



Workshop Presenters

- **Josée Lavoie**, chef de service alimentaire CHU Ste-Justine, Montréal, Québec, josee.lavoie.hsj@ssss.gouv.qc.ca
- **Annie Marquez**, chef de service alimentaire CIUSSS Centre-Sud-de-l'île-de-Montréal, annie.marquez.ccsmtl@ssss.gouv.qc.ca
- **Beth Hunter**, Program director, The J.W. McConnell Family Foundation
- **Dr. Tushar Mehta** Canadian Association of Physicians for the Environment
- **Stacia Clinton**, National director of healthy food in Health Care, Health Care Without Harm
- **Bernice Wolf**, Director of food and marketed services, Children's Hospital of Eastern Ontario
- **Chef Simon Wiseman**, Children's Hospital of Eastern Ontario
- **Kathy Berger**, Manager Food Services, Patient Porter & Switchboard Health Sciences North / Horizon Santé-Nord

Objectives

1. Explore the **value of sustainable menus** for patient and planet
2. Guide **priority-setting** for highest areas of leverage when designing sustainable menu
3. Explore **case studies** that offer pathways to more sustainable menus, and show the impact
4. Identify opportunities to **transform your menu** to make it more sustainable
5. Grow the **community of practice** sharing ideas to transform menus

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Agenda

#1 Context for sustainable menus
with Annie M, Dr Tushar Mehta and Stacia Clinton

#2 Case studies
with Kathy Berger (compost) and Bernice Wolf & Chef
Simon (local sustainable food, gardens)

#3 Workshop to build sustainable menu
with Josée Lavoie and Annie Marquez

Guide to Sustainable Menus

A Nourish Collaborative Project

Mason & Lang (2017)
Sustainable Diets,
Routledge, Chapter 9

HEALTH

Safety; Nutrition; Equal access; Availability; Social status/ affordability; information & education

SOCIAL VALUES

Pleasure; Identity; Animal welfare; Equality & justice; Trust; Choice; Skills (citizenship)

SUSTAINABLE DIETS

ECONOMY

Food security & resilience; Affordability (price); Efficiency; True competition & fair returns; Jobs & decent working conditions; Fully internalised costs

QUALITY

Taste; Seasonality; Cosmetic appeal; Fresh (where appropriate); Authenticity

GOVERNANCE

Science & technology evidence base; Transparency; Democratic accountability; Ethical values (fairness); International aid & development

ENVIRONMENT

Climate change; Energy use; Water; Land use; Soil; Biodiversity; Waste reduction

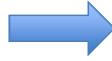
Figure 3
 A planetary health plate should consist of volume of approximately half a plate of vegetables and fruits; the other half, displayed by contribution to calories, should consist of primarily whole grains, plant protein sources, unsaturated plant oils, and (optionally) modest amounts of animal sources of protein. For further details, please refer to section 1 of the Commission.

Dr. Tushar Mehta MD CCFP

(ER and Global Health)

Canadian Association of Physicians for
the Environment (member)

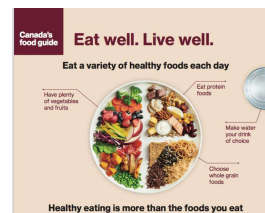
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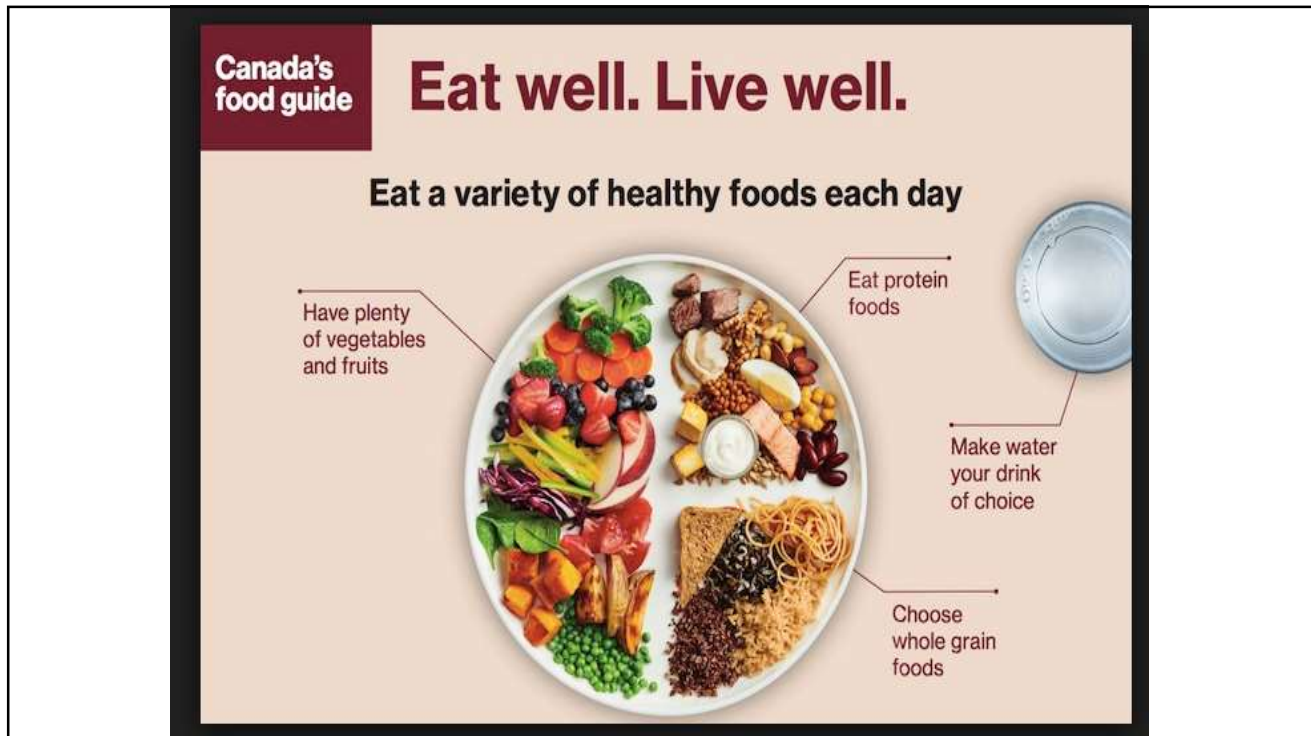
Plant Shifting! The Canada Food Guide and Beyond

