

PETA

*Veganize*

YOUR CAFETERIA



## *Dear Student,*

Thanks for your interest in getting more vegan options offered in your cafeteria. With the addition of plant-based entrées, you can spare thousands of animals a life of misery. As more high school students stop eating animals, cafeteria managers are working to accommodate students' dietary choices.

So what kind of legacy do you want to leave at your school? By dedicating a few hours to meetings, you can help create monumental changes for animals and expose students to vegan options that they otherwise would never have had the opportunity to try.

PETA is here to provide support and guidance throughout the process. In this guide, we've laid out the steps necessary for your school to earn an "A" on the PETA Vegan Report Card. Feel free to contact our team, which helps students increase the number of vegan options at their schools. E-mail us at [student@peta.org](mailto:student@peta.org).

Students across the country are working with PETA and winning victories for animals. The more praise and demand for plant-based foods that cafeterias receive, the greater the number of vegan dining options they will offer. So let's get started!

Sincerely,

**PETA**





# THE *Five-Step* PROCESS

FOR MORE VEGAN OPTIONS

## ▶▶ **STEP 1: INVESTIGATIVE PROCESS**

### **Survey the Options Already Available**

Find out which vegan options already exist and how often they're served—the more thorough your assessment, the more prepared and knowledgeable you'll be when you meet with the cafeteria manager.

Know who your school's food-service provider is. Many high schools have a third-party provider such as Aramark, Sodexo, Chartwells, or Bon Appétit, while other cafeterias are operated solely by the school. Regardless of the provider, it's worth your time to look through its website before meeting with the cafeteria manager.

### **FOOD-SERVICE PROVIDER**

The company that makes the food at your school (e.g., Aramark, Sodexo, or Chartwells) is your food-service provider. Your cafeteria may also be self-operated (i.e., operated solely by your school).

### **SUPPLIERS**

The companies in the local area that your provider or school has the option of ordering food from are the suppliers. (You can request to see which vegan options are available for your school to order.)

# WHICH OF THESE OPTIONS DO YOU ALREADY HAVE?

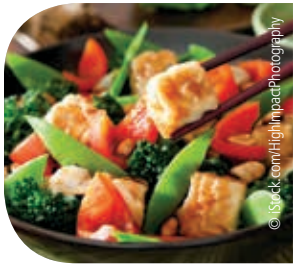
Below are a few options that are available at many high schools across the U.S. Which ones does your school already offer? **Check all that apply.**



Meatless Mondays



Vegan Dining Station



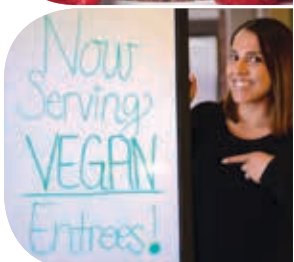
Hot Vegan Entrées



Vegan Milk (Soy, Almond, etc.)



Vegan Desserts



Posters/Pamphlets That Advertise Available Vegan Entrées



**TAKE NOTE OF THE FOLLOWING:** how often vegan options rotate, types of vegan options, and whether staff seem knowledgeable about what is and what isn't vegan.



## ▶▶ **STEP 2:** SET UP A MEETING

### **Meet With the Cafeteria Manager**

#### **to Ask Whether More Vegan Options Can Be Added**

Once you've surveyed the options, set up an appointment with the cafeteria manager at your school. Praise the school for the vegan dishes and options that already exist while also politely asking that it make the changes that you hope to see. This could include asking for vegan entrées that everybody loves, such as three-bean chili, burritos, or veggie sushi. You can also request that the school implement Meatless Mondays, establish a vegan dining station, or offer additional plant-based milks or vegan desserts. Explain to the cafeteria manager how simple it is for recipes to be made vegan, and ask that specific changes be implemented by the end of the semester.

## ▶▶ **STEP 3:** DRAFT A LETTER WITH YOUR GOALS

See the sample campaign letter on page 7 for ideas about composing your letter. A successful letter emphasizes what the cafeteria is already doing right and the steps necessary to start providing more vegan options. Personalize the letter for your school.



## *Tips for Success*

### **WHEN MEETING WITH DINING SERVICES**

- Be professional. You're serving as a representative of everyone in the campaign—and trying to help animals! Dress business casual so that officials will take you seriously.
- Ensure that you're prepared and knowledgeable about the current offerings as well as vegan options offered elsewhere.
- Research what vegan options are provided at other schools serviced by your food provider. (For example, if your food provider is Sodexo, contact other Sodexo-serviced cafeterias and find out what vegan options they offer there.)
- Praise the school for the vegan options that it already offers. (Tell the manager that students love these options and are hoping for even more of them.)
- Keep your tone positive throughout the meeting—hold a mock meeting with friends in advance to get feedback on your presentation.
- Send thank-you notes after each meeting, especially when the cafeteria manager is taking steps in the right direction.

## MEETING SUCCESSFUL?

Yay! More vegan options!

