

A smiling woman with red hair and glasses, wearing a green shirt and a light-colored apron, stands in a grocery store. She is holding a wicker basket filled with oranges. The background shows shelves stocked with various produce, including onions and peppers, with small chalkboard price tags. The lighting is warm and focused on the woman.

True pricing in food retail and food service

A blueprint

December 2024



Why this document?

The momentum for true pricing in food retail and foodservice is growing. True pricing is increasingly becoming a tendering distinguisher in public procurement for catering, and supermarkets are running true pricing pilots.¹

The purpose of this document is to support food retailers and foodservice providers to **understand** and **implement** true pricing. It aims to equip organisations to understand what directions a true pricing journey can take.

The following pages are relevant for supermarkets, shops, cafes, canteens, restaurants but the same principles can be applied in any sector.

¹ For example, FMHaaglanden, one of the largest facility service providers for the national government, published a tender for catering services in March 2022, in which they included true pricing. This example can be found in the 2022 publication by CE Delft which explores how external costs could be included in catering activities and contracts (see Annex). At the same time, in 2023 one of Germany's largest retailers (PENNY), conducted a week-long campaign on the true cost of food across 2150 PENNY supermarkets. Earlier that year, a similar campaign focusing on true price of coffee was introduced by Albert Heijn in The Netherlands.





About the True Price Foundation

True Price Foundation is a nonprofit organisation based in the Netherlands that works to promote the understanding and implementation of true pricing.

The Foundation has three core activities



To develop and maintain the True Price Standard.



To activate governments, civil society organisations, trade unions, knowledge institutions and companies for the adoption of true prices with the Global Partnership on the True Price of Food.



To mobilise the demand for true prices among consumers through the True Price Movement.

Acknowledgements

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01

What is true pricing



True pricing is an approach to calculate and present the external costs – the hidden social and environmental impacts of products that are not included in prices – and take action to eliminate or reduce them as much as possible.

In the context of food, true pricing aims to ensure affordable and healthy food is accessible to people, in alignment with the right to food.²

At its core, true pricing is about comprehensive transparency on products, how they are made, and what additional costs might be associated with transitioning to a food system that respects the rights of people and ecological boundaries. It is also about closing the gap between market price and true price, or in other words reducing, restoring, compensating or preventing environmental and social damage through, among others, remediation.

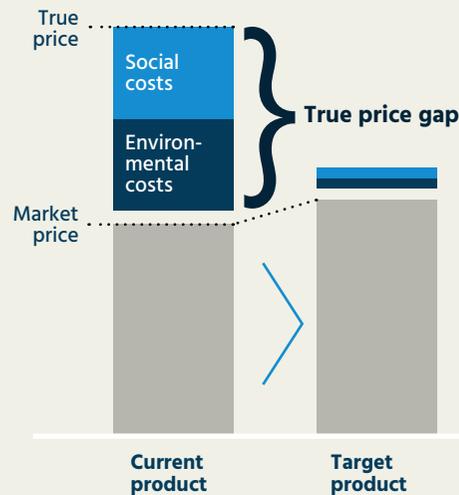


The true price

The true price is the sum of the current price of a product plus the external “hidden” social and environmental costs.

The external costs of a product are called the true price gap and include all major impacts, such as contribution to climate change, water pollution and occupational accidents.

All external costs are expressed in the same (monetary) unit. In that way, they can be compared to each other, as well as to conventional prices.



The true price is both a management and a communication tool, quantifying all sustainability and corporate responsibility dimensions of products side by side, from climate to biodiversity, from human rights to farmer income, and more. It is a management tool, because it can be used to assess impact, set targets and monitor progress. It is also a powerful communication tool. It helps the interaction between businesses, suppliers, investors, governments and consumers, around the transition towards a more transparent, sustainable and inclusive food system, and gives space to talk about the role of prices in this transition.

