

peta2
FREE FOR ALL

Veganize

YOUR DINING HALL



Dear Student,

Thanks for your interest in getting more vegan options offered in your dining halls. With the addition of plant-based entrées, you can spare thousands of animals a life of misery. As more college students stop eating animals, dining directors are working to accommodate students' dietary choices. Some are even opening all-vegan dining halls and stations to meet the growing demand!

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

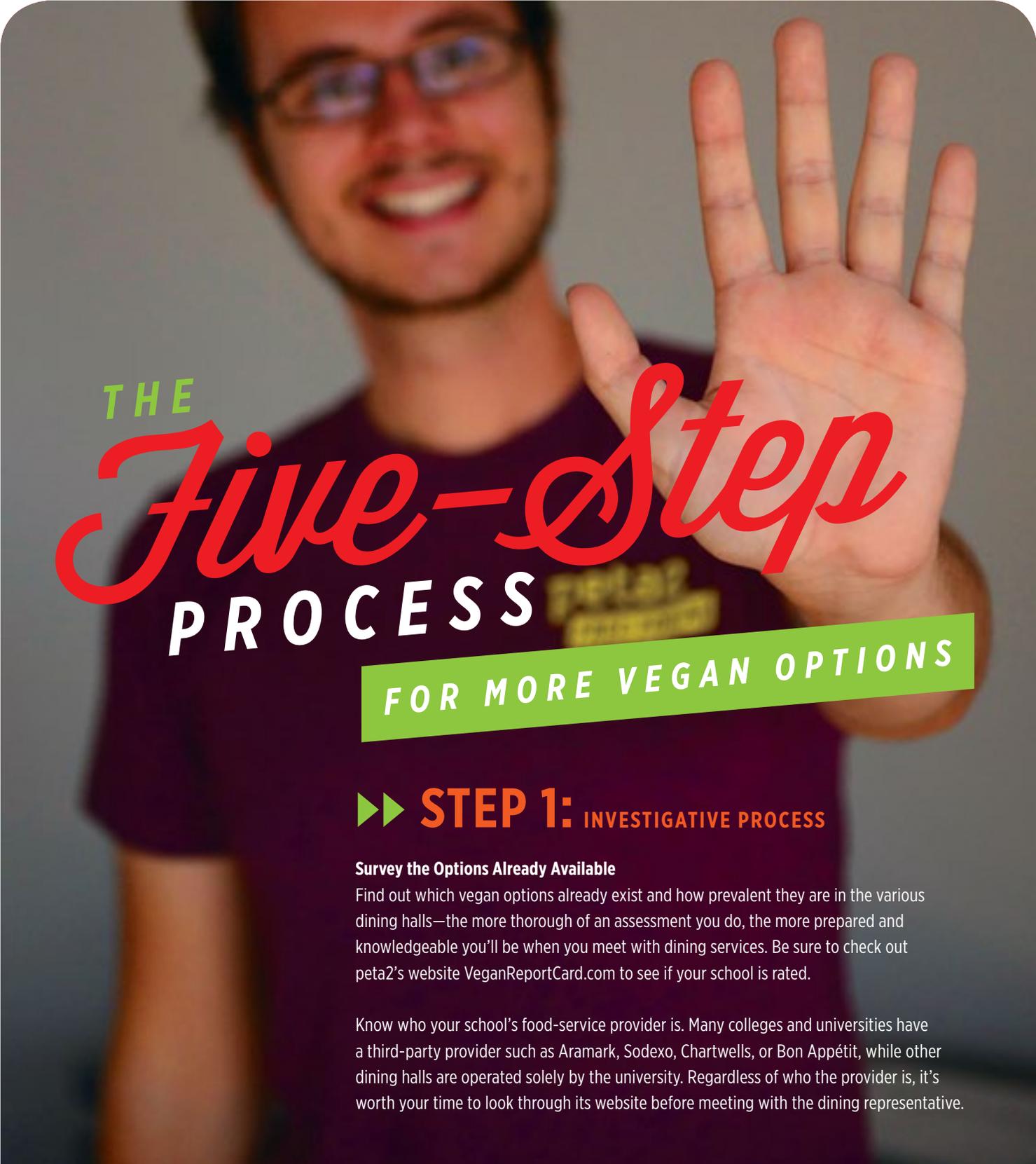
peta2 is here to provide support and guidance throughout the process. In this guide, we've laid out the necessary steps to get your school an "A" on the peta2 Vegan Report Card. Feel free to contact our team, which helps students increase the number of vegan options on their campuses. E-mail us at College@peta2.com.

