

ANNUAL REPORT

20
22

**> FEED
BACK EU**

LIST OF ABBREVIATIONS

in order of appearance

- › **IPCC: Intergovernmental Panel on Climate Change**
- › **NGO: Non-Governmental Organisation**
- › **AGM: Annual General Meeting**
- › **GSCC: Global Strategic Communications Council**
- › **IATP: Institute for Agriculture & Trade Policy**
- › **IUCN - NL: International Union for Conservation of Nature - The Netherlands**
- › **WFD: Waste Framework Directive**
- › **SDG: Sustainable Development Goal**
- › **EEB: European Environmental Bureau**
- › **RAMPAO: Réseau régional d'Aires Marines Protégées en Afrique de l'Ouest**
- › **GDPR: General Data Protection Regulation**

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2023

MESSAGE FROM THE EXECUTIVE DIRECTOR

This was an important year for Feedback EU. The first of April 2022 was the start of our operations as a foundation in the Netherlands. An independent sister organisation of Feedback Global that is based in the UK. After a year of preparations, setting up policies, financial procedures and numerous formalities, we were able to start Feedback EU officially with a new board and two staff members.

In these first nine months of operation, we built legitimacy for our campaign asks in relation to less and better meat, targeting supermarkets, big meat and dairy companies, financial institutions, the Dutch government and the EU. We built up and strengthened alliances in the Netherlands and in the EU

We are also proud of our new website and the new online tools to enable more effective engagement with supporters. We end the year with a strong position for 2023 in which we will be doubling our funding support as well as our team from two to four staff members. Furthermore, we have a healthy pipeline of funding opportunities and an expanding network of allies in Europe.

In the year ahead, we look forward to launching new areas of work on industrial meat and dairy, food waste, biomethane and aquaculture. We will strive to become increasingly skilled at mobilising the public, especially citizens for whom engagement with Feedback represent their first step into environmental and social justice activism. We are excited to further collaborate with the local food network in The Hague to strengthen the voices and ideas of citizens to promote a sustainable and just food system.

FRANK MECHIELSEN

MESSAGE FROM THE CHAIR

It has been a highly productive and successful inaugural year for Feedback EU. Accompanied by a clear strategic plan, and under the leadership of Frank Mechielsen and my fellow Trustees, this year has seen several areas of high impact.

Our supermarket report and subsequent scorecard have made food retailers think about their responsibilities, encouraging them to become leaders in promoting more sustainable practices that nurture our natural environment, whilst promoting better nutrition. Our partnerships are building pressure on food corporations who knowingly and willingly continue to engage in practices that damage our health and the environment. Our interactions with policymakers are helping to improve the political knowledge base, by providing evidence-based information to enable better-informed policy decisions.

Underpinning this are the strong collaborations we have built with like-minded organisations who understand the urgent need to transform our food system, so it rewards healthy, sustainable and equitable behaviours. Organisations who share our vision of a world where human activity regenerates the living planet and sustains people on a fair basis.

Food system transformation has never been more urgent. The latest Global Nutrition Report has shown over a quarter of the planet (2.3 billion people) are moderately or severely food insecure. At the same time, over 2 billion adults are overweight and obese. Inflation, driven by global events, continues to generate rising inequality. At the time of writing, food inflation is around 18% in the EU, as queues at Food Banks continue to lengthen (as a comparison, between 2005 and 2021 food inflation averaged at 2%). The IPCC has estimated that the food system is also responsible for 25 to 30% of global greenhouse gas emissions, and the pressure on natural resources to produce food has left 25% of the world's cultivated land area degraded, producing a negatively reinforcing loop for food production. And although many talk of a broken food system, the truth is it is doing exactly what it was designed to do, provide a plentiful supply of cheap calories.

We need to re-articulate the 20th century vision of feeding the population, to one that nourishes people in ways that reflect society's culture and aspirations, whilst addressing injustice, inequality and environmental degradation. We must also recognise that the food system, agriculture, the environment, health, welfare and the economy are intrinsically linked. This is where I see the true value of Feedback EU. An environmental charity that is able to see beyond its borders and embrace the multidisciplinary, multi-partner approach needed.