² The right to adequate food is a legally binding human right in international law, according to the International Covenant on Economic, Social and Cultural Rights (ICESCR). At the World Food Summit of 1996, Heads of State and Government issued the Rome Declaration reaffirming, “the right of everyone to have access to safe and nutritious food, consistent with the right to adequate food and the fundamental (incorrect spacing) right of everyone to be free from hunger”. <https://www.fao.org/right-to-food-timeline/global-milestones/en/#7>

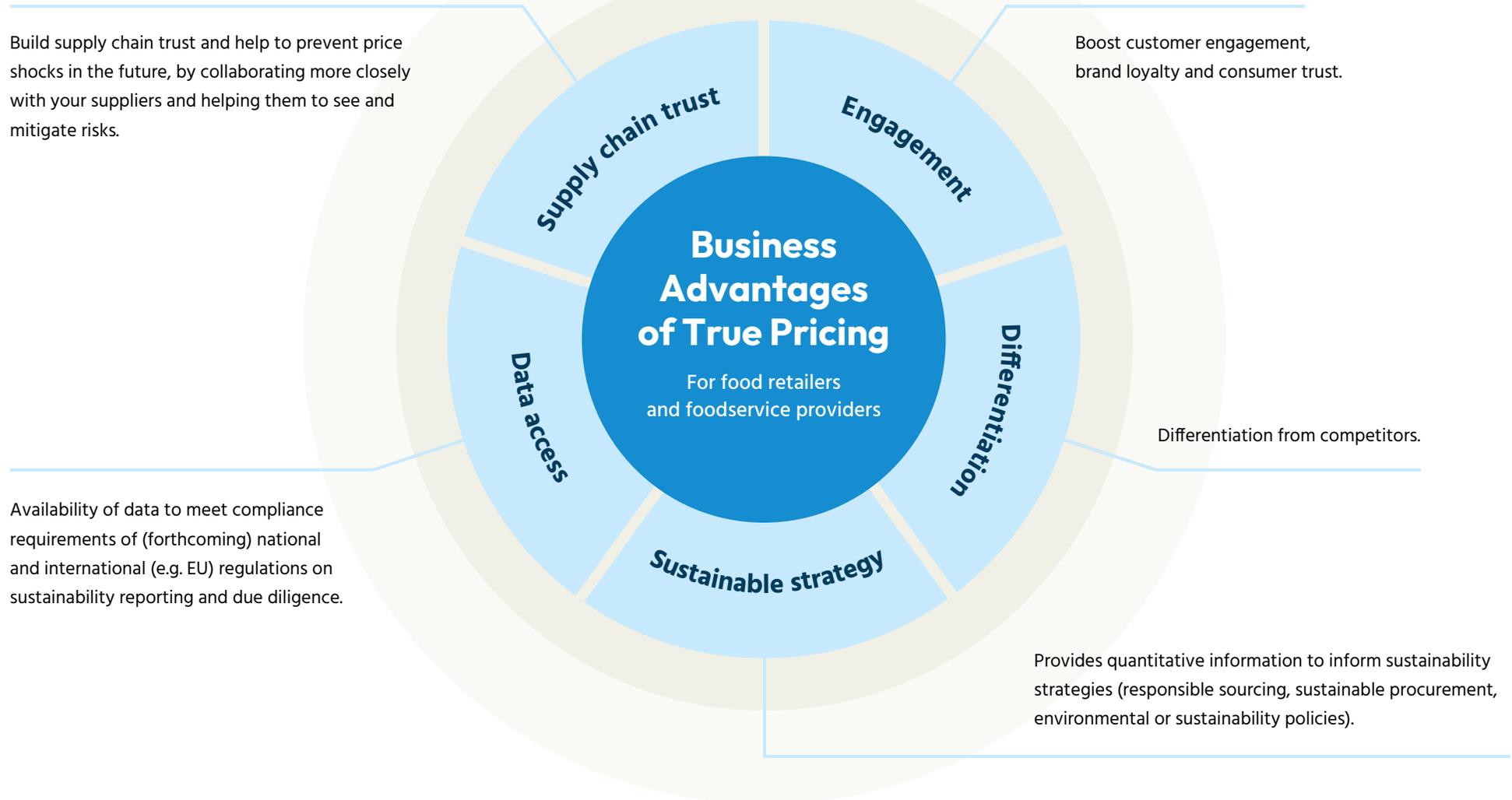


02

Business Advantages of True Pricing



The benefits of true pricing for food retailers and foodservice providers extend beyond ethical considerations, to business advantages such as:





03

How to implement true pricing in food retail and foodservice?

3.1 Uncovering hidden costs

3.2 Closing the true price gap



While it's important to assess the social and environmental impact of your operations, such as employment terms, energy and water use, or food waste, remember that the most significant impacts of food often occur within the product value chain, especially on farms.

Therefore, what you can achieve with true pricing depends on the traceability level of your assortment. The more you collaborate with suppliers who can trace their products to specific countries, landscapes, or farms (e.g., due to their involvement in certification programs), the more you can leverage true pricing. But even for products from suppliers lacking that level of traceability, you can start implementing true pricing.

