What is Plant-Based By Default?

It's an easy, research-based practice that helps food service settings offer healthier and more sustainable meals. Plant-based by Default makes plant-based food the easy choice - the default choice - while giving diners the option to opt into meat or dairy by request.

By changing the **default**, customers are much more likely to choose a plant-based meal because it preserves individual choice. Changing how and what we eat is a powerful way to significantly reduce carbon emissions and water usage, conserve biodiversity, and offer healthy, more inclusive meals.

5 Most Effective Plant-Based Nudges & Defaults

Plant-based by Default is an easy shift for universities, companies, governments, cafes, hotels, restaurants, and event producers. Here are the top 5 strategies to help shift toward plant-based dining.

01 **Make plant-based the default choice!**
Make plant-based the default option while still giving diners the flexibility to choose animal products. This is the most effective nudge!

02 **Climate-Friendly Ratios**
Increase the ratio of plant-based offerings - aim to have at least 50% of the menu items be plant-based.

03 **Prime Placement**
Incorporate plant-based items throughout your menu rather than separating them into their own section. Place at the top of the menu or at the beginning of the buffet line.

04 **Subtle Substitutions**
Swap commonly used ingredients for plant-based ones. For example, use oat milk instead of cow's milk or vegan mayo instead of egg-based mayo.

05 **Tasty Titles**
Use tasty descriptors focused on flavors, textures, and ingredients, rather than describing dishes as healthy or vegan.

For more climate solutions for sustainable dining, visit the Better Food Foundation's website or contact our team for further information and support.

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