Welcome to
SNAPA Teaches Tuesday

Feeding Bodies. Fueling Minds.
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Type your questions into the “Question” box at any time during the webinar.

Questions will be addressed as time allows.
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Webinar recording and copies of all the handouts will be posted on the SNAPA website and available to SNAPA members.

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SNAPA Website Link

https://snapa.org/resources/webinars/webinars
Stirring Up Interest in Plant-Forward Menus

Chloë Waterman
Program Manager, Climate-Friendly Food Program
December 2019
Agenda

I. Welcome

II. Why plant-forward menus?
   A. Environmental case, health case, cost savings, and student taste cases

III. Strategies for scaling up plant-forward menus
   A. National case studies
   B. Pennsylvania case studies

IV. Resources for scaling up plant-forward menus

IV. Q&A
What percentage of greenhouse gas emissions globally is tied to our food system? (excluding transportation and processing of food)
Food is a major driver of climate change.

Source: EPA
Project Drawdown identified reducing food waste and plant-rich diets as highly effective climate solutions.
not all protein is created equal

**BEEF** has 15-100x the carbon footprint of beans & lentils

Source: Friends of the Earth, using data from Heller (2018)
How many gallons of fresh water are required to produce 4 ounces of beef?
monoculture grain production is depleting & destroying our air, water, soil and pollinators
Eat less meat to save the Earth, urges UN
According to US Dietary Guidelines, is the average American consuming enough protein?
we're eating nearly twice the protein we need

Source: Adapted from World Resources Institute, Shifting Diets for a Sustainable Future, 2016 retrieved
World Health Organization Says Processed Meat Causes Cancer

Meat as Much a Cause of Obesity as Sugar and Fats, Study in 170 Countries Finds

AUGUST 9, 2016  BY CAROLINA HENRIQUES  IN NEWS.

Processed red meat linked to higher risk of heart failure, death in men

American Heart Association Rapid Access Journal Report

June 12, 2014 | Categories: Heart News
healthy & climate friendly
plant-forward
ideally organic
not wasted
Key Strategies

• Boosting student participation & image of school food
• Investment in kitchen facilities, staff, recipes and cost-effective procurement
• Dedicated leadership from multiple stakeholders
• Policy actions at district, state and federal levels
Boosting Student Participation And Image Of School Food

• Hospitality model & shifting mindset from “Fast Food” to “True Food”
  ▪ Friendly dining environment (food trucks, food courts, build a bowl stations, grab and go carts, pop up restaurants)
  ▪ Fresh & local ingredients
  ▪ Increasing scratch and speed scratch cooking

“When the food respects the kid, the kids respects the food.” —Bertrand Weber, Minneapolis Public Schools
Boosting Student Participation & the Image Of School Food

• Shift cultural preferences toward plant-forward food
  ▪ Taste tests (try it days, recipe contests, student focus groups)
  ▪ Positive messaging (promote flavor over Health)
  ▪ Educators as ambassadors
  ▪ Nutrition education (parents and kids)
Effective Operations

• Staff training and engagement (grants and NGO resources)
• Facility & equipment upgrades (nice but not necessary)
• Culturally appropriate recipes
• Cost-effective procurement (menu level budgeting, creative revenue generation, joint bids)
Stories from the field
FOOD SHIFTS MATTER

Over 2 years, Oakland Unified School District reshaped its menu with fewer animal foods and more protein-rich legumes and vegetables. This shift generated considerable water and climate benefits, and cost savings.

- **Saved 42 million gallons of water**
- **14% reduction in the carbon footprint of its entire food purchases**
- **63 Olympic-sized swimming pools**
- **15,000 trees planted**
- **1.5 million fewer miles driven**
- **87 solar systems installed on the school districts' rooftops**
- **$42,000 cost savings**
NOVATO, CA

Source: Novato Unified School District
Black bean burger gyros with tzatziki sauce

Source: Lee County School District
The Power of One Recipe Swap: Hungry Planet™ Chow Mein

In 2016, Santa Barbara Unified started featuring HUNGRY PLANET™ plant-based proteins on the menu, allowing one-for-one replacement of meat-centric recipes. One such replacement was the beef chow mein for the Hungry Planet™ chow mein, which alone has reduced the district’s carbon footprint by 300,000 pounds of CO2 equivalent emissions over two years.

