

[Plant University](#) is a program of the Vancouver Humane Society, offering FREE resources and personalized support for institutions interested in making a commitment to adopt more plant-based food purchasing habits and menu items. If your institution or business purchases food, we can help!

Continue reading to learn why you should shift to purchasing more plant-based food, what the shift can look like, and how we can support you.

Why Plant-based?

Protecting Our Planet

Animal agriculture is a heavily resource-intensive industry and is a leading contributor to climate change. [It is responsible for more greenhouse gas emissions than all forms of transport combined](#). Research suggests that shifting Western diets toward plant-based eating patterns has the potential to reduce food-related [greenhouse gas emissions by up to 70 percent](#) and land use by 80 percent.



Improving Public Health

[Canada's new Food Guide](#) recommends shifting consumption to more plant-based foods and encourages the public to choose plant-based proteins more often. The guide points out that plant-based foods offer health benefits, including a lowered risk of cancer, heart disease and type 2 diabetes.



Protecting Animal Welfare

A growing number of Canadians are incorporating more plant-based meals into their diet in order to help spare animals from intensive animal farming (factory farms), as well as from habitat loss and extinction due to livestock grazing.



Consumer Demand & Market Trends

[A national survey in 2018](#) found that nearly 40 per cent of British Columbians 35 and under say they follow a plant-based or vegetarian diet and over 50 per cent of Canadians are interested in eating less meat. Plant-based foods are also a large part of many cultures around the world, such as traditional Middle Eastern dishes like hummus and falafel. A number of institutions across North America are making the shift, including [University of Guelph](#), [Chartwells](#), [Amaga Food](#), and more!



Contact programs@vancouverhumanesociety.bc.ca to discuss your institution taking the plant-based pledge today!



Take the Plant-based Pledge

Join the growing number of institutions who are going plant-based! Make the pledge to shift 20% of the volume of animal-based products purchased to plant-based alternatives.

Information

The shift can be made in either the volume of food purchased or in plant-based menu items. We recommend pledging to shift 20% of your current offerings, but you can commit to more or less depending on what is possible for your institution, staff, and timeline.

Timeline

Aim to reach your percentage goal within one calendar year. Afterwards, consider setting another goal and shifting even more of your menu and purchasing!

Tracking

How you decide to track your shift is up to you. It should be easy and convenient for you and your institution. We recommend a bi-weekly or monthly meeting with us to discuss progress and/or creating a spreadsheet that you can easily update with any shifts.



Free Support We Offer

Educational Presentations – We offer free presentations to your team or customers that discuss the benefits of plant-based eating. We've presented in schools, hospitals, workplaces, at public events, council meetings, and more!

Outreach & Sampling Support – We can help institutions test or launch new plant-based menu items by offering on-site outreach and sampling support.

Culinary Support – We have a plant-based recipe library with scalable volumes and can help adapt or develop new recipes. We can also offer hands-on culinary training for food service staff (based on availability of funds) to help equip them in adding more plant-based options to menus.

Promotional Materials – We offer free customizable materials to help you promote plant-based menu options such as a menu specials templates, brochures, and more. We can also help raise awareness of your efforts through website features and media releases.

Other Supports – We can offer other support to institutions as requested. We will work with you to get any additional support you need.



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