

PROTEIN TRANSITION & FOOD ENVIRONMENT



TOGETHER FOR A HEALTHY, SUSTAINABLE, AND FAIR FOOD SYSTEM



INTERACTIVE VISUAL

Click on an image or text to learn more.

WHAT HAVE WE WORKED ON?

PROTEIN ACTION CONSORTIUM

- Increasing the share of 'plant-enriched products' in the food environment.
- Improving policy related to the protein transition.
- Strengthening food literacy through food education.
- Reshaping the food environment for a sustainable and healthy protein balance.

THE HEALTHY FOOD TRANSITION

- More health organisations embrace transition thinking and commit to the protein transition.
- Connecting health organisations with environmental organisations

HEALTHY FOOD COALITION

- More food companies are able and motivated to create a healthier food environment.

POLICY ENGAGEMENT

- Professionalising and expanding the Kerngroep coalition.
- Improving policy related to the protein transition.

KNOWLEDGE SHARING BY TCV

- Strengthening the research agendas of knowledge institutions.
- More organisations embrace transition thinking and commit to the protein transition and creating a better food environment.

WHAT ARE WE WORKING TOWARDS?

- Strengthening policy and societal collaboration on the protein transition through the More Plant Based Action Plan.
- Creating a paradigm shift in the public debate on healthy food and freedom of choice.
- Countering polarisation and misinformation in the public debate on food.

- Providing policymakers with practical pathways for change.
- Creating a societal stimulus for healthier and more sustainable food environments in schools.
- Training more system actors in transition thinking.
- Offering the financial sector and the media insight into how they can help accelerate the transitions.



2. OUR MISSION, APPROACH, AND ROLE

Protein consumption in the Netherlands is out of balance: we consume too much animal protein and not enough plant-based protein. At the same time, our food environment largely consists of unhealthy and (ultra-)processed foods. As a result of this imbalance in our diet and food environment, an increasing number of Dutch people are developing chronic diseases such as diabetes, cardiovascular disease, and cancer. In addition, our current dietary pattern significantly increases pressure on several planetary boundaries (such as climate change, land use, and biodiversity loss) and causes substantial animal suffering. In this report, we outline how we, as Food Transition Coalition, address these societal challenges and what changes are needed to solve them.

Together with 200 coalition partners, Food Transition Coalition (TcV) works towards a healthy, sustainable, and fair agricultural and food system. This report focuses on TcV's program "Protein Transition and Food Environment". Within this program, we focus on two interconnected transitions:

the protein transition and the shift towards a healthy and sustainable food environment. To accelerate these transitions, we work towards three concrete goals:

1. BY 2030, AT LEAST 60% OF CONSUMED PROTEINS WILL COME FROM PLANT-BASED SOURCES AND NO MORE THAN 40% FROM ANIMAL SOURCES.



2. THE DUTCH FOOD ENVIRONMENT IS MORE ALIGNED WITH THE DUTCH DIETARY GUIDELINES (THE WHEEL OF FIVE), COMPLIES WITH THE 60/40 PLANT-TO-ANIMAL PROTEIN RATIO, AND INCLUDES FEWER ULTRA-PROCESSED FOODS.

3. THE FOOD PROCESSING INDUSTRY AND THE DOWNSTREAM FOOD CHAIN ARE ORGANISED AROUND THE 60/40 PLANT-ANIMAL PROTEIN RATIO, AND ANIMAL PROTEIN PRODUCTION HAS BEEN SIGNIFICANTLY REDUCED AND HAPPENS EXCLUSIVELY IN A SUSTAINABLE AND ANIMAL-FRIENDLY MANNER.



The first objective focuses on *what we consume*, the second on the biggest determinant of this –*the food environment*, and the final objective focuses on the supply chain: *what and how we produce*. To achieve these goals, TcV fulfils a mobilising, facilitating, and guiding role within the sector.

We bring stakeholders together, influence policy, and develop knowledge and tools that help organisations increase their contribution to the transitions. Our activities are grounded in the TransMission framework, developed by NewForesight, Nyenrode Business University, and Utrecht

University. This framework is a mission-driven approach to understanding and influencing societal transformation processes.

