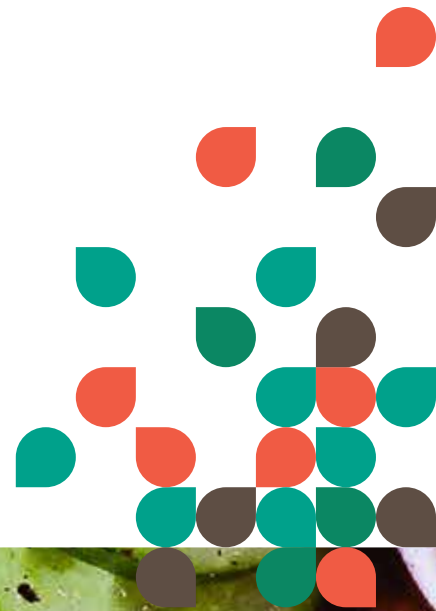




**Better Food**  
FOUNDATION

**2023 Annual Report**  
& 2024 Highlights





# In 2023 BFF Achieved 2 Major Goals:

1) **Scaling Plant-Based Defaults** through our signature program, **DefaultVeg**, which targets institutions (e.g. university dining), decision-makers (e.g. city policymakers), and activists (e.g. student changemakers) to flip how food is presented, making vegan foods the default wherever food is served.



2) **Reaching Millions Online to Establish Plant-Based Cultural Norms** through **FlipIt**, our new public engagement initiative, which uses video and story-based social media campaigning to shine a light on communities where plant-based eating is growing and thriving, making plant-based food the norm in food culture, just like DefaultVeg makes plant-based food the norm in dining.

**Both initiatives share a strategy of scaling plant-based eating by pushing food policy and culture beyond mere meat reduction, past a crucial tipping point where plant-based eating moves from the margins to the center of our food system, making sustainable and ethical food system changes easier and easier to achieve.**





## 2023 Accomplishments

2023 was the year when we proved to ourselves that plant-based defaults are scalable, and saw growing evidence that leaders in institutions and consumers can be convinced that shifting diets is both possible and desirable.





Jim Fjestul • 3rd+ President and Chief Operating Officer... [+ Follow](#)

Thrilled to see the expansion of DefaultVeg – an innovative, plant-based eating program developed by @Sodexo Campus, @Food for Climate League, and @Better Food Foundation – to nearly 400 colleges and universities in North America! Not only will this expose more students to the nutritional benefits of plant-based eating, but it will also help us continue to cultivate a more sustainable future together! Find out more, including information about the peer-reviewed study that helped inspire the program, in the press release! [#campusdining](#) [#sustainableliving](#) [#healthychoices](#) [#plantbased](#)

**Sodexo Launches Massive Expansion of DefaultVeg Pilot**  
[us.sodexo.com](https://us.sodexo.com) • 5 min read



# 1. Sodexo Scales Plant-Based Nudges to Hundreds of Campuses, Millions of Students

As of the end of 2023, we've been told that 388+ Sodexo-run university foodservices have now implemented plant-based nudges in their dining halls. The study we oversaw with Sodexo is being used as a persuasive teaching tool to help individual dining halls make the switch. But Sodexo is actually going further than that to incorporate plant-based behavioral nudges. The plant-based default exhibition station is one of three main stations in Sodexo cafeterias. Starting in Fall 2023, Sodexo began to roll out a new menu in which one of these stations will have a meat-default setup, another will be entirely plant-based, and the third will be the plants-by-default exhibition station. Several groups share credit with us, collectively, for this massively impactful change at Sodexo. They include HSUS (which led chef training for Sodexo and urged them to make their climate pledge), Food for Climate League (which did the research for the study), and Greener by Default.

To see a full list of the more than 500 businesses, NGOs and public institutions that are using nudges to shift diners toward plant-based food, check out the **DefaultVeg's Impact page** on the new BFF website.

# SERVING UP PLANTS BY DEFAULT

Optimizing variety, health, and sustainability of all-you-care-to-eat university dining with plant-based defaults.



## 2. Study with World's 2nd Largest Foodservice Provider Proves the Power of Plant-Based Defaults



Landmark Sodexo Study in College Dining Halls Shows Path for Plant-Based Meals Becoming the Norm

The Sodexo Study (which took place in Fall 2022) results were finally released in May 2023. The report's finding showed that, with correct implementation, plant-based defaults increased the uptake of plant-based meals from 31.8% to 81.5%, without harming diner satisfaction, cost-effectiveness or ease of implementation. [BFF's press release](#) was covered by 9 separate outlets, including Foodservice Magazine.





### 3. BFF incubates a new nonprofit, Greener by Default



At the start of 2023, a new nonprofit, Greener by Default, officially launched with the support of the Better Food Foundation. Formed by two of BFF's team members, the new organization was created to meet the growing demand by businesses and large institutions like hospitals for consultation on implementing plant-based nudges. BFF provided staffing, fundraising and administrative support during the transition and Greener by Default became completely independent in 2023.



