

# **coolfood** pledge

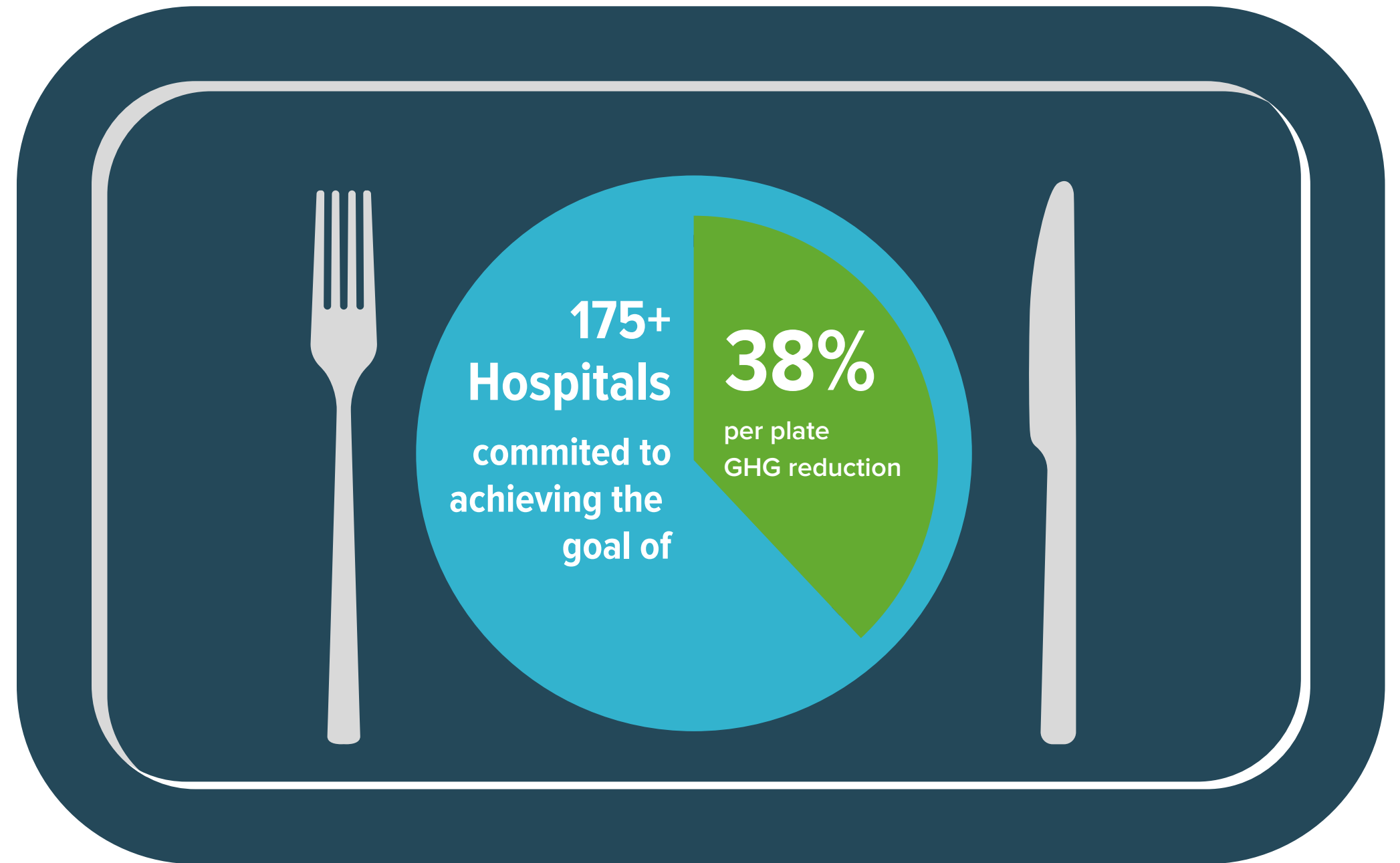
**Making climate action  
simple and delicious**



[practicegreenhealth.org/coolfoodpledge](https://practicegreenhealth.org/coolfoodpledge)

# °coolfoodpledge

Helps dining facilities – from hotels and restaurants to universities, schools, **hospitals**, and workplace cafeterias – cut their food-related greenhouse gas emissions by increasing and improving their plant-forward menu options.





why?

# °coolfoodpledge

## WE MAKE IT EASY

Most comprehensive program addressing GHG emissions from food.

## ALL THE DATA

Data-driven with results you can see.

## TAILORED TO YOU

Individualized technical assistance

## INCLUDED

Available at no cost for Practice Greenhealth partner hospitals (a \$5,000 annual value)



# why? °coolfoodpledge

## JOIN THE MOVEMENT

Become a part of an international, cross-sector effort to reduce GHGs from food.

## INCREASE SALES

Stay “on-trend” in your food service and meet demand for more plant-forward options.

## ACHIEVE CLIMATE GOALS

Meet internal net-zero goals and contribute to global targets.

## 80+ MEMBERS

INSTITUTIONS | ORGANIZATIONS | BUSINESSES



## MEALS SERVED

3.5  
BILLION

## CARS TAKEN OFF THE ROAD

if 2030 target is achieved

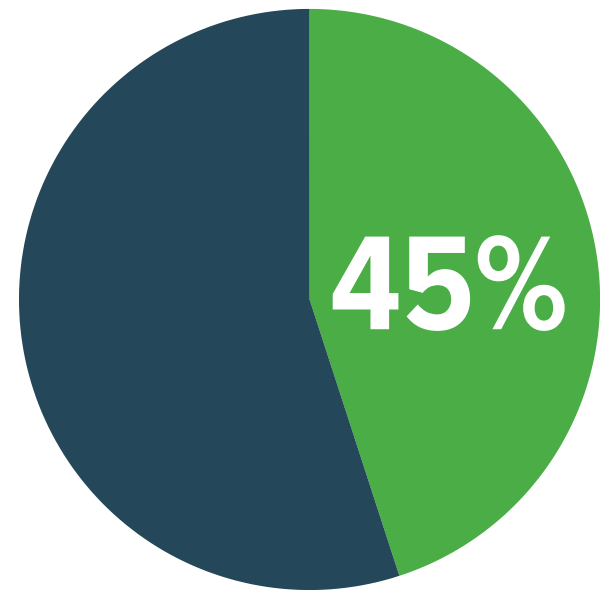
3.4  
MILLION  
annually





why?

# °coolfoodpledge



Nearly half  
of Coolfood  
members  
are in  
health care



## Health Care



# why? °coolfoodpledge

## Government



CITY OF COPENHAGEN

## Education



HARVARD  
UNIVERSITY

Williams  
College



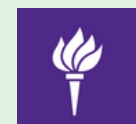
Brandeis  
UNIVERSITY



UNIVERSITY OF  
MARYLAND



UNIVERSITY OF  
CAMBRIDGE



NYU



University of  
Pittsburgh®

## Commercial



WORLD BANK GROUP

ALL·BAR·ONE

Bloomberg



aramark  
Genentech

RobinFood



Hilton  
HOTELS & RESORTS



■ • BASF  
We create chemistry



Monde Nissin  
sodexo

Harvester

“Considering the planet as one of our stakeholders is as motivating to me as it is to our employees and our guests.”

— Dan Simons, Co-Owner, Farmers Restaurant Group



# **coolfoodpledge** partners

## THE PLEDGE IS AN INTERNATIONAL CROSS-SECTOR EFFORT

- World Resources Institute is the secretariat.
- Health Care Without Harm and Practice Greenhealth provide technical support to the health care sector.
- This critical work is supported by organizations all over the world.



