

# Expanding Healthy, Organic, and Whole-Foods Menu Options in Federal Food Service

Friends of the Earth U.S. can provide no-cost support and technical assistance to a select number of federal food service operations – including to vendors that operate in federal facilities – that want to broaden dining options with healthy, organic, and whole-foods based meals. Our approach helps meet consumer demand by expanding healthy choices without increasing food costs.

## Why partner with us?

- **Support American farmers** by sourcing domestically
- **Keep costs in check** with strategies that are cost-neutral or cost-saving
- **Meet customer demand** by offering more healthy, fresh, and appealing options
- **Align with the Make America Healthy Again strategy**

## What would partnership entail?

Friends of the Earth and our partners will create a tailored plan that works for your operation. At no cost, we will conduct an initial needs assessment, co-develop goals and pilot strategies, provide staff training and technical assistance, and help measure customer satisfaction and impacts on cost. Specific strategies could include:

- **Behavioral design (“nudge”) and marketing tools** to help guide diners to healthier meals – while preserving customer choice.
- **Culinary training, recipe development, and menu planning.**
- **Procurement and operations strategies** such as sourcing more local or organic foods and reducing waste.
- **Cost analysis** to ensure strategies are financially sound.
- **Customer satisfaction surveys** to track results and improvements.

***Interested in learning more?*** Contact **Lisa Gonzalez** ([lgonzalez@foe.org](mailto:lgonzalez@foe.org)) to discuss opportunities for your facility or for your vendors.