We encourage retailers and food service providers to engage in true pricing in two steps:

1. Uncovering hidden costs

2. Closing the gap between market price and true price

This can be done both at the level of product portfolio, and via value chains.

Go to the next pages to learn more about the different levers for action.

The Annex shows recommendations for implementation from recent true pricing pilots.

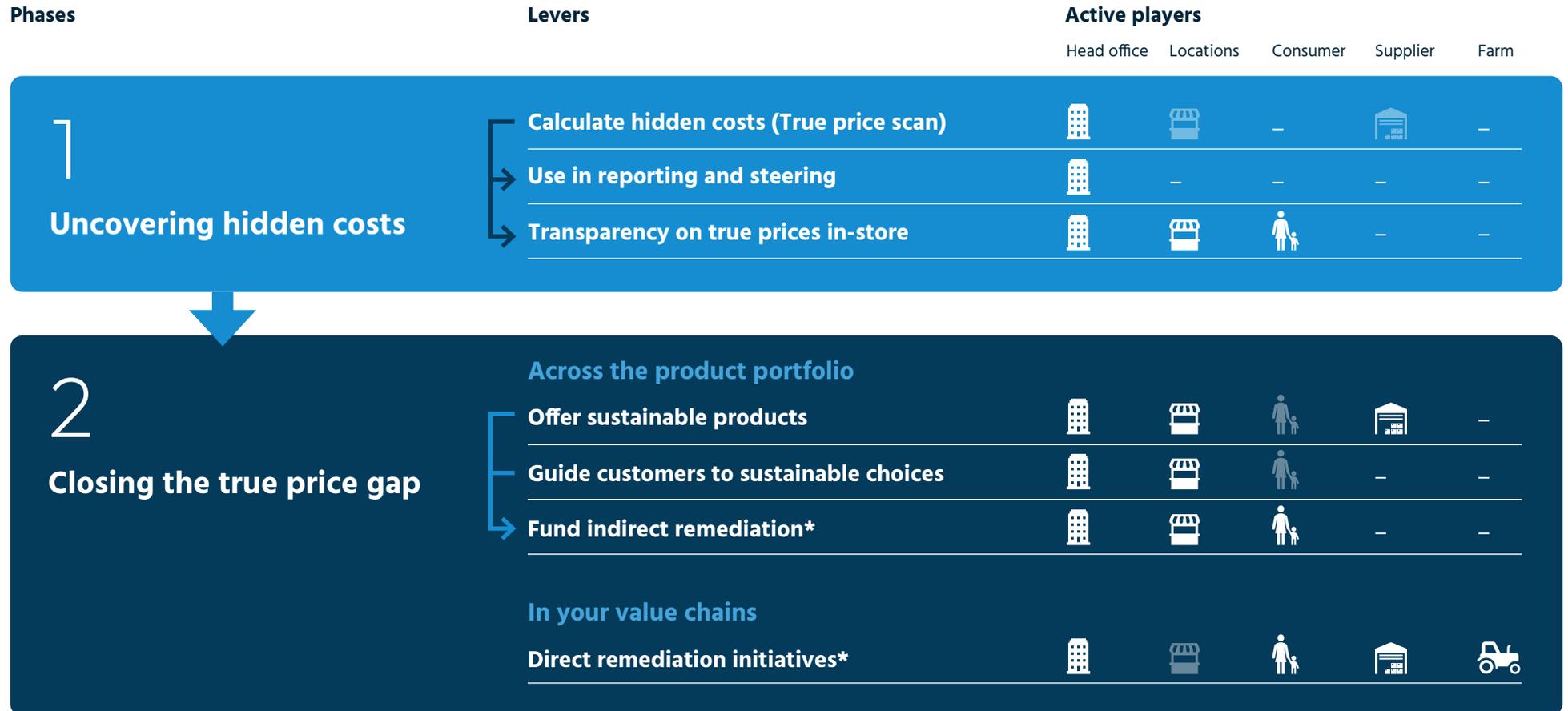
“What you can achieve with true pricing depends on the traceability level of your assortment.”



Credits visual: RDNA



How to implement: true pricing levers for business in foodservice and food retail



* **Remediation** means addressing social and environmental costs of a product through restoration prevention and/or compensation activities. It can be **direct**, through interventions in own operations, or upstream value chains, or **indirect**, financing third-party organizations working on those impacts, but without intervening in the value chain itself, because it is not immediately possible.