I would like to thank all our staff, donors and supporters and other stakeholders that have enabled Feedback EU to have made such an immediate impact. Particularly to the small but high performing team in the Netherlands: Frank Mechielsen; Anneke Boersma; and Ayuk Bakia, as well as my fellow Trustees: Gine Zwart; Rick Pleij; and Carina Millstone. I would also like to thank my colleagues at Feedback Global for their support.

I look forward to another exciting year of driving forward meaningful change, to create a healthy, sustainable, responsible, and just food system for all.



DARREN HUGHES

OUR MISSION

Our planet is in danger, and with that all who are living here. The current way of eating and farming is depleting our soil, changing our climate and driving biodiversity loss. Moreover, social issues such as racism, sexism and classism are exacerbated when ecosystems are under threat. It doesn't have to be like this: we believe that a fair food system is sustainable and that securing nutritious, delicious food for all can and should go hand in hand with regenerating our planet.

We fight to make this belief come true through research and campaigns. We aim to replace unjust globalised food systems with equitable regional food economies, transform destructive to regenerative farming practices, and contribute to the accessibility of food for all. We work with allies and movements to transform the food system in Europe and beyond. We have three strategic objectives for our EU work.

We want less land and fewer ocean environments used globally for protein production and for the delivery of essential micronutrients for the EU. This means that production and consumption of meat, dairy and carnivorous farmed fish has to be reduced in the EU. We aim that circular, nutrition-sensitive food production replaces the linear food production in the EU which would result in a reduction of global food waste in the food system. Lastly, we aim for examples of inclusive, sustainable regional economies, based upon the initiatives of local community groups and entrepreneurs will be supported and/or adopted by several (local) authorities, institutions and companies

BY 2025 WE WANT

- **LESS MEAT, DAIRY AND CARNIVOROUS FARMED FISH PRODUCED & CONSUMED IN THE EU**
- **LESS FOOD WASTE IN THE EU**
- **MORE VIBRANT LOCAL FOOD ECONOMIES IN THE EU**

OUR WORK

In our first year as Feedback EU we have highlighted the need for supermarkets and governments to take up their responsibilities to combat the unfairness of and in our food systems and instead support an urgent transition to more sustainable and fair food systems. We have addressed sustainability issues with meat and dairy, fish feed, food waste and greenwashing at the levels of retail, producers, financial institutions and EU and national governments. We are excited to share with you all that we have done in the last 9 months.



MEAT & DAIRY

Industrial meat is threatening our climate and our health. We need less and better meat.



FOOD WASTE

One third of food produced around the world is wasted.



FARMED FISH

Aquaculture pollutes local waters in pristine environments and wild fish is taken from communities to be used as fishmeal for farmed fish.



BIOMETHANE PRODUCTION

Biomethane production has been framed as a silver bullet for net zero and to date, claims about green gas have gone unchallenged.



SUPERMARKETS

Our first Dutch report [“Dutch supermarkets are avoiding responsibility for one third of their emissions”](#) was launched in November 2021. It explored the role of Dutch supermarkets in addressing the country’s climate footprint by taking responsibility for the environmental impact of their high meat and dairy sales. It outlined the key problems with our current food system, including the relationship between meat consumption and climate change, and what steps supermarkets need to take to reduce meat and dairy sales by 50% over the next eight years.

Meanwhile, we co-developed a plan with recommendations to the Dutch government with the Food Transition Coalition. In March 2022, [the petition ‘Plantaardig Het Nieuwe Normaal’ \[Plant-based The New Normal\]](#) was handed in to the Ministry of Agriculture, Nature, and Food Quality. As a result, the previous Minister committed to a 50/50 protein ratio in its food policy, in a letter to the President of the House of Representatives.

In this context, we created a [scorecard to pressure supermarkets](#) into a race to the top with regard to climate action by reducing meat and dairy sales. Supermarkets are the main source of daily groceries for most of the population in the Netherlands. The six supermarkets we surveyed control 87% of the Dutch retail market, and hold a huge amount of influence over what food people buy, through the positioning, availability, affordability, and visibility of products. Supermarkets are crucial to the transition to less and better meat and dairy, at the level of consumption, as well as production. They can for example pay farmers a higher price for lower production and organic certified meat and dairy. Without their commitment and co-operation, it will be extremely difficult to reduce the impact of the products they sell.