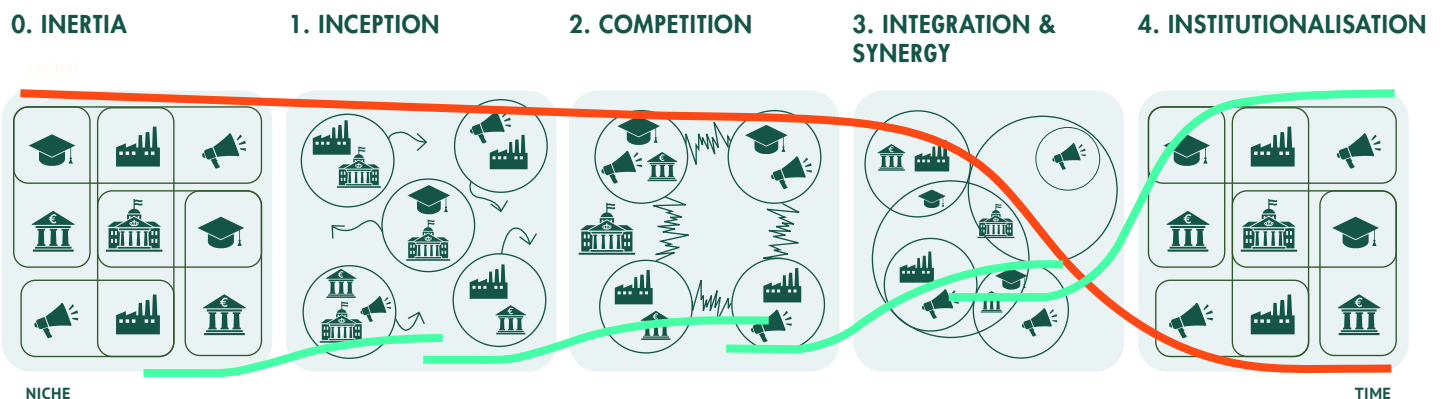
With this report, we provide insight into what we have done within the program “Protein Transition and Food

Environment” during the period 2024–2025 (*Recap*) and what our plans are for 2026 and beyond (*Outlook*). To make both our approach and impact clear, we specify for all our activities which changes we aim to trigger among system actors and how these changes help to achieve the transitions.

EXPLANATION OF OUR APPROACH AND THE TRANSMISSION FRAMEWORK

Our approach to accelerating transitions is based on the TransMission framework. This means that we, together with our partners, regularly use this framework to determine the current transition phase and which interventions are needed to accelerate the transition process. Signals from the field indicate that the transition towards more plant-based protein consumption is moving into the integration and synergy phase. To accelerate this process, it is crucial to build collaborations between businesses, NGOs, financial institutions, and knowledge institutions. However, this progress does not occur in isolation from other developments within the food system. Improving the food environment constitutes an important sub-transition, which is currently moving toward the inception phase. In this phase, it is important to make people more aware of the current issue, bring together and mobilise key stakeholders, and develop a shared vision for the future. These insights determine how we design and implement our current activities.

The *TransMission model*¹ consists of building sustainable partial solutions and phasing out the unsustainable system by considering five key processes at each transition phase.



! Problem urgency and solution directionality (Mission)

🎓 Knowledge development and sharing

🛒 Market formation and entrepreneurship

💰 Resource mobilisation (budget, HR, materials, infrastructure...)

🤝 Sector organisation and coordination

LEGENDA

- Government
- Knowledge institutions
- Business
- Financial institutions
- NGOs / community movements

¹From: *Transmission – The mission-driven transition approach to managing complex change processes.*
By Lucas Simons, André Nijhof en Matthijs Janssen, 2023.

3. WHAT DID WE ACHIEVE?

Within the program “Protein Transition and Food Environment,” we work on accelerating the protein transition and creating a healthy and sustainable food environment. To achieve these transitions, change is required among system actors such as policymakers, knowledge institutions, industry, financial institutions, and NGOs/civil society. In the text below, we outline the activities we carried out in Q4 2024 and in 2025 within our current projects, and the changes we bring about among system actors through these activities.

PROTEIN ACTION CONSORTIUM

To move the protein transition from the competition phase to the integration and synergy phase, it is necessary for industry actors to identify and solve shared barriers. In 2024, we therefore brought together various companies, including retailers, producers, processors, farmers’ organisations, and caterers. This led to the foundation of the [Protein Action Consortium \(PACT\)](#). Within this consortium, we introduce companies to transition thinking to identify how we can jointly and strategically accelerate the protein transition.

