



CALL TO ACTION

For More Plant-Based Food An Action Plan for the Netherlands

Organisations across the Dutch food and agricultural system are ready. Time for government to join in!



Summary

The transition towards more plant-based food has gained broad public support. With this plan, a cross-sector coalition is offering the government a tangible path towards more plant-based production and consumption – good for the Netherlands, good for farmers and good for the future.

- The Netherlands aims to achieve at least 50% plant-based protein consumption by 2030. This plan represents a major step towards this.
- The plan strengthens the Netherlands' sustainable, healthy and economic position in the protein transition.
- The focus is on stimulating demand, as well as on production, research and export.

Plant-Based Acceleration Fund

- The Plant-Based Acceleration Fund calls for €65 million per year for eight years.
- Funding will be used for demand stimulation, value-chain development, innovation and export, with part of it allocated to organic food.

Goals of this plan

- Make the Netherlands a leader in plant-based protein production, with growing market value.
- Strengthen the international competitive position and food security of the Netherlands.
- Support sustainable growth, innovation and more prospects for young farmers.
- Reduce greenhouse gas emissions while improving soil health and biodiversity.

The plan aligns with the EU strategies and the coalition agreement 'Aan de Slag' ('Let's Get To Work').



**CALL TO
ACTION**

Towards a Dutch Action Plan for More Plant-Based Food¹

The shift towards consuming and producing more plant-based food is one of the greatest opportunities for a sustainable, healthy and economically strong Netherlands. Strengthening our plant-based food system is essential if we are to achieve our climate targets, improve public health and build a future-proof agricultural sector. A broad, cross-sector coalition of organisations from the Dutch food and agricultural system is therefore calling for the development of an Action Plan to stimulate the production and consumption of plant-based food, in conjunction with an integrated Protein Strategy.

The signatories have a clear request for the Dutch government: increase demand for plant-based products and create the conditions for a viable business model for plant-based food production. To achieve this, the signatories are calling on the government to do the following:

¹ The term 'plant-based food' includes all foods derived from plants, as well as edible fungi (mushrooms), algae and nutritious microorganisms, plus the plant-based component of hybrid and composite products.

Main call

Increase both the production and consumption of plant-based foods in the Netherlands to accelerate the transition towards a more plant-based diet and achieve the target of at least 50% plant-based protein consumption by 2030.

SUB-CALLS

1. Stimulate sales and consumption of plant-based foods

Increase the availability, affordability and appeal of plant-based foods for consumers in order to achieve the protein transition towards at least 50% plant-based protein consumption by 2030.

2. Promote a healthy and sustainable diet

Accelerate the implementation of the recommendations from the Netherlands Nutrition Centre and the Wheel of Five² by stimulating consumption of vegetables, legumes, fruit, nuts, potatoes and wholegrain products, thereby contributing to a healthy and sustainable diet for people in the Netherlands.

3. Strengthen the production and earning capacity of plant-based crops in the Netherlands

Ensure a stronger Dutch value chain for plant-based and protein-rich products and crops by creating the conditions for further growth in the production of healthy, plant-based food. In addition, stimulate organic arable and horticultural production in order to achieve the growth ambitions for the area of agricultural land under organic cultivation.

How?

The signatories call on the government to jointly develop and shape an Action Plan for More Plant-Based Food around five pillars:

1. Stimulating demand and improving the food environment
2. Strengthening cultivation and production through support for farmers and value chain collaboration
3. Using public procurement as a lever, including serving more plant-based meals in canteens and public institutions
4. Research and innovation (development of new products and solving challenges)
5. Export, branding and internationalization (enhancing opportunities of the international trade position)

Following the European³ example, the first step is this joint Call for Action, placing the need, ambitions, opportunities and call for collaboration centre stage. The required policy measures, investments and cooperation agreements will then be developed jointly and tangibly in the Action Plan.