Canada Food Guide 2019

- 2007 was the last Canada Food Guide
- 2019
 - Live Well Eat Well
 - More Evidence Based
 - LESS Industry Influence



- American and Canadian Cardiovascular society, WHO, World Cancer Research fund, Health Canada, ...



Canada Food Guide Main Recommendations

- Increase **Fruits and Vegetables**
- Emphasize **Plant Protein**
 - Special mention of soy protein
- **Decrease Saturated Fat**
 - Replace with mono and polyunsaturated Fat
- **Increase Whole Grains**
 - Avoid sugar and refined carbs / processed food
- **Limit Sodium**
- Drink **Water**, Dietary **Fibre**, Portion control
- **Traditional Diets** for Indigenous People
- **Limit Alcohol**



Canada Food Guide Other Recommendations

- Be mindful of Habits
- Cook more often, Cultural food
- Enjoy your food
- Eat meals with others
- Read food labels
- Be aware of food marketing
- Accessibility Social Justice
- PLANETARY HEALTH
 - Increase Plant foods
 - Decrease food waste



THE LANCET

Commissions from the Lancet journals

[View all Commissions](#)

Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems

Lancet EAT Commission

- How to feed global population of 10 Billion
- Minimize Ecological Damage
- Increase Human Health
 - > PLANT SHIFT

Lancet EAT – 2018

Executive Summary

Food systems have the potential to nurture human health and support environmental sustainability, however our current trajectories threaten both.

The Commission quantifies and describes an universal healthy reference diet, based on an increase in consumption of healthy foods (such as **vegetables, fruits, whole grains, legumes, and nuts**)

Health and nutritional aspects of sustainable diet strategies and their association with environmental impacts: a global modeling analysis with country-level detail - Lancet 2018

- Decreased mortality of 19% for flexitarians and 22% for Vegans
- 54-87% decrease in food related GHG Emissions
- Decreased inputs
 - Phosphorus
 - Nitrogen
 - Water
- Decrease land use

(Regional variations and complexities ... the report goes deep and speaks frankly)

Serena Williams (and Venus) Wimbledon and Olympic Gold



Mr. Universe – 2014



Kendrick Farris – 2016 Olympics

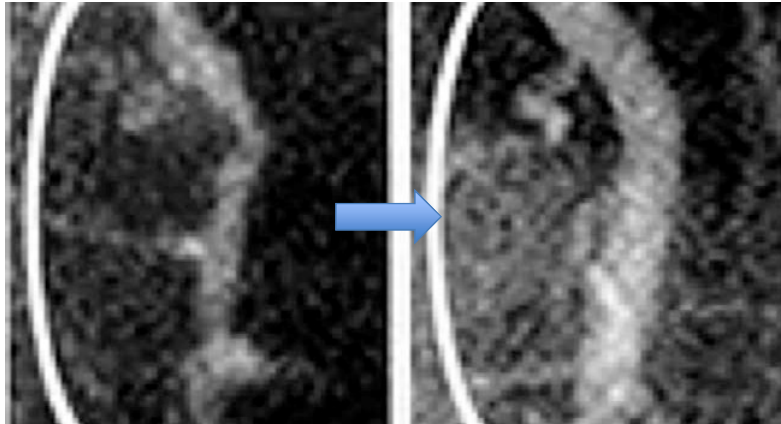


EBM for Plant Diets

- Cardiovascular disease
 - PVD
- Diabetes
- Cholesterol
- Hypertension
- Obesity
- Cancer
 - Total cancer mortality
 - Prostate
 - Breast
 - Colon
 - Pancreatic
 - Other ...