Based on several transition analyses, multiple workstreams have been established within PACT. The PACT members are responsible for the implementation of these workstreams, while TcV takes on a strategic advisory and facilitating role. Additionally, we serve as a bridge by connecting other NGOs and civil society organisations within our TcV network - such as Foodvalley and the Green Protein Alliance - to PACT’s workstreams. Within these workstreams, efforts in 2025 focused on creating four types of change.

1. INCREASING THE SHARE OF ‘PLANT-ENRICHED PRODUCTS’ IN THE FOOD ENVIRONMENT

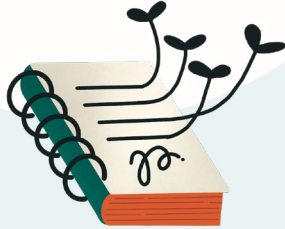
Balanced proteins are animal-based products in which part of the animal ingredients have been replaced with plant-based ingredients. These products offer an important opportunity to accelerate the protein transition, as they often match the taste and texture of their animal-based counterparts and are sometimes even perceived as tastier. Despite this potential, they currently occupy only a limited share of the food environment. Increasing the market share of plant-enriched products is therefore an important workstream within PACT. Several activities were undertaken within this workstream in 2025.

In April 2025, PACT organised a hackathon during the national Plant FWD Congress to identify barriers that hinder the scaling up of plant-enriched products and to explore ways to overcome them. More than 60 relevant stakeholders participated in this gathering, including companies such as Albert Heijn and Lidl, as well as civil society organisations such as the Netherlands Nutrition Centre. In addition, several collaborations were established with organisations such as ProVeg. Efforts were also made to encourage the structural integration of plant-enriched products into future dietary recommendations developed by the Netherlands Nutrition Centre and the Consumentenbond (Dutch consumers’ association).

GUIDE FOR RETAILERS & PRODUCERS

Under the guidance of TcV, PACT members also developed a guide for retailers and food producers (*available upon request*).

This guide offers effective communication strategies and solutions for addressing technical and nutritional challenges, enabling retailers and food producers to successfully introduce and scale up plant-enriched products.



2. IMPROVING POLICY RELATED TO THE PROTEIN TRANSITION

In 2025, PACT engaged in political advocacy to accelerate the protein transition. For example, PACT hosted its own table at the [Plant The Future Diner](#) in The Hague, where the protein transition and the obstacles the industry currently faces were discussed with stakeholders like the Ministry of LNV, Stichting Milieukeur (Dutch eco-label certification body), and the Consumentenbond.

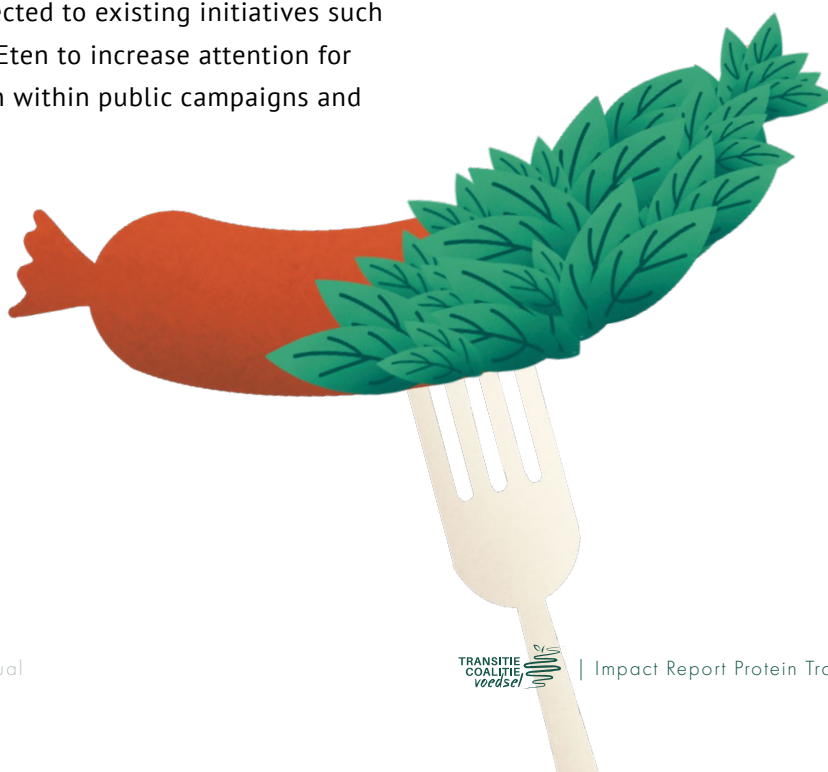
Within the workstream that focuses on influencing policy, TcV plays a facilitating and coordinating role, ensuring that the primary objective of the activities - accelerating the protein transition - remains central. In addition, we maintain close contact with other NGOs to align PACT's advocacy activities with broader initiatives in the civil society landscape. For instance, we are currently exploring how PACT can be involved in the large-scale More Plant Based Action Plan ([see outlook](#)).

