



Climate is on the menu:

How food businesses can boost sales and tackle climate change through plant-based menus

18 October 2021



Kale Yeah! Kitchens

Clare Oxborrow

Senior Sustainability Advisor, Friends of the Earth

clare.oxborrow@foe.co.uk

@clareyox



Friends of the Earth

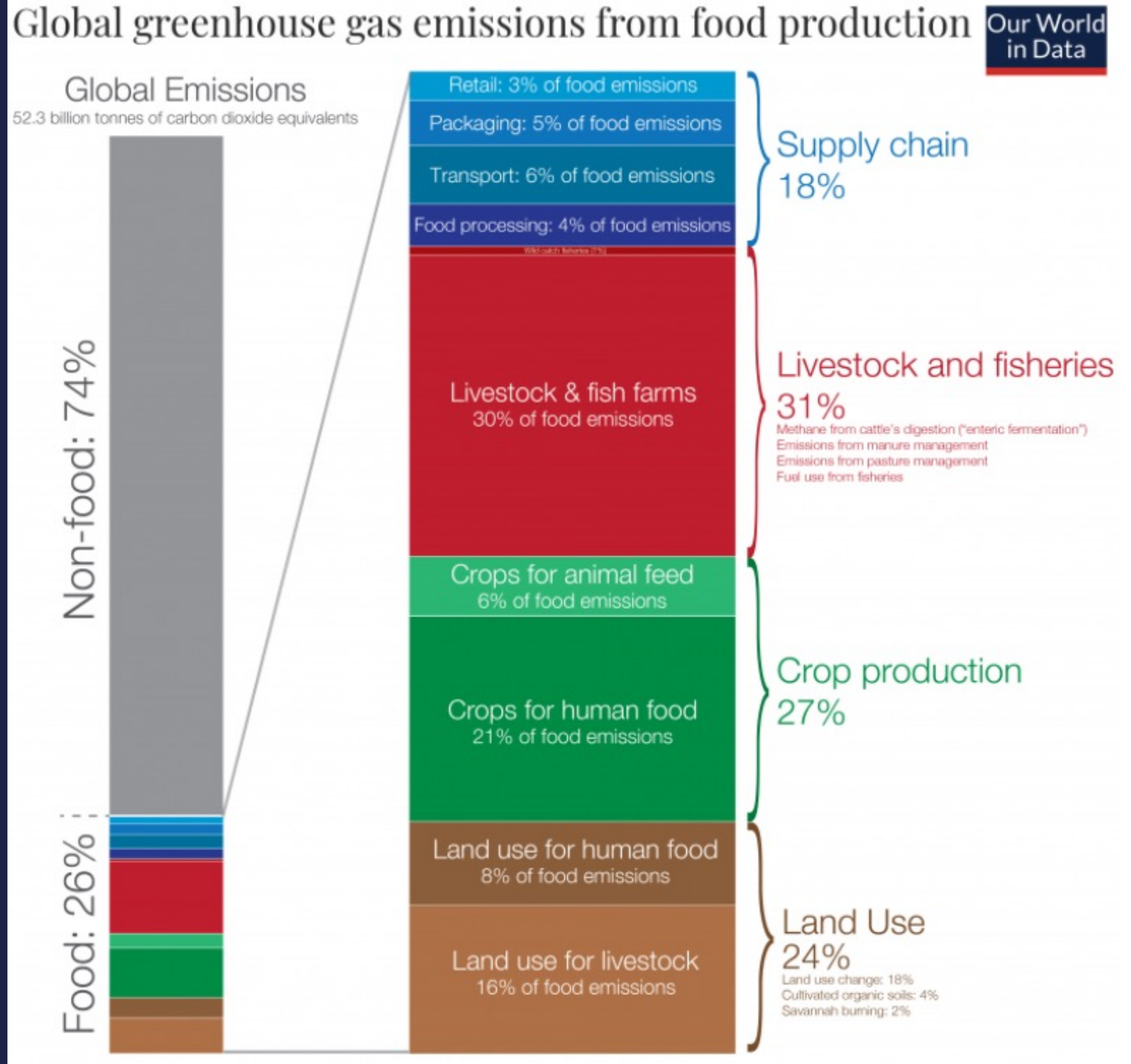
WE'RE A KALE YEAH! KITCHEN

Putting sustainability on the menu





- 26% global GHGs = food
- Of this, >50% = livestock
- (14.5% global emissions)



Livestock – global impacts & issues

4

- 14.5% Climate changing emissions
- 30% land use
- 75% deforestation (pasture & feed)
- 1/3rd fresh water supplies
- Overuse of antibiotics
- Human health impacts
- Poor animal welfare
- Over 20% meat and dairy is wasted
- Important source of nutrition
- Can be part of sustainable farming systems at the right levels
- Vital for livelihoods in communities around the world