Write the cafeteria manager a thank-you note praising the progress that has been made, and offer to help promote the new options to demonstrate their success.

## NO VEGAN ADDITIONS YET?

Don't worry—you've still got some tricks up your sleeve. Start by gathering signatures, and schedule another meeting with the cafeteria manager.

Keep gathering the support of faculty, staff, student clubs, and students for your campaign letter.

## ▶▶ STEP 4: GATHER SIGNATURES

Post yourself at a high-traffic area in your school and ask students to sign their name (and provide their e-mail address) to a letter in support of offering vegan options in the cafeteria. At the same time, give away vegan food—it's an easy way to draw students in. Emphasize that people are signing the letter even if they only choose to eat meat-free meals occasionally and that more vegan options means that there will be a greater variety of entrées for everyone to choose from. Have a box next to each signature that they can check if they would like to receive regular updates about the campaign. When the cafeteria manager sees that hundreds of students support this effort, your request will be taken more seriously.



## ▶▶ STEP 5: PUBLICIZE YOUR VICTORY

As your cafeteria begins adding vegan options, it's important to promote them all over the school to ensure that they'll be in high demand and therefore remain available. Check out the following suggestions:

- **Talk with dining services officials to see if they can help you publicize the new options.**

They may allow you to set up an information table, distribute posters, or create tabletop notices so that students will know about new entrées and where they're offered.

- **Write a letter to the editor of your school newspaper about the new options,** which will reach even more students. Let readers know that vegan foods will not only keep

misery off their plates but also help them stay healthy.

- **Contact both the school newspaper and the local media** to see if they can send reporters to cover the story. Invite reporters to a meeting highlighting your successful campaign for vegan options. Before the meeting, prepare an outline of the top three points that you want to make in your talk. Contact PETA if you need help with publicity and contacting local media

outlets. You've made great progress—now, it's time to brag about it!

- **Give away free food.** Promote the new options by allowing students to taste them.
- **Arrange a vegan cooking demonstration.** Organize a lunchtime event at which the cafeteria showcases all the awesome vegan entrées and shows students how they can make easy plant-based dishes at home.



## **SAMPLE LETTER TO A HIGH SCHOOL CAFETERIA MANAGER OR PRINCIPAL**

*Please make appropriate adjustments to personalize your letter.*

[Date]

[Name of Principal or Cafeteria Manager]

[School Name]

[Address]

Dear [Name],

Thank you for taking the time to read this letter. As a [vegetarian/vegan], having adequate lunch options is important to me. Being offered vegan menu items appeals not only to vegetarian and vegan students but also to those looking for healthy, nondairy, or kosher options.

I would love to work with the school to add a veggie burger to the cafeteria menu. Adding this item would be an easy, financially sound, and compassionate decision that would greatly benefit students like me who avoid eating meat, eggs, and dairy “products” for ethical reasons. More and more young people are also skipping meat-based meals for health reasons or to help the environment—according to the United Nations, raising animals for food is the leading contributor to climate change. As a result, the vegetarian population in our country is quickly growing; more than 25 percent are currently opting out of meat-based meals.

Obesity is a growing problem among America’s teens, with as many as 33 percent considered clinically obese. Our school has the opportunity to combat this epidemic by providing nutritious menu items. The Physicians Committee for Responsible Medicine has provided scientific evidence showing that vegan foods promote good health and help young people maintain a healthy weight.

I have a long list of food-service providers and manufacturers that I would love to share with you, and People for the Ethical Treatment of Animals (PETA) has also offered to help you make arrangements to order veggie burgers for the school menu.

Please contact me at your earliest convenience so that we can schedule a meeting to discuss this matter. Thank you for your time and consideration.

Sincerely,

[Your Signature]

[Your Name]

## **NOT SURE WHAT KINDS OF TASTY TREATS ARE OUT THERE?**

**Here are some of our favorite companies and products:**

### **American Oats, Inc.**

American Oats, Inc., offers several flavors of vegan ice cream that can be used in soft-serve machines.

[www.americanoats.com](http://www.americanoats.com)

### **Beyond Meat**

Beyond Meat makes delicious, non-GMO plant-based options that perfectly replace animal protein in all your favorite recipes.

[www.beyondmeat.com](http://www.beyondmeat.com)

### **Blue Diamond Growers**

Blue Diamond Growers offers innovative products such as Almond Breeze almond milk; Nut Thins crackers, the only crackers in the world made with nut meal; and world-renowned snack almonds, available in a variety of flavors, such as the classic Smokehouse.

[www.bluediamond.com](http://www.bluediamond.com)

### **Boca**

Boca meat-free products are made from soy protein and give food-service providers a way to offer the taste of meaty burgers and ground beef to their customers. With tasty meat-free choices like these, you'll never run out of ways to spice up mealtime.

[www.bocaburger.com](http://www.bocaburger.com)

### **Carla's Pasta**

Carla's Pasta offers vegan ravioli and tortellini.