3. STRENGTHENING FOOD LITERACY THROUGH FOOD EDUCATION

To increase the consumption of plant-based protein, it is important that people possess the food skills required to prepare healthy, plant-based meals. In 2025, an explorative study was therefore conducted into how the industry can contribute to strengthening food education in the Netherlands. Within this workstream, TcV primarily fulfilled a convening role. We engaged in discussions with ten educational organisations, including Jong Leren Eten and the Food Education Platform, to better understand what they need from the industry. Based on these conversations, regular consultation meetings are planned between these organisations and PACT members in order to facilitate new collaborations. In addition, PACT members were connected to existing initiatives such as De Week van Ons Eten to increase attention for the protein transition within public campaigns and thematic weeks.

4. RESHAPING THE FOOD ENVIRONMENT FOR A SUSTAINABLE AND HEALTHY PROTEIN BALANCE

In addition to food skills, the food environment plays a decisive role in consumer behaviour. In 2025, TcV therefore developed a report for PACT members outlining targeted intervention strategies for supermarkets, caterers, and the hospitality sector to increase the consumption of plant-based products. At the same time, PACT is exploring what the remaining 40% of animal-based proteins should look like within a future-proof food environment. This includes questions such as which animal proteins fit within a sustainable food system and how these products should be produced. A new workstream has been launched to further explore this question.



THE HEALTHY FOOD TRANSITION

Since 2023, TcV has been working closely with several health organisations² to more actively involve the health sector in the protein transition. There are two main reasons for this collaboration. First, the protein transition contributes to healthier dietary patterns – an objective shared by both TcV and the health sector. Second, the health sector can help increase societal support for the protein transition, which is essential for advancing the transition further into the synergy phase. Therefore, together with several health organisations such as the Netherlands Nutrition Centre and the National Institute for Public Health and the Environment (RIVM), we launched the [Healthy Food Transition Charter](#) in the autumn of 2024. At the time of its launch, the charter was signed by 30 health organisations. By signing the charter, organisations commit to incorporating the protein transition into their policies and strategic objectives. In 2025, together with this network of health organisations, we aimed to stimulate the following changes among key system actors.

²By health organisations we mean all organisations, professions, and partnerships that contribute to promoting, protecting, or restoring people's health, such as healthcare institutions, public healthcare agencies, health funds, health insurance companies, dietitians, physiotherapists, healthcare associations, sports clubs, and lifestyle and well-being organisations.

1. MORE HEALTH ORGANISATIONS EMBRACE TRANSITION THINKING AND COMMIT TO THE PROTEIN TRANSITION.

In 2025, the focus was on expanding our network of health organisations and introducing these stakeholders to transition thinking. In June, we therefore organised a transition workshop for this target group, attended by more than 30 participants. These included organisations such as the Netherlands Nutrition Centre, the Dutch Green Health Alliance, the Dutch Heart Foundation, the Association of Collaborating Health Foundations, JOGG and PAN NL. During this session, Lucas Simons (co-founder of the TransMission framework) and Natascha Kooiman guided participants through the theory and practical application of the TransMission model and highlighted the urgency for systemic change. Through this transition workshop, we were able to inspire several health organisations like the Association of Collaborating Health Foundations, JOGG, and the National Knowledge Network for Systems Thinking for a Healthy

Society to embrace and apply transition thinking in their work. In addition, we launched a [frontrunners campaign](#) to inspire other health organisations and encourage further action. Through [social media](#) and our [website](#), we shared several interviews in which health organisations already actively engaged in the transition shared their experiences and practical insights.

