



## **Proveg International supporting NSMW 2020. Hints and Tips for going meat free on Monday 9<sup>th</sup> November**

We are delighted to have the support of Proveg for our first event of the week, Go Meat Free. Proveg International's vision is a world where everyone chooses delicious and healthy food that is good for all humans, animals, and the planet. They are working towards reducing the consumption of animals. They have provided a guide for going meat free not only for NSMW but beyond.

### **Meat Reduction tips for NSMW**

Reducing our meat consumption is more important than ever. It can reduce carbon footprints, improve health and even save money! Caterers, local authorities and schools all over the UK are realising and beginning to lead the way on meat reduction. In recent years more and more school & local authority caterers are offering at least one meat-free day per week!

This process can be challenging, however, and we at ProVeg are here to help. These are our top tips for effectively increasing uptake of veggie meals:

### **Language is crucial**

If you'd call a meat-based dish something like 'Aromatic Sri Lankan Chicken Curry', then don't just call the plant-based one 'Vegetable Curry'. Use names that accentuate provenance, texture, taste or key ingredients, just as you would with other dishes. Research shows this can increase uptake by as much as 76%.

If the menu lists 'Main Meal' and 'Vegetarian Option', this suggests that one meal is normal and superior, and the other is niche and inferior. Listing the choices as Option 1 and Option 2, while ensuring the meat-based meal is not always Option 1, can help promote the plant-based option.

### **Menu Layout is critical**

To increase uptake of plant-based dishes, they should be placed amongst other options. Avoid separate sections of menus, or always having the plant-based dishes in the same place, for example always underneath the meat-based dish.

By separating the plant-based options by position or colour, we are identifying them as something different and suitable only for one group, when in reality they are suitable for everyone. According to research, separation can reduce uptake of plant-based dishes by over 50%!

### **Avoid restrictive terms**

Research shows that terms such as 'vegan' and 'meat-free' often have a negative effect and actually stop parents and children choosing a dish. Instead, adding a small (v) or (ve) is informative and subtle.

### **Plant Powered Days**

This is what we call a meat-free day. Research suggests that restrictive language like 'meat-free' or 'meatless' can reduce uptake of plant-based food. A Plant Powered Day is by far the easiest way to achieve a 20% reduction in meat consumption and enjoy all the benefits that come with this. Best practice is to call your day something descriptive like 'plant-powered,' or 'planet friendly,' and rotate the day you have it.