







What is **Forward Food?**

Forward Food is an international campaign launched by The Humane Society of the United States and its international affiliates, Humane Society International, to encourage and enable foodservice providers to shift the focus of their menus away from animal products and put more plant foods on plates.

The key focus of the Forward Food campaign is to equip chefs with the knowledge, skills and enthusiasm needed to develop exciting and satisfying plant-based dishes. In order to do this, we are offering free plant-based culinary training workshops, with our Culinary Consultant and food writer, Jenny Chandler, which will provide chefs with valuable insights into the motivations behind the increased consumer demand for plant-based meals as well as handson experience in devising dishes and developing menus. This is an excellent career development and team building opportunity. Chefs and other relevant members of the team will be inspired and confident in creating plant-based dishes which appeal to a wide range of customers and capitalize on the rapidly growing market.

Once your chefs have participated in a culinary training workshop, we can offer ongoing support with recipe and menu development as well as the implementation process. We will give advice on how to promote your new menus to your customers and provide marketing materials and social media support. We can also work with your communications team to help secure publicity for your initiative. Once your meat and animal product reduction plan is underway, we can evaluate and report back on the reduced carbon footprint and animal welfare benefits of your new menus. Forward Food can provide free support to help you successfully navigate reducing the amount of animal products on the menu whilst keeping your customers happy and remaining commercially successful.

Forward Food represents the future of foodservice. Read on to find out more and join the movement today by contacting smackenney@hsi.org



What Can Forward Food Offer?

- A free plant-based culinary training workshop with renowned chef and author Jenny Chandler
- For larger organisations wanting to implement Forward Food at scale we offer a 'train the trainer' model to create plant-based ambassadors
- A portfolio of plant-based recipes, which can be tailored according to your catering needs
- Advice on menu presentation and dining hall displays, in addition to on and offline marketing materials and information on sourcing plant-based products
- Sustainability analysis and reporting, and assistance with integrating meat reduction into sustainability plans and targets
- Monitoring and evaluation of menu changes and the impact they have on greenhouse gas emissions
- Presentation on sustainable and healthy food systems from sustainable food policy advisors, Food Steps as well as other relevant experts.



23%

of new UK food product launches were labelled

VEGAN!

1. Keeping up with the increasing trend for meat reduction

A British Social Attitudes survey carried out in January 2016 found that a combined total of almost 50% of the British population either do not eat meat, have reduced the amount of meat and dairy they eat, or are considering cutting down. One of the driving forces in the meat reduction movement is the rapid growth of 'flexitarianism', a style of eating that blends 'flexible' and 'vegetarian', which involves actively reducing the amount of meat one eats without committing to going completely meat-free. Flexitarianism can be practiced in a number of different ways, with some eschewing all meat on one or some days of the week and others choosing to decrease their overall meat intake broadly across the week. Far from being a short-term fad, flexitarianism is embedding itself into modern lifestyles, with thousands of people taking part in Meatless Monday and Veganuary.

2. Veganism goes mainstream

The UK's love of vegan food is firmly established, with 65% of Britons eating food containing meat substitutes in 2019 (Mintel). What's more, plant-based diets are becoming mainstream with 29% of evening meals now consumed said to be meat and fish-free with predictions indicating this number will continue to increase (Kantar World Panel).



A survey carried out by The Vegan Society in May 2016 revealed the overall number of vegans in the UK has quadrupled since 2014, bringing the numbers of those who adhere to an animal-free diet to more than 600,000 (TVS). No longer a niche, vegan dining has moved into the mainstream. Leading supermarkets have responded to this boom, with Tesco, Sainsbury, Asda, Aldi, Lidl, Iceland, The Cooperative, Marks and Spencer, and Waitrose all now stocking a variety of plant-based options from pizza to dairy-free cheeses and desserts.

