



Beyond the Price Tag: True Costs in the Food and Agricultural System

Zoom Webinar

11 December 2024, 15:00 – 16:30 CET

Registration required



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Open to interested people from practice, science, and politics.

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How do we deal with externalities in food systems? True Cost Accounting (TCA) aims to reveal hidden environmental, social, and health costs of food production, currently not reflected in prices.

Despite advancements in putting a price on these hidden costs and externalities, there is no universal standard for TCA, complicating comparisons and consistent practices. Additionally, challenges remain in its calculation, implementation, and societal implications. Policymakers and private sector initiatives are piloting TCA, but widespread adoption is limited.

By uncovering the true cost of food at a global level, the FAO's State of Food and Agriculture report proposes first steps in making agrifood systems more inclusive, resilient, and sustainable. Effective true cost labeling must be consistent, actionable, and accessible for informed consumer decisions. The webinar will explore TCA's challenges and opportunities, featuring insights from ongoing initiatives.

Andrea Cattaneo, Senior Economist at FAO, and Emilia Schmitt, Research Collaborator at the Enterprise for Society (E4S) Centre, will discuss the global and Swiss scientific discourse on TCA respectively and steps for effective policy implementation. Claire van den Broek, Managing Director of True Price, will share her experience on translating accounting methods into actionable practices for sustainable food systems.

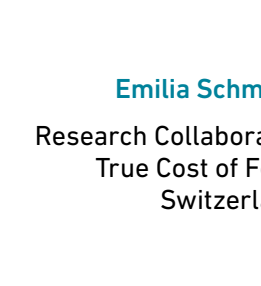
Program

- 15:00 Welcome
Loredana Sorg and Billie Hauser
- 15:10 Challenges and Early Insights in Applying True Cost Accounting to the Swiss Food System- **Emilia Schmitt**
- 15:25 Perspectives on Value-Driven Transformation in Agrifood Systems- **Andrea Cattaneo**
- 15:40 True Pricing - Business Transformation in Practice- **Claire van den Broek**
- 15:55 Questions for the Speakers and Discussion with the Audience
- 16:25 Wrap-Up and Closing of the Webinar

Expert Consortium



Andrea Cattaneo
Senior Economist at FAO



Emilia Schmitt
Research Collaborator
True Cost of Food
Switzerland



Claire van den Broek
Managing Director of
True Price



This webinar is organized by the Swiss Society for Agricultural Economics and Sociology (SGA) and the World Food System Centers of ETH Zurich (WFSC).