



FORWARD FOOD

AMBASSADOR TOOLKIT

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PREPARED BY
HSI/CANADA
AND FRIENDS OF
HUMANE SOCIETY
INTERNATIONAL



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INTERNATIONAL**
CANADA



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**HUMANE SOCIETY
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Welcome to the **FORWARD FOOD AMBASSADOR TEAM!**

What now?

As a supporter of Friends of HSI's and HSI/Canada's Forward Food program and the plant-based food industry in general, you are an advocate for change. You are part of a growing movement calling for more compassionate, sustainable, and healthier meal options across the country, and you have the power to contribute to this movement in meaningful, measurable ways. In this Forward Food Ambassador Toolkit, you will find information about our program and the unprecedented demand for plant-based foods, an email outreach template, and printable cards you can deliver to businesses or restaurants in your community.



As an ambassador for our program, your goal is to encourage businesses and restaurants to use our resources and sign the Forward Food Pledge.

To begin, see some helpful elevator pitches below.



ELEVATOR **PITCHES**

WHAT IS FORWARD FOOD?

Forward Food is an innovative culinary resource program run by Friends of Humane Society International and Humane Society International/Canada (HSI/Canada) that works to get more plant-based options on menus across the country. This program helps the food industry and foodservice professionals meet the growing demand for plant-based options for consumers. And — best of all — Forward Food’s services and supports are offered free of charge. The program works with foodservice professionals, including chefs, dietitians, and other specialists, to offer plant-based trainings and workshops, menu and recipe development assistance, marketing support, greenhouse gas emissions assessments, educational workshops, conferences, or summits, and more.

WHAT IS THE FORWARD FOOD PLEDGE?

In exchange for its free-of-charge services, Forward Food asks everyone with whom it works to sign the Forward Food Pledge. The Pledge is a commitment to shift an institution’s or business’s menus or food purchases to be 20% more plant-based, within a two-year period. This achievable and impactful goal demonstrates a strong commitment to better, more sustainable, and more compassionate food. It also helps professionals highlight their efforts to reduce the carbon footprints of their operations.

By taking the Forward Food Pledge, an institution or business gains access to a wide range of expert services and resources, including plant-based culinary trainings and workshops, menu and recipe development, greenhouse gas emissions assessments, marketing tips and best practices, and educational presentations on the benefits of plant-based foods.

WHY PLANT-BASED?

Consumers are looking for more plant-based options! Over 40% of Canadian consumers are actively trying to incorporate more plant-based foods into their diets¹ while over half of Canadians want to reduce their meat intake.² Across demographics, health and sustainability concerns are two significant reasons for this demand. In fact, the new Canada Food Guide encourages increased consumption of plants because diets rich in vegetables, fruits, whole grains, legumes, and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure, which reduce the risk of heart disease, certain cancers, type 2 diabetes, and more.³ Animal agriculture, meanwhile, uses approximately 83% of the world’s farmland and contributes 56–58% of food’s different emissions.⁴ Plant-based diets use less land, produce fewer greenhouse gas emissions, and require less water.⁵



MORE PLANT-BASED STATISTICS

ANIMAL WELFARE

- Each year in Canada alone, more than 800 million land animals are slaughtered for food.⁶
- One of the best things we can do to improve the well-being of animals on farms is to diversify our food choices and add more plant-based sources of protein to our diets.

SUSTAINABILITY

- A shift to plant-based meat and eggs alone would save, by 2035, as much carbon emissions as Japan emits in a year and enough water to supply the city of London for 40 years.⁸
- You could save as much carbon emissions as a new car emits on a 10-km ride by making one portion of spaghetti Bolognese with plant-based mince.⁹

HEALTH

- Canada's food guide recommends a variety of healthy foods each day, suggesting that Canadians consume a lot of vegetables and fruit as well as more plant-based proteins.¹⁰
- Eating plant-based may reduce risk of developing cardiovascular disease by 16% and the risk of dying of this health condition by about 31%.¹¹

BUSINESS CARDS

Hand these cards out to local restaurants to encourage them to adopt a more plant-based menu!



I am a loyal supporter of your business but am looking for more **plant-based** items on menus. I would eat here more often if you committed to HSI/Canada's **Forward Food** pledge.

Learn about Forward Food's free-of-charge resources and meet this growing demand at forwardfood.org/canada or email forwardfoodcanada@hsi.org

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EMAIL TEMPLATE

More and more businesses are adding delicious, nutritious, and satisfying plant-based options to their menus. Most are doing so to help protect our planet and to meet the growing demand — from customers like you — for more compassionate meals. There is still a long way to go, however, before plant-based and plant-forward meals become the norm. Please use the email template below to reach out to a business that you think should be serving more plants!

Subject line: Request for More Plant-Based Options

Good morning/afternoon **[name]**,

I hope this email finds you well. My name is **[name]**, and I am a supporter of my local **[business name]**. **[You may want to consider including other relevant information here — for example, how long have you been a customer of theirs? What is your favourite dish? What do you already like about this business?]** I am writing today in the hope you will address a concern of mine: the number of nutritious and satisfying plant-based options on your menu.

As our world becomes increasingly threatened by climate change, sustainable food options are receiving significant attention from both consumers and media. In addition, Canadians from all demographics are showing increased awareness of and desire for healthy meals that do not sacrifice taste in the process. Plant-based foods have become a newsworthy topic that is much more than just a trend: dishes made without animal products are more environmentally friendly, better for human health, compassionate toward other beings, and often less expensive than meat options. They are truly the foods of the future.

I am a loyal customer of **[business name]** but would eat there more — and spread the word — if you offered greater plant-based selection on your menu. Fortunately, there is a great resource program called Forward Food that can help you. Forward Food helps Canadian businesses and institutions sign the Forward Food Pledge and commit to serving more plant-based options. They offer trainings and workshops, recipe and menu development, marketing support, greenhouse gas emissions assessments, educational presentations, and more – all free of charge. You can learn more about Forward Food [here](#), view their resources [here](#), or email them at forwardfoodcanada@hsi.org. They are happy to help professionals such as yourself meet the growing demand for plant-based foods.

Please note that I am not affiliated with HSI/Canada in any way other than as a supporter. Thank you for your time. I look forward to trying some delicious plant-based options from **[business name]**!

[Name]

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