Students across the country are working with peta2 and winning victories for animals. From gaining spots on dining advisory boards to working to create all-vegan dining halls—there's no stopping peta2's student supporters. The more praise and demand for plant-based foods that dining halls receive, the more vegan dining options will expand. So let's get started!

Sincerely,

The peta2 Team





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 prevalent they are in the various dining halls—the more thorough of an assessment you do, the more prepared and knowledgeable you'll be when you meet with dining services. Be sure to check out peta2's website VeganReportCard.com to see if your school is rated.

Know who your school's food-service provider is. Many colleges and universities have a third-party provider such as Aramark, Sodexo, Chartwells, or Bon Appétit, while other dining halls are operated solely by the university. Regardless of who the provider is, it's worth your time to look through its website before meeting with the dining representative.

FOOD-SERVICE PROVIDER

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

SUPPLIERS

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

WHICH OF THESE OPTIONS DO YOU ALREADY HAVE?

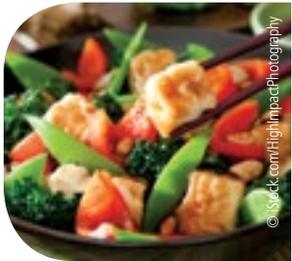
Use the campus website and dining hall meetings to find out which options are vegan. **Check all that apply.**



Meatless Mondays



Vegan Dining Station



Hot Vegan Entrées at Every Dining Hall



Plant-Based Milk Alternatives (Soy, Almond, Etc.)



Vegan Desserts



Posters/Pamphlets That Advertise Available Vegan Entrées



TAKE NOTE OF THE FOLLOWING: how often vegan options rotate, which dining halls serve as the best recommendation for vegans, types of vegan options, and whether staff seem knowledgeable about what is and what isn't vegan.



© iStock.com/AlexKalina

▶▶ **STEP 2:** SET UP A MEETING

Meet With Dining Services to Ask Whether It Will Add More Vegan Options

Once you've surveyed the options, set up an appointment with the dining services director at your school. Politely praise the school for the vegan dishes and options that already exist while also asking for the types of changes that you hope to see. Some changes 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 dining services representatives how simple it is for recipes to be made vegan, and ask to see specific changes occur 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 structuring your letter. A successful letter emphasizes the steps that dining services is doing right and the goals necessary to move in the direction of getting more vegan options. Personalize the letter for your university.



Tips for Success

WHEN MEETING WITH DINING SERVICES

- Be professional. You're serving as a representative of everyone in the campaign—and animals! Dress business casual so that officials will take you seriously.
- Send thank-you notes after each meeting, especially when dining services is taking steps in the right direction.
- Praise dining services for the vegan options that it already offers. (Tell the director how students love these options and are hoping to be able to enjoy even more.)
- Keep your tone positive throughout the meeting—do a mock meeting with friends in advance to get feedback on your tone and vision.
- Make sure that you're prepared and knowledgeable about the current offerings as well as other vegan options elsewhere.
- Research what vegan options are provided at other schools that your food provider services. (For example, if you have Sodexo, contact other Sodexo dining halls and find out what vegan options they offer.)

MEETING SUCCESSFUL?

Yay! More vegan options!

Write dining services a thank-you note praising it for the progress it has 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 dining services.

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

▶▶ STEP 4: GATHER SIGNATURES

Find high-traffic areas on campus (e.g., the student center) and ask students to write down their name and e-mail address in support of getting more vegan options on campus. (Use a clipboard to make it easy to gather signatures.) Give away vegan food while gathering signatures—it's an easy way to draw students to you. Emphasize that everyone is signing the campaign letter, even those who only sometimes choose to eat meat-free, and that more vegan options means more delicious entrées for everyone to choose from. Have a box next to people's names that they can check if they would like to receive regular updates about the campaign. When dining services sees that thousands of students support this campaign, it'll begin taking your requests seriously.



