

## Time to nudge food service toward a greener future.

Here's how Plant-Based Defaults
Shape Sustainable Choices





#### How nudging works

Simple shifts in how meals are presented can lead to **positive environmental impacts.** 

Research shows that serving plant-based meals as the default **encourages better choices**—without limiting freedom of choice.

People naturally stick with the default—it's easier and feels familiar. That's why defaulting to plant-based meals leads to a huge reductions in animal products served.



#### Real Results from Plant-Based Defaults

Restaurants have seen up to an 87% decrease in meat consumption when plant-based options are the default.

After adopting this strategy, institutions report a 23.6% to 42.7% reduction in food-related greenhouse gas emissions.

NYC hospitals reported a cost savings of **59 cents** per meal and **36% reduction** in food-related GHC emissions







#### How to nudge effectively

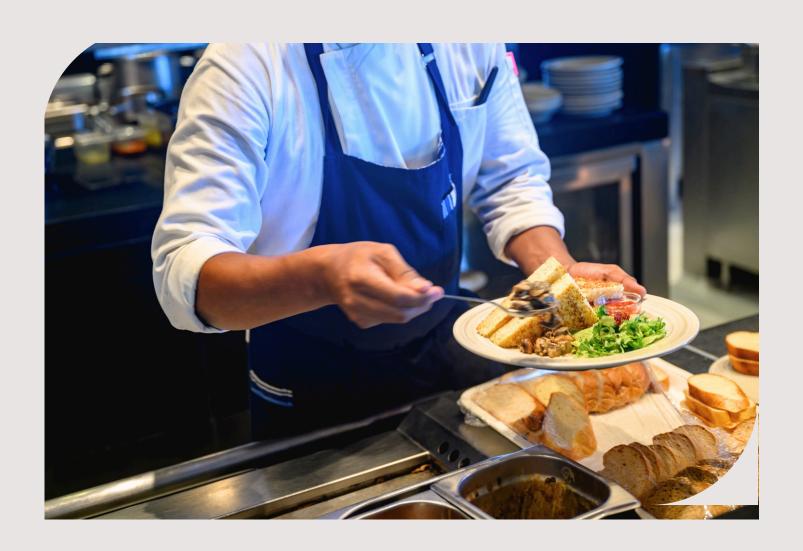
- 1. Plant-Based by Default: Make the best choice the easy choice
- 2. **Placement**: Highlight plant-based dishes first in buffets and on menus
- 3. **Titles**: Use appealing and descriptive names for plant-based meals
- 4. **Substitutions**: Switch to plant-based ingredients in recipes
- 5. **Ratios**: Make plant-based food the most plentiful in buffets and catering



#### Why this works

People naturally stick with the default—it's easier and feels familiar. That's why defaulting to plant-based meals leads to significant shifts in customer choices.

These strategies work great in many types food service settings—corporate cafeterias, schools, hospitals, conferences, restaurants, and cafés.





#### **Shifting the Norm**

Plant-based defaults have the power to shape culture! By supporting flexitarians and eco-conscious eaters, they help new habits take root, paving the way for a lasting shift towards sustainable food.





### **Every Meal Counts**

# Join others across the globe making plant-based the easy, delicious, and default choice.

Let's make climate-smart food the norm—one plate at a time.



#### Sources

https://www.betterfoodfoundation.org/reports-publications/serving-up-plants-by-default/

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https://www.nychealthandhospitals.org/pr essrelease/nyc-health-hospitalscelebrates-1-2-million-plant-basedmeals-served/

