



# SCHOOL PLATES

 **proveg**  
international

HOW SMALL  
CHANGES CAN MAKE  
A BIG DIFFERENCE  
TO YOUR CHILDREN'S  
HEALTH, THE PLANET  
AND SAVE YOU  
MONEY

# UN award

## for school food programmes

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- Awarded the **UN Momentum for Change Award** at the UN Climate Conference (COP24) for our school food programmes - recognises examples of innovative, transformative & scalable climate actions from around the world
- **UN Permanent Observer** status with UNFCCC (UN Framework Convention on CC)





**Aims**

# Our Aims

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- To help school meals to become:
  - **healthier**
  - more **sustainable**
  - while **saving money**
- By increasing the quality and quantity of **plant-based food** on school menus





**Why?**

# For the planet

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- **Climate Change Committee** has recommended a:
  - 20% shift away from all meat and dairy by 2030 (rising to 35% by 2050) in order to put the UK on the path to net zero
- **National Food Strategy** has recommended the following changes to the UK national diet by 2032 compared to 2019:
  - 30% less meat
  - 20% more fruit & vegetables
  - 50% more fibre

# For children's health

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- **Childhood obesity** is one of the most serious global public health challenges of the 21st century, according to the WHO
  - Almost 10% of children starting school in England are obese
  - By age 10, over a third of school children are overweight or obese
- **Processed meat** (common on UK school menus) **causes cancer** in the same carcinogenic category as tobacco.
- **Plant-based foods** are packed with **nutrients** and **fibre** that we all need to thrive. They are low in fat and calories. They lower the risk of chronic diseases.



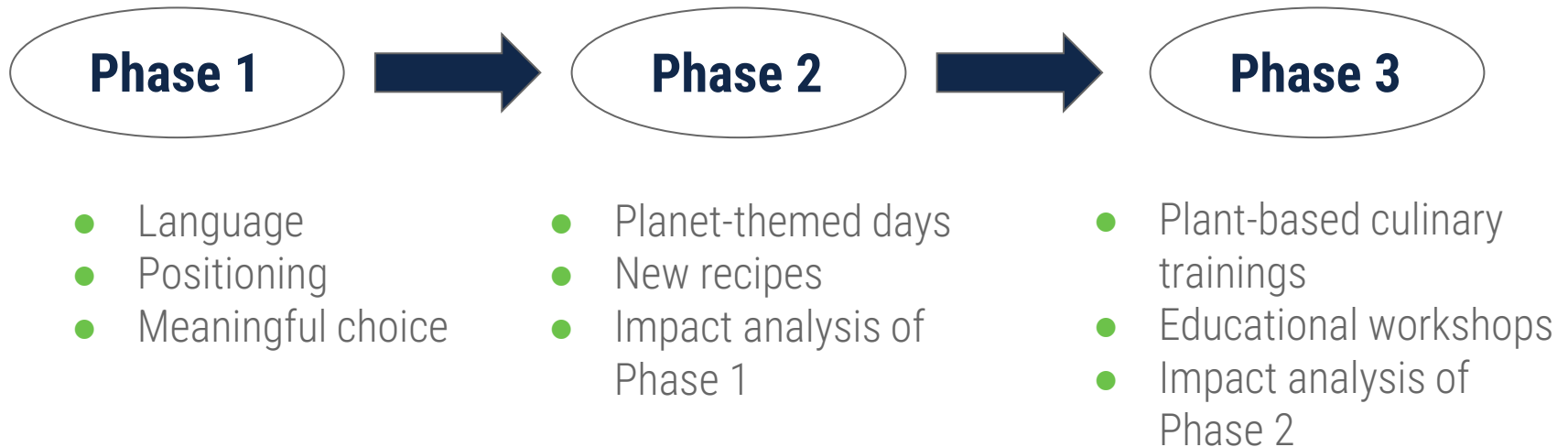


**Our approach**



# Phased approach

## Nudges





| **Phase 1**

# Language changes

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- Make the **plant-based options** as **attractive to children** as possible through creative language changes
- Use **(v)** or **(ve)** as an identifier, and remove words like ~~vegetarian, vegan, meat-free, veggie~~, and instead use words that focus on:
  - **flavour**: Sweet and Sour, Spicy, Smokey, BBQ
  - **texture**: Sticky, Chunky, Crispy, Creamy
  - **provenance**: Italian, Mexican, Homemade, American-style, Cornish
  - or are **child-friendly**: Marvellous, Rainbow, Traffic Light, Cowboy, Monster