Plant-Based Acceleration Fund

The Action Plan for More Plant-Based Food focuses on a multi-year, integrated approach that strengthens consumption, production and market development simultaneously. The signatories therefore propose establishing a Plant-Based Acceleration Fund alongside the development of the plan, investing across the entire value chain: from cultivation and processing to product development, public procurement, consumer behaviour and export. The fund will specifically support the five pillars outlined above:

- Demand stimulation
- Value-chain development and cultivation
- Product development and scaling
- Research and innovation
- Export and internationalisation

Contributions from the fund will support partnerships that address tangible bottlenecks in the protein transition and help initiatives scale up. Ideally, implementation of the fund should be entrusted to an experienced implementing organisation such as the Netherlands Enterprise Agency (RVO), with proposals assessed by an independent advisory committee of representatives from science, agriculture, the food industry, retail, foodservice, health and sustainability.

The signatories propose that €65 million in public financing be added to the fund each year for a period of eight years (1 January 2027 to 1 January 2035). This is based on the structure of the Danish fund,⁴ investments elsewhere in Europe,⁵ and given the scale of the societal challenge and the need for interventions throughout the value chain. The required funding does not need to consist entirely of new public resources. A substantial share of the funding requirement can be met by combining and better aligning existing budgets, incentive measures and programmes.

The amount can be allocated as follows:

Pillar	Amount (€ million)	Examples	Objective
Stimulating demand for plant-based products and improving the food environment	25	Demand-stimulation measures, plant-based promotional weeks, events and knowledge building	Positive health outcomes for the Dutch population
Plant-based crop cultivation and value-chain development	20	Support for projects and value-chain collaboration	Increase the earning capacity of the value chain and strengthen sector resilience
Using public procurement as a lever	5	Focus on educating procurement professionals and chefs	Higher quality and greater availability of plant-based meals in public canteens
Strengthening research and innovation	5	Stimulate research into bottlenecks and innovation	Maintain the Netherlands' market-leading position and resolve transition bottlenecks
Export, branding and internationalisation	10	Development of export missions and events	Improve the Dutch business model through exports

⁵ <https://www.greenqueen.com.hk/france-souverainete-proteique-plant-based-protein-strategy-funding/> (France) and <https://www.theplantbasemag.com/news/germany-invests-38m-in-sustainable-protein-transition> (Germany)

⁴ <https://plantefonden.dk/the-plant-based-food-grant/the-history>



‘Plant-based food is the future’

Jacob Jensen, Danish Minister for Food, Agriculture and Fisheries, at the presentation of the Danish Plant-Based Action Plan

The fund bridges supply and demand, enabling farmers, businesses, governments, knowledge institutions and civil-society organisations to build a stronger plant-based food system together. Working with clear objectives, measurable results and multi-year financing will translate the protein transition from policy ambition into implementation capacity and strengthen the Netherlands’ position as a leader in sustainable and healthy food.

Across all pillars, the signatories are also asking the government to make additional investments, including in a nationwide activation campaign and measures to make plant-based food more affordable (pillar 1), as well as long-term financing (pillar 2, for example by expanding the Innovation Impact Challenge). The government and the sector will work together to develop this further within the Action Plan. Proposals to the Plant-Based Acceleration Fund are therefore primarily intended to be made by organisations other than the national government.

Organic

Stimulating greater consumption of plant-based food goes hand in hand with how these products are produced. It is therefore logical to combine a more plant-based diet with measures that also stimulate the production of plant-based products with a lower environmental impact.

One-third of the resources in the Plant-Based Acceleration Fund should therefore be spent on organic, plant-based food production (including plant-enriched products), ideally contributing to a protein- and fibre-rich diet. This also meets the objectives set by government, market parties and civil-society organisations for organic agriculture. The remaining two-thirds of the fund will be used to stimulate non-organic plant-based food.

ACTION PLAN FOR MORE PLANT-BASED FOOD

To realise the full potential of plant-based food, the Netherlands needs decisive and coordinated policy. This document demonstrates the opportunities an integrated Action Plan for More Plant-Based Food offers farmers, businesses and other organisations in the value chain, and emphasises the need to address both production and consumption. In doing so, it aligns with existing Dutch ambitions in health, climate, agriculture and innovation. By committing to an ambitious and coherent plan, the Netherlands can further strengthen its position as a leader in a competitive agricultural and food system. The signatories therefore call for the active support of this Action Plan and for joint efforts towards a resilient, healthy and sustainable food system.

Reader's guide

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Why an Action Plan for More Plant-Based Food?

