

Media Release

## **New campaign started for carbon pricing food in 50 countries**

**Zurich, 30 July 2021 – Blue Horizon, a pure play impact investor in the future of food, has signed an open letter addressed to 50 head of states urging these world leaders to change food pricing.**

Today, while Food Ministers meet to prepare the UN Food System Summit, an international campaign is launched calling on 50 rich countries to raise prices for meat and dairy and reduce prices for healthy food. Between 30 July and 1 November, organizations and companies can sign a letter that will be sent to presidents and ministers of 35 OECD countries and 15 other countries with the highest meat consumption in the world. This includes the US, European countries and Australia, as well as Brazil, China and Russia. This letter will be presented to world leaders during the UN Climate Change Summit in Glasgow from 1-11 November 2021. The Carbon Pricing for Food Coalition, which supports this #futurefoodpricing initiative, is concerned about climate change and the lack of political decisiveness for taxing food with a high climate footprint and making climate-friendly food cheaper. They are asked to look closely at a levy on meat and dairy. Public enquiries showed that a majority supports such taxes, if revenues are used in a clever way to compensate farmers and consumers.

The letter is a call for change, for a better future. The aim is to make world leaders and politicians acquainted with the benefits of a meat tax, a fair meat price. According to surveys, a majority supports this plan, if tax revenues are used to compensate consumers and farmers. Companies and organizations that already signed the letter come from the Netherlands, Poland, United Kingdom, USA, Switzerland and other nations. They are calling on organizations in 50 countries to sign too. Examples of signatories in addition to Blue Horizon are Triodos Bank, Jeremy Coller Foundation, Proveg International, Brighter Green USA, Vegetarianos Hoy (Latin America), Albert Schweizer Stiftung, Buddhist Tzu Chi Foundation (global), Youth for Climate NL and Caring Farmers.

The open letter can be found here: <https://tappcoalition.eu/carbon-pricing-food>

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#### **About Carbon Pricing for Food Coalition**

The Carbon Pricing for Food Coalition is an initiative of a number of companies and non-profit organizations working together across the world. This initiative wants to improve the contributions of the Paris Climate Accord by implementing carbon tax pricing on food. This results in a reduced meat-intake which has benefits such as lower GHG-emissions and lower health care costs. [www.futurefoodprice.org](http://www.futurefoodprice.org)

#### **About Blue Horizon**

As a pure play global pioneer with privileged access in the Food 4.0 ecosystem, Blue Horizon has shaped the growth of the alternative proteins market. The company aims to transform the global food industry through impact capital and value creation, and invests across the lifecycles of companies that are mission aligned to replace animal proteins with healthy and sustainable alternative sources of protein. Blue Horizon was founded by Roger Lienhard in 2016 and is based in Zurich. To date, the company has raised over USD 650 million and invested in more than 50 companies in the alternative protein sector. Its business model offers an attractive opportunity to invest in the evolution of the global food ecosystem while contributing to a healthy and sustainable world. [www.bluehorizon.com](http://www.bluehorizon.com)