6 supermarkets researched

100 people sent e-mail

1 EU policy influenced

In October 2022, we published this scorecard in the form of a report [“De Minder Vlees Race – De Nederlandse Klimaat & Vlees Supermarkt Scorecard”](#). It assesses the climate and environmental impact of the six largest supermarkets in the Netherlands, and presents the latest information on the climate impact of six supermarkets, and what practical steps they are taking to reduce it. The scorecard is part of Feedback’s “Meat Us Halfway” campaign, created in collaboration with Feedback Global, Climate Action Network in France, and the Vegetarian Society of Denmark. Several European allies and experts provided input on the scorecard methodology. The campaign started in the UK in 2019, and the scorecard has been launched in France and Denmark in January 2023.

In the Netherlands, we have compared the six biggest supermarkets on 34 indicators, in the categories of transparency, ambition and action. None of them received a six or higher (out of ten): Albert Heijn received a 5.9, Lidl a 3.8, Jumbo a 2.1, Aldi a 2.0, and Dirk and Plus both a 1.8.

We have focussed our campaign efforts on the second-biggest supermarket Jumbo, creating awareness about the climate impact of Jumbo. Over 100 people sent an e-mail to Jumbo to request for these demands to be met, and they have announced to publish a baseline and an ambition next year on their scope-3 emissions.

We shared the campaign report with the Ministries of Agriculture, Health and Economic Affairs and Climate. In a meeting with a representative of the Ministry of Agriculture, Nature, and Food Quality, she explained that the report and scorecard have provided her with relevant information for their meetings with retailers. As a result of the joint NGO pressure, the Ministry encourages retail to take more action and it investigates legal measures in case voluntary agreements with the retail sector are unsuccessful.





MEAT & DAIRY INDUSTRY

In April, 2022, [a new report](#) came out from IATP, Desmog, Feedback Global and Feedback EU about the emissions from the biggest meat company in the world, JBS. This report was part of Big Greenwash, a campaign with the goal to expose the green washing of meat and dairy companies. For example, during JBS's AGM on 22 April a media brief was published by Feedback Global. The brief was supported by Feedback EU, and other allies such as GSCC, Mighty Earth, Global Witness, and Brazilian organisations. With the social media kit we involved other NGOs and movements. Especially investors were targeted via social media to divest in JBS. In the Netherlands, we targeted the biggest pension fund of ABP. We received media coverage in among others the Financial Times, Bloomberg and Duurzaam Beleggen.

Together with Feedback Global, DeSmog and IATP we prepared [a website on greenwashing tactics used by meat and dairy companies](#). The 20 biggest meat and dairy companies in the EU have been researched, and examples used to explain the tactics. This online tool can help others, such as individuals and organisations, to see through and expose the sustainability claims made by big companies. In February 2023 the Greenwash website was launched with a public campaign.



1 report

20 companies researched

3 mainstream media coverage



FINANCIAL SECTOR

The financial sector is an important actor within the food system. In our campaign [Big Livestock vs. The Planet](#) we create public awareness about the role of banks in the industrial livestock production. We campaign for more vigour from the financial sector to transition to more plant-based, sustainable food systems. For this, together with Feedback Global, we requested research by Profundo, on the investment in meat and dairy companies in relation to the biggest financial institutions in Europe, including the Netherlands. Profundo provided data on all financial services in the biggest meat and dairy companies of banks, included those from banks, pension funds and governments. The first results have been the foundation for a campaign peak in January 2023, while the final data will be used for a bigger campaign later in the year.

We supported the Food Transition Coalition in organising the second Plant the Future dinner with around 400 participants. Together with IUCN-NL and World Animal Protection, we co-hosted a specific table with representatives from the financial sector (Dutch banks, pension funds and investors) to discuss their role in the protein transition. The new Minister of Agriculture was present and he acknowledged his predecessor's commitment and the need to transition to less and better meat production and consumption



campaign in the making!