Cardiovascular Disease

JAMA 1990 – Ornish et Al
First Study to Show Reversal of CHD



Diabetes Type II

Vegetarian diets and incidence of diabetes in the Adventist Health Study-2, 2013

- 2013 - 41 000 subjects
- **Vegan had 62% less new onset diabetes, lacto and semi veg had about 40-50% less diabetes than meat eaters**
- fish eaters had much lesser benefits
- 17 % were blacks, and the protection of vegan diet was as great as the increased risk associated with black ethnicity (up to 70% less new onset than meat eating blacks)

Vegetarian diets and blood pressure among white subjects: results from the Adventist Health Study-2 (AHS-2)

Public Health Nutrition 2012

- Vegetarians and especially vegans have the lowest BP compared to meat eaters, and partial vegetarians
- Partial vegetarians better than full meat eaters
- Largely independent of body Mass Index



BMI and Obesity



Prostate Cancer

Soy consumption and prostate cancer risk in men: a revisit of a meta-analysis 2009 meta analysis: *American Journal of Clinical Nutrition*

- 15 Studies
- Asian Populations have 50% less prostate cancer if they eat more soy!!
- ? Confounding factors in western population studies. ? Higher/longer consumption in Asians

Eggs Red Meat and Poultry Intake and the Risk of Lethal Prostate Cancer ...

- **2012**
- Shows **Eggs** have increase risk of lethal prostate cancer
- meat/poultry positive trend

Whole Milk is Associated with Prostate Cancer Mortality amongst US Male Physicians

- 21000 men- 28 year follow up -2012 Published
- Whole milk intake **50% more cancer**
- Post diagnosis 2.17 x the chance of death with whole milk
- Low fat milk has lesser effect, but still increases incidence and mortality

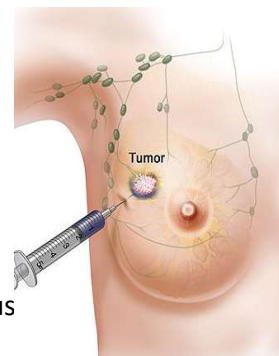


Prostate Cancer

American Journal of Clinical Nutrition – 2015

- Are strict vegetarians protected against prostate cancer?
- Adventist 2 data - comparison of 26 000 men
- 1079 incident cases of prostate cancer in the study
- non-vegetarian, lacto-ovo-vegetarian, pesco-vegetarian, semi-vegetarian, and vegan men
- **35% less prostate cancer amongst vegans than men in the other groups**

Meat Consumption and Risk of **breast cancer** in the UK Women's Cohort Study



- 35,372 Women
- All Meat Increased risk of pre/post menopause Cancer
- Processed Meat was worst
- **20-60% increase in cancer with inc meat consumption**
- No vegan subgroup



www.shutterstock.com - 102022099



Whole food Low fat Plant Based

The Four + Vegan Food Groups

- Fruits
- Vegetables
- Whole grains
- Beans and Legumes
- (Nuts, seeds, healthy fats)

Eat The Rainbow

(whole foods plant
based diet)

Soy Is SAFE?

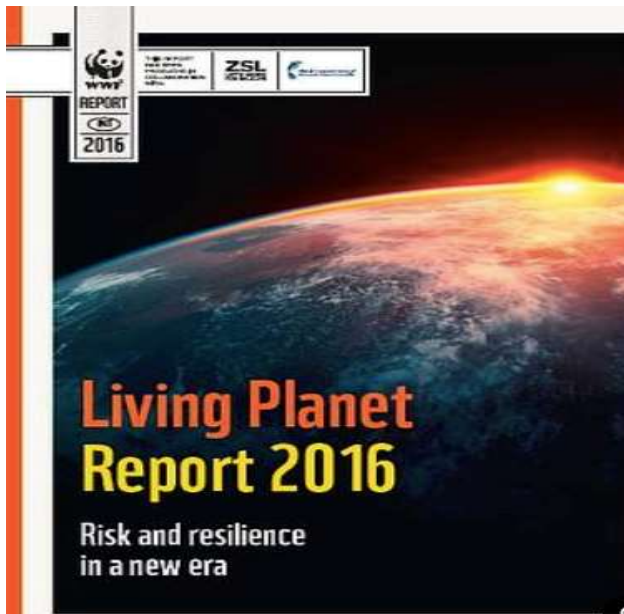
- Women and the breast?
- Men's Health
 - Men and Sperm Counts/Fertility
 - Men and Testosterone
 - Men and Lean Body Mass/strength
- Children and Puberty