3.1 Uncovering hidden costs

Information is the key part of true pricing as it is useful to increase the awareness of partners, employees and consumers thus, enabling better decision-making. It's implemented through three types of measures:

Calculate hidden costs (True price scan)

Calculating hidden costs is at the basis of the true pricing journey. It starts with mapping the value chain of a product and collecting information about product ingredients, origins and production conditions. Gathering and analysing (primary and secondary) data and making use of the True Price Method allows you to quantify the hidden costs of products including impacts on people, society and the environment. The insights from the true price scan, allow you to make more informed decisions on products or suppliers. The degree of detail of a true price scan increases when more data is collected by a business and its supplier. Data collection and refinement of the true price scan is an ongoing process.

Use in reporting and steering

Estimates of hidden costs can be coupled to procurement data or sales data to calculate the total impact of a product range, a location, or the business. This can form the basis for reporting to stakeholders as part of CSRD compliance, for example by helping to determine materiality, or other ESG efforts. It also allows you to set a baseline and monitor the positive impact, avoided and reduced external costs, of your sustainability decisions and true pricing efforts.

Transparency on true prices In-store

True price information is a powerful data-driven tool to engage consumers about sustainability in stores and beyond. It can be done using price tags, menus and price lists, advertising folders, or other communication material. It provides consumers with easy to understand information to make more sustainable choices.

After making hidden costs of products more visible, the next step is to reduce them. This can be done at the product mix level and within value chains.



3.2 Closing the true price gap across the product portfolio

Closing the true price gap means taking steps to align the market price with the true price of products. A product is sold for the true price when there are no unsustainable social and environmental impacts. Or, while these impacts still exist, when sufficient funds are allocated for remediation: compensation, restoration and prevention of the impacts identified in a true price scan.

In food retail and foodservice closing the gap means working to reduce the hidden costs of all the products being bought and sold in your location and financing remediation for impacts that have not yet been reduced. Lowering the true price gap at different locations over time can be done, for example, by buying and selling more sustainable products (lower true price gap), compared to less sustainable products (higher true price gap), including redesigning category and margin models to encourage sustainable choices. The actions taken to close the gap must be transparent about their objectives, scope and outcomes.

It can include three types of measures:

Offer sustainable products

Lowering social and environmental costs of the products sold by procuring from suppliers that credibly improve their sustainability. It includes for example;

- Switching to brands and suppliers that have sustainability credentials and certifications with a proven positive impact (Organic, Demeter, Fair Trade, MSC, ASC, Rainforest Alliance, etc.);
- Procuring products with lower social or environmental risks. It can also mean sourcing directly from producers and entering longer-term sourcing contracts to support the implementation of sustainability programs.
- Changing the composition of the product range and menus, using more sustainable, locally produced, and/or seasonal produce.

Guide customers to sustainable choices

Thus closing the gap by selling more products and product categories with lower hidden costs, like seasonal, locally produced produce, etc.

Techniques include:

- Pricing changes that make the price of products with lower hidden costs relatively lower than alternatives with higher hidden costs. It involves redesigning margins.³
- Promotion, placement and presentation interventions that make it easier for consumers to choose products with lower hidden costs.
- Using behavioural insights to create the right environment for more sustainable consumption.⁴

³ See Annex. For example, a recent report by the World Resources Institute (see Annex) explores different behaviour change techniques to increase plant-rich options. The 'Price' category refers to techniques that involve modifying the cost of food or otherwise incentivizing or disincentivizing specific choices. Source: "The food service playbook for promoting sustainable food choices" (2024) available from: <https://www.wri.org/research/food-service-playbook-promoting-sustainable-food-choices>

⁴ Research indicates that the layout of eating and shopping spaces, along with the types of products offered, significantly shape our dietary choices. For example, an experiment conducted by Wageningen University & Research investigated whether displaying additional information about the true price of food products influence (incorrect spacing)consumer purchasing behaviour. More information available from: <https://www.wur.nl/en/research-results/research-institutes/economic-research/show-wecr/does-true-price-influence-consumer-purchasing-behaviour.htm>



“A product is sold for the true price when there are no unsustainable social and environmental impacts. Or when a proportionate amount of funds is allocated for their remediation.”