2. CONNECTING HEALTH ORGANISATIONS WITH ENVIRONMENTAL ORGANISATIONS

To get more health organisations involved in the protein transition, it is important that the health sector becomes more aware that developments in sustainability and health are often closely interconnected. However, this awareness is still limited among many health organisations. For this reason, we are exploring ways to more closely link the themes of health and sustainability. To this end, we are engaging in discussions with several health organisations as well as nature and environmental organisations. At the same time, we are jointly exploring what a potential collaboration between these organisations could look like.



GROWING SUPPORT FOR PROTEIN TRANSITION

Through the efforts of our network, the number of signatories to the [Healthy Food Transition Covenant](#) has grown to

45 ORGANISATIONS

This means 15 new health organisations are advancing the protein transition

HEALTHY FOOD COALITION

The transition toward a healthy and sustainable food environment is gradually moving from phase 0 (inertia) to phase 1 (inception). In this phase, it is important to build a frontrunner movement that demonstrates the urgency for change within the sector. For this reason, we launched the [Healthy Food Coalition \(HFC\)](#) at the end of 2023. The coalition is a collective of food producers and food providers - such as supermarkets and caterers - including parties like UDEA, Hutten, and TastyBasics, supported by knowledge institutions such as the Louis Bolk Institute, HAS Green Academy, and Utrecht University. In addition to establishing a frontrunner movement, it is also important in this phase to provide the sector with practical perspectives for action and to encourage innovation. In 2025, we therefore worked together with HFC members to bring about the following change.

1. MORE FOOD COMPANIES ARE ABLE AND MOTIVATED TO CREATE A HEALTHIER FOOD ENVIRONMENT

A key barrier faced by food producers and food providers when attempting to improve the food environment is the lack of clear guidelines for healthy product development and food offerings. Existing health guidelines, such as the Dutch “Wheel of Five”, offer limited guidance for companies, as they focus primarily on consumers’ dietary patterns rather than on product development and food offerings. To address this barrier, we worked with HFC members in 2025 on the development of the [Guiding Star](#) – a compass designed to provide direction for a healthier food offering. Rather than prescribing a strict set of rules, this compass offers companies guidance for product development and food offerings with health as a central focus. An initial survey is being developed to gather input from food companies on what guidance is specifically needed. The results of this survey will be used in 2026 to develop the first pilot projects for the Guiding Star.

To inspire food companies across the country and demonstrate what a healthy and appealing food offering

can look like, we also organised several [Food Fashion Shows](#) in 2025. In March, we hosted a [show](#) in Hoogeveen in collaboration with Distrivers and the VNO-NCW Noord Food Community. In June, we presented [healthy alternatives](#) during the Food Inspiration Days in Ede. During these events, we showcased flavorful, nutrient-rich dishes that participants could taste.

In collaboration with HFC members, we also worked on the development of two masterclass series in 2025: one in partnership with Utrecht University and another with Nyenrode Business University. The aim of these masterclasses is to inspire and support food producers and providers in making their food offerings healthier. In addition, efforts are underway to expand the Healthy Food Coalition and to develop a multi-year strategy for its future development.





POLICY ENGAGEMENT

A central component of our programme is supporting policy development, which we do in various ways. Since 2021, we have annually organised the [Plant The Future Dinner](#) in The Hague, and a few years ago, we initiated the Kerngroep Eiwittransitie Coalition (now known as [Eiwittransitie.nl](#)). This coalition comprises more than ten NGOs working on the protein transition. The aim of this partnership is to support each other's initiatives and policy activities related to the protein transition and to ensure that these efforts are well-aligned. Additionally, the coalition focuses on monitoring the protein transition and public-facing communication. Regarding policy engagement, we worked on two forms of change in 2025.

1. PROFESSIONALISING AND EXPANDING THE KERNGROEP COALITION

In 2025, efforts were made to further professionalise the collaboration within the Kerngroep coalition. This resulted in the launch of the website [Eiwittransitie.nl](#) which outlines the coalition's mission and highlights the initiatives we undertake together. Through this website, we respond to calls from the government and the private sector for civil society organisations to speak with a more unified voice. Since 2025, the coalition has also welcomed three new members: Friends of the Earth Netherlands, the Dutch Vegetarian Society, and De Week van Ons Eten.