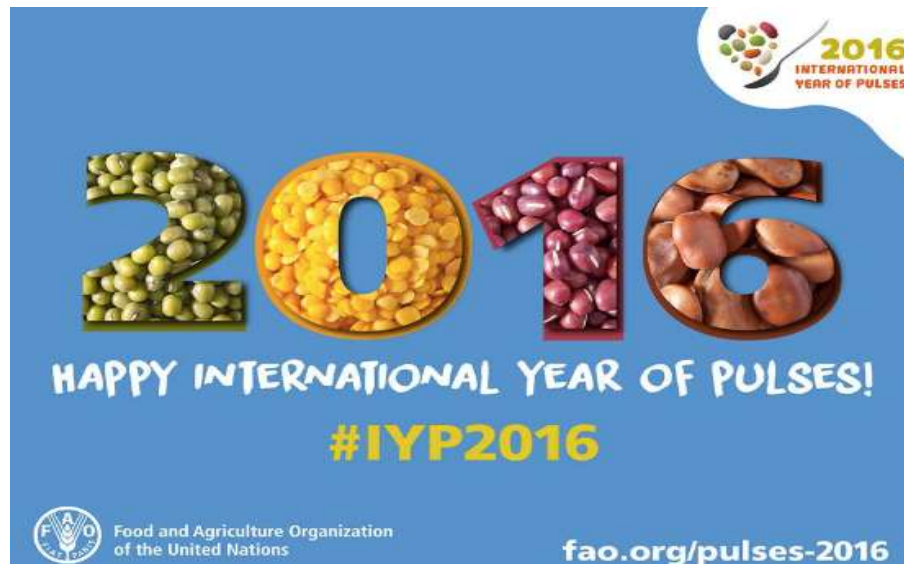
Numbers

- Human population
- Land use
- Feed Conversion Ratio
- Biomass of Humans/Livestock and Wild Animals
- Fish Consumption
- GHGs
- Biodiversity Loss



WWF London
Zoological Society
Data 1970-2016

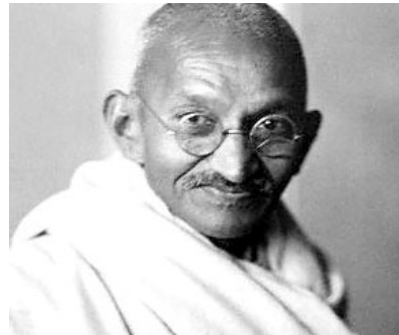
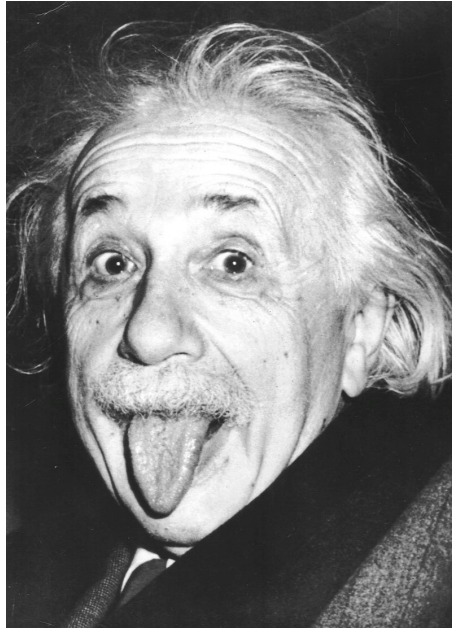
UN – Food and Agricultural Organization



The Three Sisters



Tradition of Veg Diet



Gandhi and Einstein

Einstein:

- "Our task must be to free ourselves . . . by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty."
- "Nothing will benefit human health and increase chances of survival for life on earth as much as the evolution to a vegetarian diet."

Health Care
Without Harm

Stacia Clinton, RDN
National Director
Healthy Food in Health Care Program
www.noharm.org

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Global network of engaged hospitals

1,100 institutional members representing the interests of over 36,000 hospitals and health organizations in 55 countries



Leadership | Prioritize environmental health



Chemicals | Substitute harmful chemicals with safer alternatives



Waste | Reduce, treat and safely dispose of healthcare waste



Energy | Implement energy efficiency and clean, renewable energy generation



Water | Reduce hospital water consumption and supply potable water



Transportation | Improve transportation strategies for patients and staff



Food | Purchase and serve sustainably grown, healthy food



Pharmaceuticals | Safely manage and dispose of pharmaceuticals



Buildings | Support green and healthy hospital design and construction



Purchasing | Buy safer and more sustainable products and materials

Environmental Nutrition

Not All Apples Are Created Equal


Environmental Nutrition Redefines What Constitutes Healthy Food

TRADITIONAL NUTRITION

Focuses on biochemical components of food and individual food consumption

Asks:

- How much Vitamin C?
- How many calories?
- How much fiber?



ENVIRONMENTAL NUTRITION

Accounts for social, political, economic, and environmental factors related to the food system as a whole

Also asks:

- Was it grown with harmful pesticides or synthetic fertilizers?
- What labor standards were used?
- Were toxic chemicals used in packaging?

HEALTH CARE WITHOUT HARM

<https://noharm-uscanada.org/environmentalnutrition>

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Healthy Food in Health Care

A Pledge for Fresh, Local, Sustainable Food

Nutrition-related chronic diseases are placing new demands on an already overburdened health care system, and taking their toll on human productivity and quality of life. Our current large-scale, industrial food system favors animal products and highly-refined, preservative-laden, calorie-dense foods, rather than fresh fruits and vegetables, whole grains, and other high fiber foods important for health. It is a system misaligned with dietary guidelines. Moreover, the way our food is produced and distributed impacts our health and the environment in which we live. For example:

Antibiotic Resistance
The routine use of antibiotics contributes to growing antibiotic-resistant bacteria. Each year 20 to 50 million pounds of antibiotics (including related antimicrobials) are used in agriculture—by volume, about 7-10 times the total antibiotics used in human medicine. Industrialized food systems that produce poultry, pork, beef, and farmed fish routinely use antibiotics as growth promoters rather than to treat identified disease. Routinely feeding antibiotics to animals that are not even sick increases antibiotic resistance among bacteria that cause human infections. Injecting dairy cows with recombinant bovine growth hormone (rBGH or rBST) increases udder infections, requiring more antibiotics and a higher likelihood of increased antibiotic-resistant bacteria in milk.

