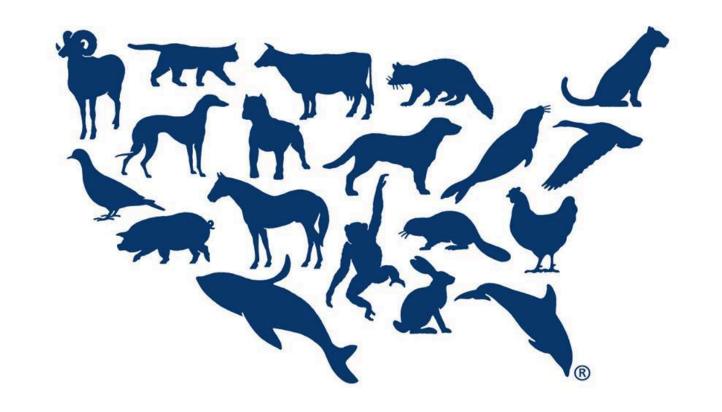
# POWERING UP

with

### PLANT-STRONG ENTREES

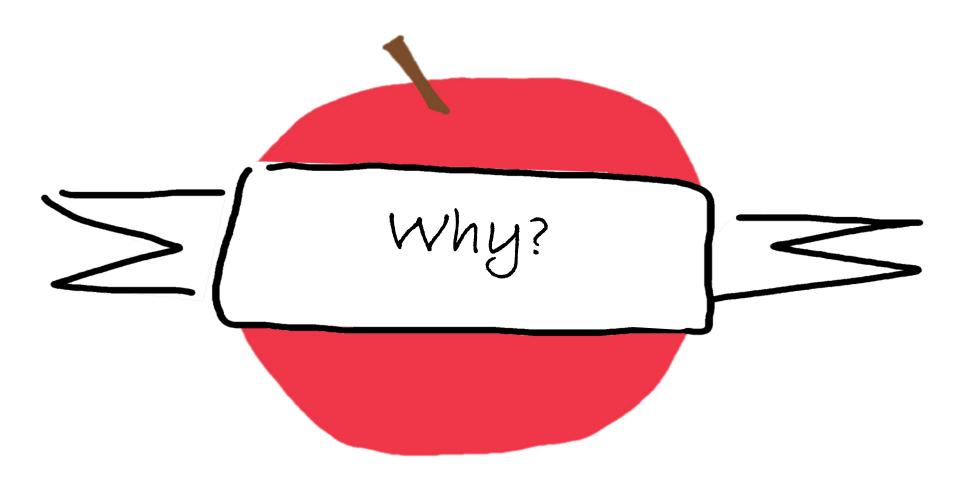




## THE HUMANE SOCIETY OF THE UNITED STATES







#### Why do we care?

soaring rise of preventable disease



HOUSTON INDEPENDENT SCHOOL DISTRICT

"Humans are eating 45% more meat than the USDA recommends"

heart disease

cancer

diabetes

obesity



Volume 6, Number 5 • October 2010 • ISSN 1545-1712

#### Childhood OBESITY

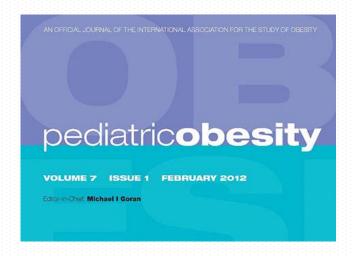
Cardiovascular Disease and Metabolic Disorders

#### Roundtable

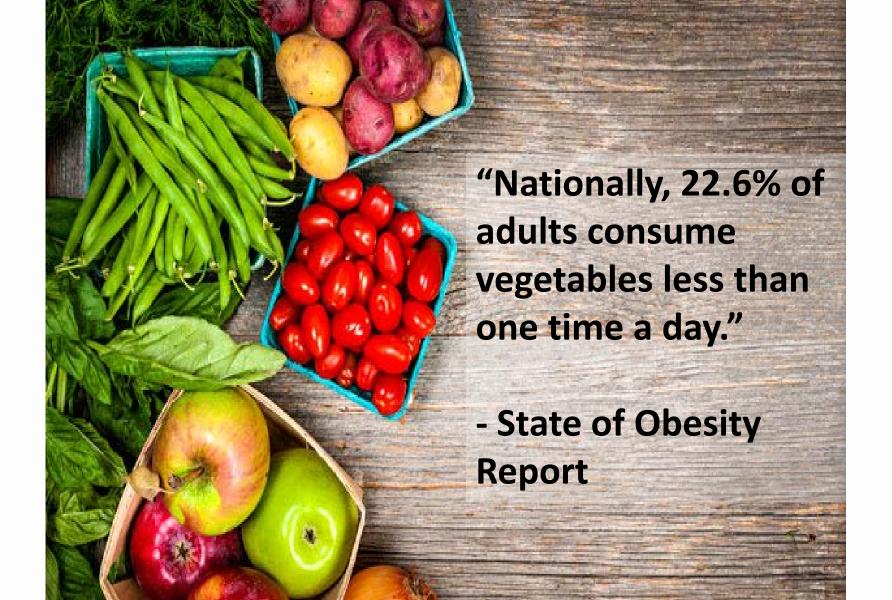
Primary Care Physicians on Prevention and Intervention

















