

ABOUT FORWARD FOOD

Forward Food is a program of Humane Society International/Canada that aims to build a healthier, more sustainable food system by putting plants at the centre of the plate.

We partner with institutions and businesses to help them add delicious new plant-based options to their menus. All of our services and resources are free of charge.

WHY PLANT-BASED?

1. Consumer Demand: Consumers are actively looking for more plant-based food options! In fact, 43% of Canadian consumers are actively trying to incorporate more plant-based foods into their diets.

2. Market Trends: Over half of Canadians want to reduce their meat intake. People under the age of 35 are three times more likely to be vegetarian or vegan than people 49 or older.

3. Consumer Health: The new Canada Food Guide encourages increased consumption of plants because diets rich in vegetables, fruits, whole grains, legumes and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure, which reduces the risk of heart disease, certain cancers, type 2 diabetes, and more.

4. Financial Benefits: Meat is often the most expensive part of any operation's food budget. Reducing meat purchases by increasing plant-based meals can help you save money.

5. Sustainability: Animal agriculture is one of the top contributors to global environmental problems, due to its vast use of water, land, and fossil fuels and high carbon dioxide and methane emissions. Plant-based foods have a much lower impact on the planet.



HOW CAN WE HELP?

1. Culinary Experience: We offer a one- or two-day, hands-on culinary experience to train 15 to 25 of your food service professionals on how to create and present delicious plant-based foods.

2. Recipe & Menu Development: Our culinary team can create custom plant-based recipes and menus for your organization, from breakfast and lunch to dinner and dessert.

3. Marketing & Promotion: We can offer templates and assistance with promotional materials and provide best practice when it comes to marketing.

4. Environmental Impact Measurement: We can measure the environmental impact of any menu changes you make, to help you quantify contributions to your overall greenhouse gas (GHG) reduction strategy.



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HOW THE INDUSTRY IS ADAPTING

Across the country, restaurants, universities and hospitals are changing their menus, with our help:

Fast-casual chain **La Prep** added a new plant-based burger to their menu, which quickly became their second most popular sandwich, and is introducing additional plant-based proteins in 2020.

Gordon Food Service, which provides prepared foods for health-care facilities, is introducing 1-2 new plant-based entrées per week, as well as modifying several popular dishes to be more plant-forward.

Chat Photography



The **University of Ottawa**, **University of Waterloo**, and **McMaster University** have launched new, 100% plant-based dining concepts on their campuses. Feedback from students has been very positive. The **University of Winnipeg** will launch its first 100% plant-based dining hall in September 2020. **Trent University** and the **University of Windsor** have launched weekly plant-based feature days, like Plant-Powered Mondays, to promote their new, more sustainable dishes.

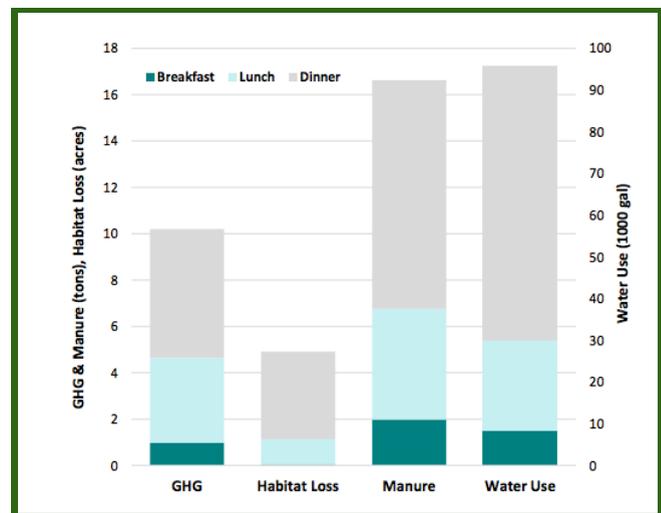
In 2020, we are urging institutions and businesses to sign onto the Forward Food pledge, to **transition 20% of their current menu offerings to plant-based**. This achievable yet impactful goal demonstrates a strong commitment to better, more sustainable food. Plus, we are here to help every step of the way.

IMPROVING SUSTAINABILITY

The meals served by large-scale dining operations have a big impact on the sustainability of our food system. Our environmental impact assessment expert, Dr. Isaac Emery, has done extensive research into the benefits of low-impact “Earth-friendly” plant-based menus. His findings show that:

Replacing traditional breakfast items with plant-based alternatives can **reduce GHG emissions by 60%**. Changing lunch and dinner menus to be plant-based can **reduce emissions by 85%**.

The GHG savings from one person choosing low-impact meals instead of conventional dishes for one full day (3 meals) are equivalent to cutting the pollution of **driving 41 miles, powering the average home for one day or charging 2,100 smart phones**. Plus, they spare over 400 square feet of farmland, prevent about 100 pounds of manure pollution, and save 250 gallons of water.



Center for Biological Diversity

Environmental footprint reductions from providing low-impact dishes instead of conventional dishes for 500 people over a two-day event.

Are you ready to get more exciting plant-based options on your menu?
Let us help you bring food forward!



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