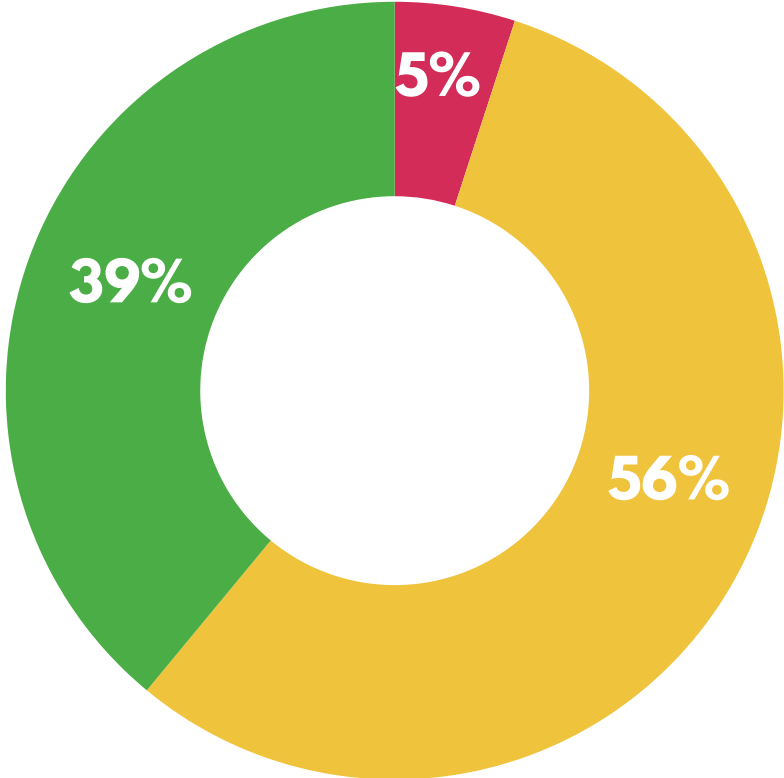
WORLD  
RESOURCES  
INSTITUTE



why?

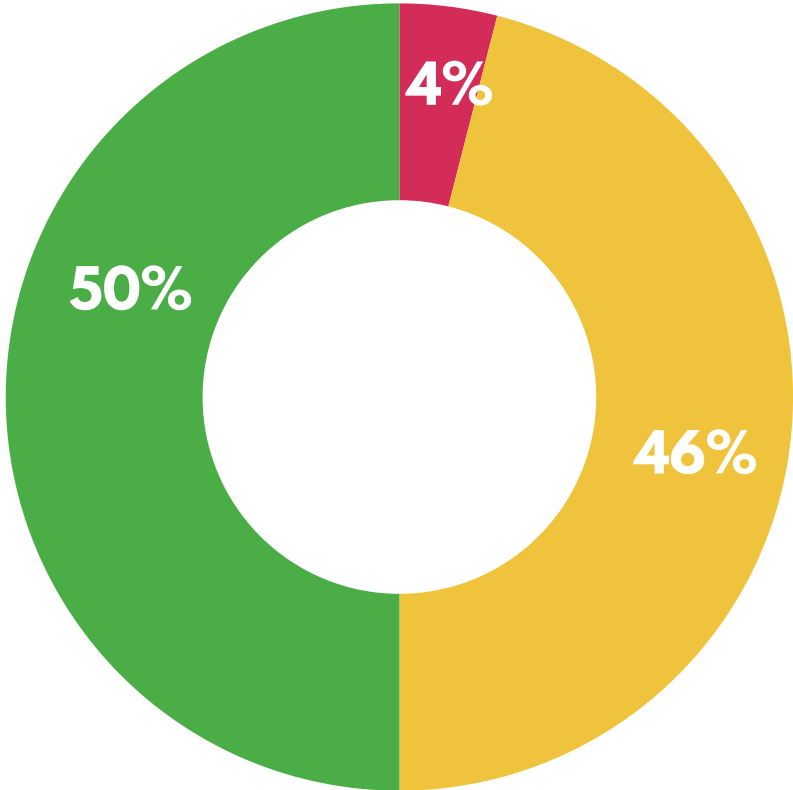
# °coolfoodpledge

Baseline food purchases



- Plant-based foods
- Other animal-based foods
- Beef & lamb

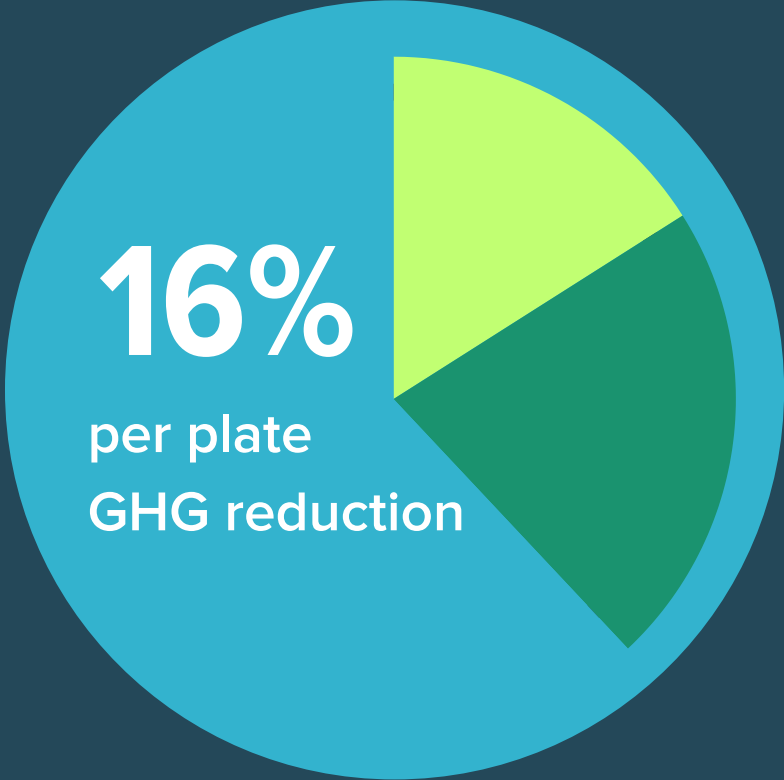
2023 food purchases



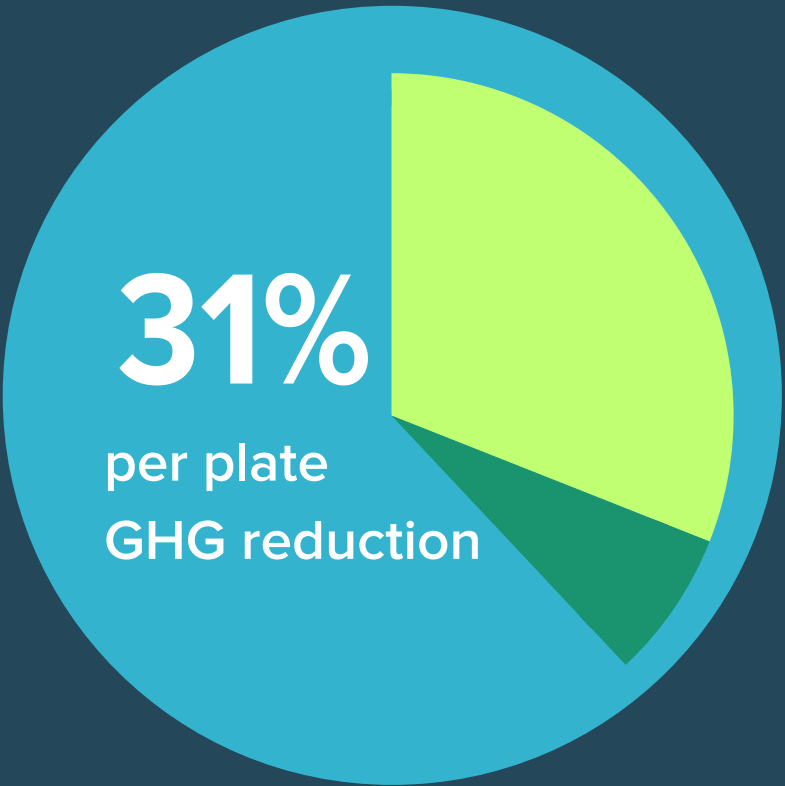
Small changes = **BIG** results

(Your diners will barely notice but the 🌍 will )

