



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 GHG 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/pressrelease/nyc-health-hospitals-celebrates-1-2-million-plant-based-meals-served/>