STORE	Price	Climate change	Other Externalities	True Price
3.00	+1ct	+1ct	+2ct	3.04
3.20	+1ct	+1ct	+2ct	3.24
3.50	+1ct	+3ct	+10ct	3.64
3.50	+1ct	+5ct	+17ct	3.73
2.79	+18ct	+11ct	+62ct	3.70
2.79	+20ct	+10ct	+60ct	3.69
2.79	+26ct	+8ct	+55ct	3.67
3.25	+1ct	+16ct		3.40

Fund indirect remediation

Organisations and projects working on eliminating and reducing hidden costs in the countries, regions, landscapes and sectors where the most severe impacts of the products sold occur, but outside of the value chain (because, for example, the value chain is not traceable). This is also called **indirect remediation**. It includes, for example, financing organisations working on waste reduction, mitigation of pollution and its effects on people and the environment, environmental restoration and conservation, social empowerment and community development. **Once hidden costs have been reduced through sustainable procurement and product range and better consumer choices, the true price gap can be closed by funding indirect remediation.** This type of remediation should aim to be proportionate to at least the social and environmental costs of the products calculated. In other words, funding towards third-party or own projects outside their direct value chain of the product should be maximized to at least cover the equivalent external costs calculated.

Many of these actions often also increase traceability of value chains, they also help to enable value chain-level remediation.



3.3 Closing the true price gap in your value chain

Direct remediation initiatives

Directly addressing the social and environmental impacts of upstream supply chains, where the products originate, is known as **direct remediation**. It requires a long term relationship with suppliers and mutual commitment and is the most effective and transformative form of action a business can take. It is a necessary step towards a sustainable and inclusive economy.

Remediation includes initiatives that prevent harm to people and the environment in the value chains, when this is not feasible, initiatives that compensate and restore the harm are used. True pricing for financing value chain remediation includes:

- Contributing extra funding to existing initiatives
- Establishing new value chain improvement initiatives.

Our guidelines for value chain remediation are published in

[Remediation guidelines for true pricing 2024](#)

Beyond voluntary action: advocacy and collaboration across the sector

Transitioning to a sustainable and inclusive economy requires more than voluntary true pricing actions by individual companies. While voluntary measures are crucial to demonstrate the possibility of a better economy with positive social and environmental impacts, system-level change is what we envision is ultimately required. This means sectoral commitments and policy change, to create a level playing field where businesses with lower environmental and social costs can thrive. Only then will true pricing truly transform the economic system.

Therefore, food retail and foodservice businesses are encouraged to collaborate with companies in the agrifood sector, and work with governments and civil society, to address the root causes of social and environmental problems at the system level, contributing to create and advocating for better sector standards and regulations, policies, international agreements, and so forth.



“We need to create a level playing field where businesses with lower environmental and social costs can thrive.”



04

How do in-store true price payments work?



In-store true price payments are one innovative and powerful way with which companies can incentivize consumers to choose more sustainable options, and co-fund remediation.

A retailer can decide to involve consumers more closely in true pricing through in-store payments associated with the true price of each sales transaction (see also Box 1: Default payments, voluntary payments and pricing changes). Funds that are collected through these payments can be used to fund remediation, both direct and indirect.

Everyone who benefits from the food system has a duty of care to respect the people and the environment involved in the production of food products. This duty is also established for businesses in the UN Guiding Principles for Business and Human Rights, which is the basis of the duty to remediate in true pricing. It is a responsibility for farmers and their suppliers, traders, processors, food brands, retailers, financial institutions and governments. At true pricing we offer everyone the opportunity to act upon this duty, while doing our everyday shopping.⁵

Successful in-store true price payments

We believe that people will only accept paying the true price when in-store payments are implemented with proportionality, transparency and integrity of their additional payments.

⁵ That this duty is shared, it does not mean that governments, businesses, individuals and other organisations all have the same duty. Based on their power and role in the food system, different actors have different responsibilities. If you are interested in this topic, we recommend reading the Remediation Guidelines for True Pricing (Annex).



→ **Proportionality (fairness):** payments by consumers should be matched by proportionate effort on part of the retailer and other businesses in the value chain. Everyone, consumers, producers and businesses in the value chain, can pay part of the cost to remediate, proportionate to their respective economic power. In practice, this means that it should be considered whether in-store consumer payments are needed, whether other ways to finance remediation are more appropriate, or what combination of funding sources are best. If they are implemented, it is recommended that they are matched by funding or action from your business as well, and/or other value chain companies, proportionate to their economic power. This holds especially true for voluntary payments as opposed to default ones.