## 2023 PROGRESS



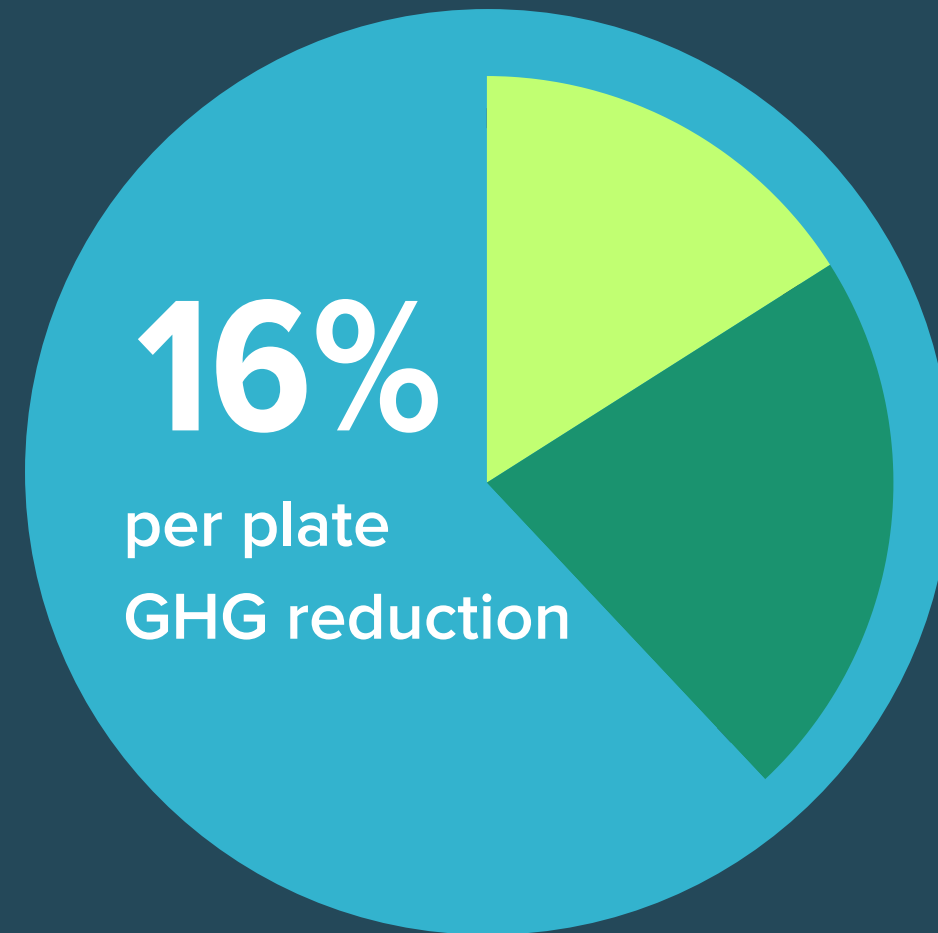
U.S. HOSPITALS



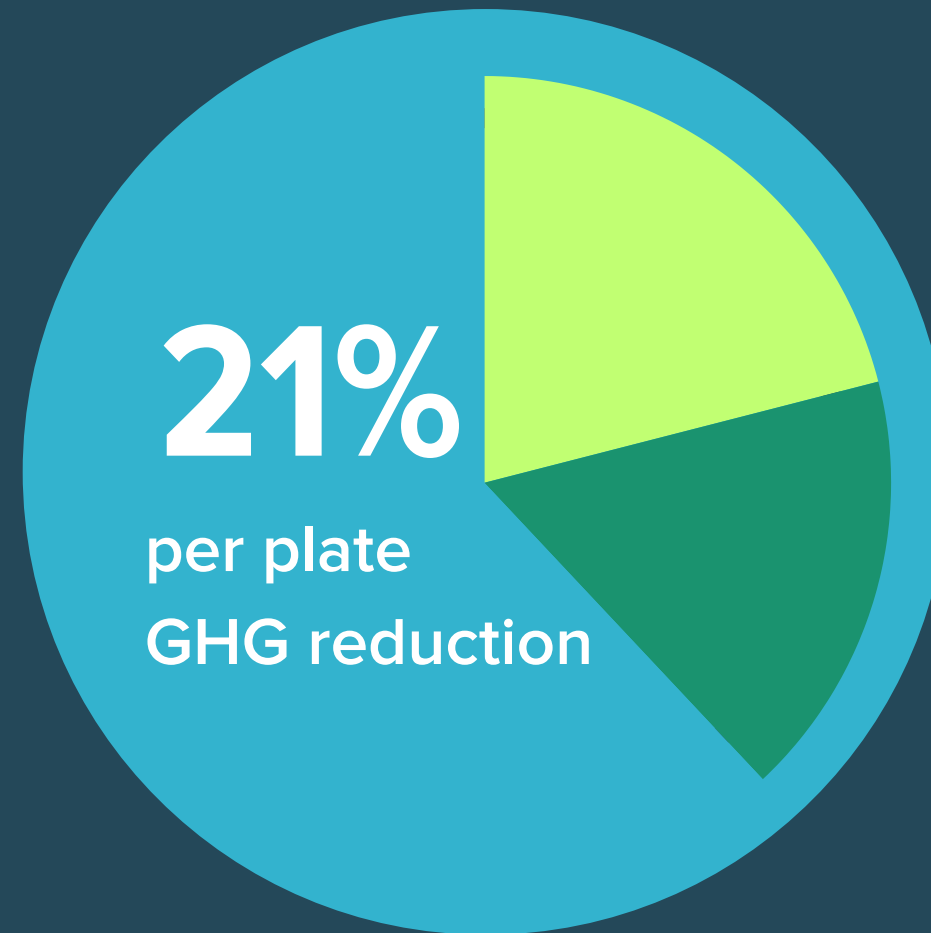
EARLY ADOPTERS



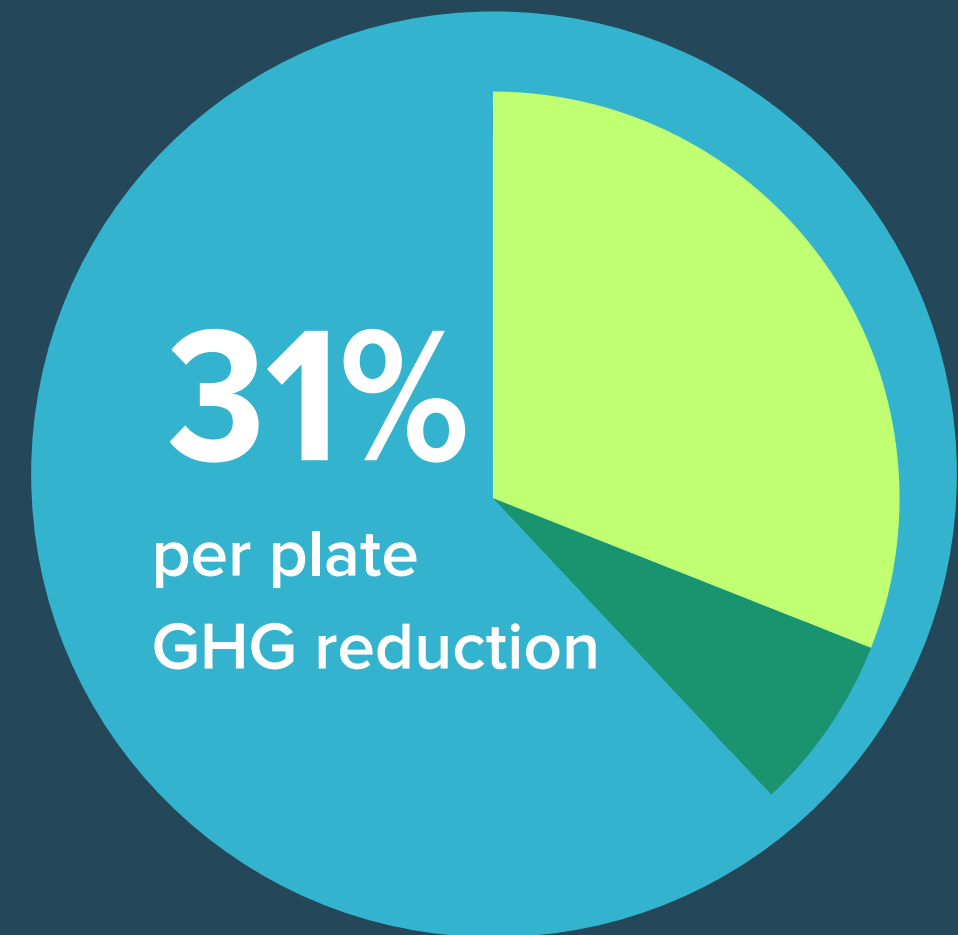
# °coolfoodpledge 2023 PROGRESS



U.S. HOSPITALS



GLOBAL HOSPITALS

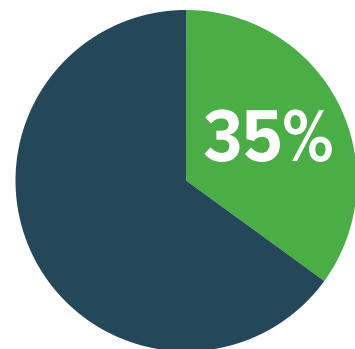


EARLY ADOPTERS

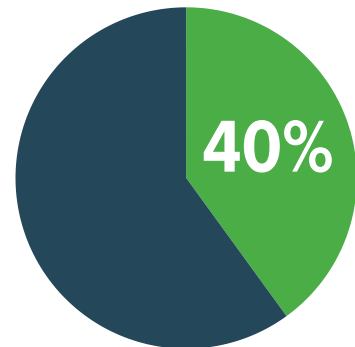


## COOLFOOD IS SMART BUSINESS

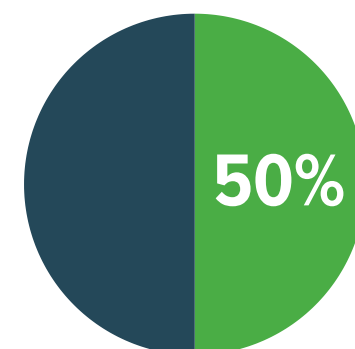
Customers are demanding these meal options.



Nearly a **third** of consumers say they are willing to pay higher prices for plant-forward menu items



More than **40%** of the general population is open to a plant-forward diet or eating pattern.



Over **half** of consumers are open to blending animal and plant-based proteins

Signatories report saving money on food costs.

**\$60,000** per year

UC San Diego Health System

**\$0.59** per meal

NYC Health + Hospitals

“If this pilot were scaled across the VHA by replacing just two inpatient meals a week with plant-forward meals, **\$168,134** would be saved per year – or **\$691,313** if the pilot included only minimally processed plant protein swaps.”

– Veterans Health Administration, 2023 pilot program



# Agenda

In this 30 minute presentation we'll discuss how food production contributes to climate change, how your hospital can employ low and no-cost solutions to reduce its Scope 3 emissions from food purchasing, and we'll conclude with success stories from the hospitals already seeing results.