# Driven by research

## Simple tweaks to language are proven to increase uptake

- Sainsburys increased uptake by **76%** of its 'Meat Free Sausage and Mash' simply by renaming it as '**Cumberland Spiced Veggie Sausage and Mash**'.
- Renaming carrots as '**x-ray vision carrots**' in primary schools increased uptake by 50%!



Cornell University

# Positioning changes

- Research tells us that **meals on the top row of a menu will be chosen far more often** than those positioned underneath
  - We recommend positioning **plant-based options on the top row** on three of the five weekdays
- Change 'Main meal' & 'Vegetarian option' meal categories to **Option 1 & Option 2** to enable this re-positioning and to also remove choice bias



| **Phase 2**



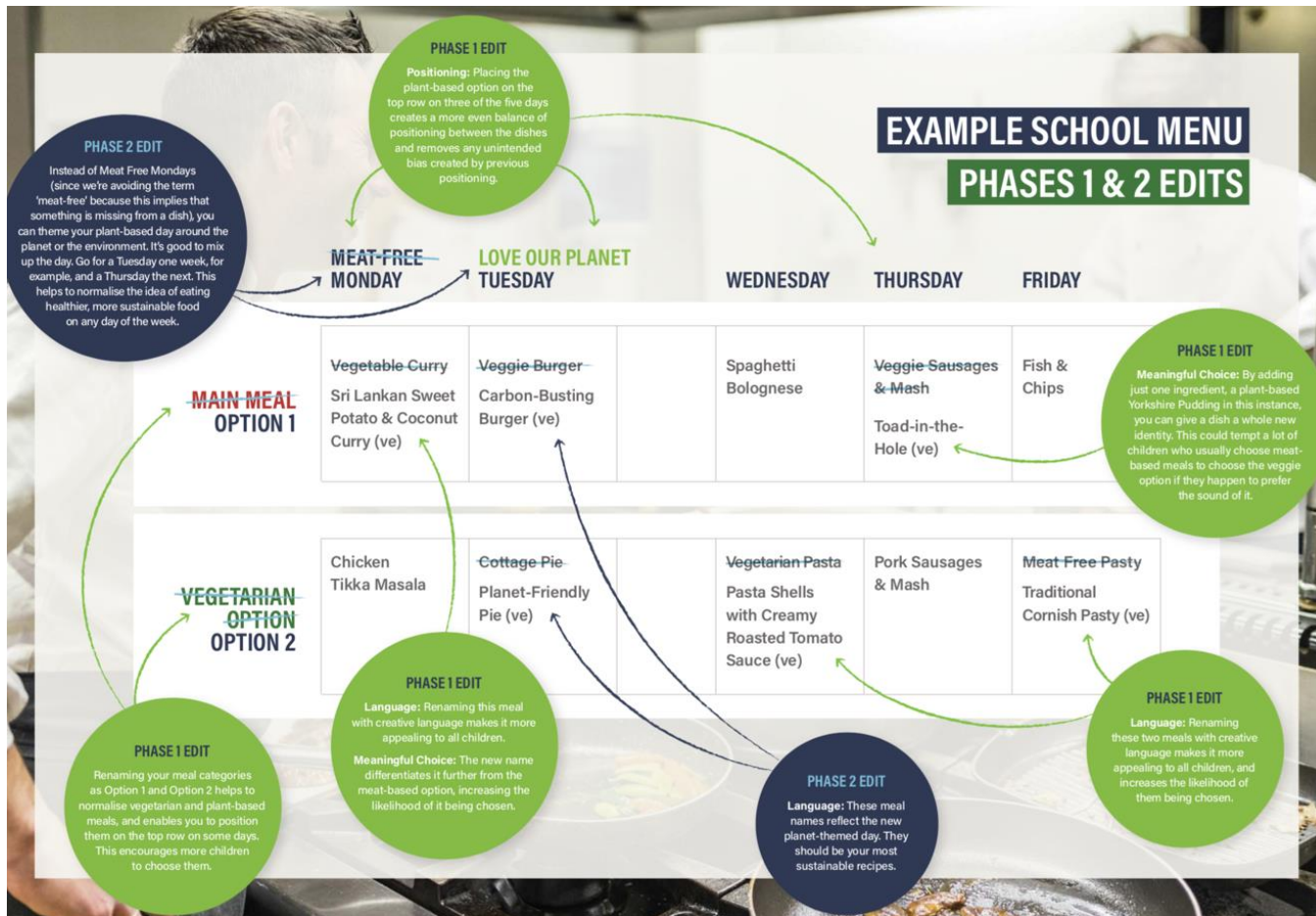
# Planet-themed days

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Choose not to brand your meat-free days as ~~Meat-Free Monday~~, but introduce **planet-themed days** - a fun and thought-provoking opportunity to help children to make the connection between the food they eat and the future of our planet. We make three main recommendations:

1. Making meat-free days fully plant-based - and no more calling them Meat Free Mondays!
2. Adding one new fully plant-based day per week, up to a maximum of two per week (in line with School Food Standards)
3. Trying a planet-themed day



## SPAGHETTI BOLOGNESE

vs.

## SPAGHETTI BOLOGNESE (VE)

**Cost = 61p**  
**Saturated fat = 4.7g**  
**Fibre = 3.4g**  
**Protein = 17g**  
**Carbon emissions = 2,980g**  
(this is the equivalent to  
11.9 x 5 min showers)  
**"VERY HIGH"** carbon rating<sup>31</sup>

**Cost = 44p**  
**Saturated fat = 0.6g**  
**Fibre = 8.5g**  
**Protein = 16g**  
**Carbon emissions = 1,000g**  
(this is the equivalent to  
4 x 5 min showers)  
**"MEDIUM"** carbon rating<sup>32</sup>



27% cheaper



87% lower in  
saturated fat



contains more  
than double  
the fibre



emits less than  