"Lower intake of meats, including processed meats, processed poultry ... have often been identified as characteristics of healthy eating patterns."





Men and boys "reduce their overall intake of protein foods," such as meat, poultry and eggs and add more vegetables to their diet.









The World Health Organization (WHO) says processed meats increase your risk for cancer. The organization now lists processed meats like bacon, hot dogs and corned beef in the same warning category as tobacco or asbestos."

Source: Mayo Clinic

MENU DEVELOPMENT > MENU STRATEGIES December 15th, 2015

#### Plant-based options boost creativity Making vegan a main attraction

By Andrea Strong

It's not surprising that more people are choosing to increase their intake of plant-based foods while cutting down on meat. Health professionals and environmentalists alike have warned of the harmful effects of excessive meat consumption—both to the body and the planet—including the World Health Organization's October announcement linking processed meats to colorectal cancer.

Consumers are listening. Technomic's 2015 Seafood & Vegetarian Consumer Trend Report noted 26 percent of respondents said they were eating more vegetarian items than the previous year, 30 percent of whom were millennials or members of Gen Z.

Although colleges and universities have long offered vegan choices, the segment is upping its game. At Yale University, only 2.5 percent of the 4,600 undergrads identifies as vegan, but the school's efforts to create plant-based meals far exceed what's required to feed that small minority. The movement toward a plant-based menu is part of the university's overall Health and Wellness Initiative, a program that emphasizes food that is good for diners, sustainable and plant-based.

## FoodService Director













#### RELATED CONTENT

Madison Square Garden to go vegan for a concert 5/1/2015

University sticking with the meats faulted by

#### INDUSTRY NEWS & OPINION > NEWS July 31st, 2015



#### S.C. school district reduces food costs by instituting 'meatless Mondays'

The Calhoun County School District Food Services' 'Meatless Mondays,' which was instituted last year, has reduced food costs while at the same time continued to ensure balanced meals for students and staff, the program's supervisor recently reported.

Whittaker Williams, Food Services director, updated the Calhoun County School Board on the program for fiscal year 2014-2015 at its July meeting.

Whittaker also noted that programs have been instituted to improve services, including "Farmers to Schools," which provides local produce to schools in the district, and "Chefs to Schools," which brings chefs in to visit the schools.

The district is also providing a fresh fruit and vegetable program, is serving breakfast in the classrooms without interfering with instruction time and is partnering with Starbucks and U.S. Foods, Whittaker said.

In addition, he reported that he will begin catering on and off campus.

Source: The Times and Democrat

READ THE FULL ARTICLE

MENU DEVELOPMENT > MENU STRATEGIES
December 22nd, 2015

#### 2015's top menu stories

By Patricia Cobe



irrents ooking

#### Vegan went mainstream

College dining venues had long featured vegan stations, but nods to flexitarian dining became noticeable in business-and-industry, healthcare and senior-living settings as well. "Meatless Mondays" and the push for moving veggies to the center of the plate swayed operations also to provide more vegan options more often.











































The future of health care will involve an evolution toward a paradigm where the prevention and treatment of disease is centered, not on a pill or surgical procedure, but on another serving of fruits and vegetables.



# American Heart Association

"A pro-vegetarian diet that emphasizes a higher proportion of plant-based foods compared to animal-based foods may help lower the risks of dying from heart disease and stroke by up to 20 percent."



"Use Meatless Mondays as another opportunity to eat a well-balanced diet."

-Nancy Brown, CEO

When it comes to American health the research shows one thing very clearly: We all need to eat more plants and less meat.









































And always remember do not smoke or chew tobacco.