Air and Water Pollution
Pesticide drift, field dust, waste burning, and toxic gases from degrading manure are all factors of food production that contribute to air pollution. Such air pollution can lead to asthma and other respiratory illnesses, cardiovascular disease, and lung cancer. In the U.S., food is transported an average of 1,500 miles to reach its destination. Through the use of diesel and other fossil fuels, vehicles unnecessarily contribute to global warming. Fertilizers and pesticides contaminate ground water in many locales and some pesticides have been found regularly in rainfall. Large-scale animal feedlot operations contribute to water pollution when untreated animal waste releases biologically active hormones, nitrites and other toxic breakdown products into waterways.

Worker Health and Safety
Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established "safety" limits. Long-term, low-level pesticide exposure has been linked to an array of chronic health problems including: cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function. Industrialized meat packing is recognized as one of the most dangerous occupations every year, over one-quarter of all workers needs medical attention beyond first aid.

Healthy Food in Health Care
Hospitals and health systems have opportunities to help prevent these food-related health concerns by modeling good nutrition in their institutions and by influencing how food is produced and distributed. Through its food purchasing decisions, the U.S. health care industry can promote health by providing more fresh, good tasting, nutritious food choices for patients, staff, and the community. And by supporting food production that is local, humane, and protective of the environment and health, health care providers can help create food systems that promote the well being of the whole community.



Healthy Food In Health Care 2016-2017



Health care institutions are adopting practices to support a food system that is environmentally sustainable, improves nutritional quality, and supports human dignity and justice.


LESS MEAT	BETTER MEAT	SUSTAINABLE	LOCAL	HOSPITAL FOOD HUB	HEALTH BEYOND HOSPITAL WALLS
					
57% reduced meat served	66% are choosing to purchase meat products raised without routine antibiotics, up from 49% in 2014	61% include local or sustainable purchasing criteria in contracts or RFPs	82% purchase local foods, averaging \$244,000 annually	1 in 5 hospitals have farmers markets, gardens, produce prescription and/or CSA programs	50% offer diet and nutrition education*

1/3 OF U.S. HOSPITALS ARE PART OF OUR NETWORK

*For community benefit programs targeting obesity, diet-related disease, or food access. According to a survey of Health Care Without Harm survey of community benefit professionals.

Not a fan of hospital food? Hospitals are working to change that by growing their own produce

Sarah Toy, USA TODAY | Published 12:09 p.m. ET Oct. 31, 2017




(Photo: Sarah Toy, USA Today)

Farm manager Lindsay Allen is on her hands and knees and arugula and packing them into boxes. These par Boston Medical Center kitchen, where they will be prepared for patients.

Other times, vegetables from the farm are sent to the where low-income patients can pick up food items that are free. Some will go to the demonstration kitchen in the cafe. A registered dietitian and nurse, will teach patients how to use the food.

Hospital battles hunger and disease in the Bronx — with plants



Montefiore Health System in New York City hosts weekly farmers markets on four of their campuses.

By April Galarza, Health Care Without Harm Healthy Food communications coordinator


Could a change in dietary patterns help cardiac patients heal better while healing but set them on a path to long-term health? It's possible to reduce or even reverse the symptoms of heart disease. Diabetes? How about preventing diet-related disease in a community where mortality rates from heart disease, stroke, and diabetes are significantly higher than citywide and national averages?

HEALTH CARE WITHOUT HARM

As anchor institutions, hospitals are embracing a commitment to apply their social and economic influence and intellectual resources to better the lives of the communities they serve.

Amy Collins @DrAmy_Collins · Jul 8

What if hospital food could be plant based, climate friendly, healthy & delicious? Learn how with @HCW/withoutHarm



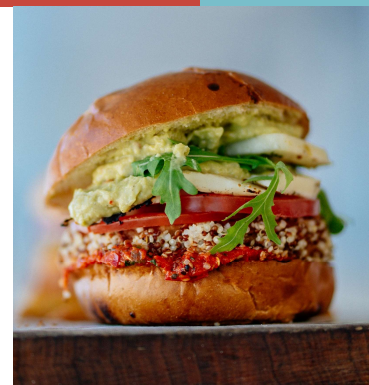
What If The Food Served at Hospitals Actually Supported Health and Healing?

Could the Future of Hospital Food Be Healthy, Plant-Based, and Delicious?

Wonder why hospital food is so bad? Could the future of hospital food actually be good for you and taste good, too?

foodrevolution.org

Signatories pledge to **provide delicious food that is better for people and the planet** and commit to a *collective* target of reducing GHG emissions associated with the food they provide by **25 percent by 2030 relative to 2015**.