▶▶ STEP 5: PUBLICIZE YOUR VICTORY

As dining services begins adding vegan options, it's important to promote them across campus to ensure that they'll remain available. Check out the following suggestions for doing so:

- **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 table-top fliers so that students can see which new entrées are available and where they're offered.
- **Write a letter to the editor of your school newspaper about the new options.** Even more students will learn about the new plant-based options if you get a letter published in the paper.

Let readers know that vegan foods will not only keep misery off their plates but also help them stay healthy!

- **Contact both local media and the school newspaper to see if they can send reporters.** 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 [peta2](#) if you need help with publicity

and contacting local media outlets. You've made great progress—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.** Coordinate an evening when dining services showcases all the awesome vegan entrées and shows students how they can make easy plant-based dishes at home.

SAMPLE LETTER TO A UNIVERSITY

Customize your letter based on your request and include school-specific changes and references to get students to sign the campaign letter:

Dear University of Kentucky Dining Services,

Thank you for taking the time to read this letter. As the University of Kentucky's (UK) mission statement says, "The University of Kentucky is a public, land grant university dedicated to improving people's lives through excellence in education, research and creative work, service, and health care." In accordance with the school's mission statement, the Lexington Initiative for Vegan Education (LIVE) Campaign is contacting dining services to address an improvement that can be made to help campus dining achieve even greater excellence.

As vegetarian and vegan eating continue to become more popular in the U.S., university dining halls across the country are making strides to accommodate these healthy lifestyles. For example, the University of North Texas has an all-vegan dining facility called Mean Greens, and the University of California–San Diego also has one, named Roots.

Here at UK, the LIVE Campaign wants to make vegan eating more accessible to students. That's why we're calling for at least **one hot vegan entrée to be served in every dining hall and at every meal on a daily basis**. Dining services and the LIVE Campaign can work together to achieve better accessibility and transparency in vegan dining.

There are many reasons why students opt for vegan dishes. Some commit for ethical reasons, some for environmental reasons, and some for their health. Regardless, University of Kentucky students are taking a stand to advocate for meat-free options.

We request that the following policies go into effect at the start of the spring 2015 semester:

- **Daily vegan entrées:** At least one vegan entrée will be available in each dining hall and at each meal.
- **Labeling entrées as vegetarian or vegan:** Easy-to-understand labels will be used to designate whether entrées are vegetarian or vegan.
- **A vegan liaison:** A vegan student liaison from the LIVE Campaign will help dining services brainstorm entrée options and ensure that quality recipes are selected.

We ask that you consider our requests now, and if you're still not certain about our campaign's relevance, the LIVE Campaign will provide you with evidence of student support. Throughout the next semester, we'll be hosting on-campus tabling events in order to garner support for our campaign.

Our main goal is the same as that of dining services: to provide students with the quality food they want. The LIVE Campaign simply feels that current food options can be expanded to meet the needs of vegetarian and vegan students better. We look forward to collaborating with you in order to improve dining.

Sincerely,

The LIVE Campaign
The Lexington Initiative for Vegan Education

EVERYONE

CAN ENJOY VEGAN FOOD!

Vegan food is more popular than ever on college campuses, and food-service providers have responded by offering every major brand of vegan meats, cheeses, and delicious treats. Don't take our word for it, though—here's what some of the largest on-campus providers had to say:

ARAMARK

"Providing vegetarian and vegan choices is an important part of the Aramark Healthy for Life™ menu commitment. Our chefs create hundreds of vegetarian and vegan options to meet the varying dietary preferences of our customers. Aramark Higher Education locations provide vegetarian selections featuring plant-based protein products from the following manufacturers: Hain Celestial, WhiteWave Tofu, Yves, Gardenburger, and Boca Burger. For more information, please contact your food-service director."