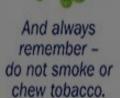








f Blog







CAN, BREASTFEED YOUR BABY

SUPPLEMENTS







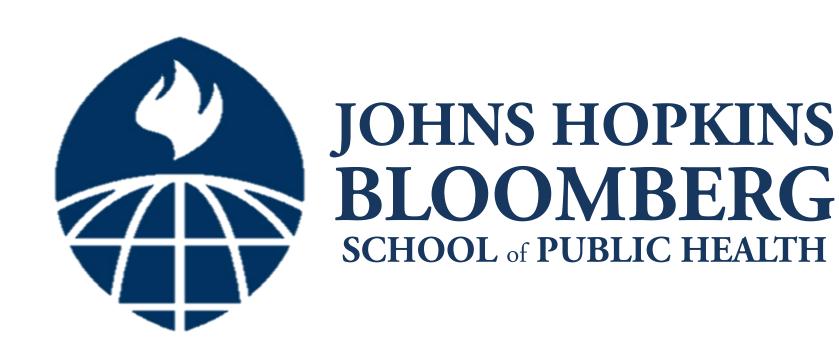


If Americans reduced meat consumption by just 20 percent, it would be as though we all switched from a sedan to a hybrid.

· JOIN THE MILLIONS ·

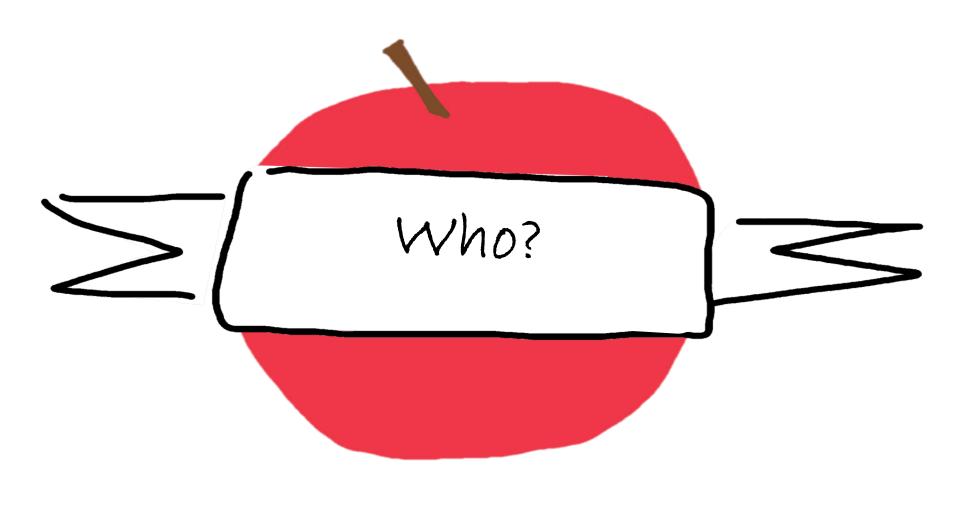
## UNITED STATES FOOD ADMINISTRATION





- JOIN THE MILLIONS -

# - JOIN THE MILLIONS -







# "Go Meatless on Mondays!"

HEALTH ESCAMBIA COUNTY

**Good for You. Good for the Planet.** 

For more information visit *EscambiaHealth.com* 



## Tyson Foods CEO: The Future of Food Might Be Meatless

By Jade Scipioni, Matthew V. Libassi | Published March 07, 2017 | Food and Beverage | FOXBusiness

Plant-based protein is growing almost, at this point, a little faster than animalbased, so I think the migration may continue in that direction," Tom Hayes, CEO of Tyson Foods Inc.



IDEAS AND INNOVATION > EMERGING TRENDS

What will catch fire in foodservice this year? FOODSERVICE DIRECTOR

2. Plants make the plate

By Patricia Cobe





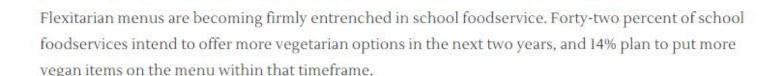
<sup>By Peter Romeo, Director</sup> 4 ways school foodservice changed in the June 7, 2016



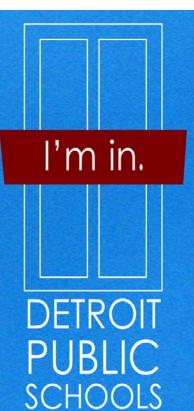
Flexitarian menus are becoming firmly entrenched in school foodservice. Forty-two percent of school foodservices intend to offer more vegetarian options in the next two years, and 14% plan to put more vegan items on the menu within that timeframe.



42% of school foodservices intend to offer more vegetarian options in the next two years, and 14% plan to put more vegan items on the menu within that timeframe.





















"I know many of our families will be excited to see new ethnic dishes and more variety in our vegetarian offerings. When we implement these new dishes to our menu in February, not only will our kids be getting more variety in their protein sources, more fiber, and less saturated fat and cholesterol, but we'll also be saving money on food costs. By saving money on the protein, we're able to invest more in other meal and snack offerings on our menu.

