Humane World for Animals™

Formerly called the Humane Society of the United States and Humane Society International

Food industry menu of services

What we offer at a glance

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Introducing our food service industry menu of services

Introduction

Humane World for Animals' food service innovation team works with food service professionals at colleges and universities, K-12 schools and school districts, healthcare institutions, food service management companies and other food service entities to set and achieve realistic, yet impactful plant-based and animal protein reduction goals through our Forward Food Pledge.

We have trained well over 16,000 food service professionals since 2015 and have worked with hundreds of individual institutions in addition to working with dozens of the top 50 food service management companies in the United States. Over 200 individual institutions have signed our Forward Food Pledge along with many of the top 50 food service management companies to meet the increasing demand for sustainable, healthy, plant-based meals. Our menu of services outlines the many ways our team can help you reach your goals.

> *Partnering with Humane World for Animals has been instrumental in our mission to champion a plant-based, sustainable menu program. Their support has propelled us towards increasing plant-based meals to represent 50% of our menu offerings by 2027."*
>
> — **Marta Hernandez,** vice president of culinary, HHS, LLC.

Sign the Forward Food Pledge

You can learn more about the Forward Food Pledge and sign the pledge here.

Goal and glidepath development

Our food service innovation team at Humane World for Animals will work with you to develop realistic, yet impactful goals that make sense for your operations. We can support your team in setting goals around increasing plant-based meals in addition to setting goals around reducing purchases of animal proteins.

After setting a goal by signing our Forward Food Pledge, we can then assist your team in developing a glidepath with incremental, annual targets to ensure you reach your goal.

Consulting and advisory services

Humane World for Animals' food service innovation team is equipped with culinary specialists, registered dietitians, marketing and training specialists, outreach coordinators and environmental scientists. Our team is well-versed in working with food service professionals across market segments to help create plant-based solutions that support unique organizational goals and needs with customized approaches and solutions.

Consumer engagement and marketing support

Humane World for Animals' food service innovation team has communications and marketing experts who can help you develop effective strategies to increase take-rate and help you stand out as a leader in the food service industry. We can provide marketing tips and tricks, assist with press releases and social media advertising, ideation for customized promotional materials, consumer engagement event support and more to support your initiatives.

Recipe and menu support

Humane World for Animals offers a variety of customized menu and recipe support services. This includes help with creating new plant-based concepts and conducting menu reviews. Our culinary team can help modify your most popular meat-based recipes to be plant-based. We can also provide guidance on available plant-based products to add to your menus that replace meat, dairy, fish and eggs.

See more

We have hundreds of non-proprietary recipes for food service professionals available on our website here.

Greenhouse gas assessment case study

We collaborated with Whitsons Culinary Group, one of the top 50 food service management companies in the United States, on a virtual menu pilot. During the menu pilot, 12 accounts utilized our GHG menu substitution tracker and swapped one plant-based meal for one non-plant-based meal twice per week. After four weeks, the participating accounts eliminated over 18,000 pounds of carbon equivalent emissions.

Greenhouse gas assessments

The evidence is clear that the environmental impact of consuming a plant-based diet is far superior to that of consuming animal products. But how much better? And furthermore, how much better for your business? The Humane World for Animals' team can help you analyze purchases to establish baselines for your current carbon footprint, and then help make strategic menu changes to reduce your company's impact on the environment.

We offer a variety of ways to track your account's greenhouse gas (GHG) emissions and savings including:

1. Utilizing our GHG menu substitution tracker. Accounts can complete this on their own or by participating in one of our virtual menu pilot trainings. Once completed, our team will analyze and calculate your total GHG savings related to your plant-based menu swaps.

2. Completing a full GHG assessment. In collaboration with our team's environmental scientist, we can conduct a full GHG assessment that will analyze your account's GHG emissions and savings related to food purchases. Please note, a full GHG assessment is only available to accounts that have made a minimum commitment of 50% plant-based meals by 2027.