Urgent shift needed to less *and better* meat & dairy (all)

- CCC 6th Carbon budget: 20% reduction in meat & dairy by 2020; 35% meat reduction by 2050.
- Eating Better alliance – 50% less meat & dairy by 2030:
 - *Better by Half* Roadmap
 - Sourcing Better Framework
 - Serving Better (public procurement)

Flexitarians on the rise

Nov 2020 poll for Eating Better by Yonder (formerly Populus)

- 21% of people said they are eating less meat than a year ago and 9% now don't eat any meat.
- 65% of people are willing to consider eating less meat and fewer meat products in the future. Nearly 3 in 4 women are willing to reduce (71%)
- There is huge support for high animal welfare and environmental farming standards. Almost three-quarters of the UK public agreed they would like to do more to support UK farmers that have high animal welfare and environmental standards.



Food industry responding





What about banning beef?

- Beef bans have had mixed success
- Engagement is critical
- Impact depends on replacement – worrying shift to intensive chicken
- Encourage more holistic approach, supported by SOS-UK: less and better of all meat/dairy



Food initiatives – a snapshot





Kale Yeah! Kitchens



Sustainability scheme for university caterers that encourages more plant-based diets.

- Caterers are accredited from Level 1-5
- Level 1: entry level with commitments by end of first year
- Progressively greater meat/dairy reduction/ increase of plant-based meals...
- ...and higher animal welfare requirements



Kale Yeah! Kitchens



1. **Rebalance** menus to shift the focus away from animal products
2. **Incentivise** plant-based eating with a loyalty scheme
3. **Promote** healthy, ethical, sustainable menus all year

<http://foe.uk/Kale-Yeah>



1. Rebalance

Rebalanced menu guide for caterers

Kale Yeah! Rebalanced menu guide for caterers

Menu 3

14 meat-reduced dishes
14 plant-based dishes

56%
MEAT
REDUCTION

7

Week One						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Saturday
* Five-Bean Mexican Chilli (0)	* Fruit-stuffed Pork Loin with Rice and Veg (1000)	* Hearty Lentil Bolognese (0)	* Autumn Stew with Herb Dumplings (500)	* Moroccan Tagine with Cous Cous (800)	* Italian Pasta Bake (900)	* Blended Burger with Fries (750)
* Prawn & Sweet Pepper Linguine (600)	Thai Red Tofu Curry (0)	* Surf, Turf & Earth Paella (1000)	Spinach & Sweet Potato Dahl (0)	* Butternut Squash and Chickpea Curry (0)	* Creamy Corn Chowder (0)	Spinach & Chickpea Burger with Fries (0)
Week Two						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Saturday
* Sausage & Bean Cassoulet (700)	* Thai Green Curry with Chicken and Summer Veg (1000)	Stir-fried Noodles in Black Bean Sauce (0)	Winter Warmer Hotpot (0)	* Lamb & Lentil Shepherd's Pie (900)	* Succulent Lamb Stew (700)	* Slow Braised Steak and Sweet Potato Pie (800)
Roasted Aubergine Penne (0)	* Pulled Jackfruit Tacos (0)	* Szechuan Stir Fry (500)	* Seafood Pie with Shredded Kale (1000)	Garden Lasagna (0)	Sizzling Chinese Chow Mein (0)	Spring Pea and Asparagus Risotto (0)

Numbers in brackets represent total grams of animal protein per recipe (10 servings).
An asterisk ** indicates where a dish has been changed in relation to the Baseline menu.
Total animal protein = **11,150g**
Reduction in animal protein from Baseline menu to Menu 3 = **56%**



Mexican chilli with beef and beans Meat-reduced version of Beef chilli

Ingredients	Beef chilli	Mexican chilli with beef and beans
Beef steak mince	1000	● 700
Mixed peppers	300	● 350
Onions	500	● 550
Tinned tomatoes	400	400
Garlic	10	10
Tomato purée	50	50
Red chillies	20	20
Kidney beans	300	● 400
Borlotti beans	0	● 400
Total ingredient weight (g)	2580	2880
Total animal protein weight (g)	1000	700
Animal protein as a proportion of dish (%)	39%	24%
Animal protein reduction (%)		30%