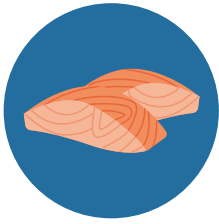


FOOD WASTE

Reducing food waste is one of the most important actions we can take to fight the climate crisis. The EU is one of the world's largest emitters, with food waste accounting for 6% of its total emissions. Momentum to reduce food waste in the EU is building: In 2018, the European Commission adopted the amended Waste Framework Directive (WFD), which binds EU member states to begin measuring and reporting their food waste from 2020 onwards. Now, the EU is moving into a phase of public consultation on mandatory reduction targets for all Member States. Given the environmental, economic, and social costs of food waste, this consultation presents a remarkable opportunity for the EU to act decisively and ambitiously by setting a legally binding, 50% by 2030, farm-to-fork food waste reduction target. Setting such a target will be key to achieving SDG 12.3 on halving food waste by 2030, as well as many other SDGs. This proposal has widespread support from businesses, civil society organisations, and policymakers across the EU.

Building on a commitment in the WFD, the EU's subsequent Farm to Fork strategy said that "Using the new methodology for measuring food waste and the data expected from Member States in 2022, [the Commission] will set a baseline and propose legally binding targets to reduce food waste across the EU." The consultation process to set these targets began with an invitation to give feedback in October 2021. The EU is now moving into a phase of public consultation. Some of the key decisions to make about the targets will be their ambition (with options ranging from 20% to 50% by 2030) and their scope (retail and consumer level only, or from farm to fork). In collaboration with EEB and Feedback Global, we have published our report "[No Time to Waste](#)", highlighting the utter necessity to have a target of 50% food waste reduction, including primary production. This report has been covered by more than 25 newspapers such as The Independent in the UK and Trouw in the Netherlands.





FISH

There is no doubt that aquaculture will form an important part of a sustainable food system, but the dominant models currently in place, which the industry seeks to rapidly expand, risk posing an outsized and unnecessary burden on wild fish stocks which could be eaten by people, or protected as part of lessening pressure on our oceans. The additional burden imposed by the aquaculture industry's demand for wild pelagic fish is an issue which has been under-explored in UK and EU policy and civil society debates.

Pelagic fisheries contributed 28% of global landings in 2018, and 19% of global fish landings worldwide were used for the fish meal and fish oil (FMFO) industry. These fisheries, in the EU and other parts of the world, including the Black Sea and West Africa, are under pressure. Climate change is causing populations of fish such as herring, blue whiting and sardines to shift their distribution towards the north and south poles, as ocean temperatures rise. Moreover, growth in demand for 'reduction fisheries' to produce fishmeal and fish oil (FMFO) is displacing fish from human diets.

This year, we have given attention to the issue of fish feed on our social media and [our website](#). From October 2022 on, we are part of "Our Fish" together with Feedback Global, Desmog and RAMPAO, Greenpeace Africa and several regional partners. Feedback is leading the consortium with three-year funding from Oceans5. We kicked-off the collaboration with all organisations with a visit to Senegal at the end of the year and had the first steering committee meeting.

After seeing the consequences of the fish meal and feed industry ourselves in Senegal, our work in the Netherlands and Europe in 2023 will start with research about the role of Dutch and European companies, which will be accompanied with creating awareness on the issue by reaching out to other organisations and institutions, and through campaigning.





BIOMETHANE PRODUCTION

With funding from the European Climate Foundation, we started a new project in December 2022. The project aims to set up an EU advocacy network and campaign on bio-methane in relation to the Revision of the Renewable Energy Directive in the European Parliament and the EU Commission. They are setting a very ambitious target for biofuels, which could counteract measures regarding dietary change, food waste prevention, plant-based protein production and renewable electricity. The necessary ambitions in the energy system transition (highlighted due to the Ukraine war and high fossil fuels prices) competes with the necessary food system transition. We will form an active coalition of stakeholders to discuss and campaign on the issue of unsustainable biomethane production higher on the national and European policy agenda.



campaign in the making!