Initial signatories

APPÈL
BioNederland
Biocyclische-veganlandbouw
Biowinkelvereniging
Boerschappen
BOON
Caring Farmers
Het Centraal Bureau Levensmiddelenhandel
(CBL), namens haar leden (Albert Heijn,
Jumbo, Lidl, Plus, Aldi, Dekamarkt, Dirk,
Nettorama)
Climate Group
COROOS
De Nieuwe Melkboer
Dierenbescherming
DutchSoy
Ekoplaza
Farm Dairy
Federatie van Agro-ecologische Boeren
Foodrise
Foodvalley
Future Up
Federatie Vruchtgroenteorganisaties (FVO)
Greendish
GreenFood50
Green Protein Alliance (GPA)
Green Organics
GroentenFruit Huis
Hai
Hanze Hogeschool
Harvest House
HAS green academy

Jamael Food Group
Koppert Cress
Leev
LekkerLupine
Nederlandse Aardappel Organisatie (NAO)
Nederlandse Akkerbouw Vakbond (NAV)
Nederlandse Notenvereniging
Oatly
Odin Foodcoop
Physicians Association for Nutrition (PAN)
Platform Gemeente Plant Vooruit
Producenten Organisatie Eiwitboeren van
Nederland
ProVeg
Questionmark
Robin Food Coalition
Scelta
Schouten Europe
Smart Food Alliance
Sodexo
Stichting Plenty Food Nederland
TAPP Coalitie
The Vegetarian Butcher Collective
Transitiecoalitie Voedsel
Urgenda
Vegetariërsbond
De Vegetarische Slager
Vermaat
Vigef
Vitam
Vivera
VollegrondsGroentenOrganisatie (VGO)

A collage of food items including guacamole, beans, and toast with toppings, overlaid with a brown rectangle containing the text "BACK GROUND".

**BACK
GROUND**

An Action Plan for More Plant-Based Food, supported by a Plant-Based Acceleration Fund, provides a strong foundation for:

1. Capitalising on economic and strategic opportunities

- a. Dutch farmers and horticultural growers are leaders in producing healthy, tasty and sustainable plant-based products. Extensive research shows that healthy eating and sufficient physical activity support healthier lives and can significantly reduce the pressure on the healthcare system. Farmers and growers make this possible and must be able to earn a good income from it. Increasing domestic demand for these products stimulates sustainable and local production in the Netherlands. More than 500 companies in the Netherlands are already involved in developing plant-based protein products. By 2022, this growth sector already had a production value of €881 million and had created at least 3,560 jobs. A recent feasibility study carried out by Foodvalley on behalf of LVVN into the impact of an International Protein Strategy shows that the potential is many times greater.
- b. In a June 2026 report, the European Environment Agency (EEA) concludes that plant-based proteins make us more resilient to economic shocks. Broadening our protein sources towards more sustainable production and consumption would not only reduce pressure on the environment but also benefit food security. The report also estimates that the global market for plant-based proteins will grow from approximately \$24 billion in 2025 to \$35 billion in 2030.
- c. The December 2025 Wennink report sets out a path towards future prosperity in the Netherlands. According to Wennink, investment in productivity and innovation is essential to that prosperity, with government creating the enabling conditions. The Action Plan for More Plant-Based Food calls for innovation to support greater plant-based production and therefore aligns closely with this approach.
- d. Without a stable food supply, the economy, society and public health cannot function. Global developments are putting food security under pressure, making countries that organise their food supply effectively more resilient to international crises. In the Food Address from October 2025, former Chief of Defence and current 'climate general' Tom Middendorp called for greater food resilience, including by increasing domestic production capacity.

- e. This also reflects the European Commission's rationale for asking Member States to develop a Protein Strategy. For years, the EU has been facing a structural protein deficit, particularly for high-quality protein crops such as soy. It produces only some of the proteins it needs and imports large quantities, especially from Brazil, Argentina and the United States. This leaves the European food and agricultural value chain vulnerable to price and trade disruptions. The COVID-19 pandemic and Russia's invasion of Ukraine in 2022 clearly demonstrated the vulnerability of international food value chains. EU leaders concluded that food and raw materials are strategic dependencies and called for increased European production and consumption of plant-based proteins to strengthen food resilience.
- f. China's strong growth ambitions in alternative proteins demonstrate that plant-based proteins are increasingly viewed worldwide as a strategic sector for food security, innovation and economic competitiveness. China is investing actively across the entire value chain, creating international competition for knowledge, production capacity and future market share. The Dutch Action Plan for More Plant-Based Food will help maintain the international competitiveness of the Dutch agri-food sector while capitalising on new economic opportunities.
- g. The Bean Deal has also shown that making the business model for protein crops in the Netherlands profitable requires systemic change across the value chain: True Value / True Pricing, shared risk management among value-chain partners, and shorter chains where possible. To make plant-based cultivation financially viable in the Netherlands and to capitalise on the economic opportunities, initiatives such as True Value / True Pricing and collaborations like those between Boerschappen and Vitam are to be encouraged.