2. IMPROVING POLICY RELATED TO THE PROTEIN TRANSITION

Together with the members of the coalition, TcV maintains regular contact with policymakers. For example, we hold recurring meetings with the Ministry of Agriculture, Fisheries, Food Security and Nature (LVVN) and the Ministry of Health, Welfare and Sport (VWS) to discuss policy developments and exchange information about each other's plans and priorities. In addition, throughout 2025, we actively engaged with policymakers and politicians to ensure that the protein transition remains on the political agenda. For these meetings, we strategically coordinate with the members of the coalition regarding

participation and whether it would be beneficial to involve additional stakeholders from TcV's broader network, such as representatives from the business sector.

The close relationships we maintain with politicians and policymakers led to several concrete outcomes in 2025. For example, we contributed to the development and evaluation of the [Supermarket sustainability Dashboard](#) of the Ministry of LVVN. In addition, Member of Parliament Anne-Marijke Podt (D66), based on our input, submitted two parliamentary motions: one focused on [launching a consumer campaign](#) for protein crops, and another on the role of the government as a [launching customer](#) for new, alternative protein products. Both motions were adopted – in amended form – and represent an important step toward a more plant-based food system.



PLANT THE FUTURE DINER

In 2025, we organised the fifth edition of the successful *Plant The Future Diner* in The Hague. This large-scale political event, held at the Nieuwspoor press centre, serves both an agenda-setting and a networking function and contributes to strengthening and expanding our relationships with Members of Parliament and policymakers. In total, more than 220 stakeholders attended, including politicians, policymakers, farmers, civil society organisations, scientists, and companies. During the dinner, various stakeholders from across the sector were given the opportunity to share their knowledge and perspectives on the protein transition. By facilitating this exchange and through the strong turnout, we were able to engage many new stakeholders in the transition and help create greater synergy among the initiatives taking place across the sector.

What made the 2025 edition of the Plant the Future Dinner particularly unique was that the evening concluded with the *National Food Debate*. Members of Parliament Laura Bromet (GroenLinks–PvdA), Anne-Marijke Podt (D66), Joris Lohman (CDA), and Ines Kostić (PvdD) participated in a debate on the opportunities and requirements for a future-proof agriculture and food system. Topics discussed included the hidden costs of the current food system and what is needed to create a healthy and sustainable food environment. Through this debate, we once again placed the protein transition firmly on the political agenda.



220 STAKEHOLDERS

Politicians | Policymakers | Farmers |
Civil society organisations |
Scientists | Companies

4 MEMBERS OF PARLIAMENT

Laura Bromet (GroenLinks-PvdA)
Anne-Marijke Podt (D66)
Joris Lohman (CDA)
Ines Kostić (PvdD)



KNOWLEDGE SHARING BY TcV

Through our extensive network and our experience in accelerating transition processes within the food system, TcV is widely recognised as a thought leader in the field of transition thinking. As a result, we are regularly invited by a broad range of system actors to share our knowledge and experience on accelerating transitions, both nationally and internationally. Over time, we have also begun offering this expertise proactively, making knowledge sharing an integral part of our overall strategy. The reasoning behind this is straightforward: the better system actors understand how transitions can be strategically accelerated – and what role each actor can play – the greater the potential for synergy within the sector, and the less energy and initiative are lost through fragmentation. Below, we outline several ways in which we shared our knowledge and experience in 2025 and the changes this helped generate among system actors.



1. STRENGTHENING THE RESEARCH AGENDAS OF KNOWLEDGE INSTITUTIONS TO INCREASE THEIR PRACTICAL RELEVANCE

Due to TcV's practical experience with the protein transition, we were invited multiple times in 2025 by knowledge institutions such as HAS Green Academy, Vrije Universiteit Amsterdam, the University of Twente, and Wageningen University & Research to help improve research agendas and research programmes. In addition, we contributed to the development of five research programmes within the Dutch National Research Agenda, of which four were successfully awarded funding. Within these four projects, we function as strategic advisors or implementers. By sharing practical insights from the field and contributing to these projects, we help knowledge institutions develop relevant research that has much practical value.

