

## ADVOCACY PACKETS

**PLANT-BASED DIET**

## HOW TO ADVOCATE FOR PLANT-BASED MEAL OPTIONS

As young individuals, we see environmental issues in our community and on the news and want to take action to protect our future. It can be difficult to know where to start or how to enact lasting change, but students around the globe are working to transform the world one step at a time - and so can you.

This series of advocacy packets, created by students for students, provides introductory knowledge on these ideas and concepts, and walks you through steps on how to begin implementing change in your classroom, home, or community. By using our voices and gathering support for these sustainable initiatives, we will change the world.

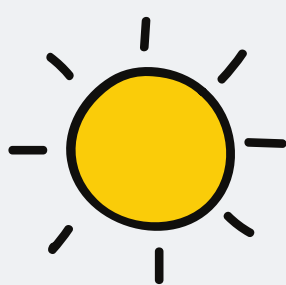
This specific packet on implementing plant-based meals in your cafeteria, provides you with the information to develop a plan of action to incorporate plant-based options for students who want to cut back on their meat consumption to help the environment. This resource will help you present your ideas to important stakeholders and explain the importance of a plant-based diet. Additional resources can be found [here](#).

**IMPORTANCE**

Making the transition to a plant-based diet is one of the best ways to reduce your carbon footprint. The meat industry generates nearly 1/4 of the man-made greenhouse gas emissions, which is more than the entire transportation sector. Eating just one less burger a week would be the equivalent of taking your car off the road for 320 miles!

Aside, from just greenhouse gases, producing meat requires lots of food and water. Approximately 1,800-2,500 gallons of water go into just one pound of beef. Using crops to feed people plant-based meals, instead of using crops to feed livestock, would help conserve vast amounts of land, energy, and water. The United Nations calculates that 3.5 billion more people could be fed by growing crops for human consumption on lands that are currently used to grow animal feed.

Diets are personal decisions that are driven by availability, affordability, and cultural habits. Students also may choose to adopt a plant-based diet for religious or health reasons. Therefore, every student deserves options that suit their dietary needs in their cafeteria.



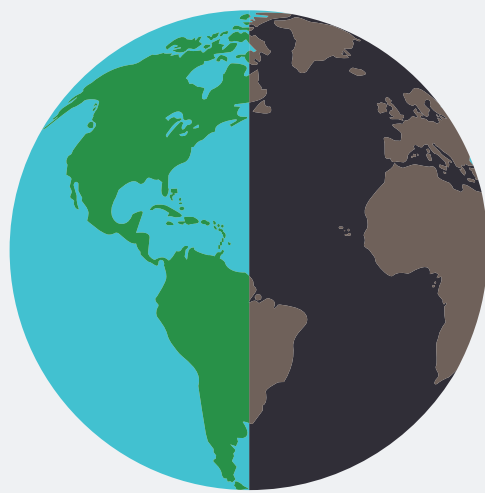
# KNOW THE IMPACT

## Carbon Emissions

One Serving of Beef = 6.61 Pounds of CO<sub>2</sub>

One Serving of Poultry = 1.26 Pounds of CO<sub>2</sub>

One Serving of Potatoes = 0.03 Pounds of CO<sub>2</sub>



## Water Consumption

One Serving of Beef = 1,800 Gallons of Water

One Serving of Poultry = 520 Gallons of Water

One Serving of Potatoes = 34 Gallons of Water

# STAKEHOLDERS

Stakeholders include anyone who you may want to discuss your project plans with. There are many different stakeholders who can help you reach your project goal. It is important to identify your stakeholders and get them involved in your project.

## CLUB MEMBERS/ADVOCATES

Environmental or animal rights clubs at your school could be one of your strongest support bases. PowerPoint and video presentation are awesome ways to help educate them about your mission's importance and how they can help.



## COMMUNITY MEMBERS & PEER HELPERS



At your school, there are many like-minded individuals and faculty members that could be interested in supporting your project. A great way to get students involved who are not already in environmental or animal rights clubs is to share a petition like this example linked [here](#).

## FINANCIAL SUPPORTERS

These are the community members that may be interested in financially supporting your plant-based initiative. Financial supporters can include your school board, outside organizations, businesses, and more. You can use this letter outlined [here](#) to share your plan of action with possible donors. Be sure to add information about your specific school to make the message more personal.



## CAFETERIA STAFF



Talk to the staff at your cafeteria to see their views on the project and what capacity of plant-based options they think is possible. If they are interested in the project, have them sign your petition link [here](#), and advocate for your plan to your school administrators.

# SCHOOL ADMINISTRATORS

This group is the most important because they have the power to make decisions on projects within your school. It is important to be in contact with your administrators early in the process of your project. They may even be able to help guide you and spread awareness for your project through the school. Use the email outline provided [here](#) when contacting your administrators.



## HOW TO EXECUTE YOUR PLAN

1. Gain support from other students' clubs at your school and get a petition filled with the signatures of your peers.
2. Contact community members and financial stakeholders about your project.
3. Deliver evidence of your support to the school officials and petition -for example- meatless Mondays. (Tip: Consider starting small, advocate for meatless Mondays first and then work up towards a plant-based option every day).
4. Ask the school administration for help contacting the school board and deliver evidence of the support for your project.

\*\*\*Email your school administration about your project and keep them updated as you progress.

## ADDITIONAL RESOURCES

Click [here](#) to look into your food footprint, which measures the environmental impacts associated with growing, producing, transporting, and storing your food. This resource also provides you with ways to reduce your food footprint.

Click [here](#) to learn about regenerative agriculture, which includes farming and grazing practices that reverse climate change by rebuilding organic soil matter and restoring degraded soil biodiversity.

