



LEADERSHIP CIRCLE

PLANT FORWARD TRACK



FARMFORWARD



INTRODUCTION

The mission of the Leadership Circle (LC) is to leverage the institutional buying power of universities, businesses, and cities to improve the lives of farmed animals and to reduce the climate impacts of the food system.

The LC helps institutions transition to more plant-forward menus and/or higher welfare animal products. We call this approach to sourcing animal products “Less and Better.” Some institutions commit to our Plant Forward (“Less”) track, some commit to our Certified Higher Animal Welfare (“Better”) track, and some commit to both Less and Better.

The Plant Forward track of the LC outlined below recognizes institutions that have committed to set a specific target for reducing the volume of animal products served in their dining operation. Institutions that serve more plant-forward food reduce their carbon footprint and maximize their impact for farmed animals, all by serving delicious and healthy food, and saving money in the process.

COMMITMENT

To qualify for the Plant Forward track, institutions commit to reduce the total volume of animal products (chicken, eggs, dairy, beef, pork, fish) served by at least 20 percent within two years.

MEASURING IMPACT

To calculate the percentage reduction, choose a baseline year within the previous five years, and calculate the volume of animal products purchased, then normalize that by the number of meals served. This calculation will give you a baseline for the volume of animal products served per meal.

EXAMPLE

An institution picks 2014 as a baseline year, calculates that they served 1.3 million pounds of animal products and served 1 million meals that year. The baseline is 1.3 pounds of animal products per meal. The institution then calculates that in 2019 they served 1.1 million pounds of animal products for 1.2 million meals, or 0.92 pounds per meal. Between 2014 and 2019 the institution reduced the volume of animal products consumed by 30 percent.

WHY JOIN THE LEADERSHIP CIRCLE?

- Receive consulting from LC staff
- Access to best practices and resources for plant-forward dining
- Get expert support to calculate the impact of your institution's plant-forward dining in terms of reduced cost and carbon impact
- Obtain public recognition for leadership, including;
- Support with local and national media
 - Recognition via Farm Forward's communication channels
 - Communication templates and examples

PUBLICITY FOR LEADERSHIP CIRCLE MEMBERS

‘Phipps joins the Leadership Circle based on the organization’s continued commitment to source certified higher-welfare chicken and turkey products at Café Phipps and support local farmers who raise animals to the highest level of welfare. Café Phipps also provides a variety of delicious plant-based meal options, reducing the environmental footprint.’

[-FROM PHIPPS CONSERVATORY AWARDED MEMBERSHIP IN FARM FORWARD’S LEADERSHIP CIRCLE](#)

“We are excited in joining the Leadership Circle and the opportunity for our students to make positive changes through their dining choices,” said Timothy Dietzler, Director of Dining Services at Villanova University. “The Leadership Circle aligns perfectly with Villanova’s VEG program, which encourages students and other members of our community to adopt a ‘less meat, better meat’ approach to dining. Farm Forward provides resources for Villanova Dining Services to source higher welfare meat, poultry, and eggs, while we incorporate more plant-based proteins in following our core principles of VEG.”

[-FROM VILLANOVA UNIVERSITY AWARDED MEMBERSHIP IN FARM FORWARD’S LEADERSHIP CIRCLE](#)

