

Forward Food's Veganuary pilot case study



THE HUMANE SOCIETY
OF THE UNITED STATES

Forward Food's Veganuary pilot case study

OVERVIEW

The Humane Society of the United States (HSUS)'s [Forward Food Collaborative](#) worked with [Veganuary](#) to launch a training and pilot program for leading food service professionals at eight institutions; Boise State University, Baldwin Wallace University, Northern Michigan University, Region 9 – Joel Barlow High School, Roanoke College, University of Wisconsin – Stevens Point (UW – Stevens Point), University of Wisconsin – Milwaukee, and University of Nebraska - Lincoln.

Participating institutions learned how to serve and market delicious plant-based menu items to meet the increasing demand and had the opportunity to start the year off by creating a positive impact through meaningful menu changes. Participants received a free culinary training, free greenhouse gas assessment and free samples of plant-based products to menu as limited time offerings.

The training consisted of an hour long virtual training followed by a menu pilot where institutions were tasked with the challenge to swap one plant-based entrée for one animal-based entrée each day throughout the month of January when their operations were open. Accounts were also encouraged to conduct one customer engagement event and utilize the free product samples they were sent. After the menu pilot, the training concluded with one final virtual roundtable discussion with participants to discuss the menu pilot and what they learned from the process.

This case study will feature the results from two of these participating institutions: Baldwin Wallace University and UW - Stevens Point.



FORWARDFOOD
X VEGANUARY
CHALLENGE

As part of our commitment to offer more sustainable, healthy, and animal-friendly food options, we're joining forces with [Forward Food](#) and [Veganuary](#) this month to serve more plant-based meals! Each day, there will be a featured plant-based option for students and staff to try. There will also be special opportunities to sample exciting new plant-based products!

To join us in our Forward Food x Veganuary Challenge this month, sign up at [Veganuary.com](#) where you'll receive daily emails that include tips on eating out, recipes, nutritional advice, and loads more.

TRY PLANT-BASED THIS MONTH
SIGN UP TO VEGANUARY!



FORWARDFOOD  **VEGANUARY** 

VEGANUARY PILOT GHG SAVINGS AT A GLANCE

The plant-based efforts from Baldwin Wallace University and UW - Stevens Point yielded a total savings of 1,907 pounds of CO₂ equivalent emissions.

Forward Food's Veganuary pilot case study

PRODUCT SAMPLES

To assist participants in their plant-based menu changes, we collaborated with plant-based product companies to send free product samples to participating institutions. Participants received samples from

- **Rebellyous**
- **AcreMade**
- **Armored Fresh**
- **The Plant Based Seafood Co**
- **Lypid**
- **Hippeas**

MENU PILOT OVERVIEW

The plant-based efforts from Baldwin Wallace University and UW - Stevens point yielded a total savings of 1,907 pounds of CO2 equivalent emissions.

Baldwin Wallace University

Baldwin Wallace University conducted a menu pilot for four weeks in January with a total of 20 swaps. They also hosted two student engagement days and conducted a student survey.



UW - Stevens Point

UW - Stevens Point conducted a pop-up sampling event on Friday, January 26th utilizing the plant-based product samples that were sent. The pop-up event consisted of a taco bar take over with the AcreMade eggs, Rebellyous chicken, Lypid pork belly and traditional taco fixings. This took the place of their Popcorn Chicken Bowl station. They had a total of 600 customers at lunch that day.

The side sampling consisted of the Mind Blown crab cakes, Armored Fresh cheese melted on black bean burgers, Hippeas snack bags and a wide variety of baked goods made using the Acremade egg replacer. Nutrition cards were available and a student survey using a QR code was available.

Forward Food's Veganuary pilot case study

RESULTS

The plant-based efforts from Baldwin Wallace University and UW - Stevens point yielded a total savings of 1,907 pounds of CO2 equivalent emissions. That's the equivalent of:

- 2,174 miles driven.
- 42 trees planted.
- 105,221 smartphones charged.
- 659 pounds of waste recycled instead of landfilled.

Baldwin Wallace University student survey

Baldwin Wallace University surveyed students with eight simple questions. Highlights from the survey include:

- 56% of students choose to incorporate plant-based meals into their diets for health reasons and 42% choose to do so for sustainability reasons.
- 60% of students liked the Lypid pork belly sliders the most and 40% of students liked the Mind Blown crab cakes the most.
- 100% of students surveyed expressed interest in participating in Veganuary next year.

For more information about the Humane Society of the United States' Forward Food Collaborative and Veganuary, visit [ForwardFood.org](https://www.forwardfood.org) and [Veganuary.com](https://www.veganuary.com).

UW - Stevens Point student survey

UW - Stevens Point surveyed students with three simple questions. Highlights from the survey include:

- Students would like to see all of the plant-based products on the menu again in the future.
- Students particularly loved the desserts made with Acremade egg replacer.



It allowed students who routinely eat vegan or vegetarian to sample products that could be used on our menu, but it also encouraged students who have not tried plant-based products to give them a try...It has also sparked some ideas for our department to consider in the future, such as "pop up" tasting events. We used all the products sent with minimal leftover. There were several products that were a huge hit, and we can't wait to explore those items further.



University of Dining of UW-
Stevens Point



**THE HUMANE SOCIETY
OF THE UNITED STATES**

1255 23rd Street, NW, Suite 450 Washington, DC 20037
[humanesociety.org](https://www.humanesociety.org)

©2024 THE HSUS. ALL RIGHTS RESERVED.

PHOTO CREDITS

FRONT COVER: MARK MAKELA/FOR THE HSUS. PAGE 2: UW - STEVENS POINT AND BALDWIN WALLACE UNIVERSITY.