## WE ARE COOKING UP EXCITING NEW RECIPES!

### WHAT'S NEW

Through partnerships with chefs, we're introducing kid-friendly vegetarian dishes like Chinese lo mein noodles, a southwestern fiesta rice and bean bowl, and Indian chickpea biryani. We're excited about the new textures and flavors these dishes add to our menus. We've included a recipe here so you can try this dish at home, too!

We've also removed cookies, sweet crackers, juice, and fried foods from our menus to make more room for the good stuff: fruits, veggies, lean proteins, and whole grains. We hope you'll join us for a meal to experience KinderCare's commitment to eating healthy!

### **TIPS**

### INTRODUCING NEW FOODS AT THE DINNER TABLE

### OFFER NEW FOODS FIRST

Children are usually more willing to try new foods when they are hungry.

### TALK ABOUT NEW FOODS

Have children describe the color, shape, feel, smell, sound, and taste - not whether they like or dislike it. No "yucks"!

### BE A GOOD ROLE MODEL

Parents need to try new foods, too! Children copy what they see and hear. Embrace being a role model, and who knows, you might find new foods and flavors that you enjoy, too.

### TRY AND TRY AGAIN

Some children need to try a new food several times before they like it. It is normal for children to be cautious at first. Being persistent is key to encouraging children to expand their palates.

### TALK ABOUT NEW FOODS

Make trying new foods fun for children by talking about where the foods comes from or explaining how the nutrients will help them grow big and strong.

Try our recipe at home!

### Chickpea Biryani

Biryani is a mixed rice dish popular in Indian cuisine. It's typically made with a variety of spices, rice, beans and vagetables. RECIPE CREDIT: CHEPS AT THE HUMANE SOCIETY OF THE UNITED STATES

### Yield 4 adult servings

1 cup brown rice, dried or 3 cups prepared

% cup cauliflower florets % cup marinara sauce

2 cups (1 pint) vegetable stock 1 % cups garbanzo beans, drained

¼ cup green beans

2 teaspoons ground ginger

% teaspoon ground turmeric 1 teaspoon garam masala or ground

coriander

2% teaspoons lemon juice



### Preparation Instructions:

- 1. Prepare rice by combining with water and cooking. Fluff and keep warm.
- 2 Meanwhile, heat the oven to 350°F.
- Steam the cauliflower for approximately 5 minutes.
- 4. Meanwhile, combine marinara sauce, stock, and remaining ingredients (except the garam masala/coriander and lemon) in a bowl.
- 5. Add the cauliflower to the above mixture and distribute evenly onto a roasting pan. Stir to combine, cover with a lid or foil and bake for 20-30 minutes.
- 6. Add garam masala and lemon juice and stir.

1 adult serving size is 1 cup of chick pea biryani mixture on top of ¼ cup rice. Bring the dish to the table and encourage everyone to enjoy the meal family style. Bon appetite!





Grow Happy defines our approach to nutrition. At Kinder Care, we know that an important part of our job as educators is helping children develop healthy eating habits. That's why we serve healthy meals and snacks that taste good and support the growth and development of the children in our care.



### LAUSD To Begin Vegan Lunch Pilot Program This Fall

BY OREN PELEG IN NEWS ON MAY 9, 2017 10:45 AM



### LAUSD To Begin Vegan Lunch Pilot Program This Fall

BY OREN PELEG IN NEWS ON MAY 9, 2017 10:45 AM



"The passing of the resolution shows the bold steps this school district is taking to ensure the health and wellness of students.....providing the best possible, highest-quality food for students shouldn't be a privilege, it should be a right."

-Laura Benavidez, co-director of LAUSD Food



### Dallas Schools Go Lean and Green for a Day!



"You are what you eat!" is a notion that implies that to achieve optimal health, we must fuel our bodies with good nutrition. As a society, we are beginning to adopt this practice as it becomes evident that our eating habits have a significant impact on our overall health. For many of us, the changes begin at home, but restaurants, grocery stores, and school districts are also striving to provide us with healthier food options. The newly proposed 2015 Dietary Guidelines for Americans emphasize sustainable diets, higher consumption of plantbased foods, and lower consumption of animal-based foods. Aside from the many health benefits, meatless eating patterns are also associated with less environmental impact than the current American diet (health.gov).