## 4. Flipt Reaches Millions through Social Media

Funded by an anchor donor, in 2023 we launched Flipt, our debut in using the power of social media to reach millions of people with diet-change content. Flipt, which was conceptualized in collaboration with author and activist Aph Ko (creator of Black Vegans Rock), also tested a unique messaging approach. Our aim was to show people the truly diverse—and in many cities, BIPOC-led—face of veganism today, getting them excited enough about the success these changemakers are having on the ground that they feel motivated to get on board with this growing movement, rather than pressuring people to change their diets as an act of personal austerity. Flipt launched simultaneously online and live at the Vegan SoulFest in Baltimore in August 2023, where our tent showcased Flipt stories and videos to the music festival’s 14,000 attendees.



FlipIt exceeded our expectations. As of 5 months after its launch, FlipIt garnered **4,435,261 million views/impressions online**. This includes **61,715 website views**, **698,969 video views** (including **640,938 video ThruPlays** with nearly 2/3 watching at least 75% of videos that were between 30 seconds and 3 minutes in length; and **3,674,577 SM Impressions**, including **1,601,297 organic impressions** with a 9.39% engagement rate if we exclude “Insta Stories” (which we consciously chose not to pursue) or 4.03% average engagement.



We are looking for a financial sponsor to help us take everything we’ve learned about online storytelling and social media marketing, and use it to launch FlipIt’s next phase, where we hope to demonstrate empirically its impact at shifting diets. Our vision is for FlipIt to have two types of impact—first as a way to reach millions with compelling content, and second as a fundraising platform that helps small and mid-level donors discover and support the community-based activists whose stories we feature.





## 5. BFF's Work Covered in Media

In 2023, BFF's projects, pilots, and partnerships were covered by news outlets 92 times. The most covered topics were the **Sodexo Study**, **Oatmilk by Default** Campaigns, our **Climate** reporting, the work we've done with **City Governments**, and the **New York City Hospitals** pilot (which took place in 2022 but continues to get press coverage).





## 6. Oatmilk Defaults Become Gateway to Larger Change at 5 Universities

With our Oatmilk-by-Default coffee campaign, we've hit upon a highly effective ask that's simple enough that student ambassadors can achieve institutional change on their campuses and visible enough that it can spark dialogue and media coverage and provide a gateway to full adoption of DefaultVeg strategies. In Spring 2023, two US colleges (University of San Diego and Pomona College) with DefaultVeg student ambassadors launched the first US-based Oatmilk Default pilots. Around the same time, a UK college (University College London) where a DefaultVeg ambassador had launched an Oatmilk Default project in 2022 expanded its strategy to all 4 of its student union cafes, *and inspired a copycat project* at another UK college (University of Birmingham, spearheaded by our partner, Plant-Based Unis). A few months later, inspired by the San Diego and Pomona pilots, another DefaultVeg student ambassador succeeded in getting Cornell University to drop its upcharge for plant-based milks across the entire university campus and remove dairy as the default beverage. As a result of the Pomona pilot, the student ambassador was able to get Grove House, a cafe at neighboring Pitzer College to flip to plant-based defaults permanently!





## 7. BFF Builds Alliances with Climate Movement to Scale Diet Strategies

Climate NGOs have been a focus of DefaultVeg campaigning since we launched our expose of **which major environmental NGOs had plant-based food policies** in 2021. In 2023 we had another opportunity to call the climate movement to account. We partnered with Sentient Media to produce a **report assessing whether major newspapers’ recipe sections** were in alignment with the values of their climate reporting when it came to promoting plant-based eating. The project, and our **press release** led to coverage in 4 separate news outlets. After the release, we hosted a **webinar** about the report that featured celebrity chef Priyanka Naik as a guest speaker.

In 2023, we’ve seen plant-based defaults described and recommended in various influential and mainstream guides and reports published by climate movement NGOs, including the World Resources Institute **“Playbook for Guiding Diners Toward Plant-Based Diets in Foodservice”** and the Center for Good Food Purchasing **“Purchasing Standards for Food Service Institutions Version 3.0”**. This is the result of years of advocacy by our team to raise awareness



## PLAYBOOK FOR GUIDING DINERS TOWARD PLANT-RICH DISHES IN FOOD SERVICE

SOPHIE ATTWOOD, PAULA VOORHEIS, CECELIA MERCER, KAREN DAVIES, AND DANIEL VENNARD

WRI.ORG

of the effectiveness of plant-based defaults, and train staff at climate NGOs directly so that this plant-centered strategy supplants less impactful strategies already pursued by the climate movement (such as promoting chicken as a climate-friendly animal product or promoting unverified or low-impact welfare certifications).