WORLD
RESOURCES
INSTITUTE



CNCA
CARBON NEUTRAL CITIES ALLIANCE

THE COOL FOOD PLEDGE

HEALTH CARE WITHOUT HARM

<http://practicegreenhealth.org/coolfoodpledge>

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Early Adopters

Current signatories serving more than 100 million meals annually



A Member of the Roche Group

UC San Diego Health

UCSF Health



Overlook
Medical Center
ATLANTIC HEALTH SYSTEM



Monde Nissin

UC DAVIS
HEALTH

Morgan Stanley



CALIFORNIA
ACADEMY OF
SCIENCES

UCLA Health



wework



HEALTH CARE WITHOUT HARM

Kaiser Permanente's 2025 Environmental Stewardship Goals: Raising the Bar on Environmental Responsibility



Healthy Picks Food Program Healthy and Sustainable

Nutrient Parameters	Sustainable Food Criteria	Menu Profile
Evidence based Partnership for a Healthier America	Healthcare Without Harm Local Third Party Certifications	Healthy entrees and sides Minimum plant based offerings

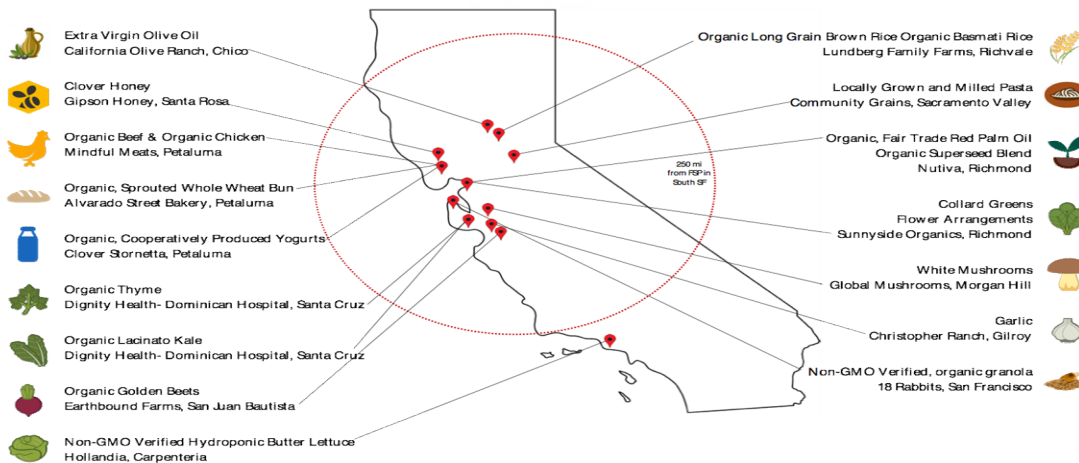
5 June 6, 2017

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HEALTH CARE WITHOUT HARM

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HEALTH CARE WITHOUT HARM

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HEALTH CARE WITHOUT HARM

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Health Sciences North
Horizon Santé-Nord

Kathy Berger

Manager, Food Services, Patient Porter
& Switchboard

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Composting at HSN

- 469 bed acute care hospital located in Sudbury, Ontario
- Composting program in August of 2018
- Diverted 66.02 metric tons of organic waste from our regular landfill in our 8 months of efforts