→ **Transparency:** in-store, it should be explained in an understandable way the purpose of payments and how they will be used. Information should be readily available about true prices, the sum raised, and the impact achieved with these payments. Offering training to the staff helps people make more informed decisions about the true prices they see and pay. True Price also offers a package of communication guidelines.



→ **Integrity:** payments should be directed towards remediation in the sense of true pricing, as described in this document and in line with the principles and guidelines published separately in [Remediation guidelines for true pricing \(2024\)](#).

An alternative to true price payments is to incentivize people to make more sustainable choices through pricing incentives, where margins and prices are redesigned to make alternatives with less external costs more affordable, and vice versa, but without charging the true price gap.



In-store instruments for true pricing in food retail and foodservice

Standard true price payments

Voluntary true price payments

Other pricing strategies



Standard true price payments

Sales price includes premium for remediation of hidden costs



Advantages

- Create a positive reinforcement for consumers choosing for a true price outlet
- Increase a valuable sense of trust and partnership between your company and the consumer
- Constant stream of funding for remediation
- Selling products for the true price gives strong green and social credentials
- Allows monitoring of true price gap reductions



Risks mitigation

- Price increases can drive customers away
 - Have a strong remediation strategy
 - Engage and train shop staff
 - Be transparent about what the payments are used for, amount raised and impact achieved
 - Raise awareness
 - Allows for absorbing part of the price increase with lower margins
 - Start with experiments



Voluntary true price payments

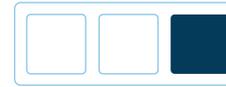
The customer chooses whether to pay the true price or the market price

Advantages

- Empowering consumer groups with higher disposable income
- Keeping products affordable for everyone

Risks mitigation

- They are more demanding to consumers, as they are asked to choose or opt out at every transaction
- Consumers may perceive that the (moral) burden of remediation is being shifted entirely onto them
 - Have a strong remediation strategy
 - Allow sufficient time for consumers to learn about the concept
 - Match voluntary payments with business contributions, combine with other sources of funding
 - Engage and train shop staff
 - Be transparent about what the payments are used for, amount raised and impact achieved
 - Communicate openly and raise awareness



Other pricing strategies

Adjusting the pricing strategies in order to make the option with a lower true price gap the cheapest one. It involves redesigning margins and prices of selected products and their more or less sustainable alternatives

Advantages

- Can have a high influence on consumer behaviour and achieve a large positive impact
- Is a great form of true pricing, allowing more flexibility than true price payments
- Can re-channel funds to make other products more affordable

Risks mitigation

- Do not provide funding for remediation and therefore do not constitute 'true price payments'
 - Combine with other avenues for funding remediation and improving value chains





05

Conclusions



True pricing extends beyond simply presenting or paying true prices. True pricing serves as both a management and communication tool and aims to create a community of stakeholders committed to more transparent and sustainable food value chains and food systems. The goal of true pricing is to reduce or eliminate hidden costs as much as possible while respecting the right to healthy, affordable food. As food businesses adopt true pricing, we hope they not only enhance their sustainability efforts but at the same time contribute to a collective movement towards a healthier and more equitable food system for all.

To scale up true pricing, it is crucial to focus on making hidden costs visible and ensuring that effort is put in reducing and eliminating them. These steps will be essential for validating the effectiveness of true pricing and gaining broader support for its implementation across the food service and retail sectors.





Annex

Resources & recommendations for true pricing

1. True Price resources

2. Recommendations for catering & food service

- from a Dutch experiment programme
- from the WRI food service playbook for promoting sustainable food choices

3. Recommendations for food retail

- from experiments in The Netherlands and Germany



Resources & recommendations for true pricing

True Price resources

- **Principles for true pricing.** The rights-based approach to true pricing. <https://trueprice.org/principles-for-true-pricing>
- **True price manifesto.** What True Price stands for. <https://trueprice.org/true-price-manifesto/>
- **How can True Price help you?** Visit <https://trueprice.org>
- **Remediation guidelines for true pricing & Remediation Handbook.**
Detailed information and tools for true price payments and remediation initiatives. <https://trueprice.org/remediation-guidelines/>
- **True price communication guidelines for retailers.** Available for our partners.
- **A roadmap for true pricing.** The role of businesses, people and governments in the transition towards true prices. <https://trueprice.org/vision-paper-a-roadmap-for-true-pricing/>
- **True price remediation handbook.** Available for our partners

Recommendations for catering & food service

Recommendations for true pricing in catering from a Dutch experiment programme.

