Food prices do not inform about the true costs and benefits of food: they just include production costs, but not the negative and positive effects on the environment, health and society. Conventional accounting frameworks are lacking this information, too.

**True Cost - From Costs to Benefits in Food and Farming** is an initiative of various market leaders in the food and farming sector who, in cooperation with EY, want to develop, pilot and implement integrated reporting guidelines for the food and farming sector.

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If every business from every sector takes its impacts on natural, social and human capital into account, true sustainability is achieved. Full transparency of risks is displayed. No damage and risk remains unnoticed. The annual statement displays the true costs and benefits of all business activities all side effects considered.