2. Better public health

- a. From a public-health perspective, increasing the consumption of plant-based foods – including vegetables, legumes, potatoes, fruit, nuts and wholegrains – is also desirable. Various recommendations, including recent advice from the Health Council of the Netherlands, indicate that shifting the current Dutch diet towards a more plant-based diet benefits both health and the environment. A more plant-based diet, including more fibre, lowers the risk of disease, while the environmental impact of food consumption can be reduced by 25%.

- b. The National Institute for Public Health and Environment (RIVM) has outlined scenarios in which €6 billion could be saved in food-related healthcare costs and €6 billion in external environmental costs. Research by Wageningen Social & Economic Research (WUR) also shows that a transition towards a diet with more plant-based proteins could deliver an annual financial benefit of €2 billion in healthcare costs and €8 billion in welfare gains through reduced environmental damage.
- c. According to the report 'The Hidden Bill', a transition to organic agriculture could reduce the societal costs of environmental damage and health effects from approximately €5.3 billion to around €1.1 billion per year, as lower pollution leads to lower healthcare costs and reduced spending on restoring nature and the climate.
- d. CE Delft concluded that if everyone in the Netherlands followed the Netherlands Nutrition Centre recommendation to eat 250 grams of vegetables per day, this would generate €3.42 billion in societal benefits annually.
- e. A Danish study also examined labour productivity gains from healthy diets and estimated these at €0.7 to €2.4 billion for a population of approximately six million. As the Danish economy and diet are comparable to those of the Netherlands, the order of magnitude of the effects is considered representative for the Netherlands.

3. A sustainable and robust environment

- a. Producing more plant-based products generally leads to lower greenhouse gas emissions, healthier soils and richer biodiversity, strengthening the natural foundations of the Dutch food supply and economy.
- b. RIVM's 2024 Food Environmental Impact Database shows that most groups of plant-based foods have a relatively low environmental impact on average. Vegetables, potatoes, legumes, grains, and meat and dairy substitutes in particular score relatively low across most environmental-impact categories.
- c. In a January 2026 report, the recommendations by RIVM include strongly promoting the choice of organic products and increasing the share of organic food available in settings such as supermarkets in order to increase the environmental benefits.

d. Cultivating legumes and other nitrogen-fixing crops not only contributes to plant-based protein production but also acts as a driver of more robust and sustainable agriculture. Legumes fix nitrogen from the air, reducing the need for synthetic fertiliser. They also improve soil structure and fertility, increase crop diversity in rotations, contribute to better water quality through lower nutrient losses, and can reduce pressure from diseases, pests and weeds by breaking monocultures. Flowering legumes also provide food for pollinators and contribute to biodiversity recovery.

4. Achieving established government and sector targets

a. The Dutch government has set the ambition of achieving a 50:50 ratio between plant-based and animal proteins by 2030, while supermarkets have committed to ensuring that between 50% and 60% of all proteins sold are plant-based by 2030. Ninety per cent of Dutch caterers have created a similar target. The government also has significant ambitions for the growth of organic agriculture. Supermarkets have set their own goals to grow the organic plant-based sector: Albert Heijn, for example, wants organic products to account for an average of 10% of turnover from its own-brand range by 2030, while Lidl aims to double turnover from organic fruit and vegetables in 2026.

b. As part of its prevention strategy, the Dutch government also aims to increase the share of foods consumed that fall within the Wheel of Five, thereby improving the health of Dutch citizens, reducing the risk of chronic disease and encouraging sustainable choices. A number of supermarkets have also linked their own targets to this objective.

c. The 2024 Strategic Dialogue on the Future of EU Agriculture also calls for policies that help consumers choose more plant-based proteins, as part of a broader transition to reduce greenhouse gas emissions, counter biodiversity loss and promote a healthy diet.

d. The EU Protein Action Plan aims to stimulate domestic production of protein crops such as legumes, for example through the Common Agricultural Policy (CAP). It also calls for stronger value chains and investment, support for innovation and research, and the creation of market demand. Member States are encouraged to stimulate demand for plant-based food through conscious public procurement and, where appropriate, fiscal incentives. The Dutch Action Plan to be developed will translate these objectives and recommendations into tangible policy measures.



