BRINGING FEEDBACK TO THE NETHERLANDS AND THE EU
Feedback UK is looking for partners and supporters to launch our brand-new sister organisation in the EU, Feedback EU. Join us in transforming the food system!

Food production is the single greatest impact humans have on the environment. Food – its production, distribution, and disposal – is driving deforestation, draining our freshwater reserves, and exhausting our soils whilst accounting for a quarter of our global greenhouse gas bill. Meanwhile, inequality persists in the food value chain, insecurity persists in food access, and injustice persists in good nutrition. We need a radical transformation of our food systems, from farm to fork, from soil to soul.

Feedback UK is an environmental charity and campaign group working for food that’s good for the planet and its people. We work exclusively on food and expose new issues for debate within the food system. Our theory of change is rooted in systems transformation thinking, and we both highlight problems and point to solutions. We develop original tactics for our different campaigns rather than settling for the tried-and-tested.

We enthuse people and bring them together to celebrate the value of food and people’s power to address the climate and ecological emergency, and we strive to include social justice in our work for ecological renewal. We always work in partnership with community groups, civil society organisations, and allies across sectors, from the grassroots to the grass tips, furthering our mission by engaging both on-the-ground and with national and global processes.

This year, Feedback launched our new, ambitious 5-year strategy with the following goals:

1. **Food that’s good for planet and people:** We are working to replace destructive, unhealthy diets with delicious, nutritious, widely accessible foods that reduce climate change, make space for nature, and lessen the risk of future pandemics.

2. **Vibrant food economies:** We are working to end the era of the global food corporation and to foster resilient, equitable, and regional food economies.

3. **Food agency and justice:** We are working to inspire and empower passive food consumers to be active food citizens, enabling an inclusive, just, people-powered transformation of the food system.

In 2021, Feedback expanded to Europe with the recruitment of staff in the Netherlands and the setup of a Dutch foundation. Feedback EU will scale up our retailer and policy-focused campaigns to broaden our impact in Europe, strengthen our involvement with EU food policy development, civil society coalitions, and funders to create change within EU institutions, Big Food, and investors, many of them based in Europe. We are also seeking to cross-fertilise experiences and results between the UK (post-Brexit) and the EU. Feedback has a long history of working in partnership with European organisations, including through long-term Horizon 2020 partnerships, events, and campaigns, and we are excited to have the opportunity to deepen and build on these alliances in collaboration with our European friends and allies.
We have two strategic objectives for our EU work in the coming 4 years:

1. By the end of 2025, less land and fewer ocean environments are used globally for protein production and for the delivery of essential micronutrients for the EU.

2. By the end of 2025, industrial meat and dairy production and global animal feed corporations have lost their social license to operate in the EU, shrinking their access to finance and affecting their commercial viability, putting the industry on track to end by 2030.

To further these objectives, we are currently building on Feedback’s work on food environments, meat and dairy, and climate in the Netherlands, specifically by building on Feedback’s trailblazing Meat Us Halfway campaign, launched in 2019. This campaign aims to pressure supermarkets to take responsibility for the carbon footprint of the products they sell, especially meat and dairy, including addressing damaging supply chain practices and changing in-store food environments to help customers move away from normalised over-consumption of meat and dairy. By addressing household meat consumption through the food retail sector, this campaign will support the protein transition needed to meet the EU’s Paris Agreement targets (alongside bringing multiple co-benefits for human health, animal welfare, and biodiversity) and legitimise government action to formalise food system measures (demand-side and supply-side) within wider climate policy, which is currently largely focused on mitigating other sectors, such as energy and transport.

As part of this campaign, Feedback UK published our innovative retailer scorecard in 2019, ranking UK retailers on their corporate policies and in-store efforts to help shoppers eat less meat; we subsequently published our latest retailer scorecard in June 2021, which assesses supermarkets’ corporate climate commitments, supply chain policies and food environments through nearly 40 indicators. We have also recently published the case for retailer action on meat to address their scope 3 emissions, and later this year, we will be publishing a brief for supermarket investors on our site here.

We are now laying the groundwork to replicate this work in five further EU countries and are exploring collaborating with a range of partners, whose interests span food, deforestation, climate, and corporate engagement. Together, we will create a strong pan-European alliance for action on food environments to support the transition to plant-rich diets.

**PLEASE CONTACT CARINA MILLSTONE AND FRANK MECHIELSEN TO FIND OUT MORE.**

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