefomgeving en Infrastructuur \(RLI\)](#)) and the Dutch National Climate Agreement ([Klimaatakkoord](#)), i.e.: **a significant shift in consumption of proteins from 60/40 animal-based/plant-based to 40/60 by 2030, with 50/50 by 2025, as an interim goal**. It is time for the government to set concrete objectives and deadlines to achieve these objectives. To ensure the protein transition, TcV recommends a Ten Point Plan.

Why & how

There is an urgent and significant need for a transition of food consumption and production from animal-based towards plant-based proteins. With the developments in the market and a growing public awareness this is the time for a real breakthrough. To accomplish this, the government needs to recognize the urgency of the protein transition, and its relationship with health, animal welfare, biodiversity, climate change, and the nitrogen crisis. This breakthrough can only be realised by

1. Support from the government for a broader public and strong measures to ensure private parties taking action.
2. Anchoring the protein transition in existing policy instruments (such as the National Protein Strategy ([Nationale Eiwitstrategie](#)); the National Prevention Agreement ([Nationaal Preventieakkoord](#)); the Food Policy agenda ([Voedselagenda](#)); Agreement for Product Improvement ([Akkoord Productverbetering](#)); Programme Healthy and Green Living Environment (Programma Gezonde en Groen leefomgeving).
3. Streamlining policies among the Ministry for Health, Welfare, and Sport ([Volksgezondheid, Welzijn en Sport \(VWS\)](#)), and the Ministry of Agriculture, Nature, and Food Quality ([Landbouw, Natuur en Voedselomgeving \(LNV\)](#)) in relation to health and sustainability. The protein transition is an important example of how sustainability and health can come together. Last but not least, increasing the focus on the food environment¹ is an important option to make plant-based the new normal in our consumption patterns.

Ten Point Plan to accelerate the protein transition



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Process

1. Define a clear vision

Start by formulating a clear vision: from 60/40 (animal-based/plant-based) consumption to 40/60 by 2030; with an interim goal of 50:50 by 2025².

2. Formulate specific goals for the protein transition in relation to consumption and the food environment (availability and promotions)

Including a timeline, argumentation, and identifying responsible parties. **Embed the ambition (vision + goals) in policy** and translate these to relevant policy instruments³.

3. Develop a 'roadmap', set up an implementation plan, and encourage coalition formation for execution

Based on power mapping and transition theory, to ensure the realisation of the protein transition goals. This should take place in a dialogue with the relevant ministries (at a minimum LNV, VWS and Ministry of Economic Affairs and Climate ([Ministerie van Economische Zaken en Klimaat](#))) and other relevant stakeholders. Stimulate the bottom-up creation of coalitions while identifying one organisation to coordinate the process.

4. Safeguard progress and results

By monitoring⁴ and benchmarking (as stated in the submission letter of the Ministry of LNV to the House

of Representatives⁵) to ensure transparency over the current situation and to determine which adjustments need to be made to meet the goals.

5. The government should lead by setting the example

In sync with prior agreements, such as the National Prevention Agreement, on central government catering. Tighten the Government Healthy Catering⁶ Guidelines ([Overheidsniveau Gezonde Catering](#)) based on far-reaching ambitions for the protein transition, for example: make all the central government's catering vegetarian, and all menus completely plant-based by 2022 and adjust the Healthy Eating Environment Guidelines ([Richtlijnen Gezonde Eetomgeving](#)) from the Dutch Food Centre ([Voedingscentrum](#)) accordingly. Join existing initiatives that stimulate this, for example, ensure all government catering participates in the National Week Without Meat and Dairy yearly. Following this, expand agreements to regional and local governments.

Content

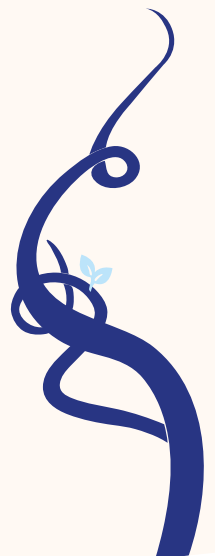
6. Focus on the food environment in the approach to the protein transition

Our food environment (availability and promotions) is the biggest determinant of our eating behaviour. Therefore, the focus should not be on education and information, but on adapting the environment (availability and

promotion), in which we as consumers make food choices, so that the healthy and sustainable (and thus plant-based) choice also becomes the easy and affordable choice.

