

NFP Seed Fund for the True Pricing of Food - 2025

NFP is launching the Seed Fund for the True Pricing of Food to stimulate transparency around the true price of food and to enable action to lower social and environmental costs within food value chains.

Aim of the fund

The fund aims to kick-start new initiatives or boost (components of) existing initiatives that focus on the application of true pricing within food value chains that have significant impact on social and/or environmental costs in LMICs.

Type of projects funded should contribute to one or more of the below **focus themes**:

Priority themes

- Private sector application of true price calculations and/or true cost accounting leading to insight in social & environmental costs of one or more food products and their value chains. This should be accompanied by an action plan to structurally decrease the identified social & environmental costs in the value chain;
- Dialogue with food value chain actors creating awareness about the social and environmental externalities in their value chain and stimulating innovation to decrease these externalities;
- Awareness & understanding of true pricing, the concept, among private sector actors.

Other themes

- The development of practical tools to facilitate true price calculation and/or communication;
- Information to policy makers on how governments, based on insights from true price calculations, can develop and formulate policy and strategy to stimulate the private sector and civil society to decrease social and/or environmental externalities in food value chains;
- Consumer awareness based on true price calculations and insights;
- Integration of true pricing into private or public procurement, for example within school feeding programmes;
- Integration of the concept of true pricing in school curricula.

Activities under these themes can include such things as true pricing assessments, studies and advice on specific food value chains, their externalities, and efforts to lower or remediate such externalities; workshops, training and coaching; or policy influencing and consumer awareness campaigns.

Budget

The fund can provide financial support between €10.000 and €50.000 (including all relevant taxes) per eligible project. Project costs covered can include: staff costs, travel costs, training/workshop and other material costs. Overhead costs cannot be covered.

The seed fund is managed by Netherlands Food Partnership (NFP). The funds are made available by NFP which in turn is funded by the Ministry of Foreign Affairs of the Netherlands.

Who can apply

All types of organisations and consortia are welcome to apply for the fund, through preference is given to:

- private sector actors, or consortia that include at least one private sector actor, who are active in food value chains which produce in or source from LMICs
- consortia that include at least one LMIC key partner in the LMIC where impact is focused.

Criteria

Criteria to apply for the fund are the following:

- The project primarily focuses on food value chains with significant impact in one or more LMICs
- The project primarily focuses on at least two social or environmental externalities
- Projects address one or more of the above mentioned 'focus themes'
- Projects are finalised within 12 months after approval
- Project results are reported to NFP and will be made publicly available
- Projects assess and build upon the local context
- Duplication is avoided and complementarity with other initiatives sought
- Projects involve relevant LMIC stakeholders
- Project activities do not benefit a single company only, but contribute to the precompetitive domain
- If the project includes the calculation of true prices, the applicant or co-applicant has a proven track record in true price (related) calculation or true cost accounting, **or** will involve/contract a party with such experience. You can find a (non-exhaustive) list of such organisations on [NFP Connects](#).

Projects preferably:

- Have a plan for follow-up after conclusion of the seed-funding
- Have a plan for the promotion and wide-spread dissemination of project results
- Are endorsed by the Embassy of the Netherlands in the target country/region

Priority is given to projects which:

- Are based in or with significant impact in Kenya, Egypt, or Ethiopia.
- Focus on healthy foods such as fruits and vegetables
- Have a clear link with the target countries National Food System Pathway or other National relevant agri-food policy or strategy.
- Are led by a private sector actor
- Focus on one or more of the above indicated 'Priority Themes' (see focus themes)

Applying

Before applying, please read the information provided on true pricing on [NFP Connects](#). The proposal should focus on the 'hidden costs' of food and not on the conventional cost price of food. In your application, please motivate your choice of food value chain and the social or environmental externalities you will focus on.

Proposal assessment

Applications will be assessed by Netherlands Food Partnership and an external selection committee of experts. Proposals will be ranked according to the following criteria:

1. Problem definition and contribution to true price transparency as well as envisaged impact in LMIC
2. Project approach and methodology, proposed activities and quality of outputs
3. Quality of the project implementing partnership; involving LMIC partners and other relevant partners.
4. Quality of project budget

Criteria 1 and 2 can each earn up to 20 points and criteria 3 and 4 can each earn up to 10 points. This means that 60 points will be the maximum amount of points. Funding will be granted to the proposals - within the fund's limits - with the highest scores following agreement within the selection committee.

Publication of proposals and project results

Approved project proposals and final project results will be published on the interactive platform NFP Connects. In case of sensitivities, in agreement with the NFP, specific information may be kept confidential.

Timeline

The call will be open from 14 April 2025 - 12 May 2025. The activities carried out under the seed fund are to be finalised within 12 months after approval.

More information

On [NFP Connects](#), the interactive on-line platform of NFP, you will find:

- *more information about true pricing and about the Global Partnership for the True Price of Food (GTPF).*
- *a list of organisations with experience in conducting true price or true cost accounting calculations*