

True price and true cost of food in Rwanda

A programme under True Price, ADECOR, and Netherlands Food Partnership



TRUE PRICE

trueprice.org



WE START
TO PAY THE
TRUE PRICE.

EMMER
CENTRUM

uitge



True Price is a social enterprise with the mission to realize sustainable products that are affordable to all by **enabling consumers to see and voluntarily pay the true price** of products they buy

We envision a world where all products are sold for a true price and the global economy is sustainable.

In 2018 True Price launches **Impact Institute**, to carry out all non-consumer-oriented impact measurement and valuation work.



TRUE PRICE IS WORKING ON REALIZING THE IMPACT ECONOMY

All products a true price, all companies an integrated profit & loss



TOOLS

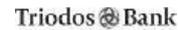


SERVICES



TRAINING

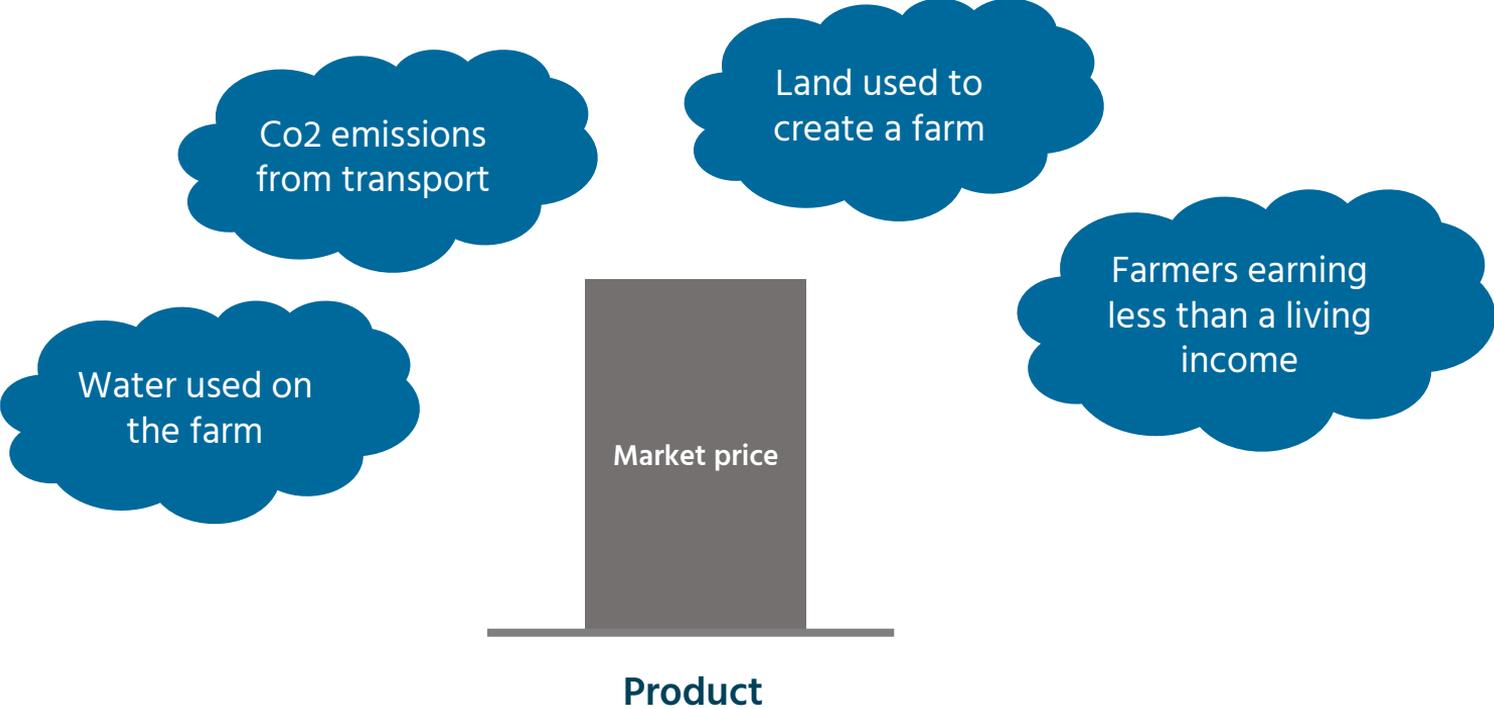
Selection of our clients



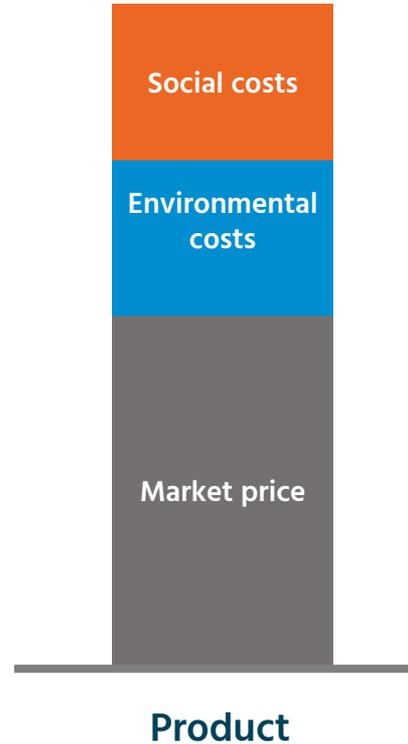
WHAT IS A TRUE PRICE?



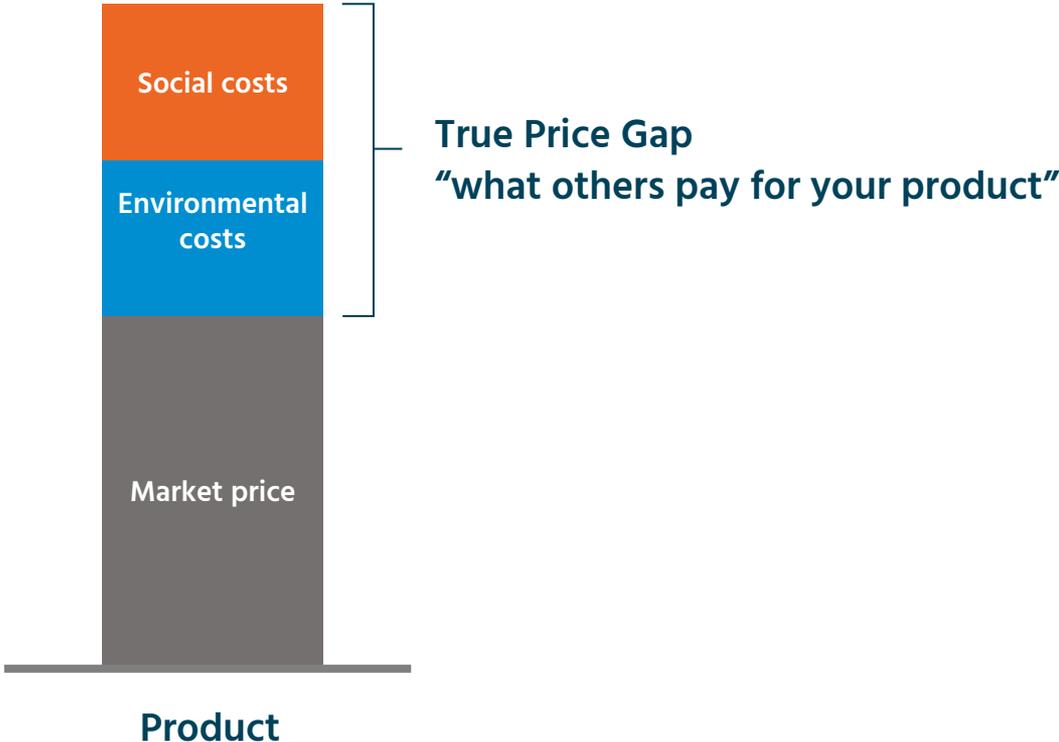
BUT: MORE IS HAPPENING... WHICH IS NOT CAPTURED IN THE MARKET PRICE, THESE COSTS ARE 'HIDDEN'