1

**Food-Climate Connection**



2

**Coolfood solutions**



3

**Success stories**





# Food-Climate Connection

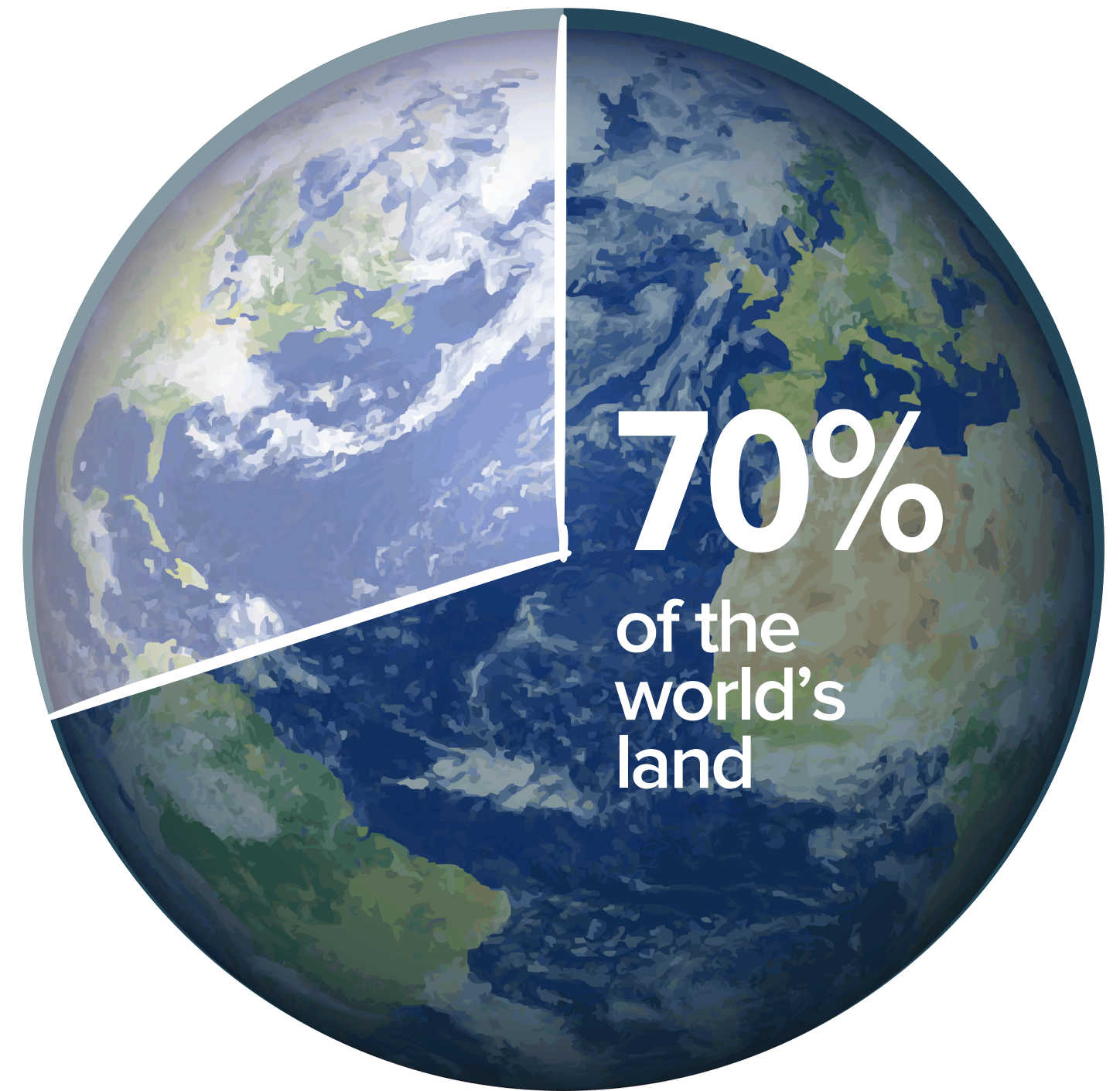




## UN Climate Change Report:

### Food & land

An estimated **25-30%** of greenhouse gas emissions come from agriculture, livestock, and the land and forest needed to raise them – and we're exploiting the resources of more than **70%** of the world's land





# Mitigation efforts must address food and agriculture

Global mean surface air temperature responses to future food consumption GHG emissions for mitigation strategies and under a high-population projection.

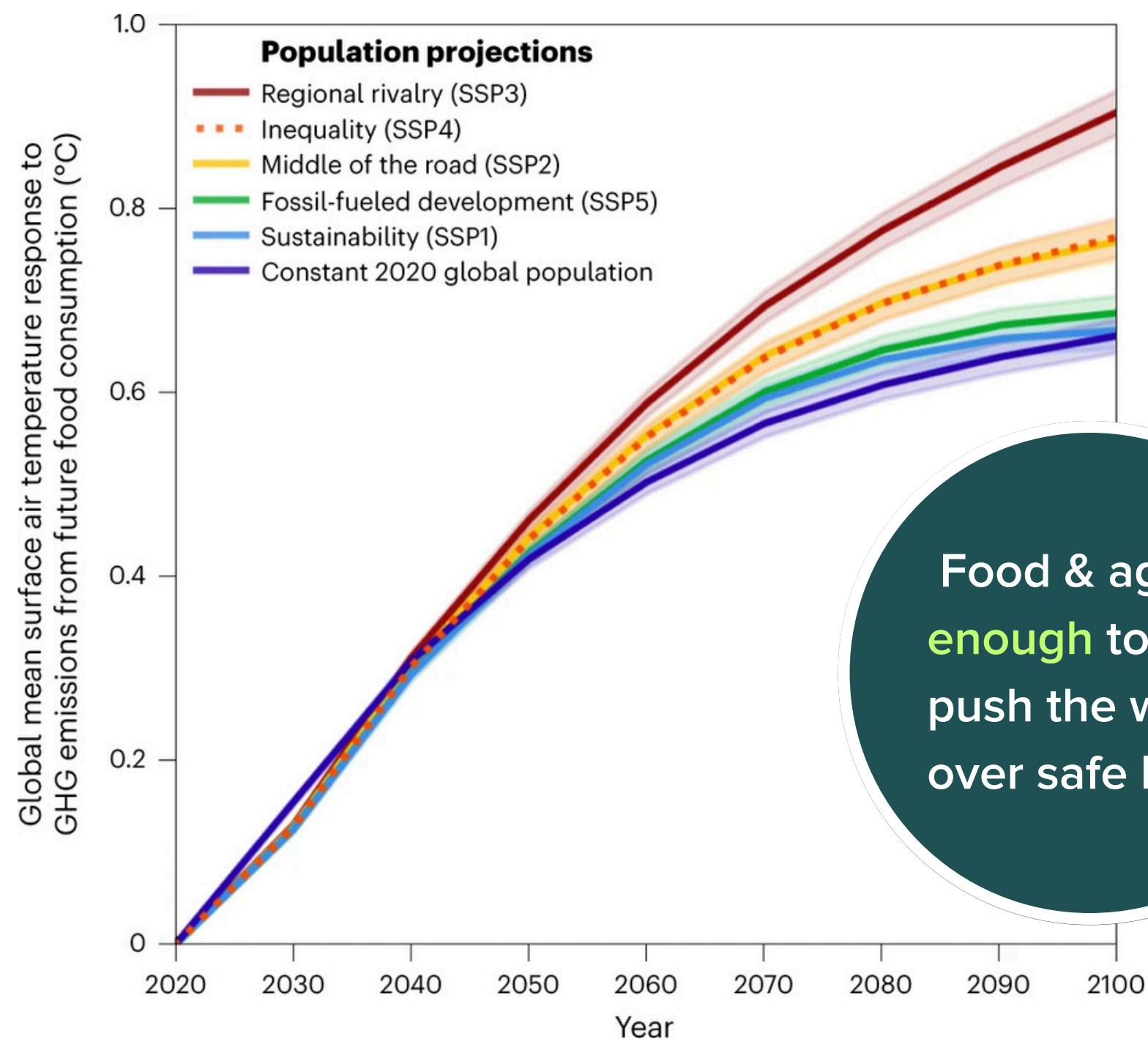


Chart: [Nature](#)

Food & ag are **enough** to push the world over safe limits

Science

[Current Issue](#) [First release papers](#) [Archive](#) [About](#) [Subn](#)

## Global food system emissions could preclude achieving the 1.5° and 2°C climate change targets

[MICHAEL A. CLARK](#) [ID](#), [NINA G. G. DOMINGO](#) [ID](#), [KIMBERLY COLGAN](#) [ID](#), [SUMIL K. THAKRAR](#) [ID](#), [DAVID TILMAN](#) [ID](#), [JOHN LYNCH](#) [ID](#), [INÊS L. AZEVEDO](#) [ID](#), AND [JASON D. HILL](#) [ID](#) [Authors Info & Affiliations](#)

SCIENCE • 6 Nov 2020 • Vol 370, Issue 6517 • pp. 705-708 • DOI: 10.1126/science.aba7357

