



True Price of Food

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Our social enterprise

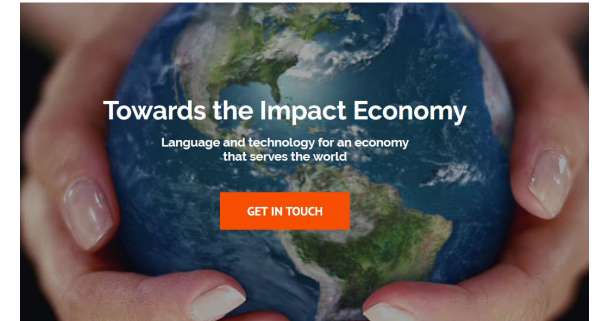


True Price goal: show and improve the true price of products

Our partners and clients



Our services



Our work builds onto international conventions



TOOLS



TRAINING

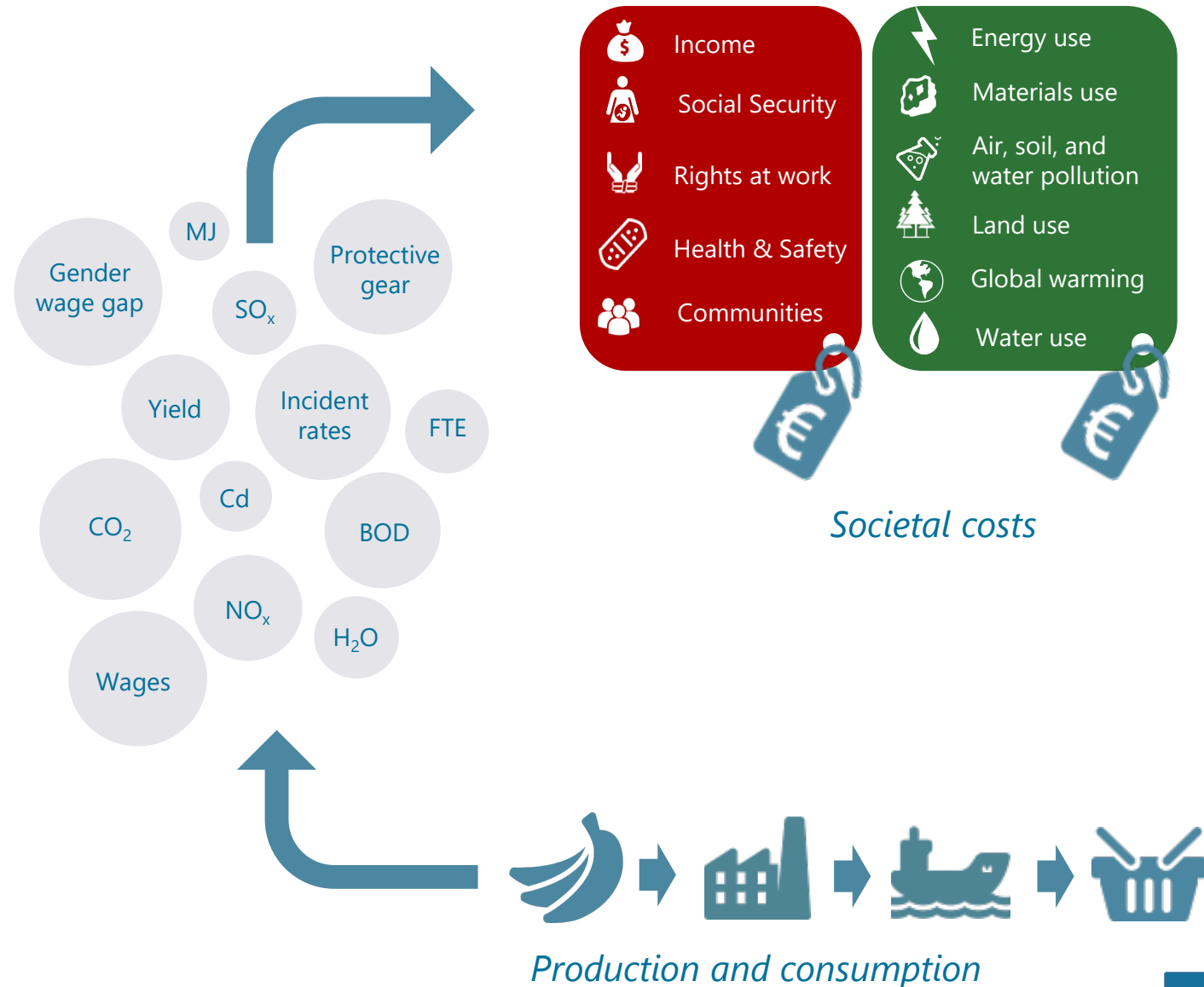


SERVICES

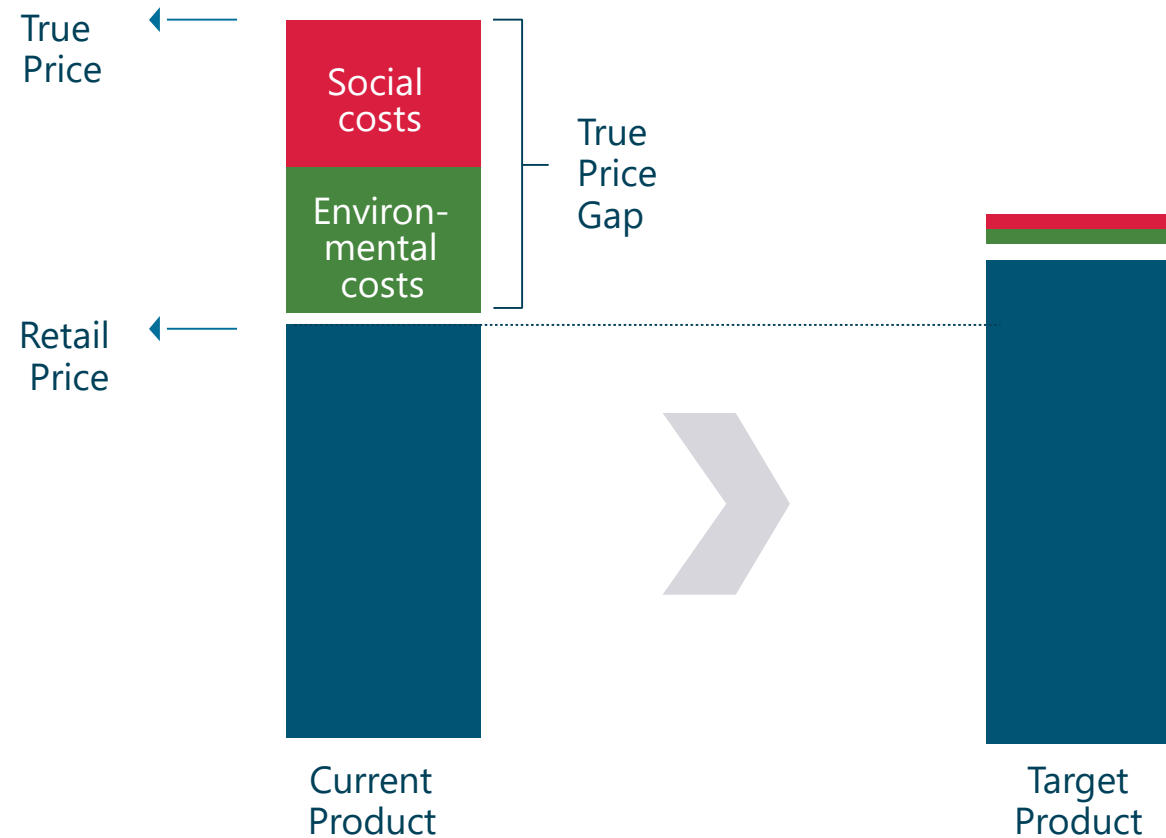


True costs are the root problem of sustainability

External costs are costs that are not incorporated in the price but are real



True prices are the means towards a sustainable economy...



... and answer to the needs of all stakeholders



Consumers

How can I buy more sustainably?



Investors

How can we invest for financial and societal return?

What non-financial risks should I consider?



Companies

How can I differentiate on sustainability?

What are our risks and opportunities in the supply chain?



Governments

How can our economy serve society and not the other way round?