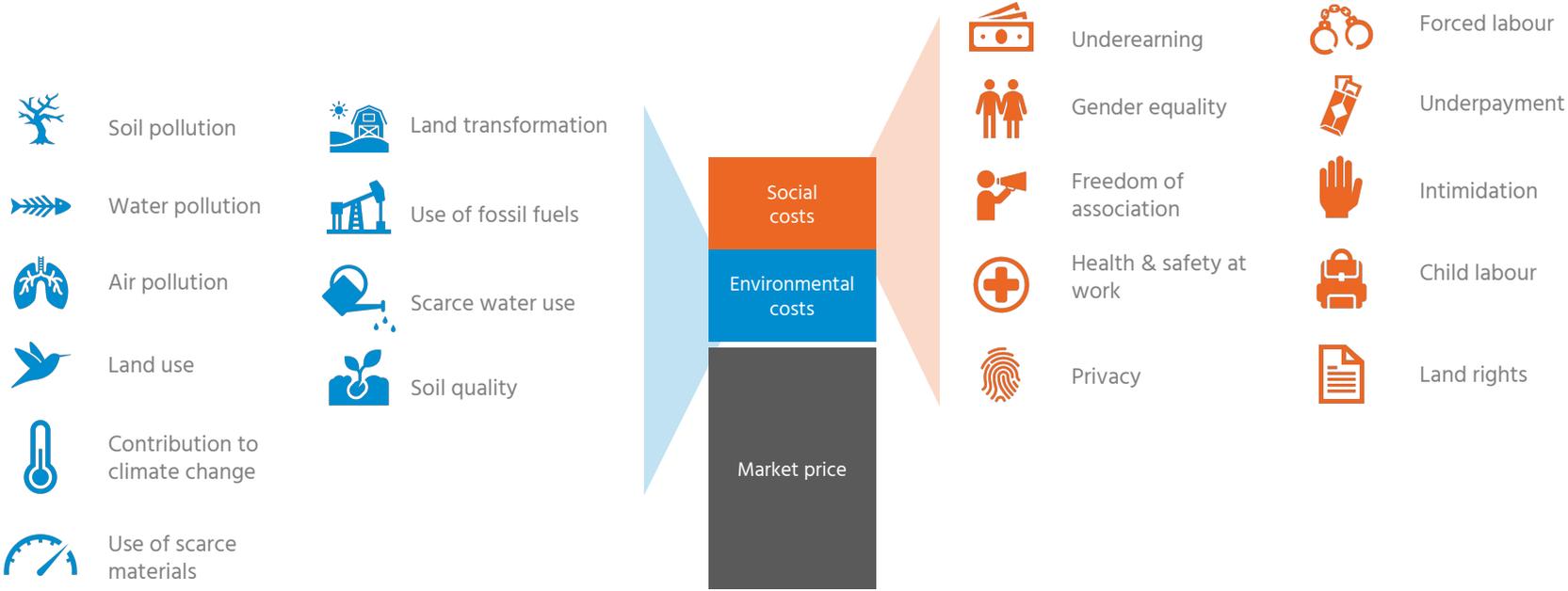
WHAT IS A TRUE PRICE?