↓ 41,894    320



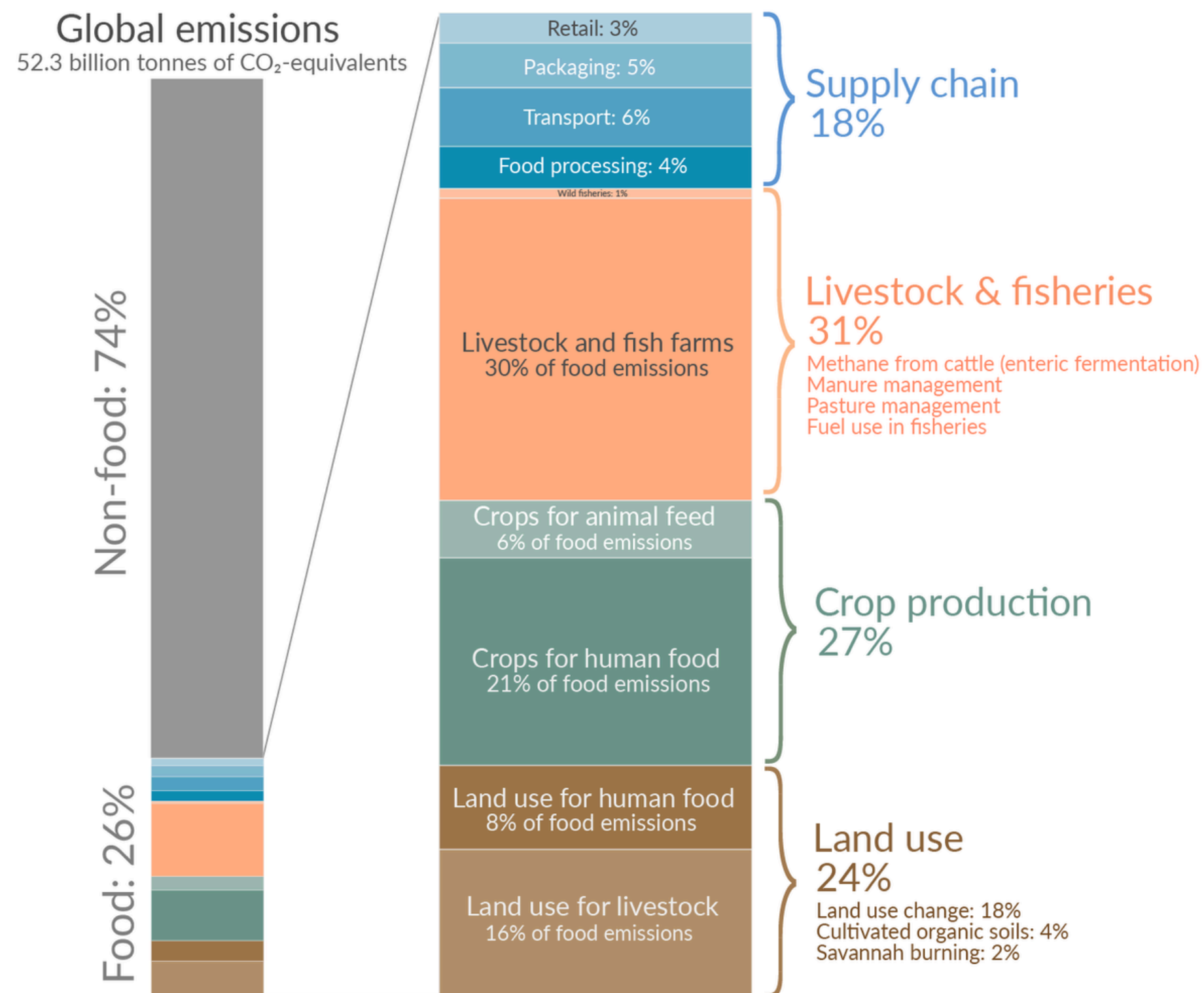
### Thought for food

To have any hope of meeting the central goal of the Paris Agreement, which is to limit global warming to 2°C or less, our carbon emissions must be reduced considerably, including those coming from agriculture. Clark *et al.* show that even if fossil fuel emissions were eliminated immediately, emissions from the global food system alone would make it impossible to limit warming to 1.5°C and difficult even to realize the 2°C target. Thus, major changes in how food is produced are needed if we want to meet the goals of the Paris Agreement.

Science, this issue p. [705](#)

Article: [Science](#)

# Global GHGs from food production

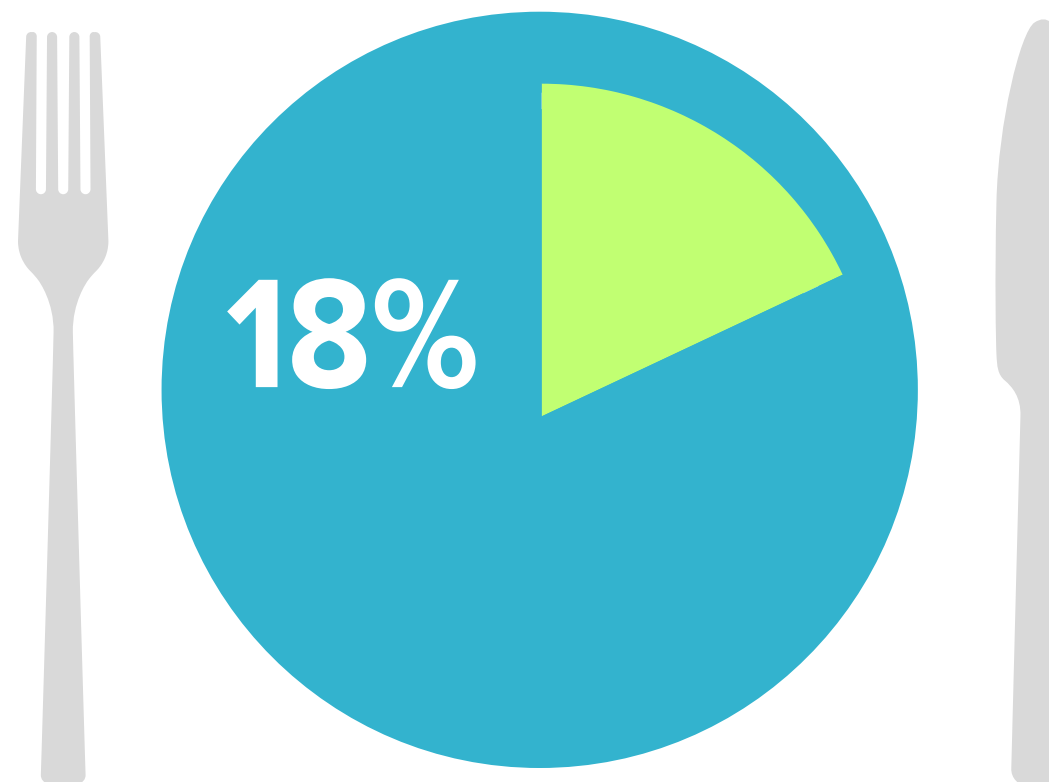


The majority of emissions  
come from raising  
livestock.



# Animal-based foods are more resource-intensive

Production of animal proteins uses **83%** of available agricultural land but generates **only 18%** of the total calories consumed by humans – and only **37%** of the protein.



# Plant-based foods are less resource-intensive

The Science Based Targets Initiative estimates we need to reduce emissions from food production **by 67% by 2050** in order to avoid catastrophic climate change.