5. Stimulating lagging market demand for plant-based, protein-rich products

- a. Various societal studies show support for policy and system measures that enable the transition towards a more plant-based diet. The Citizen Panel on Sustainable Protein Consumption, for example, found that most participants are aware of the benefits of eating more plant-based food and consider behavioural change desirable, provided it is supported by appropriate measures. Many participants believe that one of the most effective and obvious solutions is for the government to create a framework for citizens' choices by making plant-based food more affordable.
- b. A similar outcome emerged from the National Citizens' Assembly on Climate, which showed strong support for healthy food through future-proof food production that takes the environment, climate and health into account. It also showed that citizens see considerable value in stimulating circular, regenerative and organic agriculture. A ProVeg report produced together with Kieskompas likewise found that the majority of people in the Netherlands support the transition towards a more plant-based diet. They want plant-based products to be made more affordable and consider it acceptable for animal products to become more expensive (93%). They also believe that changing the food system is a shared responsibility among food producers, retail, foodservice and government.
- c. Retailers are also asking the government to actively support the protein transition by investing in public campaigns and education on the benefits of plant-based eating, and by using financial incentives to make sustainable and plant-based choices more appealing to consumers.
- d. Farmers growing plant-based proteins in the Netherlands, such as the Producenten Organisatie Eiwitboeren van Nederland (protein farmers organisation the Netherlands), demonstrate that legumes can be grown domestically and can play an important role in stimulating plant-based protein consumption. Over half of Dutch consumers are more motivated to buy products containing plant-based proteins when those proteins are grown in the Netherlands. Scaling demand for these domestically produced plant-based proteins and ensuring a viable business model will actively stimulate greater consumption of plant-based proteins.

Why is now the time for action?

Connection with the 2026–2030 coalition agreement ‘Aan de Slag’

Developing an Action Plan for More Plant-Based Food aligns closely with the coalition agreement of political parties D66, CDA and VVD because of the government’s ambition to promote healthier lifestyles and greater prevention. The agreement stresses that unhealthy choices should be made less appealing; initiatives that stimulate consumption of vegetables, fruit, nuts and legumes and make healthy choices more accessible directly support this ambition. The Action Plan to be developed contributes to the ambition to reach vulnerable groups with healthy choices through a neighbourhood-based approach. It also aligns with the government’s climate and agricultural ambitions. The focus of the coalition agreement is for a future-proof agricultural and food system that contributes to climate targets, biodiversity and nitrogen reduction. Stimulating plant-based crops, the protein transition and organic agriculture ties in closely with these goals. The government also emphasises the importance of innovation and earning capacity in the agri-food sector. Investment in research, product development and new markets for plant-based proteins can strengthen the Netherlands’ position as an innovative food-producing country. As described earlier in this Call for Action, this can also contribute to economic growth and employment through innovation and new markets in the plant-based agri-food sector.

Commitment of the Ministry of Agriculture, Fisheries, Food Security and Nature (LNVN)

During consideration of the 2026 LNVN budget, the current Minister and State Secretary for Agriculture, Fisheries, Food Security and Nature stated that they remain committed to achieving a 50:50 balance of plant-based and animal-based protein consumption by 2030. To achieve this, they intend to continue focusing on consumer information and activation, making the food environment more sustainable, and increasing the availability of plant-based proteins. The LNVN Minister intends to develop the latter further through a broader value-chain approach. “This could include agreements with retail and foodservice on increasing plant-based offerings. Central government procurement policy is also an important instrument for increasing this offering and activating the market.”