On April 30, 2015, the Dallas Independent School District hosted our first Lean and Green Day. Looking for a way to introduce students to the "buzzed" about topic of meatless eating, the event featured a plant-based menu packed with nutrients. Student activities, colorful posters, stickers, and taste testing surveys were all incorporated into the event as a way to promote and introduce Lean and Green to the



House Salad and Strawberry, Peach Medley offered on Lean and Green Day



# The goal of the movement at Dallas ISD is to increase student consumption of fruits and vegetables, and test new vegetarian/plant-based food recipes.

diet (health.gov)

On April 30, 2015, the Dallas Independent School District hosted our first Lean and Green Day. Looking for a way to introduce students to the "buzzed" about topic of meatless eating, the event featured a plant-based menu packed with nutrients. Student activities, colorful posters, stickers, and taste testing surveys were all incorporated into the event as a way to promote and introduce Lean and Green to the

and Green Day





## What's TRENDING



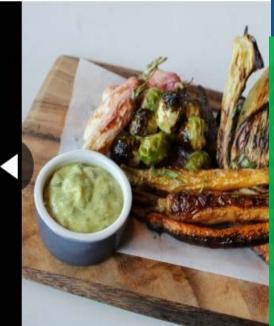


3/5

of Americans consume meals without beef, pork, chicken or turkey at least once a week.



**Bret Thorn** 



## Restaurant News

Nov 6, 2015

Vegetables are the hero this year.

1 of 14

14

### "Go veg or go home"

"Vegetables are the hero this year," Freeman said, and that doesn't necessarily mean vegetarian or vegan. Vegetable portions are rising and meat portions are shrinking—something many Millennials see as being gentler on the planet.

"People want less animal protein and are requesting that veggies are ramped up to their fullest creative potential," Freeman said, noting that Bon Appétit magazine's restaurant of the year went to Al's Place in San Francisco, where meat dishes are served as sides.

Share Imag



...70 percent of meat eaters substituting a non-meat protein in a meal at least once a week and 22 percent saying they are doing it more often than a year ago.

### NON-MEAT GRATA

PLANT-BASED MEAT SUBSTITUTES ARE EVOLVING. LURING INVESTORS



MARKET:

POLITI



DN TV

MEDIA & ADVERTISING

CLOUD INNOVATION

BUSINESS LEADER

**FECHNOLO** 

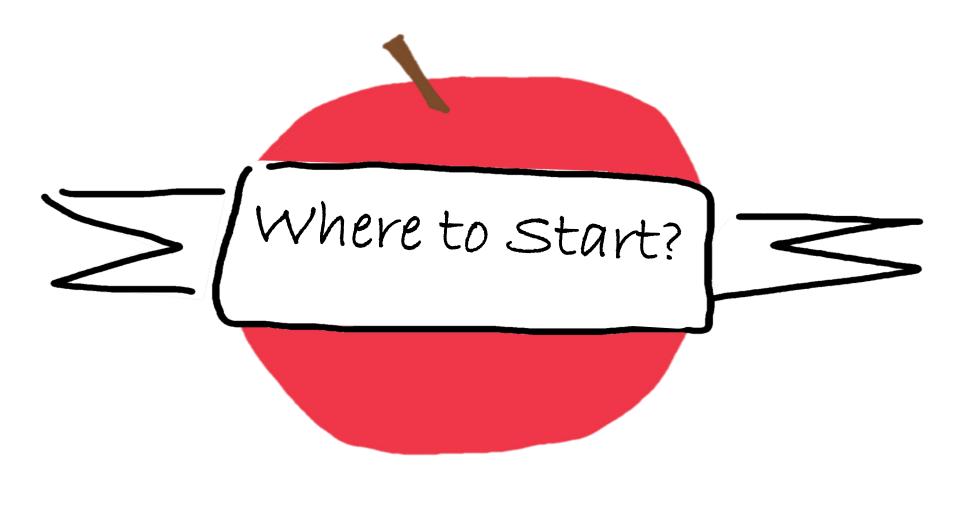
## Tyson Foods CEO: The Future of Food Might Be Meatless

By Jade Scipioni , Matthew V. Libassi | Published March 07, 2017 | Food and Beverage | FOXBusiness



Plant-based protein is growing almost, at this point, a little faster than animal-based, so I think the migration may continue in that direction," Tom Hayes, CEO of Tyson Foods Inc.

OXIBUSINESS







Food Buying Guide for Child Nutrition Programs

## Meat/Meat Alternates

### Red Beans:

- Pinto
- Kidney
- Black

### Peas:

- Black Eyed
- Split



### White Beans:

- Navy
- Great Northern
- Cannellini
- Garbanzo

Lentils

Soy Beans

### The Benefits of Beans and Legumes





life is why"

Protein comes from plant sources as well as animal sources.