The majority of the high street now offer vegan options to satisfy this increasing customer demand and bolster profits. After introducing the vegan sausage roll, Greggs share price went up 15% and saw a 58% boost in profits in the first half of 2019 as these new customers also snapped up coffees, sandwiches and cakes. It has been so successful, that the retailers have introduced more vegan versions of their most popular dishes. (Reuters Report)

Food delivery company Deliveroo had a 330% increase in vegan orders over the last 2 years and the number of retailers selling vegan options on the platform has grown by 168% in the past year alone, and this is only anticipated to increase further, meaning consumers will have more vegan options than ever before right at their fingertips. (British Takeaway Campaign)

3. Capture the millennial market

The generation currently aged 18-34 are known as 'millennials' and there are 16 million of them in the UK, making it the largest population group. Global consumer market research company, MMR Research, analysed what matters to this demographic and on what they'll spend their money on. They found that health, wellness and looking good are important, and go hand in hand. Millennials are environmentally-aware, looking for a fast-track to being altruistic, and happy to pay more for premium products with positive social or ecological values. Plant-based food ticks all of those boxes, making it an ideal



Veggie burgers and non-dairy milks have escaped the realm of substitutes primarily for people with dietary concerns and ollowers of vegetarian diets. Instead, the growing ranks of novel protein

sources and potential replacements appeal to the everyday consumer, foreshadowing a profoundly changed marketplace in which what was formerly 'alternative' could take over the mainstream



CASE STUDY 1: COST SAVING

At the University of
St Andrews around
1/3 of the menu is now
plant-based. The menu
change has led to savings
of approximately 15% on
their overall budget and
has increased customer
satisfaction. They are
reinvesting the underspend
to increase the quality and
welfare standards of the
remaining meat dishes
and adding more local and
seasonal vegetables.

Changing your menus to offer more plant-based food can also improve the productivity and overall health and emotional wellbeing of regular guests which, in turn, can financially benefit the institution you cater for.

dietary choice for them, and an ideal business opportunity for you. A recent YouGov survey of over 1,000 university students confirmed this with 41% of respondents stating that they were vegan, vegetarian or flexitarian and more than half said they wanted to eat less meat and other animal products and wanted to see more vegan options at their university canteens. (YouGov survey/ HSI)

4. Seamlessly cater to special dietary requirements

As well as those who avoid animal products for ethical reasons, lactose intolerance is a recognised condition that affects around 65% of all adults (National Institute of Health, US National Library of Medicine). Particularly prevalent in people of East Asian descent, lactose intolerance is also very common amongst people of West African, Arab, Greek and Italian descent. With so many international travellers, it is likely you will have customers who are affected. People who are Jewish, Muslim and Hindu must also rule out certain animal products. Meat, egg and dairy-free food is acceptable under all religious dietary requirements. By reducing reliance on animal and dairy products and making your menus plant-centred, you are automatically making them more inclusive and appealing to customers who may struggle to find delicious, nutritious and varied dishes elsewhere.

5. Make cost savings

By reducing the amount of meat and dairy you serve, you will be able to pass on savings to your customers or yield a higher profit. Meat prices are rising and expected to continue to do so. Cutting back on meat and creating nutritious meals based on plant-based sources of protein, such as pulses (e.g. lentils, kidney beans and chickpeas) and soya is a great way to reduce your costs. It has been estimated that dishes featuring a plant protein are between 10 and 20% cheaper to produce per meal than a meaty equivalent. One institution in the United States that participates in the Meatless Monday movement has reported saving more than \$100,000 in one year by using soya protein instead of beef.





CASE STUDY 2:

INCREASED PROFITS

The Said Business School. University of Oxford has made changes to their dining hall menu by removing beef and lamb and making the majority of their mains plant-based with the option to add meat or fish as a side dish. They have also increased the amount of plant-based desserts on offer, and as result from these changes, have seen a **12%** sales uplift compared to the same sales period the previous year, whilst maintaining overall profits.

