

Put Your Best Food Forward

with Greener by Default

People want delicious, healthy, sustainable food, and your municipality wants to achieve its carbon reduction goals. Greener by Default addresses both of these needs simultaneously.

Greener by Default is a research-backed strategy that helps diners make healthier choices without requiring extra time or willpower, and without taking options off the menu. The core concept is simple: make plant-based food the default, while giving diners the choice to opt into meat and dairy.

The idea originated in Europe and was brought to the U.S. by Farm Forward and the Better Food Foundation, sister organizations working at the intersection of food, farming, and policy.

Menu of Options

Greener by Default can be implemented as part of Climate Action Plans, food procurement guidelines, or nutrition standards. The three key steps to success are:

- **Make it Easy:** Make plant-based entrees the default for catered meals.
- **Make it Visible:** Place plant-based entrees at the front of the buffets and menus.
- **Make it Plentiful:** Offer at least two plant-based dishes for every meat dish served.

Our [Resource Guide](#) provides more detailed implementation strategies.

Greener by Default can reduce your carbon & water footprint and improve health & inclusivity, all while keeping costs neutral and preserving freedom of choice.



Defaulting to plant-based foods increases their uptake by

60%



decreasing food's carbon footprint by

40%



and water footprint by

24%

Put your best food forward - contact us today to schedule a consultation www.greenerbydefault.com

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What We Offer

We will work with you to provide the following:

- One-on-one consultation
- Implementation guides
- Sourcing and recipe assistance
- Marketing and educational materials
- Impact calculations

All completely free of charge