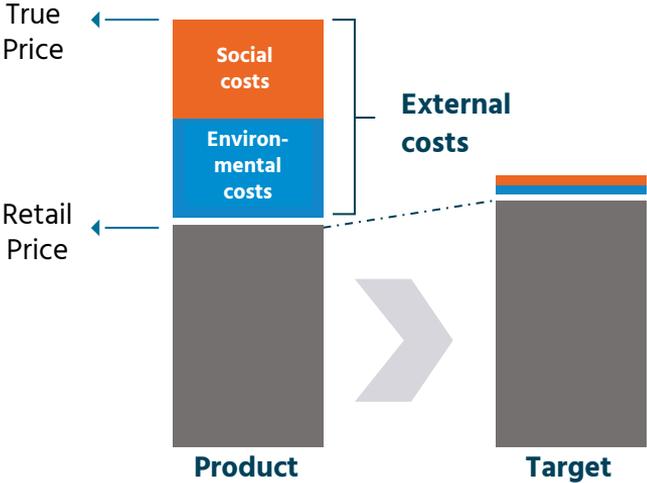
WHAT IS A TRUE PRICE?



A TRUE PRICE IS A MARKET PRICE + SOCIAL AND ENVIRONMENTAL COSTS



THE GOAL IS NOT TO MAKE THINGS MORE EXPENSIVE, BUT MORE SUSTAINABLE



GROWING MOVEMENT

Solution Cluster 1.4.4

Address True Costs through a Global Partnership on the True Price of Food



2,447 · 127 comments · 99,106 views

Trouw

Reportage · Verborgen kosten

Deze supermarkt rekent 'echte prijzen': je betaalt ook voor klimaatbelasting, landgebruik en onderbetaling



Mede-eigenaar Maarten Rijnink aan het werk in supermarkt De Aantzen in Amsterdam. Beeld: Maartje Geels



ACTION TRACK #1:
ENSURE ACCESS TO
SAFE AND
NUTRITIOUS
FOOD FOR ALL



CURRENCY
HOW MUCH DO THINGS
REALLY COST?

True Price, a Dutch nonprofit, aims to help us grasp the real costs of consumption.

By Nick Romeo

TIME 2030

← BACK TO HOME



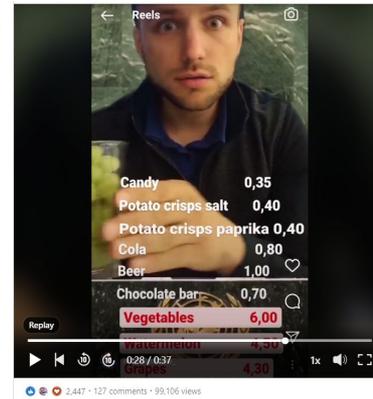
Het Parool

Oncerlijke stuntprijzen in 'De Goedkoopste Winkel van Nederland'

Een reep chocolade voor 13 cent en een tros banen voor 31 cent. 'De Goedkoopste Winkel van Nederland' opent vrijdag 29 november zijn deuren voor welgesteld één dag.

Thomas de Man 27 november 2023 19:59

Amsterdam Is Embracing a Radical New Economic Theory to Help Save the Environment. Could It Also Replace Capitalism?



Stuntprijzen voor een dag. @T.L.L.S.S.E.V.A.N.D.E.W.

Overview of envisioned programme and first project on true price and true cost of food in Rwanda



Programme goals

Goal

Transparency of cost price and true price externalities for a just income for food producers and sustainable healthy and affordable food for consumers and food value chain actors

Policy influencing

- Policies influenced for informed cost price and market price management
- Policies influenced for the reduction of (environmental and social) externalities in food value chains

Capacity building

- Food value chain actors are trained in cost price calculation
- Food value chain actors are empowered to reduce externalities in food value chains
- Partners with data collection/analysis experience are trained in true price calculation