Through the Knowledge and Innovation Agenda (KIA) for Agriculture, Water and Food, the Ministry supports various public–private partnerships aimed at improving the composition and taste of plant-based alternatives. The Minister is also considering ways to stimulate a more sustainable food environment through recommendations from the Netherlands Nutrition Centre and agreements with retailers on price, placement and promotions. He is also exploring ways to encourage and/or embed initiatives with a positive impact more broadly, such as sales of hybrid products in which the plant-based share can progressively be increased.

On 8 July 2026, the State Secretary for LNVN announced a Strategic Food Security Agenda. In a letter, he emphasises the importance of resilient, diverse and future-proof food value chains and reducing strategic dependencies. An Action Plan for More Plant-Based Food puts this into practice by investing in Dutch plant-based protein value chains, innovation, market development and consumption, thereby contributing simultaneously to food security, economic opportunities and a more sustainable food system.

There is also momentum in the House of Representatives to stimulate plant-based consumption and production. A motion by Member of Parliament Joris Lohman (CDA), co-sponsored by Laura Bromet (PRO), Marieke Vellinga-Beemsterboer (PRO) and Anne-Marijke Podt (D66), calling for a tangible and coherent vision for the protein value chain as part of the national food strategy, was adopted by a broad majority in the House and is currently being developed by the Ministry of LNVN. The Action Plan for More Plant-Based Food could form part of this.

Finally, the European Protein Action Plan presented on 7 July 2026 recognises plant-based proteins as a strategic pillar for food security, resilience, competitiveness and sustainability. It calls on Member States to invest in strong plant-based value chains, innovation, processing, market development and demand stimulation. A Dutch Action Plan for More Plant-Based Food offers an opportunity to translate these European ambitions into a coherent national approach connecting producers, businesses, knowledge institutions, governments and consumers.

Focus on organic within the Action Plan for More Plant-Based Food

Under the Danish Plant-Based Food Grant, at least half of the fund's resources are allocated to projects and activities related to organic plant-based food. From a European perspective, Denmark has a relatively large organic retail market share of 11.6% in 2024. Following the Danish example, the Dutch Action Plan for More Plant-Based Food also aims to stimulate more organic plant-based cultivation and consumption. The area under organic farming in the Netherlands is growing but still lags behind the policy target set by the Dutch government. Policy efforts on circular and organic agriculture have so far had only a modest effect on the growth of organic farmland. The Ministry of LNV has therefore announced additional measures, and a stronger focus on organic projects within the Plant-Based Acceleration Fund is intended to help achieve the required breakthrough. The arguments below support expanding organic farmland and consumption in the Netherlands.

1. Dutch government target and the new coalition

The Dutch government has set a target for 15% of agricultural land to be used for organic farming by 2030. Switching to organic agriculture lowers the environmental impact of certain crops. At the end of 2022, the Netherlands had 1.8 million hectares of agricultural land, of which 4.4% was used for organic agriculture (1,951 farms). This share must grow to 15% by 2030. The government aims to achieve this through the Action Plan for Growth in Organic Production and Consumption, which has three objectives:

- More organic consumption and a larger market
- More organic production
- More knowledge and innovation

The 2026–2030 coalition agreement states that CDA, D66 and VVD intend to continue this action plan.

2. EAT–Lancet report

The recommendations of the EAT–Lancet report form an important foundation for the Action Plan for More Plant-Based Food. The latest edition also includes crop protection products among the earth's ecological boundaries ('novel entities'). A shift towards greater plant-based consumption therefore goes hand in hand with the way these products are produced. It is therefore logical to combine a more plant-based diet with measures that also stimulate organic agriculture, in which the use of chemical crop protection products is prohibited.

3. More plant-based food = more crop protection?



A shift towards more plant-based food means greater consumption of vegetables, fruit, grains and legumes. In conventional agriculture, some of these crops are treated relatively frequently with chemical crop protection products such as fungicides, insecticides and herbicides. Higher production of these products therefore increases the risk of additional emissions of crop protection products into groundwater, surface water and soil. Greater plant-based consumption therefore also calls for cleaner production methods.

4. Lower greenhouse gas emissions

Various analyses indicate that organic plant-based production often results in lower greenhouse gas emissions per hectare than conventional production. In some cases, approximately 36% lower CO₂ emissions. This is partly due to the absence of synthetic fertilisers and crop protection products and to greater use of organic soil management, which can contribute to lower emissions and better soil quality. Organic soils also store more carbon. The precise effect varies depending on the crop and production method.