BON APPÉTIT

"Bon Appétit Management Company prides itself on cooking from scratch, from stocks to sauces and soups, focusing on authentic flavors, whether regional or global. We prefer to take that approach with our vegan dishes as well. Many of the world's most compelling cuisines are made without animal products, using fresh herbs, spices, and umami-filled vegetables to drive their flavor—and our chefs learn all about them in our nationwide, hands-on vegan culinary training. Anyone can open a package of veggie burgers, but Bon Appétit chefs regularly create dozens of wholesome, zesty versions utilizing local herbs, whole grains, and beans or other plant-based proteins. And speaking of plant-based proteins, there's a whole world out there our chefs love to experiment with: from soft fresh tofu that stands in for dairy in dips and spreads to hearty tempeh that makes our stir-fries so satisfying. We've got you covered for dessert, too. Our first choice is to bake in house, and our chefs love the challenge of eggless, butterless desserts made with seasonal ingredients—care for some Vegan Pumpkin Chiffon Dainties? We also serve Hampton Creek's Just Cookies, a deeply satisfying, more sustainable cookie that just happens to be vegan."

CHARTWELLS

"Through Chartwells Higher Education Dining Services' award-winning Balanced U platform, a vegan program was built on the common belief that maintaining a balanced lifestyle and making better food choices was truly at the heart of staying healthy. With a focus on the immediate benefits of eating healthier foods, students make the connection that how they feel, look, and perform is a result of what they eat. Chartwells' expert chefs use foundation ingredients for freshly prepared vegan menu options that support a sound nutritious vegan diet. Recipes from breakfast sandwiches to complete meals in a bowl can include legumes, lentils, tofu, or wheat protein meat substitute (seitan) paired with whole grains and nuts. Meals are freshly prepared and seasoned with the right combination of herbs and spices that perfectly complement ingredients, providing flavorful vegan cuisine high in fiber. A variety of popular commercially produced vegan food products can be provided at the request of students and is modified according to specific unit needs. Organic produce is served whenever possible from local purveyors in addition to seasonal and varietal fruits and vegetables to round off the Chartwells' vegan experience."

SODEXO

"For Sodexo-served campuses in the U.S., our national menus recommend a vegan feature at lunch and dinner every day. Vegan options are clearly labeled and promoted at each meal. In addition, the menus are built to feature Meatless Mondays. We also encourage a variety of vegan special promotions throughout the year. Today, 18 percent of the recipes in our national database are vegan. They include a variety of delicious options such as vegan raspberry turnovers, tofu pad Thai, and lemony chickpea salad. Some of our campuses even offer vegetarian and vegan bar options, which are becoming increasingly popular. Our chefs have access to a range of products and suppliers to support the vegan menu items. For students who want to suggest or inquire about our vegan menus, we encourage them to contact the Sodexo manager at their campus. Our managers and chefs are always happy to meet with students to discuss our offerings."

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

Beyond Meat

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

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

Boca

Boca meat-free products are made from soy protein and allow 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 mealtimes.

www.bocaburger.com

Carla's Pasta

Carla's Pasta offers vegan ravioli and tortellini.

www.carlaspasta.com

Daiya Foods

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

www.daiyafoods.com

Fabe's All Natural Bakery

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

www.fabesnatural.com

Follow Your Heart

Follow Your Heart products include Vegenaise, 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

Gardein

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

www.gardein.com

Gardenburger

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

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.goveggiefoods.com

Hampton Creek

Hampton Creek offers two products:

- Just Mayo: A premium, delicious, cholesterol-free, mayo in four 1-gallon containers
- Just Cookies: Gourmet, cholesterol-free, ready-to-bake frozen cookie dough in four flavors (chocolate chip, oatmeal raisin, sugar, and peanut butter) that comes in a case of 210 1.5-oz. containers

www.hamptoncreek.com

Lightlife Foods

Lightlife Foods produces vegetarian and vegan meat substitutes.

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

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

Sol Cuisine

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

www.solcuisine.com

Turtle Island Foods

Turtle Island Foods offers vegan deli slices, Tofurky roast, vegan gravy, meat-free kielbasa, and vegan brats.

www.tofurky.com

VeggieLand

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

www.veggieland.com

SAMPLE MENU

LUNCH

DINNER

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

