

Joint Sustainability Committee

RECOMMENDATION 20240228-XXX



Date: February 28, 2024

Subject: Joint Sustainability Committee Budget Recommendation (Pro-Climate/Pro-Health Foods)

Motioned By:

Seconded By:

Recommendation

Description of Recommendation to Council:

Incentives and Education for Pro-Climate, Pro-Health Foods: The City of Austin Climate Equity Plan Food & Product Consumption Goal 1 says “By 2030, ensure all Austinites can access a food system that is community driven, addresses food insecurity, prioritizes regenerative agriculture, supports dietary and health agency, promotes plant-based foods, and minimizes food waste.: Strategy 3 is to “Incentivize pro-climate, prohealth, food choices” with a variety of programs, including “Enhance[d] incentives to make pro-climate, pro-health food choices more affordable.” Due to the large amount of resources that it takes to produce meat, dairy and eggs, reducing consumption of these foods is one of the most effective ways for people to reduce their impact on the climate and the environment in general. Plant-based alternatives are available, but many people aren’t familiar with these foods or their benefits and some plant-based foods can be more expensive. Thus an education campaign and incentives are needed. **The Joint Sustainability Committee recommends that: \$200,000 be allocated to the Office of Sustainability for a Pro-Climate Food Education and Incentive Program. These funds should be spent on a multi-lingual public education and marketing campaign to promote pro-climate/pro-health plant-based meat, dairy and egg alternatives**

and identification of opportunities to provide effective incentives for pro-climate/pro-health foods at local restaurants and grocery stores. The Office of Sustainability and Austin Public Health should work together on the public education and marketing campaign.