



**Humane
World for
Animals™**

Formerly called the Humane
Society of the United States and
Humane Society International



**Food industry
menu of services**

What we offer at a glance

Goal and glidepath development

Consulting and advisory services

Consumer engagement and marketing support

Recipe and menu support

Greenhouse gas assessments

Training and employee engagement

Introducing our food service industry menu of services

Introduction

Humane World for Animals' food service innovation team works with food service professionals at colleges and universities, K-12 schools and school districts, healthcare institutions, food service management companies and other food service entities to set and achieve realistic, yet impactful plant-based and animal protein reduction goals through our [Forward Food Pledge](#).

We have trained well over 16,000 food service professionals since 2015 and have worked with hundreds of individual institutions in addition to working with dozens of the top 50 food service management companies in the United States. Over 200 individual institutions have signed our Forward Food Pledge along with many of the top 50 food service management companies to meet the increasing demand for sustainable, healthy, plant-based meals. Our menu of services outlines the many ways our team can help you reach your goals.

“

Partnering with Humane World for Animals has been instrumental in our mission to champion a plant-based, sustainable menu program. Their support has propelled us towards increasing plant-based meals to represent 50% of our menu offerings by 2027.”

— **Marta Hernandez**, vice president of culinary, HHS, LLC.



Sign the Forward Food Pledge

You can learn more about the Forward Food Pledge and sign the pledge [here](#).

Goal and glidepath development

Our food service innovation team at Humane World for Animals will work with you to develop realistic, yet impactful goals that make sense for your operations. We can support your team in setting goals around increasing plant-based meals in addition to setting goals around reducing purchases of animal proteins.

After setting a goal by signing our Forward Food Pledge, we can then assist your team in developing a glidepath with incremental, annual targets to ensure you reach your goal.

Consulting and advisory services

Humane World for Animals' food service innovation team is equipped with culinary specialists, registered dietitians, marketing and training specialists, outreach coordinators and environmental scientists. Our team is well-versed in working with food service professionals across market segments to help create plant-based solutions that support unique organizational goals and needs with customized approaches and solutions.

Consumer engagement and marketing support

Humane World for Animals' food service innovation team has communications and marketing experts who can help you develop effective strategies to increase take-rate and help you stand out as a leader in the food service industry. We can provide marketing tips and tricks, assist with press releases and social media advertising, ideation for customized promotional materials, consumer engagement event support and more to support your initiatives.

Recipe and menu support

Humane World for Animals offers a variety of customized menu and recipe support services. This includes help with creating new plant-based concepts and conducting menu reviews. Our culinary team can help modify your most popular meat-based recipes to be plant-based. We can also provide guidance on available plant-based products to add to your menus that replace meat, dairy, fish and eggs.

See more

We have hundreds of non-proprietary recipes for food service professionals available on our website [here](#).





Greenhouse gas assessment case study

We collaborated with Whitsons Culinary Group, one of the top 50 food service management companies in the United States, on a virtual menu pilot. During the menu pilot, 12 accounts utilized our GHG menu substitution tracker and swapped one plant-based meal for one non-plant-based meal twice per week. After four weeks, the participating accounts eliminated over 18,000 pounds of carbon equivalent emissions.

Greenhouse gas assessments

The evidence is clear that the environmental impact of consuming a plant-based diet is far superior to that of consuming animal products. But how much better? And furthermore, how much better for your business? The Humane World for Animals' team can help you analyze purchases to establish baselines for your current carbon footprint, and then help make strategic menu changes to reduce your company's impact on the environment.

We offer a variety of ways to track your account's greenhouse gas (GHG) emissions and savings including:

- 1. Food purchase GHG assessment** - In collaboration with WSP, we can assess your GHG emissions from food purchases. Please note, this is only available to accounts that have made a minimum commitment of 50% plant-based meals within five years of signing their pledge.
- 2. Food purchase carbon, water and land assessment** - In collaboration with WSP, we can assess your carbon, water and land footprints from food purchases. Please note, this is only available to accounts that have made a minimum commitment of 50% plant-based meals within five years of signing their pledge.
- 3. GHG menu swap calculation** - We can calculate estimated GHG emissions savings from simple plant-based menu swaps using a calculator that was developed by WSP. This tool provides a simpler solution to a full GHG assessment while still showing the impact of plant-based menu changes over a shorter period of time.

Training and employee engagement

Menu of trainings and events

We offer many different formats and styles of trainings including:

- In person and virtual culinary trainings
- Forward Food Academy online curriculum
- Webinars
- Celebration events



“

The training that was held earlier this month was a complete success. The staff said they really enjoyed it and felt as though they learned a lot from the experience. With these outstanding recipes in our cycle, I feel confident in reaching our pledged goal.”