NETWORK & COALITIONS

In the Netherlands, we are an active member of the Food Transition Coalition. We have attended the NOW Congress on Sustainable Food Systems and the Voedsel Anders conference. At European level, we have requested membership with the European Environmental Bureau. We have been present during two events organized by the EEB on the Sustainable Food Systems Law, and their research on the Common Agricultural Policy. Moreover, even before the official foundation of Feedback EU, we have been active within the EU Food Policy Council. As part of this, we published a strategy in May 2022, describing what and how the Coalition hopes to influence the Farm to Fork Strategy, the Sustainable Food Systems Framework, food waste regulation, public procurement, food environment and other topics. Feedback EU has actively contributed to the EU SFS law consultation and we joined the FPC campaign #EUHaveYourSay. We have also strengthened our European network by joining the [Bike of Bees Caravan](#) organized by Healthy Food Healthy Planet.

COMMUNICATION

As a new organisation we have set time aside to work on our communication. We have been, and are, dedicated to show our work on the website, sharing our reports and our thoughts and vision in blogposts. To create more awareness on issues within the food system, we have become active on Twitter, LinkedIn and Instagram. Since August, we have gathered over 100 followers on Twitter and Instagram, and over 120 on LinkedIn. In addition the Executive Director of Feedback EU has 1488 followers on Twitter and 2400 on LinkedIn. With the launch of our campaign in October 2022, we have made it possible to sign up to receive future newsletters, and we now have over 30 subscribers for the English and Dutch newsletter. For this, we have hired consultants to set up an account in Active Campaign and advise us on our GDPR.



OUR ORGANISATION

In 2022 we have set up working structures and policies. Several policies have been adjusted from Feedback Global and all have been discussed and approved by the Feedback EU board. The Director has joined the Senior Management Team meetings of Feedback Global every other week as observer to ensure alignment between the two organisations. Close cooperation is maintained with Feedback Global staff in the United Kingdom. In 2022, the Feedback EU started using a co-work space in The Hague for one day a week. In 2023, we will use the co-work space for two days a week. Financial support is provided by a financial officer on a part-time basis. The financial officer is an employee of the Changing Markets Foundation who has kindly seconded her, free of charge, to Feedback EU for a few hours per week

Following Feedback Global, we adjusted our financial fiscal year to align with the calendar year. Feedback EU has a board to oversee the management's policy and general affairs of the foundation. Our Board Members are Darren Hughes (Chair), Carina Millstone (Secretary), Rick Pleij (Treasurer) and Gine Zwart. The Treasurer Rick Pleij replaced Treasurer James Barker in October 2022. Online board meetings are held four times a year, and in April a face-to-face strategy meeting was organised during the visit of the Feedback Global Executive Director to the Netherlands with the Dutch Board member and the team.