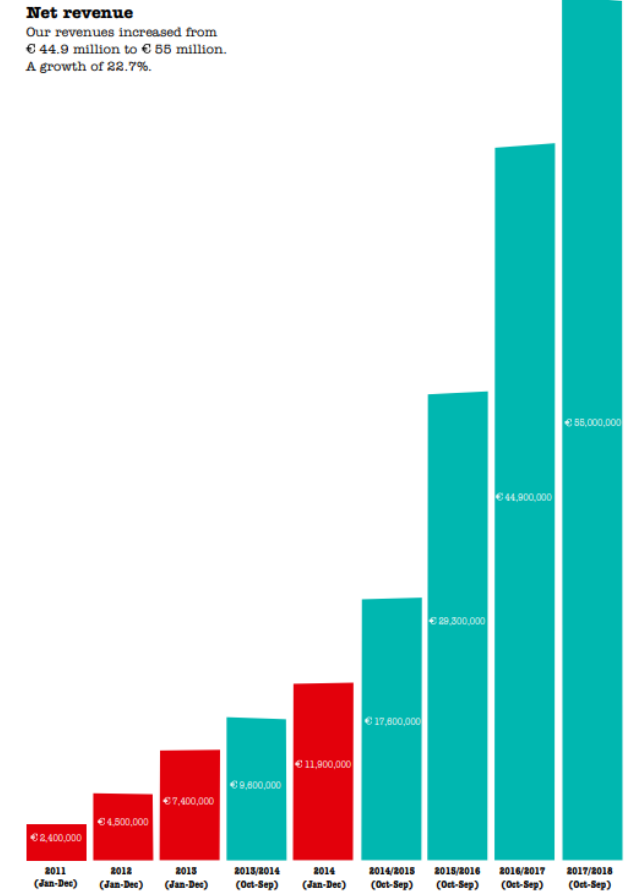
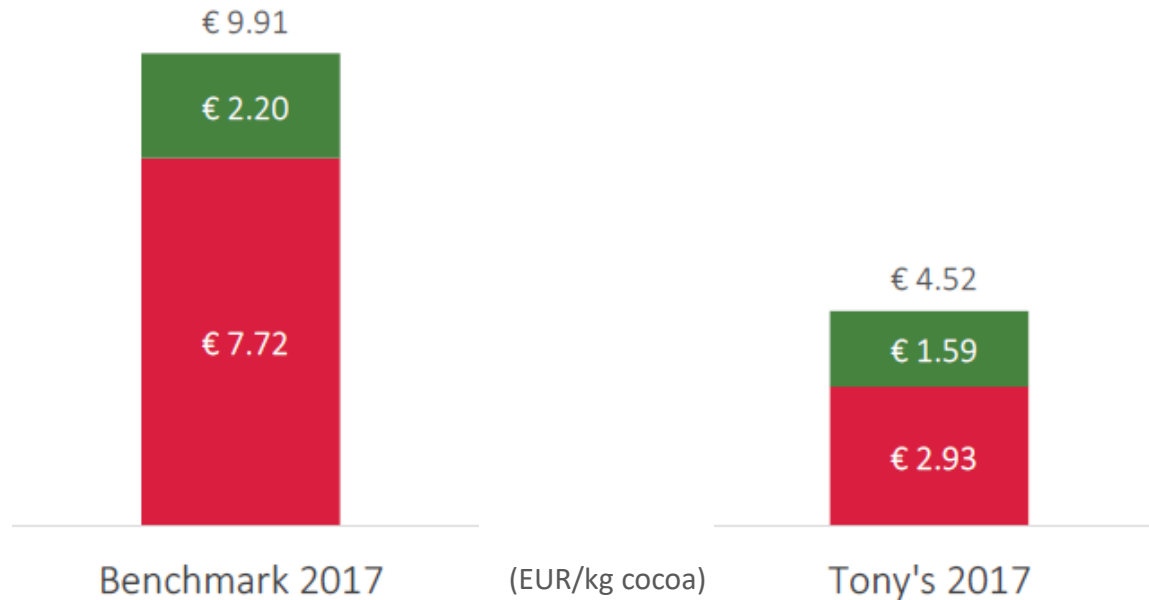
We all know Tony's Chocolonely



- Child labour and forced labour are well-known issues at cocoa farms
- Tony's specifically focusses on producing chocolate without these negative effects
- True pricing supports the transition towards sustainable chocolate bars



55% lower external costs than conventional cocoa and a profitable business model



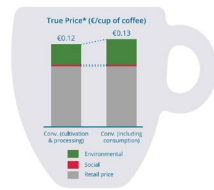
A comparison of commodities

External costs conventional (\$/kg farm gate product)

Coffee Vietnam



\$1.40 /kg green beans

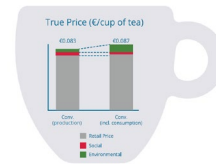


\$0.02 /cup of coffee

Tea Kenya

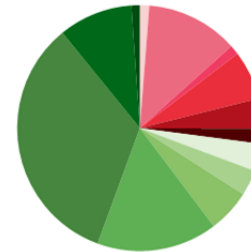


\$0.80 /kg tea leaf

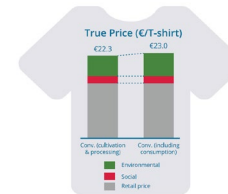


\$0.01 /cup of tea

Cotton India



\$4.05 /kg seed cotton



\$8.10 /t-shirt

- Health & Safety
- Income
- Child labour
- Forced Labour
- Gender
- Harassment
- Social security
- Land use
- Air pollution
- Soil pollution
- Water pollution
- Water use
- Energy
- Materials



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