

ABOUT FORWARD FOOD

Forward Food is a program of Humane Society International/Canada that aims to build a healthier, more sustainable food system by putting plants at the centre of the plate.

We partner with institutions and businesses to help them add delicious new plant-based options to their menus. All of our services and resources are free of charge.

WHY PLANT-BASED?

1. Consumer Demand: Consumers are actively looking for more plant-based food options! In fact, 43% of Canadian consumers are actively trying to incorporate more plant-based foods into their diets.

2. Market Trends: Over half of Canadians want to reduce their meat intake. People under the age of 35 are three times more likely to be vegetarian or vegan than people 49 or older.

3. Consumer Health: The new Canada Food Guide encourages increased consumption of plants because diets rich in vegetables, fruits, whole grains, legumes and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure, which reduces the risk of heart disease, certain cancers, type 2 diabetes, and more.

4. Financial Benefits: Meat is often the most expensive part of any operation's food budget. Reducing meat purchases by increasing plant-based meals can help you save money.

5. Sustainability: Animal agriculture is one of the top contributors to global environmental problems, due to its vast use of water, land, and fossil fuels and high carbon dioxide and methane emissions. Plant-based foods have a much lower impact on the planet.



HOW CAN WE HELP?

1. Culinary Experience: We offer a one- or two-day, hands-on culinary experience to train 15 to 25 of your food service professionals on how to create and present delicious plant-based foods.

2. Recipe & Menu Development: Our culinary team can create custom plant-based recipes and menus for your organization, from breakfast and lunch to dinner and dessert.

3. Marketing & Promotion: We can offer templates and assistance with promotional materials and provide best practice when it comes to marketing.

4. Environmental Impact Measurement: We can measure the environmental impact of any menu changes you make, to help you quantify contributions to your overall greenhouse gas (GHG) reduction strategy.



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