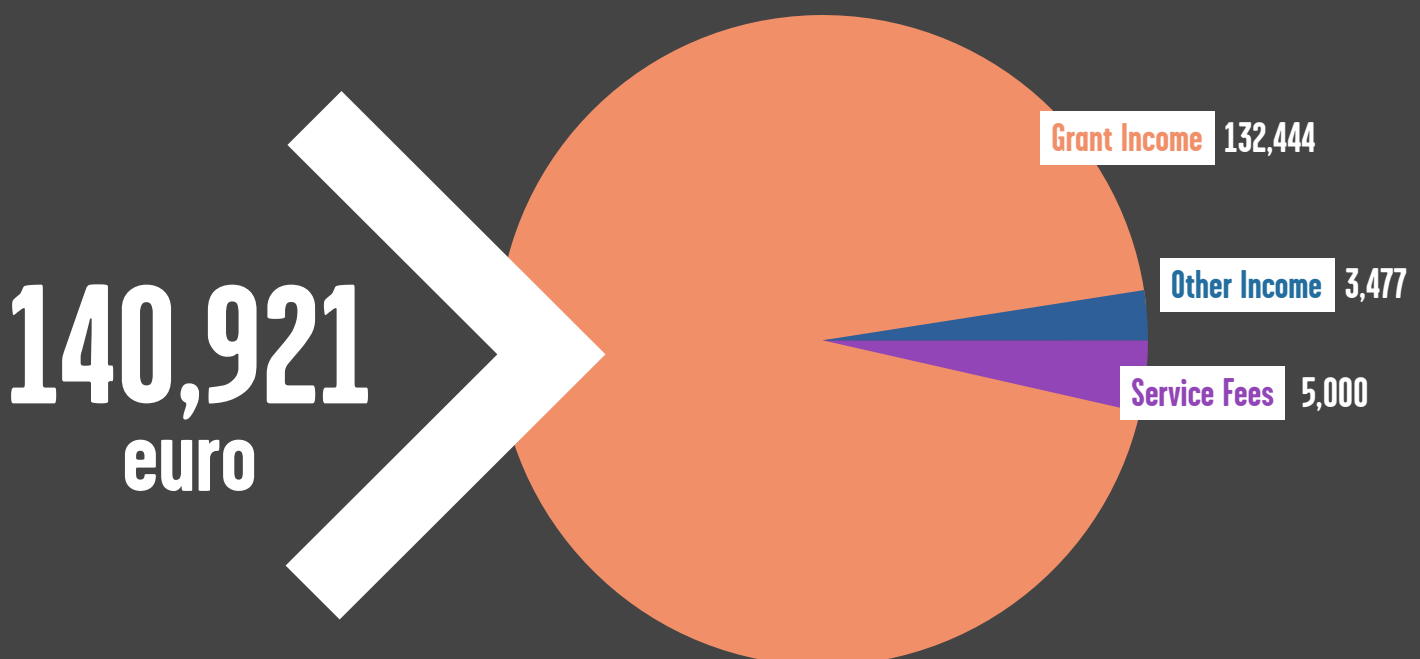
In 2023, we will grow from a team of 2 to a team of 4. Feedback EU will have two more team members: a policy advisor for advocacy in relation to biomethane and a project manager for our work on aquaculture.

OUR FINANCES

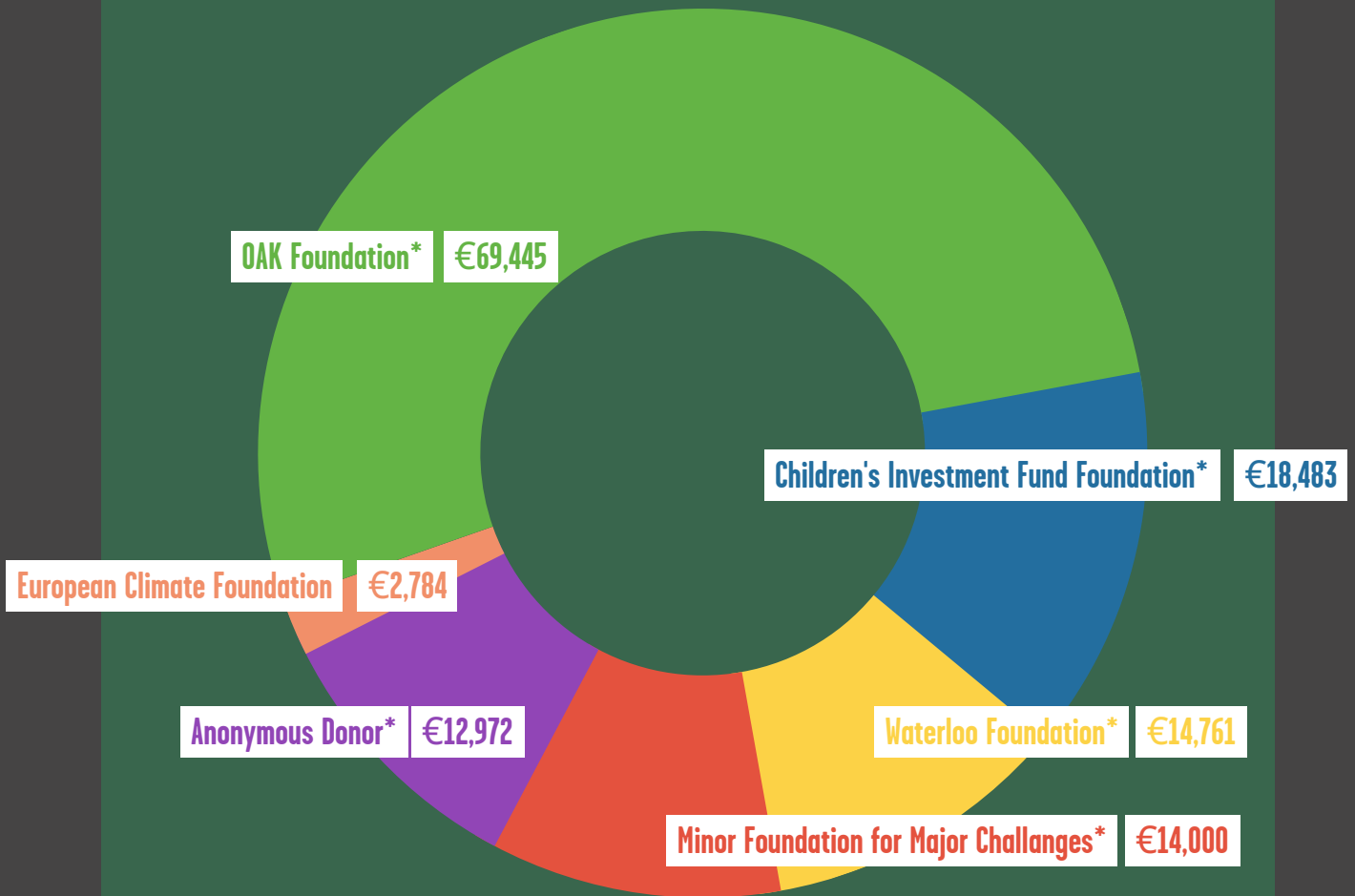
Feedback EU is a non-profit making organisation, and its income will be used solely to achieve its charitable objectives. The members of the board receive no financial reward, but may claim reasonable expenses incurred while carrying out their duties as part of the board. A financial statement is provided at the end of the first year of Feedback EU operation.