7. Focus on the connection between health and sustainability, agriculture and food, consumption and production in policy

The Ministries of LNV, VWS, EZK, Ministry of the Interior and Kingdom Relations ([Ministerie van Binnenlandse Zaken en Koninkrijksrelaties \(BZK\)](#)), and Ministry of Foreign Affairs ([Ministerie van Buitenlandse Zaken \(BuZa\)](#)): acknowledge the protein transition as a cross-cutting theme; acknowledge the relevance of both the production and consumption side; and the need for a move towards a circular perspective, i.e. 'production for healthy eating patterns'; and work together on the protein transition.



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8. Focus on economic opportunities through policy

Use the existing knowledge and experience on protein production and the worldwide image of the Netherlands as the country of protein to the advantage of the protein transition and maintain a frontrunner position, by repositioning: the Netherlands as a frontrunner in the plant-based protein industry. Involve all relevant parties, from the meat and dairy industry to the plant-based sector.

9. Draft laws and regulations to promote the protein transition and a healthy and sustainable food environment, such as:

- ▶ **9a. Introduce price incentives:** increase the price on animal products through tax (in line with the proposal by the [True Animal Pricing Coalition](#) (TAPP)) and lower the tax on vegetables, fruits, seeds, nuts, legumes, and other plant-based (protein) sources. Work towards taxes at the source, among others by researching the true costs of animal-based products.
- ▶ **9b. Reward frontrunners and review the law for payroll tax:** employers whose canteens meet the Healthy Eating Environment Guidelines ([Richtlijnen Gezonde Eetomgeving](#)) from the Dutch Food Centre and provide cheap and free work lunches run into problems with the current law (from 1964). Revising this

law⁷ would encourage frontrunners and support catering companies which already meet the 50/50 balance of animal-based/plant-based eating patterns.

- ▶ **9c. Restrict advertisement on animal products,** starting with a ban on the sale of meat below the cost price or at a minimum a ban on meat-promotion ("kiloknallers"); ban advertisement on animal products that do not meet the Dutch Food Centre Guidelines ([Schijf van Vijf](#)); and put an end to the EU promotion programmes for meat and dairy, which connects to the goals of the [Farm to Fork Strategy](#). Join or support organisations that already focus on this⁸.
- ▶ **9d. Stimulate business: bottom up.** A legally established upper boundary for food suppliers – such as grocery stores, caterers, and the hospitality industry – in terms of supply, advertisement and promotion of animal products; Facilitate Green Deals or Self regulatory agreements with food suppliers and chain organisations around supply, advertisement and promotion.
- ▶ **9e. Introduce legislation on indirect food waste and responsible land use.** Connect food waste to the protein transition. Ensure the most efficient and large-scale way to reduce food waste and promote efficient land use by introducing legislation⁹ that states that livestock/animals can only be

fed with residual flows or are only allowed to graze on land where nothing other than grass can grow.

10. Support initiatives that contribute to the protein transition

Such as development of benchmarks, specific tools, programmes, and public campaigns. Benchmarking can also provide insight into how the private sector contributes to reaching the nationally established goals.

- ▶ **10a. Benchmark grocery stores.** Support from the government for the current benchmark for grocery stores¹⁰ (including activation via campaigns and recommendations).
- ▶ **10b. Benchmark employers/ catering.** A concept for an "employer's benchmark" (including activation via campaigns and recommendations) for catering supply is being developed. Support is needed to develop the tool further and potentially replicate it in the hospitality industry.
- ▶ **10c. Tools for food-suppliers.** Support the creation of tools for food-suppliers also outside of the public domain. The government can support initiatives in this domain and cooperate to reach recommendations.

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- ▶ **10d. Tools for municipalities.**
(Financially) Support initiatives for accelerating the protein transition, by and for municipalities and regional governments and adopt these in policy development¹¹.
- ▶ **10e. Continue and transform the National Action Plan Vegetables and Fruit** to a 'National Action Plan More Plant-Based, Less Animal-based'. Continue the partnership with businesses, the vegetable and fruit sector, government, knowledge institutes, and societal organisations, and expand to the Green Protein Alliance and a broader coalition
- ▶ **10f. Reposition Dutch Cuisine,** aiming to shift the protein balance in our eating pattern, from a ratio of 80/20 to an additional completely plant-based diet on the plate and with that a different ratio on menus¹²: to make more plant-based, less animal-based the easy choice.
- ▶ **10g. Organise a national food top,** in which the protein transition as an essential part of a healthy and sustainable eating pattern is central (following from the national food top in 2017) and/or organise a national congress on a healthy and sustainable food environment in which the protein transition is the central theme.

Support our petition and sign 'Plant-based the New Normal'

Support our initiative by signing the petition (in Dutch) by clicking on the bean below. Together we can accelerate the protein transition!