5. More biodiversity and health benefits

In addition to reducing greenhouse gas emissions, greater organic production contributes to more biodiversity and improved water, soil and air quality. Organic soils are healthier, more resilient to extreme weather conditions and improve water retention. Consumers who regularly use organic products have, on average, healthier dietary and lifestyle patterns. Several studies associate organic food consumption with a lower risk of cardiometabolic conditions. Research is still being carried out into the extent to which this can be attributed to the organic product itself or to a broader healthy lifestyle.

More organic production and the Action Plan for More Plant-Based Food

Stimulating organic production and consumption within the Action Plan is essential both to increasing plant-based production and consumption and to supporting the incomes of Dutch organic farmers. Several producers reported in 2025 that sales of organic products were declining. Production costs and food prices have risen, and organic cultivation is highly challenging. For conventional farmers, conversion to organic production is difficult and strongly dependent on their current farm operations. If a farmer already has sufficient land, conversion can be quite profitable. But the need to purchase additional land and/or make major changes to livestock housing represents a substantial investment and challenge, particularly given record prices due to intense competition for land in the Netherlands as well as the stalled permitting process.

The rapid growth that is both required and intended can be supported by earmarking one-third of the Plant-Based Acceleration Fund specifically for stimulating organic production and consumption. This provides additional resources to stimulate supply and demand for organic plant-based products, over and above current incentive schemes of around €13 million per year, including the Vabiola scheme. Given the enormous challenge of reaching 15% organic agricultural land by 2030, a larger budget is certainly justified. This will also provide greater prospects for new and young farmers and horticultural growers. It is a known fact that, on average, more farmers under the age of 40 work on organic farms and that the sector also attracts many people from other industries without a farming background.

Explanation of the Plant-Based Acceleration Fund

As called for above, the Action Plan for More Plant-Based Food should be developed jointly on the basis of its five pillars and the provision of the Plant-Based Acceleration Fund.

The incentive fund is aimed at developing the plant-based food sector. This objective applies across the entire value chain, with one-third of the resources to be spent on organic plant-based food production, ideally contributing to a protein- and fibre-rich diet, and the remaining resources on non-organically produced plant-based food.

Food companies, research institutions and organisations need opportunities and resources to stimulate and increase both demand for and supply of plant-based food. The fund will support initiatives including improving knowledge and skills in preparing plant-based dishes in foodservice through education and training, plant breeding and cultivation, processing, sales promotion, public information, research and knowledge dissemination.

The fund's board (to be appointed in part by the signatories and modelled on the Danish example) will develop strategies and annual action plans to support development of the plant-based sectors. The fund will support a wide range of projects that stimulate the development of healthy plant-based products, ranging from increasing consumption – through professional kitchens and among the general public, promotion in schools, education, fruit and vegetable programmes and government catering procurement – to product development and stronger collaboration across the entire value chain.



Conclusion

An Action Plan for More Plant-Based Food, supported by a Plant-Based Acceleration Fund, offers the Netherlands a unique opportunity to strengthen economic growth, innovation and employment while simultaneously contributing to public health, food security and a sustainable environment. The combination of broad public support, clear government ambitions and urgent international developments means that now is the time to move forward. By focusing specifically on both production and consumption, the Netherlands can further build on its strong position in the plant-based sector and reduce strategic dependencies. At the same time, the plan will help achieve important national and European objectives in climate, biodiversity and health. The fund will act as a catalyst for tangible projects across the entire value chain, from farmer to consumer. An integrated and coherent approach is crucial to realising the full potential. Broad support and joint commitment from government, business and civil-society organisations are therefore essential to accelerate this transition.



Ambition beyond 2030

Work is currently under way on objectives for the period after 2030. Because the Plant-Based Acceleration Fund will continue until 2035, we would like to engage with the signatories of the plan as 2030 approaches to develop new and ambitious objectives for the period thereafter. Ideally, these will be objectives to which the organisations can jointly recommit and for which they will renew their efforts, with the Plant-Based Acceleration Fund acting as a catalyst.

Contact

For more information about this plan:

Bas Geerts, Project Manager
info@eiwittransitie.nl

Action Plan for More Plant-Based Food
Project More Plant-Based Foods