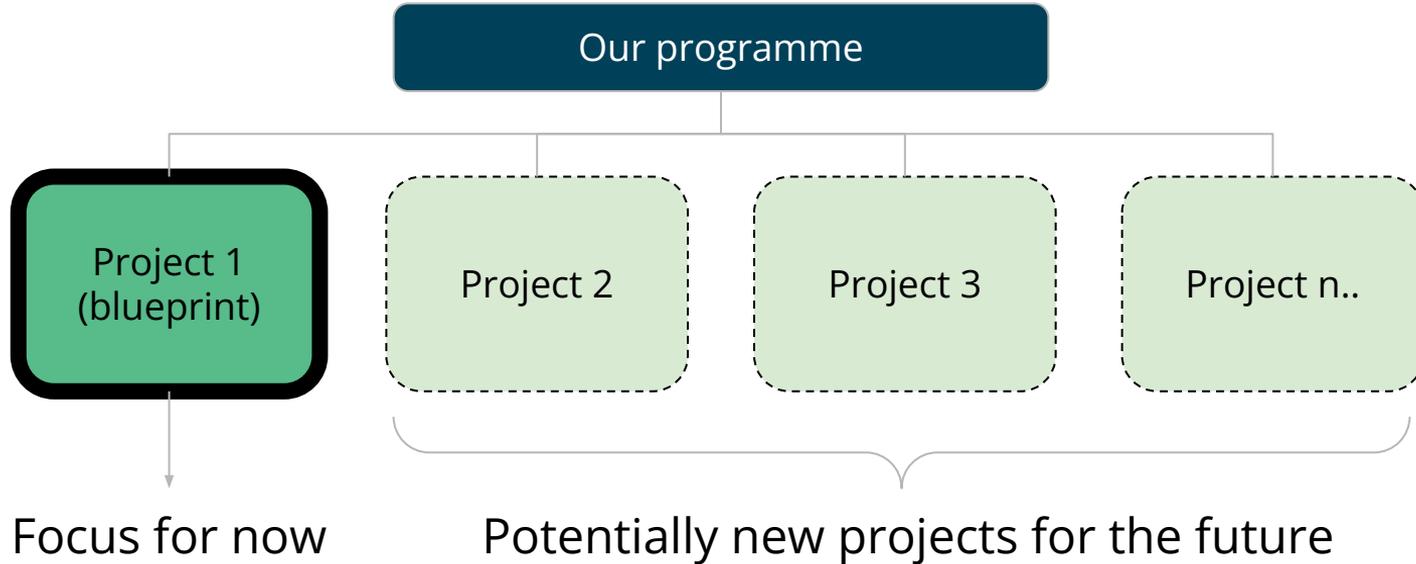
Awareness raising

- Food prices and externalities in food value chains are transparent to consumers

In the long term, we want to see **significant improvement on true pricing indicators such as living income.**