In fact, every plant we eat has at least a little bit of protein in it, and some have a lot—like beans also called legumes! Beans also have some health benefits that animal sources don't.

Beans are high in minerals and fiber without the saturated fat found in some animal proteins.



Eating beans as part of a heart healthy diet and lifestyle may help improve your blood cholesterol, a leading cause of heart disease. Adding beans to your diet may help keep you feeling full longer.

Drain canned beans in a colander and rinse with water to remove some of the excess salt; or buy canned beans with no salt added if they have them at your store. Or, you can make your own salt-free beans from scratch.

There are lots of easy ways to add beans to your meals and reap the healthy benefits of the lovely legume.

- Famously, the English eat beans on toast, and beans and rice is an everyday dish in many of the world's
  cuisines.
- Tuck beans into whole-grain tortillas or pita bread.









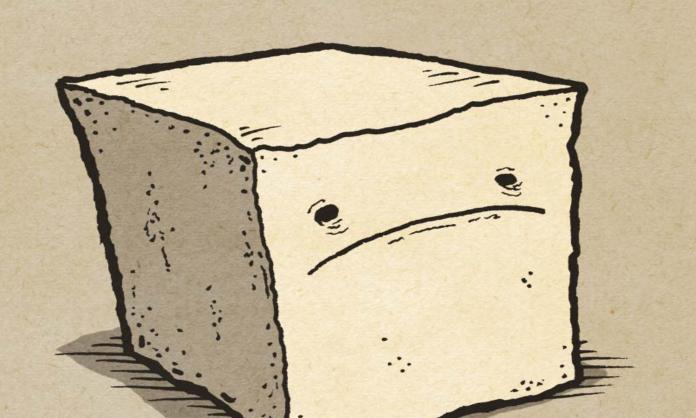








# Decided against a tofu joke because it was tasteless.





### Popeye Pasta Bake

USING PROHEALTH PASTA (CONTRIBUTES TO MEAT/MEAT ALTERNATE HEALTHY, DELICIOUS, MEAT-FREE RECIPE FOR K-12 SCHOOLS



### Process # 2 - Same Day Service

YIELD: 50 Servings 100 Servings

Ingredients	Weight	Measure	Weight	Measure
Prohealth Bean Pasta, Penne or	3 lb 2 oz		6 lb 4 oz	
Rotini, dry				
Frozen spinach, thawed and drained	3 lb		6 lb	
Tofu, firm	6 lb 14 oz		13 lb 12 oz	
Sugar		¾ cup		1½ cups
Soy Milk		1 pint + 1 cup		1 quart + 1 pint
Lemon Juice		1 cup		2 cups
Garlic powder		1/8 cup		1/3 cup
Basil, fresh, minced OR		¾ cup		1½ cups
Basil, dried				(3/4 cup)
Salt		¼ cup		½ cup



Food Buying Guide for Child Nutrition Programs

## Grains/Breads







































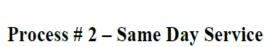






## Blazin' Buffalo Wrap

ADAPTED FROM BEYOND MEAT RECIPE DATABASE
HEALTHY, DELICIOUS, MEAT-FREE RECIPE FOR K-12 SCHOOLS



YIELD: 50 Servings 100 Servings

		_		
Ingredients	Weight	Measure	Weight	Measure
Beyond Meat Chicken-Free Strips	6 lb 4 oz		12 lb 8 oz	
Tortilla, 10", whole grain rich		50 each		100 each
Hot or wing sauce		1½ cups + 1 Tbsp		3 cups + 2 Tbsp
Romaine lettuce, chopped	1 lb 2 oz		2 lb 4 oz	
Carrots, shredded	1 lb 8 oz		3 lb	

HACCP - Standard Operating Procedure - Use hand washing procedures before starting recipe.

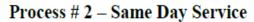
HACCP – Standard Operating Procedure- Wash all produce before starting this recipe.

#### **Preparation**

1. Preheat oven to 350°F.

## Super Sloppy Joes

BBQ SAUCE – ADAPTED FROM SARASOTA COUNTY SCHOOLS HEALTHY, DELICIOUS, MEAT-FREE RECIPE FOR K-12 SCHOOLS



YIELD: 50 Servings 100 Servings

		-		8
Ingredients	Weight	Measure	Weight	Measure
Beyond Meat Beefless Crumbles	6 lb 4 oz		12 lb 8 oz	
Hamburger bun, whole grain rich		50 each		100 each
BBQ Sauce, prepared OR		½ gallon		1 gallon
Vegetable stock, prepared		1 ¼ cups		2 ½ cups
Onions, dehydrated or fresh, diced	2 oz		4 oz	
Catsup		½ - #10 can		1 - #10 can
		1 ¼ qt		2 ¾ qt
Garlic powder		1 Tbsp		2 Tbsp
Brown sugar	12 oz		16 oz	

HACCP - Standard Operating Procedure - Use hand washing procedures before starting recipe.