Our aim is to leverage the considerable reputations and resources of sustainability leaders and NGOs to do the work of spreading our strategies for us. This already is starting to take place; for example, at this year's AASHE Conference (the largest national gathering of University sustainability professionals), BFF presented a panel about plant-based defaults (presenting the Sodexo Study) to an audience of about 40 people. During our same time slot, David Havelick, the Director of Sustainability at Harvard University, who through the efforts of our team was an early adopter of DefaultVeg at Harvard's sustainability office, presented to an audience of several hundred people in which he also advocated for plant-based defaults in university dining.

## Using Behavioral Science to Flip Food Culture





**GREEN  
THE BID**



## 8. Using Hollywood to Scale Plant-Based Nudges

DefaultVeg has proven a powerful way to get the Hollywood sustainability community to embrace plant-based shifts. Several entertainment industry sustainability guides have added a DefaultVeg recommendation to their publications: *Green the Bid*, *the Directors Guild of America Sustainability Standards*, *The Green Production Guide* (the most commonly used production guide in film and TV), Paramount Global, and Green Spark Group. Also, the two biggest set-greening companies, Earth Angel and EcoSets, now include DefaultVeg as an offering for their clients when they sign on to get help greening their sets.

# Financial Summary

**Expenses**

**58%**

DIET CHANGE PROGRAMS

**\$1,467,402**

**35%**

MOVEMENT BUILDING

**\$869,984**

**7%**

ADMIN

\$184,282

## DIET CHANGE PROGRAMS

DefaultVeg.....\$1,205,329

Public Engagements.....\$262,073

**TOTAL.....\$1,467,402**

## MOVEMENT BUILDING

Fiscal Sponsorships ..... \$192,862

Outgoing Grants ..... \$677,122

**TOTAL.....\$869,984**

## ADMINISTRATION

Operations....\$140,302

Fundraising.... \$43,980

**TOTAL..... \$184,282**

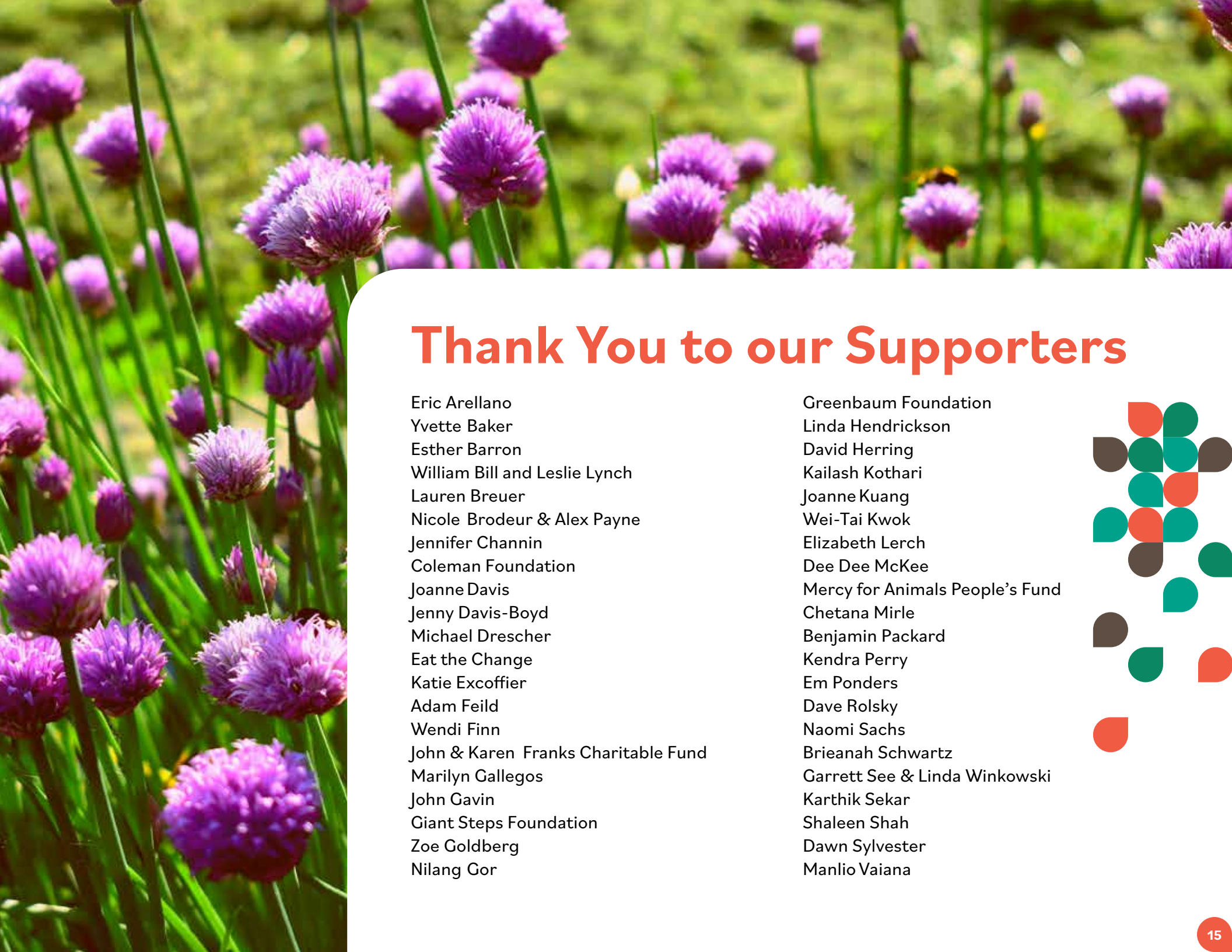
**TOTAL EXPENSES.....\$2,521,668**

**Income**

**100%**

INDIVIDUAL, CORPORATE, AND FOUNDATION CONTRIBUTIONS

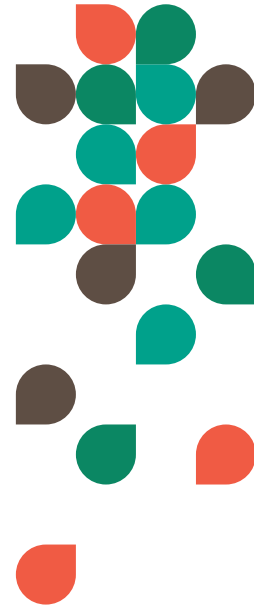
**TOTAL INCOME.....\$2,324,108**



# Thank You to our Supporters

Eric Arellano  
Yvette Baker  
Esther Barron  
William Bill and Leslie Lynch  
Lauren Breuer  
Nicole Brodeur & Alex Payne  
Jennifer Channin  
Coleman Foundation  
Joanne Davis  
Jenny Davis-Boyd  
Michael Drescher  
Eat the Change  
Katie Excoffier  
Adam Feild  
Wendi Finn  
John & Karen Franks Charitable Fund  
Marilyn Gallegos  
John Gavin  
Giant Steps Foundation  
Zoe Goldberg  
Nilang Gor

Greenbaum Foundation  
Linda Hendrickson  
David Herring  
