

ABOUT FORWARD FOOD

Forward Food is a program of [Humane Society International/Canada](#) that helps food service companies across the country succeed with their plant-based food goals. Our team of hospitality and sustainability professionals will help you put plants at the centre of the plate, improving sustainability, health, food costs and animal welfare. 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:** A hands-on culinary training experience for your foodservice professionals to learn how to make plant-based food that tastes amazing (in-person or remote).
- 2. Recipe & Menu Development:** Our team of experts will work with your menu development team to create custom plant-forward recipes for your menu (in-person or remote).
- 3. Marketing & Promotion:** We offer templates and assistance for developing marketing materials and strategies to showcase your plant-based options (remote).
- 4. Environmental Impact Measurement:** We can assess the greenhouse gas emissions impact of your menu, before and after any changes have been implemented (remote).
- 5. Educational Materials & Workshops:** We have a wide range of educational materials about the many benefits of plant-based eating and can host an informative session for you and your team (in-person or remote).

Are you ready to get more exciting plant-based options on your menu?
Please contact us at forwardfoodcanada@hsi.org to get started.