Composting at HSN



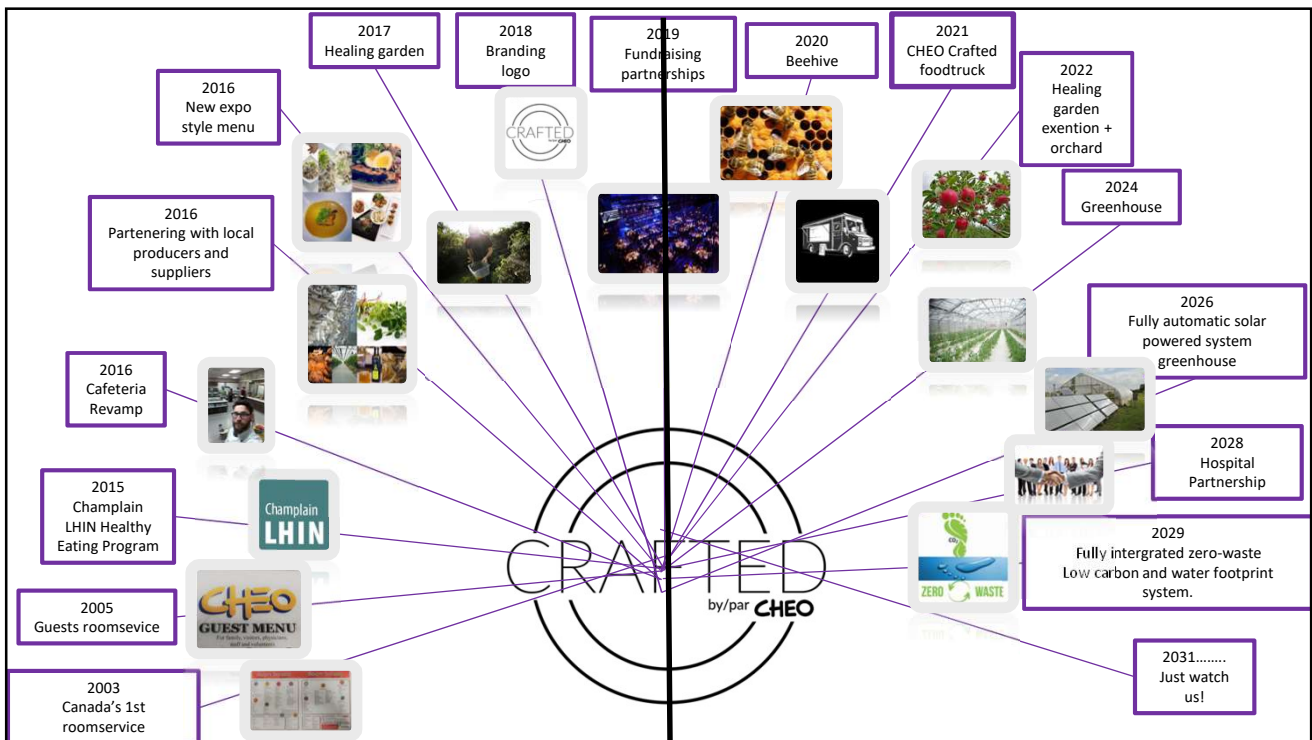


Bernice Wolf, RD
Director of food and marketed services

Chef Simon Wiseman



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LOCAL SUSTAINABLE FOOD



QUESTIONS





**WORKSHOP
YOUR MENU →
SUSTAINABLE
PROTEIN**

**Sustainable protein:
What do I need to change?**

Choice of protein at lunch and dinner (listed from most to least sustainable)	Total number of choices per week (quantity)	Current Cost	To make menus more sustainable:	Total number of choices per week (quantity)	New Cost
	Current menu:			New menu:	
Legumes			Increase		
Nuts and seeds			Increase		
Plant-based meat substitutes			Increase		
Wild game meats and seaweed	With plant proteins:		Increase	With plant proteins:	
Eggs	With plant proteins:		Increase	With plant proteins:	
Insects	With plant proteins:		Increase	With plant proteins:	
Poultry	With plant proteins:		Reduce or leave unchanged	With plant proteins:	
Dairy	With plant proteins:		Reduce or leave unchanged	With plant proteins:	
Seafood & Fish	With plant proteins:		Increase sustainable choices, reduce or remove others	With plant proteins:	
Pork	With plant proteins:		Reduce	With plant proteins:	
Red meats	With plant proteins:		Reduce	With plant proteins:	
TOTAL					

EXAMPLE OF A MENU - provided by Yukon Hospital Corporation


Day: 1	Day: 2	Day: 3	Day: 4	Day: 5	Day: 6	Day:7
Apple Juice Corn Flakes Oatmeal Bran Muffin Peanut Butter Grapes	Orange Juice Cream of Wheat Rice Krispies WW Cheese Scone Vanilla Greek Yogurt Cantaloupe Wedge	Cranberry Juice Cornflakes Cream of Wheat Raspberry Scone Boiled Egg Honeydew	Apple Juice Oatmeal Multigrain Cheerios Pumpkin Loaf Peanut Butter Fresh Grapes	Orange Juice Rice Krispies Oatmeal Whole Wheat Scone Scrambled Eggs Sliced Tomato	Cranberry Juice Multigrain Cheerios Oatmeal Bran Muffin Cheddar Cheese Package Cantaloupe	Apple Juice Cornflakes Cream of Wheat Banana Bread Peach Yogurt Honey Dew Melon
Cream of Broccoli Soup Orange Juice Chicken Salad Sandwich Bean Salad Peaches	Lentil & Rice Soup Grape Juice Grilled Cheese Veggies & Dip Warm Seasonal Fruit Crisp	Salmon Chowder Apple Juice Veggie Quiche with Rice Crust Tossed Salad Blueberry Yogurt	Minestrone Soup Orange Juice Ham & Swiss on Whole Wheat Kale Salad Brownie	Vegetable Beef Soup Grape Juice Tuna Salad Sandwich Caesar Salad Pears	Chicken and Rice Soup Orange Juice Beef Stroganoff Rotini Noodles German Cucumber Salad Vanilla Ice Cream	Cream of Tomato Soup Grape Juice Chicken a la King Plain Scone Chocolate Pudding with Whip Topping
Grape Juice Mushroom Baked Pork Chop/ Parslied Potato Corn Vanilla Pudding With Whipped Cream	Apple Juice Roast Beef/Gravy Mashed Potato Carrots & Turnips Strawberry Ice Cream	Orange Juice Swedish Meat Balls Oven Browned Potato Mixed Vegetable Warm Molasses Cookie	Grape Juice Lemon Pepper Cod Wild Rice Spinach au Gratin Fresh Fruit Salad	Apple Juice Roast Turkey/Gravy Mashed Potato/Bread Dressing Green Peas Orange Sherbet	Orange Juice Teriyaki Pineapple Chicken White Rice Oriental Vegetables Tropical Fruit	Cranberry Juice Vegetarian Lasagna Fresh Broccoli Mandarin Oranges

Centre intégré
universitaire de santé
et de services sociaux
du Centre-Sud-
de-l'île-de-Montréal

Québec




How can I change?