Replace some of the beef with borlotti beans or another pulse



2. Incentivise – Portsmouth Uni pilot loyalty scheme

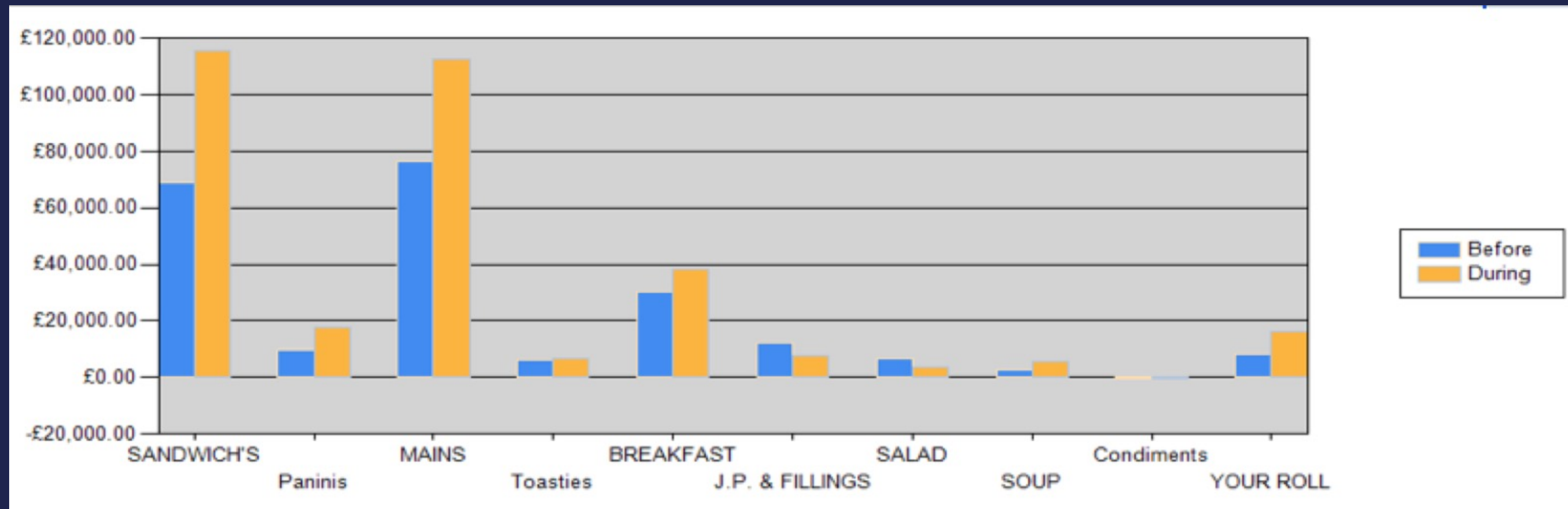
- Two terms: Sept 2018 - May 2019
- Buy 6 veggie/vegan meals, get one free
- Used existing electronic card
- Championed by head of catering
- Promo via posters, stickers, t-shirts social media, ambassadors
- Monitoring to assess impact

[See Step-by-Step guide](#)



Portsmouth Results

- Till data showed take-up increased steadily over time
- 2,776 free meals were earned; 16,656 vegetarian/vegan meals were sold
- 1,238 individual users
- Sales of main dishes, sandwiches etc. increased.
- Survey: >50% said KY would make them more likely to choose a veggie meal; 50% were more likely to eat at a university café



Café sales before and during Kale Yeah





3. Promote – top tips

- Avoid separate labelled veggie/vegan sections – meat eaters will ignore
- Inc. no. of veggie options, put them first on menus & serving stations (+gap)
- Use appealing names: winter warmer hotpot v vegan stew
- Avoid language of loss: meatless v protein-packed