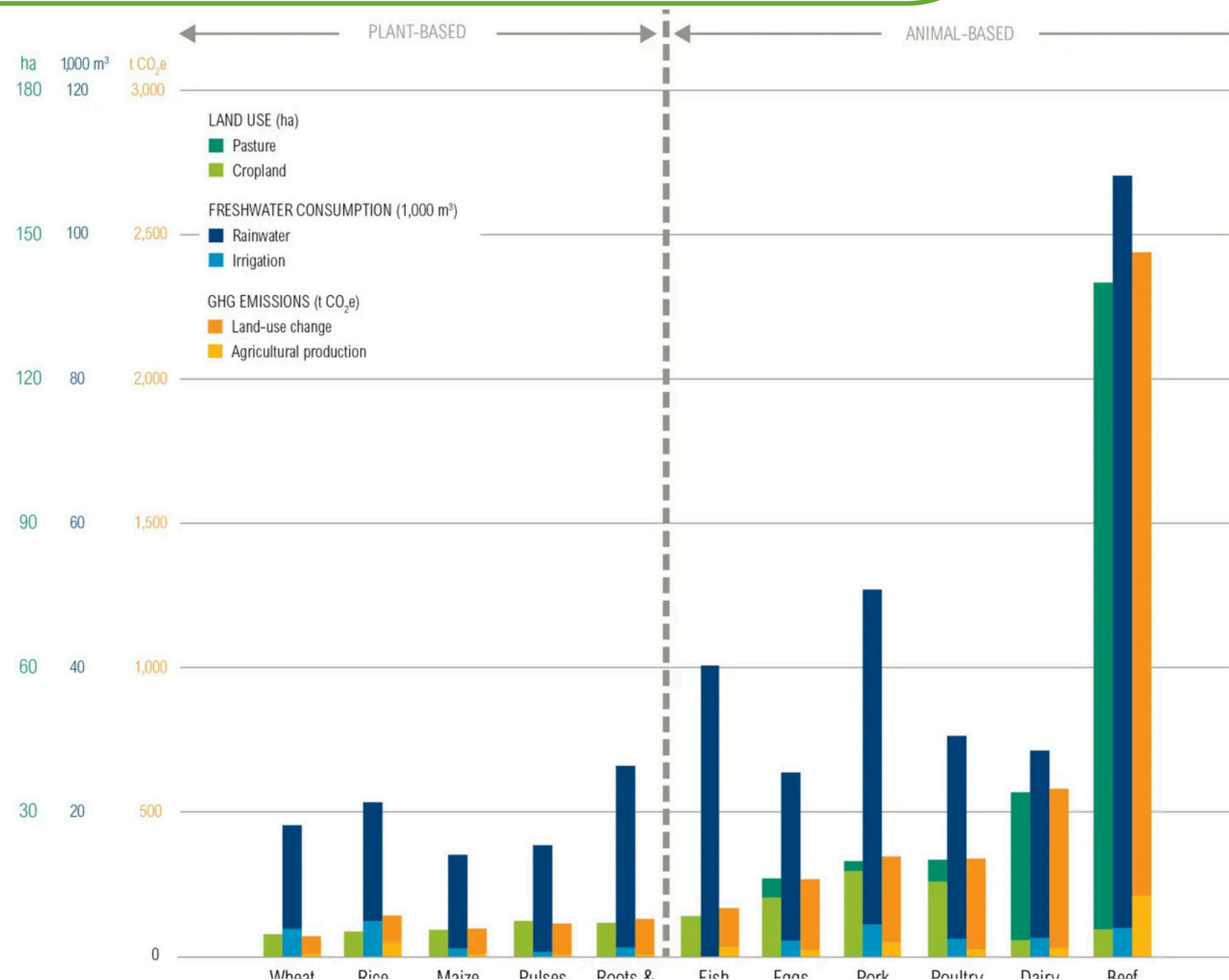
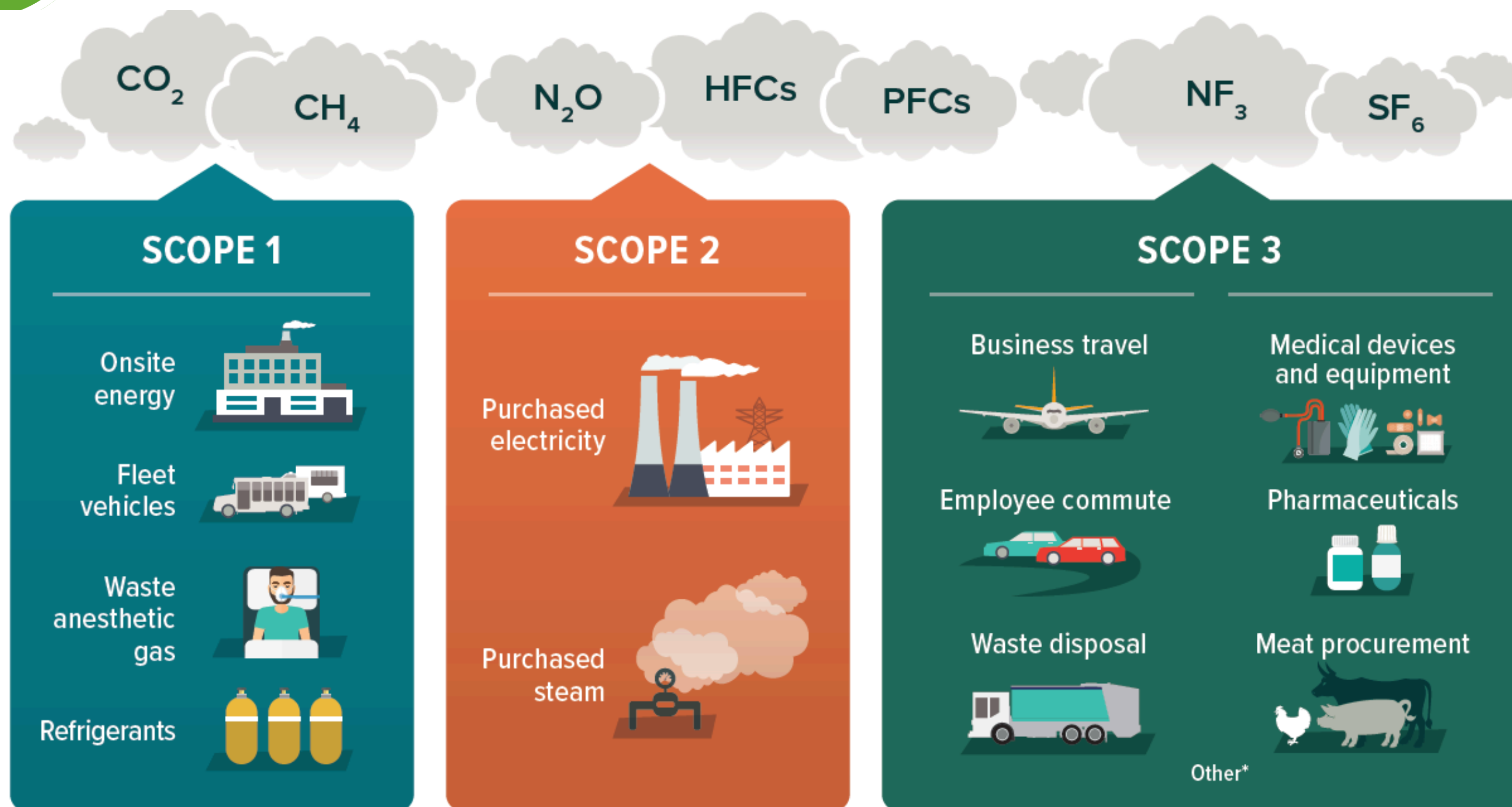


Chart: [World Resources Institute](#)

# Common GHG emission sources in health care



These are the most common emissions for health care, but there are other relevant categories in Scope 3. To review all 15 categories, see Practice Greenhealth's GHG [Scope 3 Guidance](#).



# Coolfood Solutions





## READY TO GET STARTED?

Here's the pathway to success...

