



[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](mailto: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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