HACCP - Standard Operating Procedure- Wash all produce before starting this recipe.

## Tijuana Taco Pizza

ADAPTED FROM CHAPEL-HILL-CARRBORO CITY SCHOOLS HEALTHY, DELICIOUS, MEAT-FREE RECIPE FOR K-12 SCHOOLS



#### Process # 2 – Same Day Service

YIELD: 50 Servings (48) 100 Servings (96)

Ingredients	Weight	Measure	Weight	Measure
Pizza crust, par-baked, 16 inch, whole		6 each		12 each
grain rich OR				
Flatbread, individual round or square		50 each		100 each
Meatless sausage-style crumbles	5 lb 2 oz		10 lb 4 oz	
Salad Oil		½ Cup		1 cup
Bean Spread:				
Beans, great northern, drained OR	6 lb 10 oz	2- #10 can	13 lb 4 oz	4 - #10 can
Beans, garbanzo, drained	6 lb 7 oz	1 ½ - #10 can	12 lb 14 oz	3 - #10 can
Lemon Juice		1 ½ Tbsp		3 Tbsp
Onion Powder		1 Tbsp		2 Tbsp
Garlic Powder		1/8 cup		1/4 cup

### PROHEALTH PASTA



#### Red Lentil Pasta now is CN Labeled Approved!

ProHealth's Red Lentil Pasta and schools are a natural fit, so getting a CN Label was an easy decision. To also an easy decision for the USDA, who awarded it with not one but two meat alternates per serving\*. Sto having a pasta back that tastes like traditional pasta, and school foodservice directors love that it can count the sometimes difficult 1/2 cup of legumes requirement\*\*. Mostly, foodservice directors love that the kids of the sometimes difficult 1/2 cup of legumes requirement\*\*.

Red Lentil Pasta starts out orange but cooks to nearly the clarity of a traditional pasta. Once you add their they may never know the difference.



## Meatless Monday is Creating Healthier Eating Habits!

36% say that the campaign had influenced their decision to cut back on meat.

62% say they've worked Meatless Monday into their weekly routine.

## Thanks to Meatless Monday I eat more...

Vegetables —	<b>— 73%</b>
Fruits ———	<b>65</b> %
Whole grains	<b>47</b> %











## American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN"

#### Marketing Vegetables in Elementary School Cafeterias to Increase Uptake

Andrew S. Hanks, PhD, a David R. Just, PhD, Adam Brumberg, BSb

**OBJECTIVES:** Children do not eat enough servings of vegetables, underscoring the need for effective interventions encouraging this behavior. The purpose of this research was to measure the impact that daily exposure to branded vegetable characters has on vegetable selection among boys and girls in elementary schools.

METHODS: In a large urban school district, 10 elementary schools agreed to participate in the study. They were randomly assigned to a control condition or 1 of 3 treatment conditions: (1) a vinyl banner displaying vegetable characters that was fastened around the base of the salad bar; (2) short television segments with health education delivered by vegetable characters; or (3) a combination of the vinyl banner and television segments. We collected 22 206 student-day observations over a 6-week period by tallying the number of boys and girls taking vegetables from the school's salad bar.

**RESULTS**: Results show that 90.5% (from 12.6% to 24.0%; P = .04) more students took vegetables from the salad bar when exposed to the vinyl banner only, and 239.2% (from 10.2% to 34.6%; P < .001) more students visited the salad bar when exposed to both the television segments and vinyl banners. Both boys and girls responded positively to the vinyl banners (P < .05 in both cases).

CONCLUSIONS: Evidence from this study highlights the positive impact of branded media

abstract



#### Marketing Vegetables in Elementary School Cafeterias to Increase Uptake

Andre PhD.ª David R. Just, Php h here BSt

Compared to control schools, TV segments alone produced a statistically insignificant increase in vegetable consumption.

But in schools decorated with the banners alone, 90.5 percent more students took vegetables. And where both the banners and the TV advertisements were used, the number of students taking vegetables increased by 239.2 percent.

#### isited the salad bar whe

and vinyl banners. Both boys and girls responded positively to the vinyl

banners (r < .05 in both cases).













# LOOK AND FEEL GREAT

from meat one day
a week is a great
way to look and feel
better, save precious
natural resources and
spare animals from
factory farms.