About Food Transition Coalition (TcV)

TcV is a coalition of 200 transition thinkers and doers in the world of agriculture, food, nature, and health. With each other we aim to accelerate the shift to a new agriculture and food system. A system in which sustainability, health, transparency, fair price and incomes are central. We function as a challenger to the current system and combine the power of entrepreneurs, farmers, science, knowledge institutes, and NGOs to make the targeted change a reality. Our key themes are Sustainable Agriculture, True Cost & True Price, the Protein Transition, and the Food Environment. Within a few years we have grown into a voice with authority and a desired conversation partner for governments, politicians, businesses, science, and NGOs. For more information: www.transitiecoalitievoedsel.nl.

TcV and the protein transition

The [protein transition](#) is one of our key focus areas and fits into our mission: 'a healthy life on a healthy planet'. The Ten Point Plan that TcV formulates for the protein transition is based on the transition theory, which shows that a transition proceeds in phases. In each phase specific players have specific

roles and responsibilities. The quicker and better the adoption, the sooner we can realise a transition together.

About the Core Group Protein Transition

We do not work on this alone! In addition to our members, partners, and friends, we continuously work towards accelerating the protein transition together with the Core Group Protein Transition, who convene bi-weekly, in which the following organisations are represented: Nutrition lives ([Voeding Leeft](#)), [Proveg](#), Nature & Environment ([Natuur & Milieu](#)) IUCN NL, Institute for Environmental Studies ([Instituut voor Milieuvraagstukken - Vrije Universiteit](#)), [Feedback EU](#), World Wildlife Fund Netherlands ([WNF NL](#)) and Animal Coalition ([Dierencoalitie](#)).

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Sources

[1] N.B. this Ten Point Plan targets the consumption side, to start with. A vision, goals (formulation of goals including a time frame for reducing the production of animal proteins), and approach should also be set up for the production side of the protein transition. Issues to be included are, among others: facilitating research and working out precise plans, in cooperation with farmers ([Vrijkomende Agrarische Bebouwing](#)); a level playing field for plant-based vs. animal-based sectors (reducing support of animal for the benefit of the plant-based); support for the switch of livestock farmers & stimulating policy for the production of plant-based proteins.

[2] The goal of 40/60 animal-based/plant-based proteins by 2030 is readily supported in the sector and builds on the goals set in the Climate Agreement, Transition Agenda Biomass and Food, advice of the RLI, Netherlands Environmental Assessment Agency ([Planbureau voor de Leefomgeving \(PBL\)](#)) and contributes to better health, less impact on planetary boundaries and contributes to societal aspects such as animal welfare.

[3] Make consumption change the key point of the National Protein Strategy; Formulate explicit ambitions with regards to the protein

transition in the National Prevention Agreement; Take the protein transition as a key point in the Agreement for Product Improvement (and base this on the advice from the Health Council of the Netherlands) and put together a new Food Policy Agenda to execute together.

[4] This can happen by supporting a coalition for existing parties that have already started with a project on data monitoring led by Nature & Environment

[5] <https://www.rijksoverheid.nl/documenten/kamerstukken/2020/12/22/kamerbrief-bij-aanbieding-nationale-eiwitstrategie>

[6] No later than 2021 all company restaurants of the central government are healthy based on the criteria of Dutch Food Centre.

[7] See also the [petition](#) tax free healthy work lunch by Rob Baan, director of Koppert Cress.

[8] Among others [ProVeg](#), [Natuur & Milieu](#), [Questionmark](#), [Feedback EU](#), [Wakker Dier](#), [Stichting Even Geen Vlees](#), and [Smaackmakers](#) already work towards changing advertisement and promotion of animal products.

[9] TcV recommends researching to what extent the protein transition can become a proprietary part of the food waste policy in cooperation with [Stichting Samen Tegen Voedselverspilling \(STV\)](#). This could be taken up as a topic for a discussion which LNV has with the grocery stores. This also fits within a proprietary topic food waste as stated by the [Alliantie Verduurzaming Voedsel](#).

[10] Questionmark ([Superlijst](#)) and [Feedback EU](#) work on different benchmarks. TcV brings the initiatives that focus on grocery stores together.

[11] City Deal Voedselomgeving is a first step to a healthy and sustainable food environment. TcV works together with governments and provinces on an approach protein transition in line with shaping a healthy and sustainable food environment.

[12] A different ratio on the menu follows from recommendations to influence the food environment and food culture towards more plant-based. Moreover, it gives substance to the ambition to 'steer food providers to less animal and more plant-based on a voluntary basis'.