

DEFAULTVEG

What is DefaultVeg?

DefaultVeg is a simple and inclusive way to offer healthier and more sustainable meals. A DefaultVeg menu features plant-based meals as the default option, while giving diners the choice to add or opt into meat and/or dairy options upon request. Simply by changing the default, consumers are much more likely to choose a plant-based meal, even when meat and dairy options are available.¹ DefaultVeg helps you achieve sustainability goals, reduce catering costs, and serve more inclusive meals.

Why is DefaultVeg good for you?

Meet the demands of your diners who are increasingly calling for healthier, more sustainable, plant-based dining options², while still giving other diners the option to eat animal products.

Meet the demands of your institution, which likely has a goal to reduce greenhouse gas emissions. Play a key role in meeting that goal by offering more plant-based meals. We'll help you quantify your impact!

Increase inclusivity by meeting the needs of those with more restrictive diets, thereby including everyone else, by default.

Implement this new default easily with our expert assistance if you ever need it. Free!

Look out for your bottom line. DefaultVeg is net neutral and in many cases saves you money.

Why is DefaultVeg good for others?

DefaultVeg is good for the environment. Eating more plant-based foods is one of the most effective ways individuals can reduce their contributions to climate change.³

DefaultVeg is good for your diners. Serving DefaultVeg meals makes it easier for everyone to eat healthier meals and create a healthier world.

DefaultVeg is good for animals. DefaultVeg is a kinder alternative for the more than 99 percent of U.S. farmed animals confined on intensive factory farms.⁴

In short, everyone can feel good about DefaultVeg. Email info@defaultveg.org for more information.

Kickstart **DEFAULTVEG** IN YOUR COMMUNITY

Cafés

Offer plant-based milks by default

Conferences & Events

Offer plant-based meals by default on your registration form

Offices & Organizations

Adopt DefaultVeg for all events and meetings you host



Tips for Designing DefaultVeg Menus

- Put plant-based dishes first on your menu and not in a separate section
- Use delicious descriptors for your plant-based items!
- Make sure plant-based dishes are priced similarly or are less expensive than their animal-based alternatives
- Don't use the words 'vegetarian' or 'vegan' as a descriptor, though it's good to note which items are plant-based somewhere on the menu

1 Adam Meier, "Workshop on Behavioral Insights and Health," Harvard School of Public Health, 2016.

2 Michael Whiteman, "Consultants Predict 11 Hottest Food and Beverage Trends in Restaurant and Hotel Dining for 2018," Baum+Whiteman Trend Reports, accessed October 3, 2019, https://docs.wixstatic.com/ugd/0c5d00_90935d6fda344991a8fc2452eb112c83.pdf

3 Damian Carrington, "Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth," Guardian May 31, 2018, <https://www.theguardian.com/environment/2018/may/31/avoiding-meat-and-dairy-is-single-biggest-way-to-reduce-your-impact-on-earth>.

4 Jacy Reese, "US Factory Farming Estimates," Sentience Institute, April 11, 2019, <https://www.sentienceinstitute.org/us-factory-farming-estimates>.