In 2022 we were successful in raising additional funds, together with Feedback Global, including the first fund directly to Feedback EU. The 2023 budget is 293.000 euro, of which 270.000 has been confirmed from donors.

In 2022 most funding was received by Feedback Global and transferred as a subgrant to Feedback EU. Feedback Global received funding from the Oak Foundation, the Minor Foundation for Major Challenges, the Waterloo Foundation, the Childrens Investment Fund Foundation (CIFF) and one donor who wants to be anonymous to the public. In addition, Feedback Global received funds from Oceans 5, these funds were not transferred to Feedback EU in 2022, but activities were implemented in the Netherlands and Europe. Feedback EU received direct funding from the European Climate Foundation (ECF) and the European Environmental Bureau (EEB).

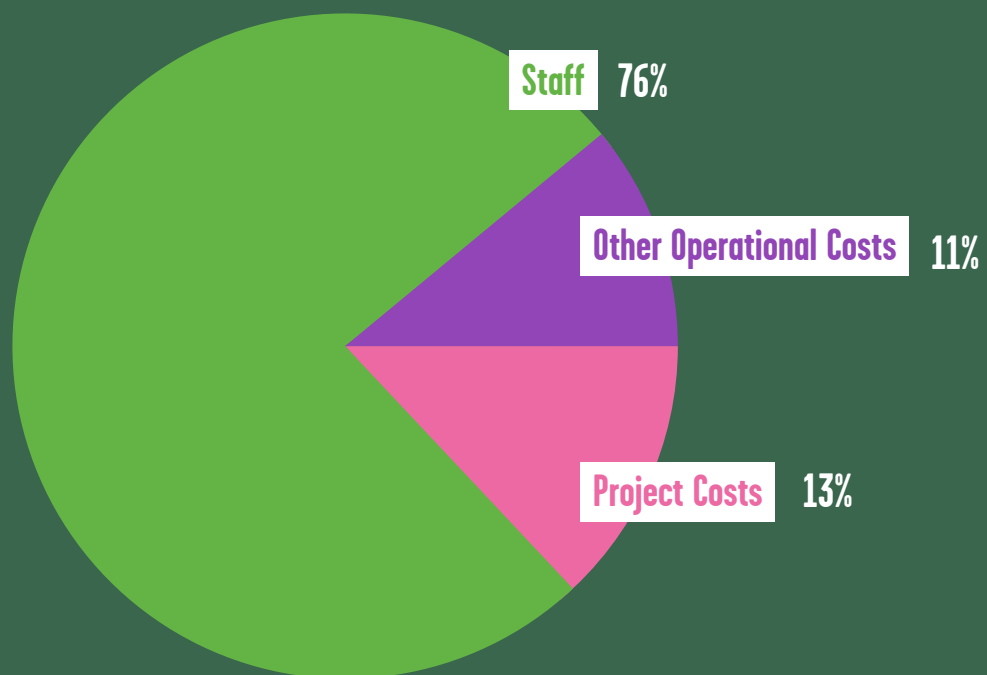


DONATION FOR GRANT INCOME



*Funds received by Feedback Global and transferred as subgrant to Feedback EU.

EXPENDITURE

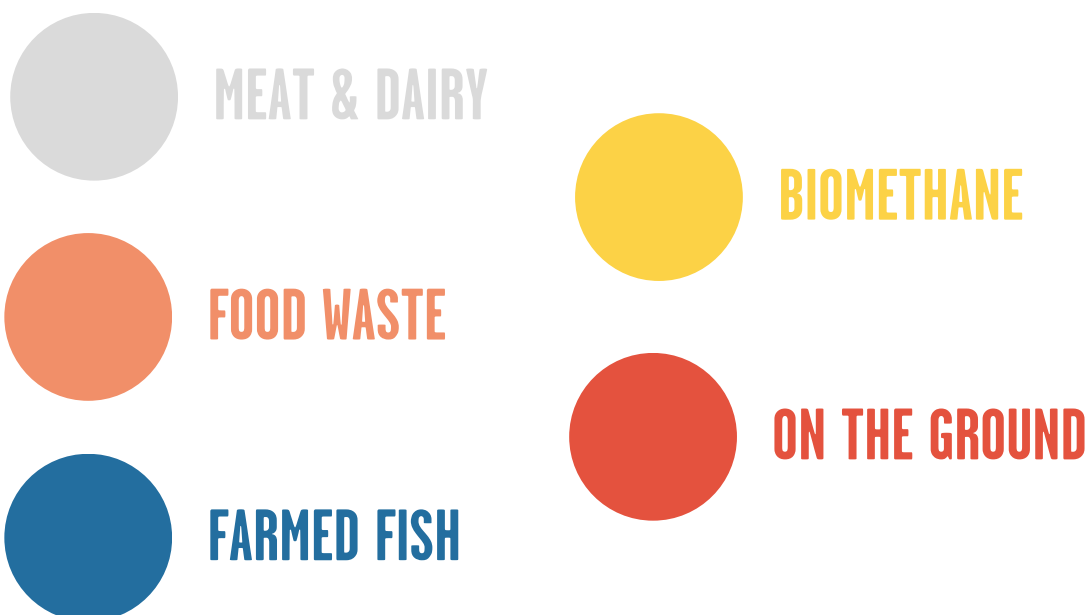


2023

Most of the campaigns we have started in 2022 will continue in 2023. We have however a few new projects in the pipeline and more will follow.

For example, in our collaborative work with Deutsche Umwiltilfe and the Questionmark Foundation, we will dive deeper into the costs and benefits throughout the value chain and address the societal role of supermarkets to support farmers and growers. Moreover, we will give insight into the subsidies coming from the Common Agricultural Policy, and the discrepancy between Dutch government's ambitions and subsidies. Within this work, we want to give farmers and growers the platform to share their experiences with the transparency of costs, benefits and risk, and agricultural subsidies. It will be the foundation of campaigning on better policies and big alterations in the Common Agricultural Policy and the Sustainable Food Systems Law. To bring together policy and work happening on the ground, we would like to apply for funding to highlight and strengthen local initiatives that show the possibilities of a sustainable and equitable food system.

Also, based upon existing connections in The Hague, we will continue to collaborate with Ons Eten Den Haag and the Hague Food Policy Council and support community organising, based upon experience Feedback UK, in relation to food waste, food justice and circular local food economy. We will build up our network and profile with small activities and limited unrestricted funding and develop fund raising proposals.





Feedback EU works for food that is good for the planet and its people.

www.feedbackeurope.org

@feedback_europe