



Your Community's Food Choices: Putting Ethics into Practice

STRATEGIES FOR MORE ETHICAL DINING

Event strategies

- Vegan or **plant-forward** meals
- Meal highlighting a **highest welfare** supplier (i.e. GAP Step 5+ beef)

Culinary and purchasing strategies

- The "**Less and Better**" approach
- Label menus based on taste
- The "**Protein Flip**"
- Blend meat with plant-based proteins
- Train chefs for free
- Use products that are "Green Light" Fair by Real Food Challenge

Serving strategies

- Serve equal amounts of veg and non-veg meals side by side.
- Place plant-based options at the head of buffet lines, and meat at the end. Put garnishes of cheese and eggs on the side, when used.
- Adopt a **DefaultVeg** policy for professional education series, staff meetings, & conferences.

STRATEGIES FOR COMMUNITY ENGAGEMENT

- Meet with your dining hall or kitchen staff to have a conversation about plant-based foods and their current sourcing of animal products.
- Develop plans for your community to connect its faith with actions to benefit animals, farm workers, and slaughterhouse workers.
- Preach a sermon about animals.
- Host a virtual visit with a scholar or guest pastor about Christianity, animals, and food systems.
- Hold a faculty or staff briefing with CreatureKind to learn more about the latest research in Christian animal ethics.
- Run the Friendly Food Challenge.
- Host an animal-related book club discussion, or use Creature Kind's Six-Week Study.
- Screen and discuss *Eating Animals*, or similar film.

Talking to Your Catering or Dining Manager

KEY QUESTIONS TO ASK WHEN SPEAKING WITH YOUR INSTITUTIONAL DINING STAFF

1. What products do you buy, how often, at what volumes, and what do you pay?
2. How do you buy products—from a **distributor**, directly, etc.
3. If you have a distributor, does that distributor offers **higher-welfare** and **plant-based** meat/dairy alternative options? (*Most don't, but a few major ones will, like UNFI.*) If you don't have a distributor, are you able to buy those products directly?

After this fact-finding conversation, we can help connect them with **higher welfare suppliers** that may distribute to their area. We will also talk about any cost differences, figure out what products they can afford to buy, and brainstorm strategies to reduce animal product consumption to offset costs.

Glossary of Terms

Caterer: a person or company providing food for an event or gathering.

Foodservice/Catering Industry: businesses, institutions, and companies related to making, transporting or selling prepared foods to restaurants, hospitals, schools and lodging establishments. Ex. Sysco is a company in the foodservice industry.

Distributor: a company that supplies goods to stores and other businesses that sell to consumers. The companies that supply foodservice operators.

DefaultVeg: a catering or foodservice strategy in which the “default” option is vegetarian/vegan and those who wish to eat meat can opt-in to do so. Ex. a conference will serve veg meals, those who wish to be served meat will check a box on a registration form to receive the meat option.

Retail vs. Wholesale: wholesale means selling in bulk quantities and retail stands for selling merchandise in small quantities.

Animal Welfare: refers to an animal’s well-being, or how an animal is coping, both physically and mentally, with their living conditions. Minimally, protecting an animal’s welfare requires that they have adequate housing, proper food, healthy environments, treatment when sick, freedom to move, and the ability to express natural behaviors.

Higher Welfare: refers to farm operations that provide animals with a meaningfully higher level of welfare compared to conventional industrial operations. We may refer to animal products as “higher welfare” when they are certified by a trusted third-party animal welfare certification program.

Plant-forward/Plant-powered: An approach to cooking and eating that emphasizes and celebrates, but is not limited to, plant-based foods.

Plant-based: an approach to cooking and eating that uses no animal products, only plant-based products.

The Protein Flip/Flipped Plate Strategy: used to describe an entree where the main portion of the dish is plant-based and animal products are used as a side or in a supporting role.

Third-Party Certified: means that an independent organization has reviewed the manufacturing process of the product and has independently determined that the final product complies with specific standards for safety, quality or performance. Certified Humane, Global Animal Partnership, and Animal Welfare Approved are the three certifications we recommend consumers look for on animal products as they ensure the highest animal welfare standards on the market today.

“Less and Better” Strategy: the strategy of eating fewer animal products (“less”) and getting those products from higher-welfare sources (“better”). Ex. for the same cost, a school might procure a small amount of higher-welfare chicken instead of a large amount of factory farmed chicken.

**CONTACT
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FOR FREE HELP!**

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