2. MORE COMPANIES AND CIVIL SOCIETY ORGANISATIONS EMBRACE TRANSITION THINKING AND COMMIT TO THE PROTEIN TRANSITION AND CREATING A BETTER FOOD ENVIRONMENT

In September 2025, we renewed our collaboration with Springtij (Dutch non-profit foundation) around the agriculture and food programme. During this event,

we organised several working sessions on the food environment, the protein transition, and transition thinking. Multiple companies, civil society organisations, government representatives, and knowledge institutions were present during these sessions. We organised similar events for organisations such as the World Wide Fund for Nature, het Nationaal Schoolontbijt (a Dutch educational program promoting healthy breakfasts in schools), and the Marine Stewardship Council. For several of these organisations, the sessions resulted in follow-up workshops and in the integration of transition thinking into their organisational strategies.

In 2025, we also had the opportunity to share our knowledge and expertise at several international events. In Poland, we hosted two workshops at an event organised by Healthy Food Healthy Planet. In Brussels, we hosted a roundtable discussion organised by the European Foundations for Sustainable Agriculture and Food network. In Copenhagen, we participated in a conference for the CLEVERFOOD project. These events led to numerous follow-up discussions with international organisations on applying transition thinking and how collaborative initiatives such as PACT could be established in other countries.

4. WHAT ARE WE WORKING TOWARDS?

In the coming years, we will continue and expand the projects described in the [Recap](#). In this Outlook, we provide insight into several new initiatives currently under development and the changes they aim to bring about. For several of these projects, we are still seeking funding. With this support, we will be able to realise these plans and further increase our impact.

1. STRENGTHENING POLICY AND SOCIETAL COLLABORATION ON THE PROTEIN TRANSITION THROUGH THE MORE PLANT BASED ACTION PLAN

In October 2023, Denmark successfully launched the Plant-Based Action Plan. With this initiative, the country has taken an important step towards achieving its climate goals while also promoting healthier dietary patterns. Increasing both the production and consumption of plant-based foods forms a key part of the solution. What makes this initiative particularly noteworthy is the broad coalition supporting it: both conventional and organic farmers, retailers, processors, educational institutions, NGOs, and consumer organisations are involved and working closely together.

Inspired by the momentum this initiative has generated across the Danish supply chain and government, we started a similar initiative together with multiple NGOs from the Kerngroep coalition in 2025: the *More Plant Based Action Plan (MPBAP)*. Together with NGOs, companies, knowledge institutions, trade associations, and financial institutions, we are currently developing a national action plan to accelerate the protein transition within the Netherlands. The Ministry of LNV and VWS are also involved and are participating in the writing process.

2. CREATING A PARADIGM SHIFT IN THE PUBLIC DEBATE ON HEALTHY FOOD AND FREEDOM OF CHOICE

The health crisis caused by unhealthy diets is not primarily a consumer problem, but a systemic one. It is Big Food that shapes our food environment and therefore strongly influences our dietary patterns. However, consumers often feel patronised when measures are proposed to encourage

healthier eating habits. At the same time, the government frequently refrains from taking action because of “freedom of choice” and “free market dynamics”. To address this challenge and help make healthy food the norm, we aim to launch a new initiative. On the one hand, we want to highlight to policymakers that true “freedom of choice” does not currently exist, as market dynamics are already strongly influenced by Big Food. On the other hand, we aim to introduce a new public narrative that shifts the current sentiment of consumers. We want to make consumers more aware of how they are already being manipulated by Big Food into adopting an unhealthy diet, thereby prompting them to call on the government to take action.

We intend to take a coordinating role in this effort by connecting organisations already working on this theme. Together with these partners, we aim to develop and disseminate a narrative that exposes the lack of real choice and the influence of Big Food. Through this narrative and new partnership, we aim to strengthen public support for change and contribute to policies that make healthy and sustainable food environments the norm.

3. COUNTERING POLARISATION AND MISINFORMATION IN THE PUBLIC DEBATE ON FOOD

Public debates on food, health, and sustainability are often clouded by misinformation. Persistent narratives such as “plant-based diets are unhealthy” undermine trust in science and policy and contribute to increasing

polarisation. At the same time, such narratives divert attention from the underlying issue: the structural influence of Big Food on unhealthy food environments. To counter the spread of misinformation and maintain a well-informed public debate, we are developing a **Rapid Address & Response System (RARS)**. The aim is to establish an independent network of scientists and experts who can quickly identify and respond to

misinformation through evidence-based explanations, opinion articles, or media interviews. RARS will not function as a counter-campaign, but rather as a stabilising mechanism: helping both professionals and interested consumers better understand the issues at stake and improving the overall quality and accuracy of the public debate.