[www.carlapasta.com](http://www.carlapasta.com)

### **Daiya Foods**

Daiya Foods makes nondairy cheese that's great on pizza, sandwiches, and lots more.

[www.daiyafoods.com](http://www.daiyafoods.com)

### **Fabe's All Natural Bakery**

Fabe's All Natural Bakery offers vegan baked goods, including brownies and cookies.

[www.fabesnatural.com](http://www.fabesnatural.com)

### **Follow Your Heart**

Follow Your Heart products include Vegenaïse, Vegan Gourmet dairy alternatives, and salad dressings that are all made in a solar-powered manufacturing facility using heart-healthy, plant-based ingredients without harmful chemicals, preservatives, or GMOs.

[www.followyourheart.com](http://www.followyourheart.com)

### **Gardein**

Gardein, a delicious, versatile protein option, is a wholesome, tasty plant-based food with a meaty texture. Products include "chick'n," "beefless," "fishless," and gluten-free options.

[www.gardein.com](http://www.gardein.com)

### **Gardenburger**

Gardenburger offers a wide selection of meat-free burgers, cutlets, riblets, and breakfast sausage.

[www.gardenburger.com](http://www.gardenburger.com)

### **GO Veggie!**

GO Veggie! offers slices and shreds in both cheddar and mozzarella flavors. It also offers blissful blocks of vegan cheese and grated dairy-free cheese topping.

[www.goveggiesfoods.com](http://www.goveggiesfoods.com)

### **Lightlife Foods**

Lightlife Foods produces vegetarian and vegan meat substitutes.

[www.lightlife.com](http://www.lightlife.com)

### **Mon Cuisine**

Mon Cuisine offers a large variety of meat-free options, including vegan ravioli, falafel, pot pies, "egg" rolls, and vegan meat alternatives, such as kebabs, cold cuts, and steak.

[www.moncuisine.com](http://www.moncuisine.com)

### **Silk**

Silk Soymilk, Almondmilk, and Coconutmilk are perfect for your healthy lifestyle.

Ingredients are grown responsibly and kept as close to nature as possible.

[www.silk.com](http://www.silk.com)

### **Sol Cuisine**

Sol Cuisine offers veggie burgers, meat-free chicken, veggie dogs, falafel, veggie crumbles, and more.

[www.solcuisine.com](http://www.solcuisine.com)

### **The Tofurky Company**

The Tofurky Company offers vegan deli slices, Tofurky roast, vegan gravy, meat-free kielbasa, and vegan brats.

[www.tofurky.com](http://www.tofurky.com)

### **VeggieLand**

VeggieLand offers meat-free burgers, patties, and nuggets.

[www.veggieland.com](http://www.veggieland.com)



# SAMPLE MENU

## MONDAY ▶▶

- Veggie Burger w/Lettuce & Tomato on Whole-Wheat Bun
- Carrot Sticks w/Hummus Dip
- Watermelon Slices
- Zucchini Bread
- Vanilla Soy Milk
- Apple Juice
- BBQ Soy Beef Sandwich
- Gingery Baked Beans
- Cucumber & Tomato Salad
- Cantaloupe Slices
- Vanilla Soy Milk
- Apple Juice

## TUESDAY ▶▶

- Black Bean Enchilada
- Baked Tortilla Chips w/Salsa & Guacamole
- Seasoned Spinach
- Mango Slices
- Vanilla Soy Milk
- Orange Juice
- Meatless Chik'n Nuggets
- Steamed Veggies
- Mashed Potatoes w/Mushroom Gravy
- Carrot Muffin
- Dried Fruit Mix
- Vanilla Soy Milk
- Orange Juice

## WEDNESDAY ▶▶

- Veggie Riblet
- Corn Bread
- Mashed Potatoes w/Mushroom Gravy
- Collard Greens
- Orange Slices
- Vanilla Rice Milk
- Grapefruit Juice
- Soy Chicken Teriyaki Kebabs Over Steamed Brown Rice
- Asian Green Bean Salad
- Tropical Fruit Cocktail
- Vanilla Soy Milk
- Grape Juice

## THURSDAY ▶▶

- Tofurky Sandwich w/Lettuce & Tomato
- Baked Potato w/Vegan Toppings
- Alphabet Soup
- Fruit Cocktail
- Vanilla Soy Milk
- Apple Juice
- Vegan Ravioli
- Whole-Wheat Garlic Bread
- Mixed Green Salad
- Orange Slices
- Chocolate Pudding
- Vanilla Rice Milk
- Orange Juice

## FRIDAY ▶▶

- Spaghetti w/Soy Meatballs
- Whole-Wheat Garlic Bread
- Mixed Green Salad
- Lemon Sorbet
- Apple Slices
- Vanilla Rice Milk
- Orange Juice
- Soy Chicken Parmesan
- Green Salad
- Seasoned Potato Wedges
- Watermelon Slices
- Blueberry Muffin
- Vanilla Soy Milk
- Pineapple Juice

