



# DEFAULTVEG

## WHAT IS DEFAULTVEG?

DefaultVeg is a simple and inclusive food policy that helps institutions, businesses, and a wide range of events 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-in* to 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. A DefaultVeg food policy helps institutions achieve their sustainability goals and reduce catering costs.

## WHY ADOPT A DEFAULTVEG POLICY?

Diners are choosing more plant-forward diets for a range of reasons including personal health, environmental impact, and concern for animals. A DefaultVeg policy is a simple way to promote sustainability and wellness on a large-scale. Because DefaultVeg policies do not restrict consumers' choices, they are easier to adopt institutionally than a strictly vegetarian or vegan policy, but the impact is similar: a dramatic reduction in overall meat and dairy consumption. In short, DefaultVeg is a food policy that everyone can feel great about!

## HOW IS DEFAULTVEG IMPLEMENTED?

DefaultVeg works for conferences, catered meetings, cafeterias, restaurants, and even private events! Simply ask your foodservice provider to make the default menu options plant-based, and refer them to [www.defaultveg.com](http://www.defaultveg.com) for resources like sample menus and marketing tools. Our team is here to help you implement your DefaultVeg policy and to help you measure and publicize your impact!

## WHAT ARE THE BENEFITS OF PLANT-FORWARD DIETS?

Plant-based foods lower the risk of a range of common ailments, including high blood pressure, cardiovascular disease, heart disease, diabetes, and obesity.<sup>1-4</sup> Eating more plants and fewer animal products also significantly reduces greenhouse gas emissions and pollution.<sup>3,5,6</sup> Given the outsized contribution of meat and dairy production to global greenhouse gas emissions, a wide-scale shift to plant-based foods will be critical to limit the rise of global temperatures to 1.5° Celsius (per the 2015 Paris Agreement).<sup>7</sup> DefaultVeg is also a kinder alternative for the 99 percent of farmed animals who are raised on factory farms.<sup>8</sup>

DefaultVeg is a program of the Better Food Foundation. Contact us at [info@defaultveg.org](mailto:info@defaultveg.org) to learn more and to begin implementing your own DefaultVeg policy today.

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  2. Marco Springmann *et al*, "Options for keeping the food system within environmental limits," *Nature* 562, no. 7728 (2018): 519.
  3. Johns Hopkins Center for a Livable Future, "Health & Environmental Implications of U.S. Meat Production and Consumption," accessed Mar 20, 2019, [https://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/meatless\\_monday/resources/meat\\_consumption.html](https://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/meatless_monday/resources/meat_consumption.html).
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  5. Godfray, "Meat consumption."
  6. Springmann, "Options," 519.
  7. EAT-Lancet Commission, "EAT-Lancet Commission Summary Report," accessed Mar 20 2019, [https://eatforum.org/content/uploads/2019/01/EAT-Lancet\\_Commission\\_Summary\\_Report.pdf](https://eatforum.org/content/uploads/2019/01/EAT-Lancet_Commission_Summary_Report.pdf).
  8. The American Society for the Prevention of Cruelty to Animals, "Animal Cruelty: Factory Farms," <https://www.aspca.org/animal-cruelty/farm-animal-welfare>.