6. Recruit and Retain Customers

According to a 2016 report published by the World Wildlife Fund (WWF) in partnership with Sodexo and the Food Ethics Council, 'Catering for Sustainability', foodservice patrons are demanding more information about the food on offer such as: where it came from, its environmental impact and animal welfare standards. Joining the Forward Food movement is a way of offering your customers food that meets their ethical needs. In 2017 a Global Data survey found a similar ethical trend with 76% of consumers stating that how ethical, environmentally friendly and socially responsible a product is will influence their food choice.

7. Enhance your Reputation and Increase your Revenue

With increasing pressure on businesses and institutions not only to be transparent about their environmental impacts but also to actively reduce them, participating in the Forward Food campaign by serving fewer animal products and more plant-based options can make a sizable contribution to corporate social responsibility (CSR) commitments. In turn, CSR commitments have a positive effect on brand image. Joining the Forward Food movement offers the potential for your establishment to gain recognition and reap reputational benefits for taking a progressive approach to looking after the health of your guests and the planet. This in turn can boost revenue. A recent YouGov survey of 2,000 adults revealed that around 1/3 of consumers are willing to pay a price premium for products that have social and environmental responsibility credentials.



A study by the Physicians Committee for Responsible Medicine, found that after 18

weeks on a plant-based diet all 300 participants showed improved work performance and enhanced daily functioning due to less ill health as well as less depression, fatigue and anxiety.

Employee wellness is a significant issue. According to the UK
Department for Work and Pensions, 130 million days are lost to
sickness in Great Britain, with ill health costing the national economy
£100 billion each year. Overall, not only can putting plants on
plates increase your profits as well as save consumers money, it is
also in the interest of employers to support these changes and
improve productivity and health of their employees.





1. Human Health

Animal products – meat, eggs and dairy – form a substantial part of the typical Western diet. Diets rich in these foods have been linked in numerous studies to higher risk of heart disease, cancer mortality, being overweight, developing Type 2 Diabetes, and a raft of other debilitating conditions.

In 2015, after reviewing more than 800 studies, the International Agency for Research on Cancer (IARC) – a group of international experts who form part of the World Health Organisation (WHO) – classified processed meat as a group 1 carcinogen meaning that it's a direct cause of cancer. The term processed pertains to meat that is not sold fresh, but instead has been cured, salted, smoked, or preserved in some way, this includes bacon, sausages, hot dogs, ham, salami, and pepperoni. Red meat such as beef, lamb and pork was also classed as a group 2A carcinogen, meaning it is a probable cause of cancer.

Overconsumption of meat and animal products is increasing the incidence of chronic diseases that contribute to the top killers in the UK—and it is costing more than lives. In 2009, researchers at Oxford University quantified the potential savings to the National Health Service if people in the UK reduced their meat intake to two to three times a week. The annual savings were predicted at £1.2 billion a year.

The World Health Organization (WHO) recommends that people eat more fruits, vegetables, nuts, and whole grains, as well as transitioning away from saturated animal fats to unsaturated vegetable oil fats. The largest analysis of diet to date conducted by Imperial College London estimates we could prevent



7.8 million premature deaths a year globally if people ate 10 portions of fruit and vegetables. Within the UK the national diet survey showed that 1/3 of adults and 1/5 of children do not consume the recommended 5 portions of fruit and vegetables a day, which after smoking is the leading driver of health inequalities in the UK. According to Cancer Research UK, eating more fruit and veg could prevent 15,100 cancer cases per year– that's 5% of all new UK cancer cases each year.

The good news is that small changes can have a big difference. In 2016, a study by Song et al. of 131,342 people followed for 27-32 years showed that consuming just 3% less animal protein and replacing it with plant protein was associated with up to a 19% lower risk of death from any cause.

Many people have already given up eating red meat, however other types of meat also present problems. Campylobacter – a bacteria commonly found in raw meat and, in particular, chicken – is the main cause of food poisoning in the UK. It is considered to be responsible for more than 280,000 cases a year, resulting in 100 deaths, and costing the UK economy about £900 million. According to official Government figures from the Food Standards Agency, four in five cases of campylobacter poisoning are a result of consuming contaminated chicken. This is not surprising when the Food Standards Agency's (FSA) research in 2018 found that over half of chickens on sale contained the bacteria, which also include antibiotic resistant strains.





