

# German Supermarket Charges 'Climate Cost' Of Food, Raising Meat And Dairy Prices



By Polly Foreman, Plant Based News, 10<sup>th</sup> August 2023 (adapted)

A German discount supermarket, Penny, recently trialled pricing products based on their climate and health costs.

During the week-long trial, Penny introduced new prices for nine products to reflect the

“true costs” of the mostly meat and dairy items, **determined** by **experts** from two German universities.

The costs reflected the **impact** the products have on the climate, soil, water use, and health.

**effect**  
**affect**

Weiner sausages rose from **€3.19** to €6.01 and the cost of Maasdam cheese increased by 94 percent.

The **experiment** aimed to **raise awareness** about the **hidden environmental expenses** of **groceries** and their **supply chains**.

There is no **denying** that meat and cheese production is **catastrophic** for the environment, **contributing** to **global greenhouse gas emissions**, **deforestation**, **biodiversity** loss, and water pollution.

**biology**

While rare, such initiatives highlight a trend in Germany toward acknowledging and accounting for climate costs of foods. fish  
fruit fruits fishes

Lidl, another budget supermarket, has also been reducing meat and offering more plant-based products, with the chief buyer stating that there is “no second planet.”

Rhys, an English teacher, is recording a video.