Kailash Kothari  
Joanne Kuang  
Wei-Tai Kwok  
Elizabeth Lerch  
Dee Dee McKee  
Mercy for Animals People's Fund  
Chetana Mirle  
Benjamin Packard  
Kendra Perry  
Em Ponders  
Dave Rolsky  
Naomi Sachs  
Brieanah Schwartz  
Garrett See & Linda Winkowski  
Karthik Sekar  
Shaleen Shah  
Dawn Sylvester  
Manlio Vaiana





# 2024 Program Highlights

## Transforming Food in Colleges & Universities

Colleges & universities serve food to millions of young people every day & profoundly shape their attitudes & habits. Our groundbreaking 2023 pilot study with Sodexo demonstrated that dining halls with consistent plant-based default meals increased their uptake from **31% to 82%**!

This achievement—and Sodexo’s unrolling of plant-based nudges in 400 universities—was covered in **Foodservice Director Magazine** and in **Bloomberg**.

Our DV Student Ambassador program is training hundreds of students to advance DefaultVeg initiatives—including our popular campaign to serve oatmilk by default across campus coffeeshops—on their campuses, with support from faculty, sustainability offices and school administration.

Implementing plant-based defaults and nudges on college campuses is a **tractable, scalable and shovel-ready** approach that, with proper investment in the next 3-5 years, would shift hundreds of millions of dollars annually to more ethical plant-based food suppliers & send an entire generation of college graduates into the workforce and economy with attitudes and habits shaped by four years of plant-centered food norms!

## Making Food the Focus of Scope 3 Emissions

Companies, governments, & nonprofits are beginning to be held accountable for their Scope 3 ghg emissions—emissions resulting from supply chains, of which animal products are a major source. As a result, thousands of sustainability professionals are now seeking a crash course in how to shift diets in institutions! Building on the strong reputation we’ve built with sustainability NGOs and coalitions over the last decade, we’re taking our **tested and immediately actionable** strategies directly to the climate professionals who, if equipped with the right tools, can accelerate the timetable for governments, companies and NGOs embracing diet-change as a necessary climate change strategy.







LAYOUT BY BONFILLO DESIGN

Please let us know if we can provide you with any more information about our work.

Thank you for your consideration & your support of projects creating a better food system!



Contact us at: PO Box 96503, Washington, D.C. 20090-6503  
[www.betterfoodfoundation.org](http://www.betterfoodfoundation.org) · [info@betterfoodfoundation.org](mailto:info@betterfoodfoundation.org)