Training and employee engagement

Menu of trainings

We offer many different formats and styles of trainings including:

- On-demand video trainings
- Webinars
- Virtual product trainings
- Virtual culinary trainings
- Virtual menu pilot trainings
- In-person culinary trainings
- In-person celebration event

> *The training that was held earlier this month was a complete success. The staff said they really enjoyed it and felt as though they learned a lot from the experience. With these outstanding recipes in our cycle, I feel confident in reaching our pledged goal."*
>
> — **Chef German Alvarado**, culinary director, Smith College

On-demand video trainings

Minimum pledge requirements: none
Minimum number of attendees: none
Length of training: varies

Humane World for Animals offers on-demand plant-based culinary training videos designed for food service professionals. In these short, easy-to-follow videos, viewers will learn about a range of plant-based proteins and innovative preparation techniques, which can be used for long-term application to a variety of plant-based menu items.

Check out

our library of on-demand videos here.

Webinars

Minimum pledge requirements: none
Minimum number of attendees: none
Length of training: one hour

Humane World for Animals offers one-hour webinars designed for food service professionals. Webinar topics range from the environmental sustainability of plant-based food choices to top tier marketing applications and everything in between. The objective is to educate food service professionals on a range of topics in short, digestible segments.

Virtual product trainings

Minimum pledge requirements: 30% plant-based meals by 2027
Minimum number of attendees: 12
Length of training: one week

Humane World for Animals offers one-week virtual product trainings for food service professionals interested in learning more about and sampling plant-based products that can replace meat, dairy, eggs and seafood. Participants will receive free samples of a variety of plant-based products to work with throughout the training. The training includes a one-hour virtual training followed by one week of recipe innovation utilizing the product samples. The training concludes with a one-hour virtual roundtable discussion where the participants showcase the recipes they developed.

Virtual culinary trainings

Minimum pledge requirements: 30% plant-based meals by 2027
Minimum number of attendees: 12
Length of training: one week

Humane World for Animals offers virtual plant-based culinary trainings for pledged accounts to help increase your plant-based offerings. Participants will learn about the value, benefits of and the demand for plant-based foods. The training begins with a virtual presentation on key plant-based culinary techniques and marketing strategies. Participants will then be given homework to execute carefully selected plant-based recipes. The training concludes with a virtual roundtable discussion. Pledged accounts have the option to host a sampling event or pop-up during or after the training.

Virtual menu pilot trainings

Minimum pledge requirements: 30% plant-based meals by 2027
Minimum number of attendees: 12
Length of training: six weeks

Humane World for Animals offers virtual menu pilot trainings for pledged accounts to learn about and practice implementing strategies to successfully increase sustainable, plant-based meals. The training begins with a one-hour virtual educational presentation followed by a four-week menu and customer engagement pilot where participants swap one meat-based dish with one plant-based dish every day. Swaps are tracked utilizing the GHG menu substitution tracker and total GHG savings are calculated at the end of the pilot. Pledged accounts are also encouraged to utilize marketing strategies and customer engagement strategies discussed during the training. The training concludes with a final virtual roundtable discussion after the menu pilot is completed.

In-person culinary trainings

Minimum pledge requirements: 50% plant-based meals by 2027
Previous training requirement: successful completion of a virtual culinary training or virtual menu pilot training
Minimum number of attendees: 16
Length of training: two days

Humane World for Animals offers in-person plant-based culinary trainings for pledged accounts that set higher goals and have previously completed either a virtual culinary training or a virtual menu pilot training. Participants will gain increased knowledge on how to make sustainable plant-based items that are also delicious and craveable with hands-on education opportunities. Pledged accounts can choose to train on Humane World for Animals developed recipes or can choose an innovation style training where participants will innovate new plant-based recipes. Day one of training includes an educational presentation followed by recipe execution. Day two includes a plant-based dining hall takeover event planned in advance of the training.

In-person celebration event

Minimum pledge requirements: pledge goal achieved
Previous training requirement: none
Minimum number of attendees: 16
Length of training: one day

Humane World for Animals offers one-day celebration events for all pledged accounts that achieve their goal. The celebration event will be tailored to the account but can include a plant-based dining hall takeover, photo and press opportunities, student and customer engagement opportunities and more. Each pledged account will receive a plaque for recognition.

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Humane World for Animals™

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