— Chef German Alvarado, culinary director, Smith College



Forward Food foundations training

Previous training requirement: none

Minimum number of attendees: 12

Type and length of training: one-hour virtual session, followed by a six-week pilot, and a one-hour virtual roundtable session

This virtual training is designed to help accounts increase their plant-based offerings. Participants will learn about the value, benefits of and demand for plant-based foods. The training begins with a virtual presentation on key plant-based culinary techniques and marketing strategies. Participants will then be given six weeks to menu carefully selected plant-based recipes, measure success using customer feedback and track impact with a simple greenhouse gas assessment. By the end, participants will have increased confidence in implementing plant-based options on menus and will be able to identify opportunities for expanding plant-based offerings in the future.

Forward Food culinary workshop

Previous training requirement: Forward Food foundations training

Minimum number of attendees: 16

Type and length of training: One-two day in-person training, followed by an eight-week menu pilot, and a virtual roundtable session

This in-person training provides a highly educational, hands-on learning experience. Participants will be introduced to ingredients unique to the plant-based kitchen and learn through culinary demonstrations and recipe execution. Participants will then be given eight weeks to menu carefully selected plant-based recipes, measure success using customer feedback and track impact with a simple greenhouse gas assessment. By the end, participants will understand how to modify traditional recipes with plant-based substitutions for maximum customer satisfaction.

Forward Food culinary innovation workshop

Previous training requirement: Forward Food foundations training

Minimum number of attendees: 16 attendees

Type and length of training: one-day in-person training, followed by an eight-week menu pilot, and a one-hour virtual roundtable session

This in-person training allows chefs to participate in an innovation session where they will have the opportunity to create new plant-based recipes using existing ingredients and/or products in their own kitchen. The recipes created during this training will then be implemented in an eight-week menu pilot. By the end, participants will feel inspired to update and enhance their plant-based menus.

Forward Food pro pilot

Previous training requirement: Forward Food foundations training

Minimum number of attendees: 12 attendees

Type and length of training: one-hour virtual session, two weeks to plan menus, a six-month pilot, and a one-hour virtual roundtable session

This virtual training focuses on increasing menu take rates by exploring four activation strategies. Participants will learn about current and future food trends, how to implement whole food plant-based options, meat analogues, and balanced proteins, how to effectively name plant-based menu items and effective marketing strategies to increase plant-based sales. Participants will then be given two weeks to plan menus and six months to pilot an activation strategy of their choice. By the end, participants will feel confident implementing new strategies to increase the take rate of their plant-based entrees.



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Forward Food product exploration training

Previous training requirement: Forward Food foundations training and either Forward Food culinary workshop or Forward Food culinary innovation workshop

Minimum number of attendees: 12 attendees

Type and length of training: one-hour virtual session, followed by one-two weeks of product testing/recipe innovation, and a one-hour virtual roundtable session

This intermediate level, virtual training provides a comprehensive exploration of plant-based menu development featuring plant-based convenience products. Upon completing a product analysis form, participants will receive plant-based products to sample. Participants will learn the benefits of incorporating plant-based products on menus, explore culinary and marketing applications for these products, and spend time innovating recipes with the products. The training concludes with a roundtable discussion where participants share new recipes, provide feedback, and discuss future menu integration. By the end, chefs will have developed new plant-based recipes, learned effective ways to incorporate these items into their menus, and deepened their knowledge of plant-based products.

Celebration events

Previous training requirement: none

Minimum number of attendees: varies

Type and length of training: one-day in-person event

We offer help planning celebration events for all accounts that achieve their goal(s). The celebration event will be tailored to the account, but could include a plant-based dining hall takeover, photo and press opportunities, customer engagement opportunities and more. Each pledged account will receive a plaque for recognition.



Webinars

Previous training requirement: none

Minimum number of attendees: none

Length of training: one hour

Our one-hour webinars are designed to educate food service professionals on a variety of topics in short, digestible segments. Webinar topics range from the environmental sustainability of plant-based food choices to top tier marketing applications and everything in between.

Forward Food Academy

Previous training requirement: none

Minimum number of attendees: none

Length of training: varies

Our new online educational platform offers a variety of self-paced courses designed to equip food service professionals with the skills and knowledge needed to implement and elevate plant-based menus in their operations. New courses will be added regularly to cover different topics and skill levels. Our introductory course helps participants enhance their plant-based culinary skills to create delicious and appealing plant-based dishes.





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**Find out more at
ForwardFood.org**

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