THE HUMANE SOCIETY
OF THE UNITED STATES

HELP THE PLANIET

Taking a holiday
from meat one day
a week is a great
way to look and feel
better, save precious
natural resources and
spare animals from
factory farms.

MEATLESS MONDAY

THE HUMANE SOCIETY



## MEATLESS MONDAY

- JOIN THE MILLIONS -





THE HUMANE SOCIETY
OF THE UNITED STATES

with Laura Marano





<sub>with</sub> Laura Marano









18 likes

27w

sanysidroschoolnutrition Have you Tried our #vegan pasta for #meatlessmonday? pts pts let me tell you a secret...it's made from lentils! That means it's #highprotein #fiberrich & so good for you! #schoolnutrition

larrythelunchlion Looks great!!!



#### Sample letter to faculty

#### [School Logo] [Date]

Dear Faculty:

It's with great excitement that I annot program to improve student health at called Lean & Green, will begin on [w]

The mission of our Lean & Green proeating meatless meals one day a weel especially our students, to enjoy the n meals. Students and the larger commone day a week in our schools and in

It will come as no surprise to you that them largely preventable through sin obesity epidemic. Scientific studies sh vegetables is a key way of fighting ob organizations like the American Hear support increasing plant-based meals

#### Sample letter to parents

[School Logo] [Date]

Dear Parents:

It's with great excitement that I announce that **[name of school]** will be taking part in a new program to improve student health and environmental sustainability. This important campaign, called Lean & Green, will begin on **[when]**. You will also find an attached guide with links to multiple resources you might find helpful, as well as an invitation to a launch event.

The mission of our Lean & Green program is to promote healthier, more sustainable choices by choosing to eat meatless meals one day a week. It's one of the easiest and effective ways for us, and especially our children, to enjoy the numerous benefits associated with eating healthy plant-strong meals. Students and the larger community can make a great impact by choosing to make one small change, one day a week in our schools and in our homes.

#### humanesociety.org/mmtoolkit



#### Meatless Monday: A Win-Win Proposition

Meating Monday was started by the U.S. government as a resource saving measure during World Wars I and II. In 2003, it was revived by The Monday Campaigns in association with the Johns Hopkins Bloomberg School of Public Health to reduce meat consumption by 15 percent for our personal health, and the health of the planet.

Implementing Meatless Monday at your school can help meet the demand for healthier meals, demenstrate the school's commitment to sustainability, and spare animals from factory farms. In this toolkit you'll learn why Meatless Monday is sweeping the nation, what to serve, and how to implement and market the program.





# FOOD FORWARD

LEARN MORE >





Through the **Food Forward** initiative, foodservice professionals, chefs, dietitians, doctors, public health leaders, environmental organizations, and millions of individuals are helping grow a healthier, more sustainable food system.

We're preventing cancer, diabetes, stroke, and heart disease. We're tackling obesity. We're reducing greenhouse gas emissions and conserving our































































Sustainability













### **UW** Medicine

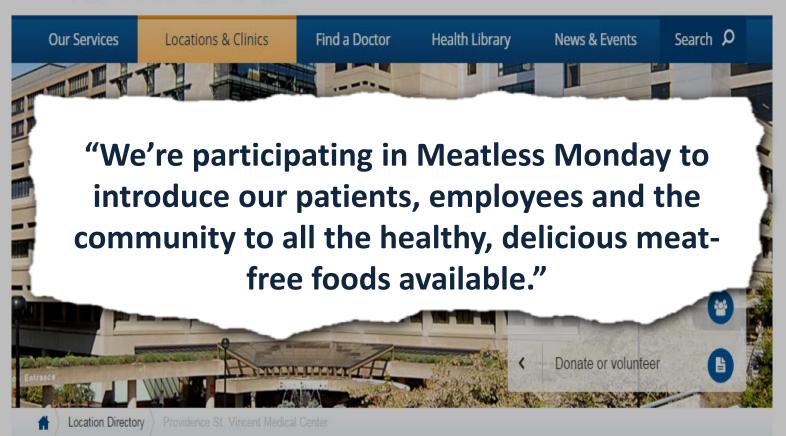
UNIVERSITY OF WASHINGTON MEDICAL CENTER







**Oregon and Southwest Washington** 



Providence St. Vincent Medical Center

Contact us

## HOW DO WE DO IT?





## FOOD FERWARD

A CULINARY EXPERIENCE









## FOOD FORWARD

A CULINARY EXPERIENCE



## PLANT-BASED AND DELICIOUS











Amy Webster awebster@HumaneSociety.org

Bringfoodforward.org
HumaneSociety.org/mmresources
HumaneSociety.org/meatfree