

# Working with Forward Food

## What is Forward Food?

Forward Food is a global campaign, run by Humane World for Animals, offering free support for food service providers to create more sustainable, ethical and healthy menus by shifting the focus away from animal products towards delicious and nutritious plant-based options that appeal to everyone.

### Chef trainings

Free plant-based culinary training workshops for chefs to be creative and gain hands-on experience developing flavourful and satisfying plant-based dishes.

### Menu marketing

Marketing support, offering low-risk, high-impact nudging strategies to increase customer uptake and give a healthy boost to plant-based sales.

### Food impact analysis

Monitoring and evaluation of menu changes and the positive impact they have on greenhouse gas emissions and other sustainability metrics.

## Why embrace plant-based?

Increasing plant-based procurement offers institutions a powerful way to cut costs, meet sustainability goals, and respond to growing demand for climate-friendly, inclusive dining. Plant-based options reduce greenhouse gas emissions, and demonstrate leadership in tackling environmental and social challenges. At the same time, they enhance menu variety, cater to diverse dietary needs, and promote the health and well-being of everyone they serve.



*Forward Food is an invaluable lesson in reigniting tastes and textures long forgotten. [Jenny] is a book of knowledge and really brings the passion and fun into this amazing course. Quite frankly it's a must!!*

— Events Chef University of Portsmouth

## Working together

We tailor our support to fit the unique needs of each institution we work with. Below is a flexible timeline to outline the collaboration:

**Month 1:** Baseline assessment

**Month 2-3:** Staff training and menu adjustments

**Month 4-6:** Pilot plant-forward menus

**Month 7-12:** Review, reassess & scale

## How to start

Begin planning your free support by filling out a short *Menu of Services* form so we can understand your needs and tailor our help.

## Get in touch

If you're interested in working with us or have any questions...

**Email:** [forwardfooduk@humaneworld.org](mailto:forwardfooduk@humaneworld.org)

**Website:** [forwardfooduk.org](http://forwardfooduk.org)