In order for the food system to become more sustainable, it is crucial we diversify our protein consumption. Just like animal foods, plants also contain protein. Nuts, seeds, grains, pulses, spinach, kale, broccoli, artichokes, asparagus, corn and Brussels sprouts are all great sources.

Pulses – beans, peas and lentils – offer particularly fantastic potential for creating nutritious, delicious and satiating dishes. They are also incredibly budget-friendly. Considerably cheaper to buy than animal-based sources of protein, pulses can be kept for a long time without losing their nutritional value. If stored correctly, they can last for several years.

Nutritionally, pulses are high in vitamins, minerals, fibre and protein, which cause a sensation of satiety. They are low in fat and sodium and are cholesterol and gluten-free. Consuming pulses helps maintain healthy insulin and blood glucose levels, and positively affects cardiovascular disease factors such as high blood pressure. They have anti-carcinogenic and antioxidant effects, indicating the potential for pulses to have significant anti-cancer effects. Pulses are free of any residues of antibiotics or hormones, which are often used in animal production and thus may be found in beef and other meats. Pulses also have substantial environmental benefits: producing them promotes biodiversity, mitigates against climate change, fosters sustainable agriculture, and contributes to food security.

Such are the benefits of pulses, that the Food and Agriculture Organization of the United Nations (FAO) declared 2016 "International Year of Pulses", using it as an opportunity to highlight their multiple plus points. We are proud to have as our culinary advisor and Forward Food Ambassador renowned cookbook author, teacher and pulse aficionado, Jenny Chandler, who was nominated as the UN's European Special Ambassador for Pulses and spent 2016 presenting on behalf of the UN.

Recent findings also suggest that eating fewer animal foods could also boost happiness. In a 2018 study of more than 80,000 people, Stephen and Mathews "found evidence for the existence of a positive association between well-being and fruit-and-vegetable consumption". Studies have also found that serving plant-based food in the workplace can benefit employees by helping to reduce anxiety, depression and fatigue. Eating more plant foods and fewer animal foods can bring life-changing, and life-saving, benefits.



3. Sustainability

'Sustainable diets' is a much-mentioned buzz phrase, but what does it actually mean? Essentially, if something is sustainable it means it can be carried on indefinitely. When related to diet, this typically means feeding the world's ever-growing population without irrevocably depleting, damaging or polluting the environment.

Due to its vast use of water, land and fossil fuels and its high greenhouse gas emissions, the United Nations has implicated animal agriculture as one of the top contributors to serious global environmental problems. Water scarcity, water pollution, climate change, floods, drought and more frequent natural disasters are not just impending threats that will affect future generations, they are happening now.

A number of analyses in high-level scientific journals show that reducing global consumption of animal products is vital for tackling catastrophic climate change. Recent results demonstrate that in the US, 46-74% of reductions to meet the 2020 GHG target could be achieved by substituting beans for beef. This would also free up 42% of US cropland, accounting for 692,918km2 (Harwatt et al., 2017). Some argue that in the UK, beef in particular has a lessened impact on GHG emissions than American produced beef. However, a 2009 study using two case study farms calculated that beef cattle production releases 9.7-38.1 kg CO2 eq/kg live weight and 18.8-132.6 kg CO2 eq/kg live weight on farms with organic soils rich in nitrous oxide (Jones, Plassmann & Harris, 2009). Moreover, University of Oxford researchers recently found that a global switch to diets that rely more on vegetables and fruits and less on meat could reduce food related greenhouse gas emissions by up to 70% on a global level. (Poore and Nemecek, 2019)

Whilst most of the focus has been on red meat, according to the World Wildlife Foundation, chicken is set to be the most consumed protein on the planet. "The footprint of producing this much white meat is unsustainable" says the organisation. Consequently, there is substantial evidence that plant-based diets would enable global carbon emission targets to be met.