4. PROVIDING POLICYMAKERS WITH PRACTICAL PATHWAYS FOR CHANGE

Through initiatives such as RARS and efforts to reshape the public debate around freedom of choice and healthy food, we aim to increase societal support for change. However, for meaningful change to occur within the food sector and the current regulatory framework, policymakers must also be provided with practical pathways for action. Together with experts, civil society organisations, industry actors, and supply chain partners (including PACT companies), we aim to identify what is both possible and necessary at the policy level to stimulate change. Our work will focus on three areas: EU and national regulations concerning product composition, improving the food environment, and reducing the current price pressure within the food supply chain. By price pressure, we refer to the continuous market pressure to keep food products as cheap as possible, which limits investments in healthier and more sustainable product offerings. The objective of this approach is not to immediately introduce new legislation, but rather to identify realistic pathways for change and, when momentum arises, support the first steps toward policy reform.

5. CREATING A SOCIETAL STIMULUS FOR HEALTHIER AND MORE SUSTAINABLE FOOD ENVIRONMENTS IN SCHOOLS

Within the protein transition, the food environment plays an important role in shaping norms and behaviours, particularly among young people. It is therefore essential to improve the healthiness and sustainability of food environments in schools.

Although calls for healthier food environments in schools have been made for many years, progress has been limited so far. To help address this, we aim to support the development of a benchmark that provides insight into the healthiness and sustainability of food environments in Dutch schools. For this initiative, we draw inspiration from the [Superlijst Groen](#), benchmark, which Questionmark and TcV developed for supermarkets and which successfully stimulated change within the Dutch retail sector. By making the quality of school food offerings and facilities more transparent, we aim to create both a stimulus for improvement and a broader societal discussion.



6. TRAINING MORE SYSTEM ACTORS IN TRANSITION THINKING

We consider it essential that as many system actors as possible become familiar with transition thinking. This helps create greater synergy within the sector: actors can better complement each other's activities, and fewer isolated initiatives are launched that fail because they do not align with the current phase of the transition. In 2025, we began expanding this knowledge sharing by focusing specifically on two groups: NGOs and health organisations. Through our masterclasses, many of these organisations have already incorporated transition thinking into their strategies. In 2026, we aim to expand these knowledge-sharing activities with sessions targeted at additional system actors.

7. OFFERING THE FINANCIAL SECTOR AND THE MEDIA INSIGHT INTO HOW THEY CAN HELP ACCELERATE THE PROTEIN TRANSITION

We are exploring the possibility of launching new initiatives within the financial sector and the media. These actors have a significant influence on the transitions we are working to accelerate. Through investment decisions, financing conditions, and capital flows, the financial sector plays a key role in shaping both the direction and the speed of change within the food system. The media, meanwhile, strongly influence how societal issues - such as the protein transition and the food environment - are framed and how public debates around these topics evolve. We therefore plan to conduct exploratory analyses to better understand what is required from these actors, which intervention strategies would be most effective, and whether these initiatives align with TcV's role and capabilities.



FINALLY

5. TOGETHER WE CREATE CHANGE

In 2025, we made significant progress in both the protein transition and the transition towards a healthy and sustainable food environment. Through initiatives such as PACT, the Plant the Future Dinner, and our advocacy activities, we helped place the protein transition and the food environment firmly on the political agenda and improved current legislation. In addition, 45 health organisations are now actively committed to the protein transition, and through our Food Fashion Shows, we have inspired a wide range of food producers and providers. We also see that the sector is increasingly developing a shared language, as our activities help system actors adopt and apply transition thinking in their work. In the coming years, we will continue to expand our impact by building on our existing projects and initiatives while implementing new ones, such as the More Plant Based Action Plan and RARS. Together with our members, partners, and knowledge partners, we are driving the change needed for a healthy, sustainable, and fair food system.

THE TEAM

All activities and projects are made possible by the Protein Transition & Food Environment Team of Food Transition Coalition: **Natascha Kooiman, Anke Arends, Marjolijn Heslinga, Zsuzsan Proos-Huijsmans, Eline Baltussen, Mira Steenhuis-Daalhuizen en Rosanne Mulder.**

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WOULD YOU LIKE TO LEARN MORE OR COLLABORATE WITH US ON ONE OF THESE TRANSITIONS? PLEASE FEEL FREE TO GET IN TOUCH.


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