one-third of the  
carbon emissions





| **Phase 3**

# Chef training & measuring impact

- **Plant-based chef training**

We bring our professional plant-based chefs to educate and inspire school caterers to make better plant-based food that children will enjoy

- **Measuring impact**

- Carbon savings
- meals swapped









## SPAGHETTI WITH HOMEMADE PLANT-POWERED BALLS (VE)





**Our impact**

# Our impact

- We confirm that we have been responsible for at least **4.6 million school meals** switching from meat-based to meat-free and plant-based (this is based only on the impact we can measure. The true impact could be x2 this figure)
- We are currently working with **25 major caterers** (up from **13** in May 2021, almost **doubling the size of the programme in 5 months**). This means that our edited menus are going into over **2,500 schools**, and eaten by close to **350,000 children every day**

# Our partners' results

*"...the uptake of our veggie and plant-based meals has **gone up by 50%...**"*

*"...the uptake of vegetarian meals has **increased by over 10%...**"*

*"...the support we have received has allowed us to make **cost savings...of around 20% across our schools...**"*

# Parents' feedback

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*"It's good to see less meat on menus and varied meat-free options. Well done. Keep it up."*

*"Can meat-free days feature more than once on your menus, please?"*

*"My children normally will not eat vegetables, but on meat-free days my son comes home saying that the lunch today was yummy and that he tried and liked the vegetables."*

*"My two children normally have a packed lunch but, on meat-free days they always want to have a school dinner."*

*"It is good to see the message about eating less meat to help all in the future."*





# Colette Fox

Programme Manager



[schools@proveg.com](mailto:schools@proveg.com)



[www.proveg.com/uk/school-plates/](http://www.proveg.com/uk/school-plates/)