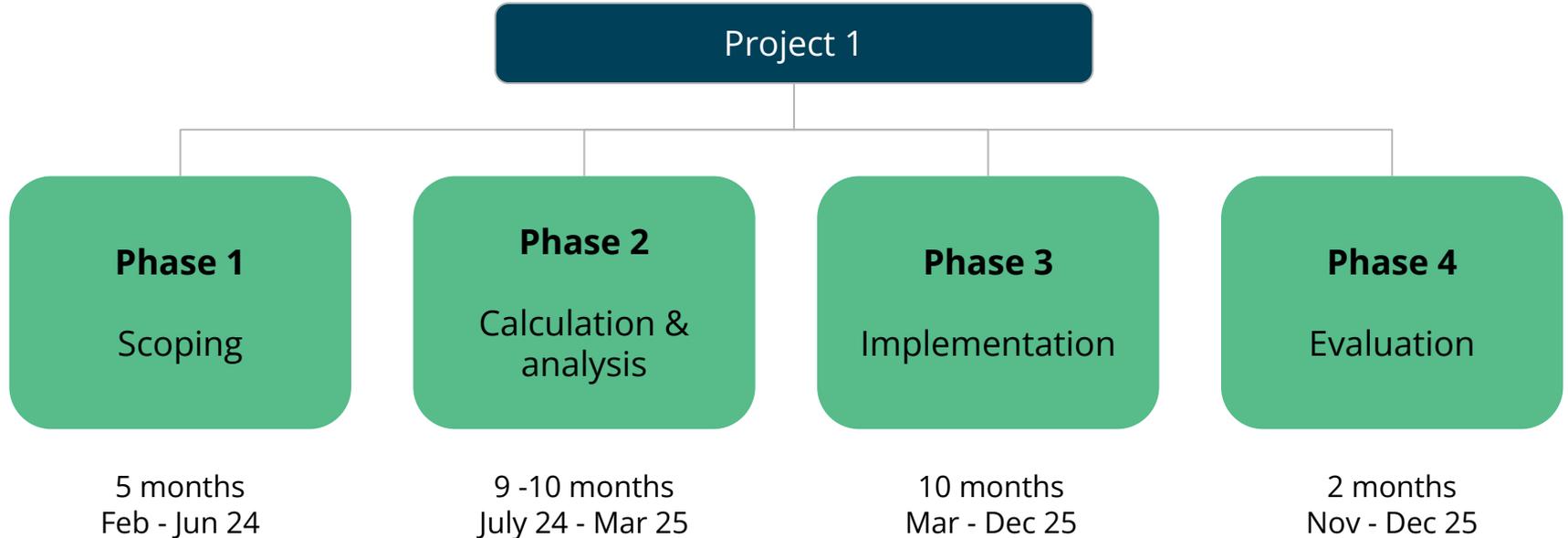
Programme outline

1 programme (starting with) - 1 project - 4 phases



Project outline

4 phases - serves as a blueprint for (future) expansions



Phase 1

The silent phase

- Scoping of value chains and locations
- Searching for partners and establishing an advisory committee
- Mapping the agri-sector and hotspot analysis of long list of value chains
- Selection with advisory committee of value chains, locations, and indicators

Phase 2

The loud phase

- Kick-off workshop and public launch
- Training of data collectors
- Data collection (field work)
- Calculation of true price
- Calculation of living wage to inform market - cost price balance
- Reporting and recommendations from data analysis and calculation
- Recommendations developed with advisory committee for policy influencing, consumer awareness, and capacity building

Recommendations could be: VAT differentiation, subsidy redirection, water use reduction, etc.

Phase 3

The loudest phase

- Consumer awareness campaign
- Training of trainers (ToT) on cost price calculation
- Cost price calculation training for food value chain actors including farmers
- Policy influencing on cost price and market price management
- Policy influencing to reduce true price (social and environmental) externalities

Activities next to training include (public) workshops, webinars, policy brief development, communication products for awareness, etc.

Evaluation phase

Short term: towards the end of phase 3, we will evaluate on to be determined indicators, such as:

- Policies influenced for the reduction of externalities in food value chains
- Policies influenced for informed cost price and market price management
- Food producers are trained in cost price calculation
- Partners experienced with data collection/analysis are trained in true price calculation
- Food prices and externalities in food value chains are transparent to consumers

Long term: after 3 years, we will conduct another evaluation on the performance of true price indicators such as improvement on living wage as well as cost prices for farmers and consumers

Timeline and budget (based on 1 value chain)

Phase 1	February - June 2024 (5 months)
Phase 2	July 2024 - March 2025 (9 - 10 months)
Phase 3	March - December 2025 (10 months)
Preliminary evaluation	November - December 2025 (2 months)
Total	February 2024 - December 2025

Budget details

- Budget depends on the (number of) value chains, locations, and indicators selected
- Costs for one additional value chain (dependent on above variables) will require a slightly reduced additional budget
- The long term evaluation planned for 2028 will require an approximate budget of \$70k

How can you be part of the programme

Our project needs partners...:

- with expertise and network on value chains
- for data collection
- to provide training and ToT on cost price calculation
- for policy influencing and awareness campaigns
- to assist in evaluation
- to fund (parts of) the project and/or programme

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Thank you