As part of the program on True Pricing from The Ministry of Agriculture, Nature and Food Quality (LNV) and with support from the Transitie Coalitie Voedsel, (Food Transition Coalition), CE Delft published a series of three publications focused on incorporating true prices in the catering sector. The following findings and recommendations arose from the research.

Transparency on true prices in store: communication

- Be as transparent as possible about cost prices (production, transport, labor, subsidy, and margin/profit)
- Communicate in the consumers' own language
- Ensure communication originates from within the company, aligning with company sustainability policies
- Client and caterer to set communication strategies together and to clarify to consumers that the message comes from both the client and the caterer (plus how it aligned with their current policies)
- Involve employees in the total communication plan (e.g baristas, canteen workers)
- Evaluate how your communications approach works so you can make improvements to increase effectiveness

**Incentivize consumers to choose sustainably**

- Encourage consumption of vegan products (product groups with a lot of animal proteins found to have the highest environmental costs – push for more vegetable proteins)
- Include a transparent indication (e.g. environmental costs amount to 18% of purchase price) in-store offers and discounts to raise awareness among clients
- Refrain from making free milk available in company restaurants (common in The Netherlands, alongside free tap water)

Offer sustainable products

- When using meat give preference to chicken or pork over beef
- Set goals and take measures to reduce environmental costs through purchasing decisions and menu compositions: e.g. hybrid products, look for more sustainable suppliers
- Allocate an additional 15-20% budget to invest in sustainable supply chains or purchase less environmentally harmful food

Calculate hidden costs

- Clients should request environmental data from caterers to help identify major environmental polluters and set up monitoring systems together with contractors
- Caterers should establish administrative systems to track and report environmental data from suppliers
- Ensure data specialists have the mandate and time to collect and analyse environmental impact data effectively
- Train data specialists to work with environmental costs

Transparency on true prices in store: implementation

- Take enough time to announce the project and provide ample time in which consumers can pay for the environmental costs
- Test the cash register system and make it easy to operate
- Involve the right people and ensure the entire catering team feels involved (from location manager to cashier)

Sources: CE Delft (2022-2023). External costs in catering.

Part 1: Specific tips for catering contracts.

<https://ce.nl/publicaties/externe-kosten-in-de-catering-deel1/>

Part 2: The environmental costs of catering in three company restaurants.

<https://ce.nl/publicaties/externe-kosten-in-de-catering-deel2/>

Part 3: Experiment: paying environmental costs in company restaurant.

<https://ce.nl/publicaties/externe-kosten-in-de-catering-deel-3/>



Recommendations for true pricing in catering from the World Resources Institute's (WRI) Food Service Playbook for Promoting Sustainable Food Choices

WRI's Playbook for Promoting Sustainable Food Choices (second edition), synthesizes insights from nearly 350 academic studies and collaborations with the WRI's Coolfood initiative. Coolfood was launched in 2020 and has partnered with various institutions to operationalize strategies reducing diet-related emissions.

The updated playbook provides a comprehensive overview of behaviour change techniques to encourage plant-rich dining choices, with a focus on 18 priority techniques from a newly expanded list of 90. These techniques, evaluated through expert consultation, are organized into a "6P" framework: Product, Presentation, People, Promotion, Placement and the newly added Price category. The "Price" category, similar to true pricing, encompasses techniques that modify the cost of plant-rich dishes or provide financial incentives for choosing plant-based options while disincentivizing meat dishes. A total of 9 techniques in the "Price" category were identified by WRI and summarized below.

"Price" techniques listed from highest to lowest expert rating:

- Run cross-product promotions (e.g. meal deals, set menus) on plant-rich dishes and drinks, sides, desserts, etc.
- Sell plant-rich dishes at lower or subsidized price compared to meat dishes*
- Run multibuy or buy-one-get-one-free offers on plant-rich dishes
- Charge diners an additional cost to add meat to a plant-rich dish
- Reward diners financially (coupons, cash back, loyalty points) to redeem on plant-rich dishes

- Encourage consumers to purchase a plant-rich dish subscription service
- Add a flat tax or additional cost to all meat-based dishes on offer
- Add a graded tax or additional cost to all meat-based dishes according to emission footprint
- Offer plant-rich dishes for free

*According to WRI's study, when combining expert ratings and promise ratio scores together, this technique (lower prices) ranks highest overall. However, It did not meet WRI's priority shortlisting criteria due to a lower rating from the experts. This could be because of concerns lowering prices, the impact on profitability or fears that lower prices might signal lower quality food.