Choice of protein (listed from most sustainable to least sustainable)	Tips for choosing	Tips for inclusion in your recipes
<p>Legumes/pulses</p>  <ul style="list-style-type: none"> - Beans butter, black, pinto, mung, soy (edamame), kidney, lima, navy, fava, red (adzuki) - Peas cowpea, split peas - Lentils green, red, yellow 	<ul style="list-style-type: none"> ● Avoid high sodium and processed options. Some canned legumes may have high amounts of salts and additives to prolong shelf life. <i>Reference the nutritional guidelines for information on sodium content.</i> ● Choose regional suppliers from nearby provinces and states. For example, if you are based in Quebec, it is often better to source from Vermont or Maine than Alberta. ● Choose bulk. Dry legumes can be stored for up to a year! Bulk packaging in cardboard boxes has less of an environmental impact than tin cans. ● Choose organic. Organic crops refrain from synthetic pesticide use. 	<p><i>Lentils are a flavour sponge, meaning they absorb flavours well. Certain spices and herbs can aid in digestibility of lentils (also known as carminatives), including ajwain¹ and epazote.²</i></p> <p>Many cultures use legumes: increase your variety of recipes!</p> <p>Prepare Use aromatics (carrots, onions, garlic) in the soaking water.</p> <p>Cook Use aromatics or low-sodium vegetable stock in the cooking water. Lightly fry or bake as a snack, topping, or salad bar or as a meal replacement. Mix them in meals to reduce meat: this will help clients better adjust to the taste and digestion. Mix into meat or fish burgers, meatball or meatloaves. Use beans in breakfast dishes.</p> <p>Blend Bake into muffins or other goods. Thicken soups and sauces. Hummus can be served with bread, crackers or vegetables.</p> <p>Replace Whip chickpea brine rather than using egg whites. Blend pulses rather than mayonnaise. Add more beans to your breakfast menu.</p>

¹ Zarshenas et al., 2013.
² Nolte, n.d.

How can I change?

Choice of protein (listed from most sustainable to least sustainable)	Tips for choosing	Tips for inclusion in your recipes
<p>Red meats</p>  <ul style="list-style-type: none"> - Veal - Lamb - Beef 	<ul style="list-style-type: none"> ● Purchase smaller portions of red meat. Canada's Food Guide recommends consumption of less red meat, particularly processed meats. ● Choose regional suppliers from nearby provinces and states. ● Choose a variety of parts. Reduce waste at production site by eating all parts and <i>offals</i> such as tongue, heart, and liver. ● Choose antibiotic, hormone free red meats. The use of preventative antibiotics in livestock contributes to antimicrobial resistance.¹ ● Choose pasture-raised, grass-fed red meats. These cows have enough space to move freely. Grass-fed cows do not depend on grain production for feed. ● Choose organic meats. 	<p><i>Unhealthy consumption of red meats is linked to various types of cancer, chronic disease, and shortened lifespans.²</i></p> <p>Prepare Feature 'Meatless Mondays' serving only vegetarian or vegan dishes. Minimize portion size of beef and make other elements of the meal the highlight.</p> <p>Cook <i>Hearts, and tongue</i></p> <ul style="list-style-type: none"> - Slow cook in liquid. - Braise or poach. <p><i>Liver, kidney, brains</i></p> <ul style="list-style-type: none"> - Grill or fry. - Eat less than once a week. These <i>offals</i> are particularly high in Vitamin A, and excessive consumption can be linked to negative effects, particularly for pregnant women.³ <p>Blend Instead of 100% meat burgers, blend with mushrooms or legumes.</p> <p>Replace Offer vegetarian burgers at meals: look for soy sausages or ground soy substitutes which replicate the taste and texture of meat, but be cautious of high sodium.</p>

¹ IPES-Food, 2017.
² Sun, 2012.
³ Coyle, 2017.

Action plan for sustainable menu

1. Change the culture
2. Sustainable food choices
 - ✓ Protein
 - ✓ Starch
 - ✓ Vegetable
 - ✓ Soup
 - ✓ Dessert
 - ✓ Beverage
 - ✓ Snack
 - ✓ Condiment



CHU Sainte-Justine
Le centre hospitalier
universitaire mère-enfant

Université 
de Montréal





The importance of promotion / It's all in a name

Don't use language that evokes restrictions: meat-free, vegan, vegetarian, ethical, healthy

Do use language that uses images and speaks to taste:

- ★ Cuban Black Bean Soup
- ★ Rich Buttery Roasted Sweet Corn
- ★ Zesty Ginger Turmeric Sweet Potatoes
- ★ Rainbow Salad
- ★ Creamy Parmesan sauce
- ★ Melt in the Mouth Gnocchi

For this complete research, visit wri.org/language-of-food.

To learn more, visit BetterBuyingLab.org.