See Caterers' Toolkit



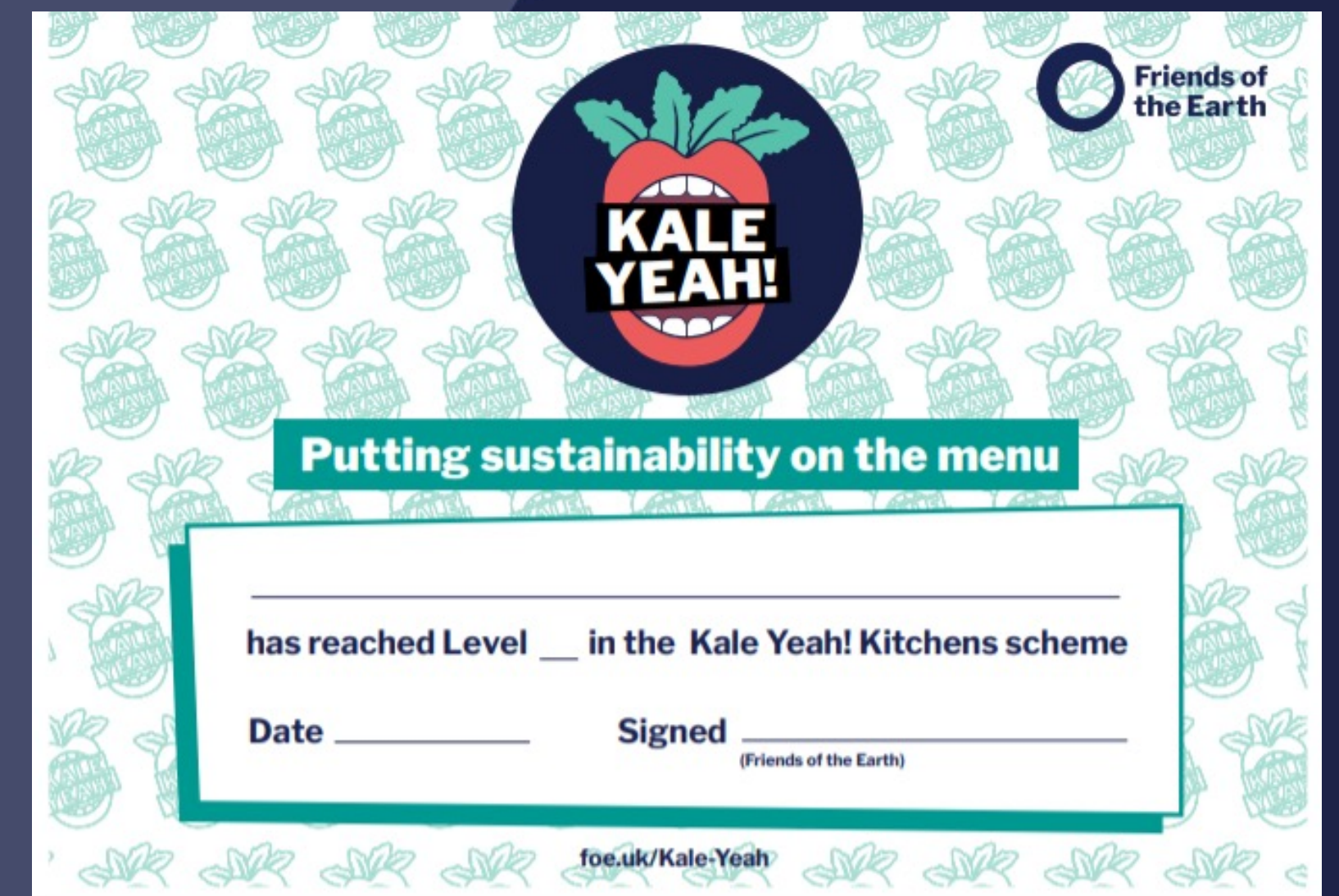
Kale Yeah! Kitchens artwork



Window sticker



Website/social media image



Certificate



Launched with 6 universities:

- Anglia Ruskin
- Bristol
- Chester
- Edinburgh Napier
- Portsmouth
- Winchester



Sustainability Strategy

2020–2026

By 2026 we will: Reduce meat consumption on campuses by 50%

“We’re ambitious at ARU to become zero carbon. Our catering service has been taking sustainability action for almost a decade, and we see the Kale Yeah! campaign as a natural next step. This aligns with the ethos of our catering offer for sustainable, healthy and tasty food”.

Andy Lefley, Director of Estates & Facilities,
Anglia Ruskin University



“Reducing meat and dairy consumption will be a key factor in helping support action on climate change. Kale Yeah! Kitchens is a great way to incentivise meat eaters and flexitarians to reduce their intake, but also educate and inform them at the same time.”

Dave Morton, Catering Operations Manager, University of Winchester



“The Kale Yeah! ethos echoes our own food philosophy. Becoming a Kale Yeah! Kitchen will help to reduce the amount of meat and dairy eaten on campus and have a positive impact on health and wellbeing, as well as the environment.”

Caroline Wynn
Head of Catering, University of Bristol



Useful links

Kale Yeah! Kitchens & resources: foe.uk/Kale-Yeah

Eating Better (twitter @Eating_Better):

- Better by Half: www.eating-better.org/betterbyhalf
- Sourcing better framework: <https://www.eating-better.org/blog/8-steps-to-sourcing-better-meat-and-dairy>
- Serving Better: launching 20/10/21
- Climate and local food campaign: <https://www.foodfortheplanet.org.uk/>

Cambridge research (Emma Garnett)

- <https://www.cam.ac.uk/vegnudge>
- <https://www.cam.ac.uk/research/news/adding-a-metre-between-meals-boosts-vegetarian-appeal-study>

SOS-UK resources:

- <https://sustainability.nus.org.uk/student-eats/articles/why-banning-beef-is-not-the-answer>
- <https://sustainability.unioncloud.org/student-eats>