Reference:

Pollicino, D., S. Blondin, and S. Attwood . 2024. "The food service playbook for promoting sustainable food choices." Report. Washington, DC: World Resources Institute.

Available online at <https://www.wri.org/research/food-service-playbook-promoting-sustainable-food-choices>



Recommendations for food retail

Recommendations for true pricing in supermarkets from experiments in The Netherlands and Germany.

True price implementation in food retail is in its infancy. However, a few supermarkets in Germany and The Netherlands such as Penny, Albert Heijn and De Aanzet, have conducted experiments in this area, both in retail and research settings. De Aanzet has been charging True Prices for a line of fast-running products for 4 years as of the time of writing this document. From the data generated by these experiments, a collection of recommendations has emerged.

Calculating hidden costs

- Invest in collecting primary supply chain data, over secondary, for more accurate true pricing analysis and to identify specific areas for sustainability improvements

Transparency on true prices in-store: Messaging

- Highlight how purchasing true price products enhances social status (i.e. consumers can distinguish themselves) empowering them to act upon their core values (i.e. allowing consumers to shop in line with their priorities) can motivate customers
- Emphasize the positive impact on people's living conditions, and/or the environment, of true price products to encourage purchases

Transparency on true prices in-store: Timing and placing

- Avoid consumer desensitisation (i.e. periodically) displaying True Prices rather than consistently
- Enhance information visibility by using more prominent displays to increase customer awareness and engagement with true pricing

Transparency on true prices in-store: Information

- Improve customer understanding of true prices to increase acceptance
- Use visuals (e.g. True Price diagrams) to enhance understanding of true pricing and prompt greater shifts in purchasing behaviour
- Prevent overwhelming customers by providing concise, essential information, similarly, making sure sufficient information is accessible for those consumers that want to understand the methodology used to determine true prices

True price payments

- In the right circumstances, a large share of consumers are willing to pay an extra price for more sustainability and more transparency. In The Netherlands, 7 out of 10 consumers in a representative sample found it important, fair and acceptable if their supermarket would work with true prices
- Be open to carrying out many different experiments to find out what works and what doesn't
- Start gradually, for example by first implementing communication about true pricing and only later payments. Or by starting with voluntary payments
- Develop meaningful interventions to fund through true price payments and be transparent in fund-allocation by clearly explaining how the extra funds from true pricing are used. This helps to build trust and encourage more customers to pay the true price
- Communicate transparently about other existing efforts for more sustainable practices; this holds especially true when asking consumers for voluntary payments



- Expect reduction of sales for least sustainable products, if external costs payments are introduced on top of the regular shelf price, without any reduction in margin
- Products with minimal price increases (<8% in one experiment) will have good acceptance and less or no reduction in sales
- Consider introducing true prices for a large set of products and accompany it with a large display of other sustainable products (such as organic or plant-based products). Introducing true prices for a small subset of products initially, can be a way to start gradually, but can have the unintended effect to create confusion, or create a shift towards non-true priced products
- Enhance consumer awareness of true pricing at the point of purchase (e.g. on price tag or product packaging) rather than after payment (e.g. on receipt) – if the latter, opt to display true price periodically or incidentally to avoid habituation

Some sources:

True Price & Albert Heijn True Price experiment at Albert Heijn To Go (2023)

<https://static.ah.nl/binaries/ah/content/assets/ah-nl/core/about/duurzaamheid/pa-per-true-price-experiment-albert-heijn-to-go-june-4th.pdf>

Wageningen Economic Research (2022) Does true price influence consumer purchasing behaviour? (<https://www.wur.nl/en/research-results/research-institutes/economic-research/show-wecr/does-true-price-influence-consumer-purchasing-behaviour.htm>)

Danny Taufik, Mariët A. van Haaster-de Winter, Machiel J. Reinders, (2023)

Creating trust and consumer value for true price food products, Journal of Cleaner Production, Volume 390

Takeaways from German Retailer's "Total Cost" Experiment (2024) <https://practicalesg.com/2024/03/takeaways-from-german-retailers-total-cost-experiment/>

True pricing in food retail and food service

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“As food businesses adopt true pricing, we hope they not only enhance their sustainability efforts, but also contribute to a collective movement towards a healthier and more equitable food system for all.”

Credits visual: RDNA