Equivalent to:
- 300,000 miles driven
- Burning 15,000 gallons of gasoline
- Planting 3,500 seedlings & letting them grow for 10 years
Stories from the field: Pennsylvania Edition!
MT. LEBANON, PA

Obstacles
• Stigma – Meatless means lower quality
• Lack of Experience
• Offering plant-based everyday w/o lowering participation

Solutions
• Branding – “Meatless” vs. “Plant-Based” or “Plant-Forward”
• Utilize student ideas

• Market items as both:
  • Pasta w/ Sauce
  • Salad Bar
  • Deli Station – Veggie Hoagies & Wraps
Plant-Based Menu Options – Mt. Lebanon School District

- Italian inspired menu items
  - Baked Rigatoni
  - Pastas w/ Cheese
- Daily Salad Bar
- Upscale Salad Bar
  - Variety of Greens
  - Variety of Toppings
- “Meatless Monday” at Elementary Level

Performance-minded plant-based and omnivorous meals served to students on Fridays.
BUCKS COUNTY, PA

• Completed Forward Food culinary training
• Implemented Meatless Monday in their high school and technical school
  • Participation is comparable to other days
  • Vegetarians know they can always eat at school on Mondays

Hit recipes:
• Lentil Sloppy Joe’s
• Rice & bean enchiladas
• Rice & beans salad
• Completed Forward Food culinary training
• Implemented Lean & Green Mondays featuring a vegetarian option – but found it worked better without marketing it that way!
• Advice: Start small and with early grades, offer samples and expose kids to plant-based foods, and make gradual change!

Hit recipes:
• Lentil Sloppy Joe’s
• Pizza hummus
• Asian noodle bowl – chicken or chickpeas
Scaling Up Healthy, Climate-Friendly School Food

STRATEGIES FOR SUCCESS

Shrinking the Carbon and Water Footprint of School Food:
A RECIPE FOR COMBATING CLIMATE CHANGE

A pilot analysis of Oakland Unified School District's Food Programs
BY KARI HAMERSCHLAG AND JULIAN KRAUS-POLK
FEBRUARY 2017
The Power of One Recipe Swap: Beyond Meat Tomato Pasta

In 2016, Lee County School District implemented a (meat-free) Lean and Green Friday and eight times per year started to serve a pasta with BEYOND MEAT CRUMBLE TOMATO SAUCE to replace a beef tomato pasta. Over two years this swap alone has reduced Lee County’s footprint by **2.3 million pounds of CO2 emissions**.

- 2.6 million miles driven
- Burning 120,000 gallons of gasoline
- Planting 30,000 seedlings & letting them grow for 10 years

Source: EPA GHG Calculator
Meatless Monday: Grades K-12 School Cafeteria Foodservice Implementation Guide

FORWARD FOOD
A CULINARY EXPERIENCE

ForwardFood.org

School Lunch Toolkit for Change: Making Healthy, Climate-Friendly Food Service a Reality
For more information about vegan options for school lunches, please visit: www.HealthySchoolLunches.org where you can find more resources!

Vegan Options
School Lunch Programs

Best Practices Guide
for School Lunch Programs

The State of the School Lunch Tray

Physicians Committee

For more great menu ideas, check out the winners of the Physicians Committee for Responsible Medicine's annual Golden Carrot Award: www.healthySchoolLunches.org/carrot/index.cfm.

PhysiciansCommittee

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www.PhysiciansCommittee.org

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January 2020

H. R. ______

To amend the Richard B. Russell National School Lunch Act.

IN THE HOUSE OF REPRESENTATIVES

Ms. VELÁZQUEZ introduced the following bill; which was referred to the Committee on __________________________

A BILL

To amend the Richard B. Russell National School Lunch Act.

Be it enacted by the Senate and House of Representa-

tives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Healthy Future Stu-
dents and Earth Act”.
Thank you!