According to the National Union of Students (NUS), each year, 80% of students say that they want their institution to be doing more on sustainability. Participating in Forward Food is a way of doing this, and it will enable change at a local level whilst having a positive impact at a global level.



4. Future-Proof Food

Foodservice is inevitably affected by issues impacting the global food system, which is under increasing pressure due to shocks caused by adverse environmental events (for example, storms, temperature extremes, flooding and drought) as well as the global population rise and increasing demand for animal products in the developing world. All of these impacts reduce food availability and increase food price which, in turn, decreases food accessibility and ultimately leads to food insecurity. Plant-based diets require far less land and other finite resources, such as oil. Shifting diets away from meat and towards plant sources of protein, such as legumes, is an effective way of increasing food security.

5. Animal welfare

Each year in the UK alone, almost one billion land animals are raised for food. Both globally and in the UK, chickens far outnumber any other farmed animal, and the majority are raised in factory farms. From hatching to slaughter, over the course of their short lives, chickens are subjected to practices that cause pain and suffering. One of the most serious issues is the rapid growth for which they have been selectively bred that results in the birds reaching slaughter weight when just a few weeks old. Rapid weight gain causes painful and often fatal health problems. The life of a factory farmed chicken is short and riddled with suffering.

Although many people believe that we no longer have battery cages in the UK, 51% of egg-laying hens in the UK do in fact still spend the duration of their lives – around 18 months – in cages, never seeing daylight or breathing fresh air. Known as 'enriched cages' or 'colony systems', the hens are afforded only a tiny amount more space than old battery cages allowed and are still not able to fully extend their wings or carry out activities they would in the wild, such as natural nesting and laying behaviours.

The British dairy industry is also becoming increasingly intensified. Far from the bucolic scenes portrayed on packaging and in advertisements, in some dairy farms, the cows are housed permanently indoors and never set foot on grass. After chickens, fish are the second most farmed animals in the UK, and there is currently no legislation specifying conditions under which they should be kept. The majority of farmed fish are subject to overcrowded and restrictive

conditions which can cause severe stress. Disease and parasites are a serious problem, yet injured and ill fish are rarely treated individually. On some fish farms almost 30% of the fish will die due to poor water quality and infections. Scientists and veterinarians, including Donald Bloom, a professor of animal welfare at Cambridge University, have concluded that fish are capable of experiencing pain and fear.

Scientists have concluded that animals kept in extreme confinement and denied the ability to express natural behaviours are frustrated and depressed. By reducing reliance on animal products, we can help spare millions of animals from suffering and slaughter.



Through Forward Food we have worked with the country's largest food service companies, helping inspire chefs and managers to deliver plant-centric meals and menus that can be enjoyed by everyone. Measuring the positive impacts is central to the programme, and means we can help companies show how putting more plants on plates makes a meaningful and crucial contribution to tackling massive environmental challenges like climate change.

Claire Bass, Executive Director, HSI UK



As we have seen, putting more plant foods on plates can have numerous benefits from: providing meals inclusive of more customers, reducing costs, improving human health, reducing animal suffering, reducing carbon emissions and benefitting the planet through sustainable menus. The demand for meals fulfilling these benefits is happening now and you have an opportunity to be at the forefront of change.

The Forward Food Programme can help you achieve these benefits and previous participants have found our workshops a great success:

- The course was a great platform to learn about more plant-based protein.

 Phil Thomas, Executive Chef, Compass Group, Bank of Ireland
- The two days went well, all the chefs who attended really enjoyed the experience and gained some good insights from the course.

Nick Vadis, Culinary Director, Compass Group UK & Ireland

- The day was excellent; all of the guys took a huge amount from it.

 Rik Razza, Head of Chef Development, BaxterStorey
- Sarah thoroughly enjoyed it and has come in enthused. I look forward to more courses as other staff are also keen.

Rob Clarke, Head of Catering & Events, Fitzwilliam College, University of Cambridge