1

Make a commitment to decrease GHGs from food service

2

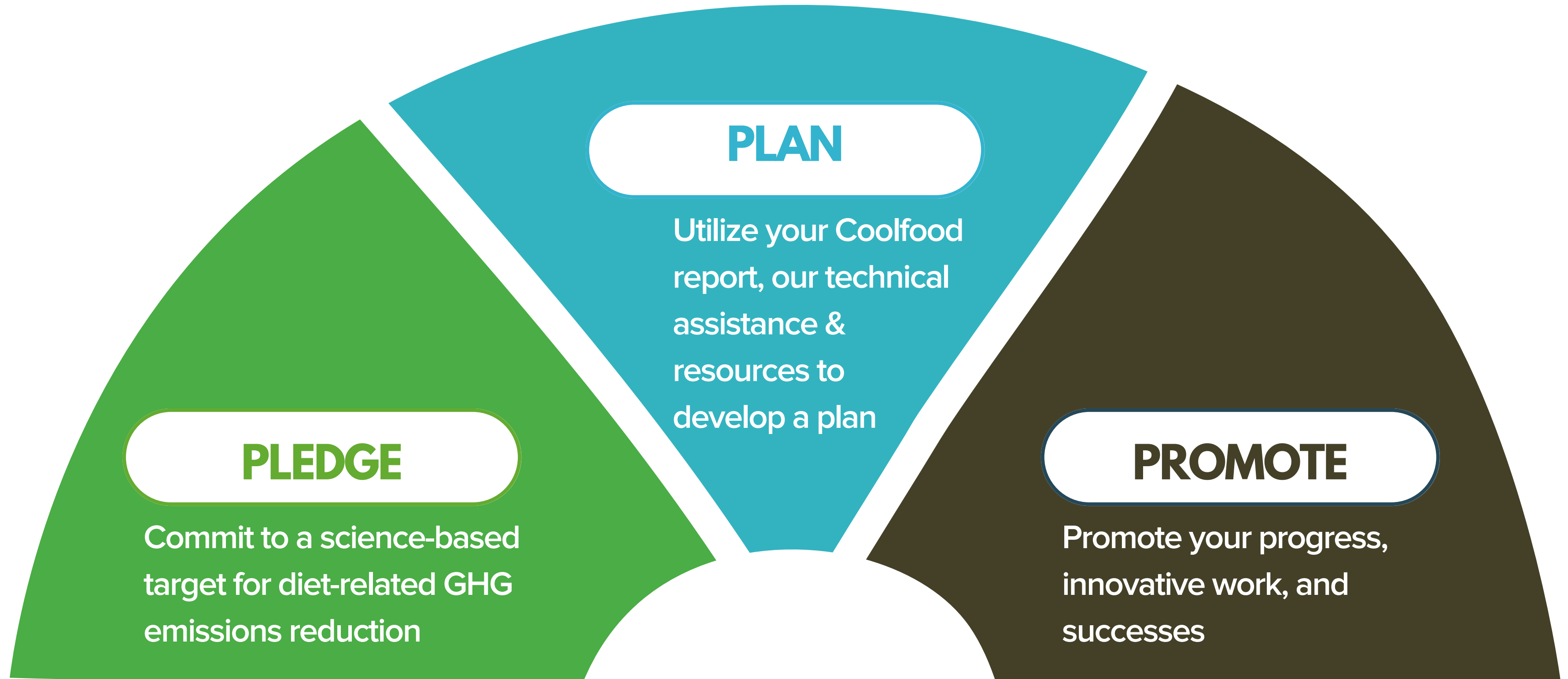
Increase the variety of dishes you serve to offer more plant-forward choices

3

Join the **coolfoodpledge**

“The **Coolfood Pledge** seemed like a great way to both promote what we were already doing and provide additional support to further our work.”

– Kyle Tafuri, Hackensack Meridian Health director of sustainability.





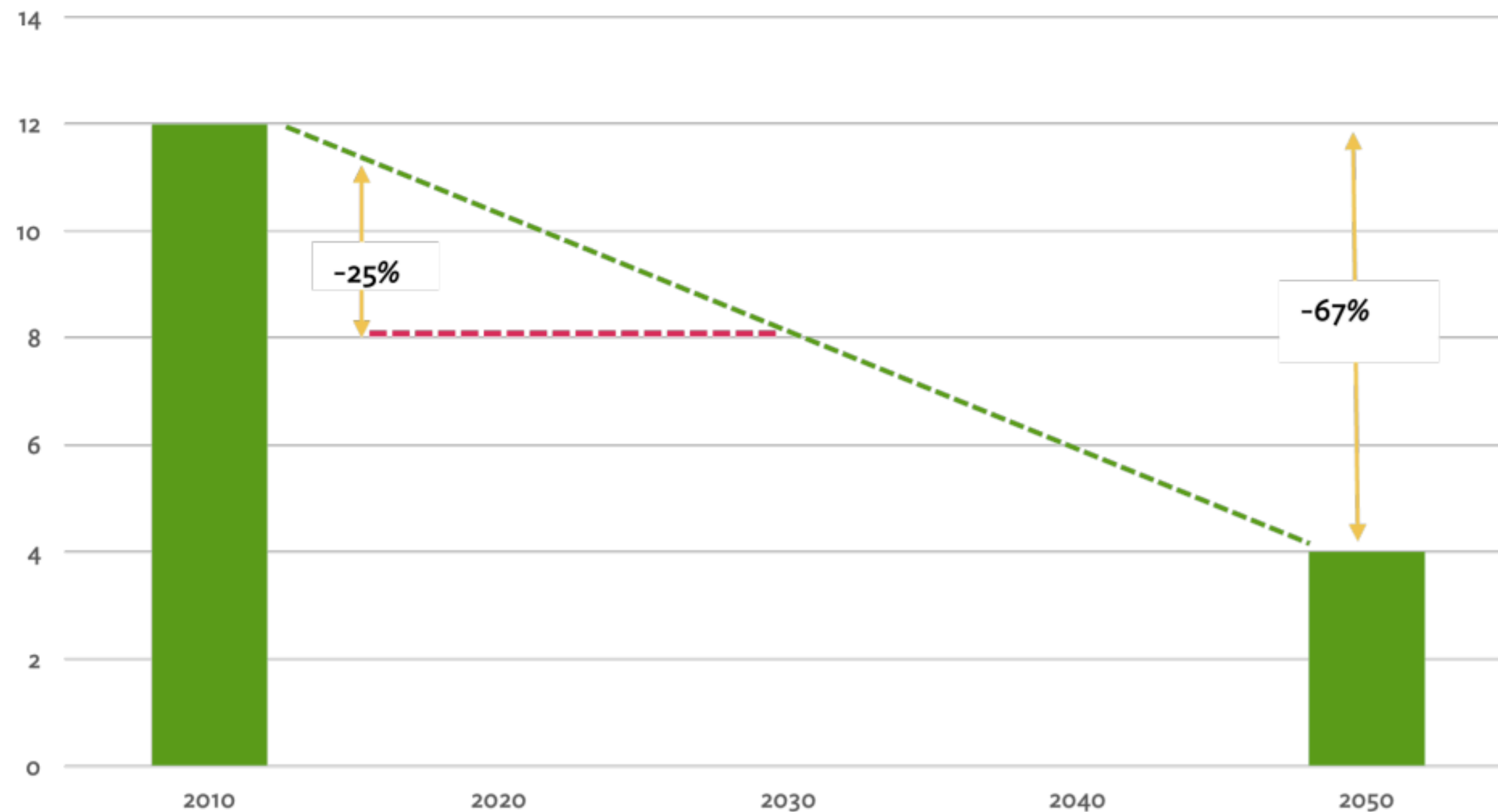
# How the coolfood pledge works

PLEDGE: Collective target

The food and ag sector must reduce emissions by 67% by 2050.

Coolfood puts us on a pathway to get halfway there.

Food system GHG emissions  
(agricultural production + land-use change), Gt CO<sub>2</sub>e/year



## Solutions

# How the coolfood pledge works

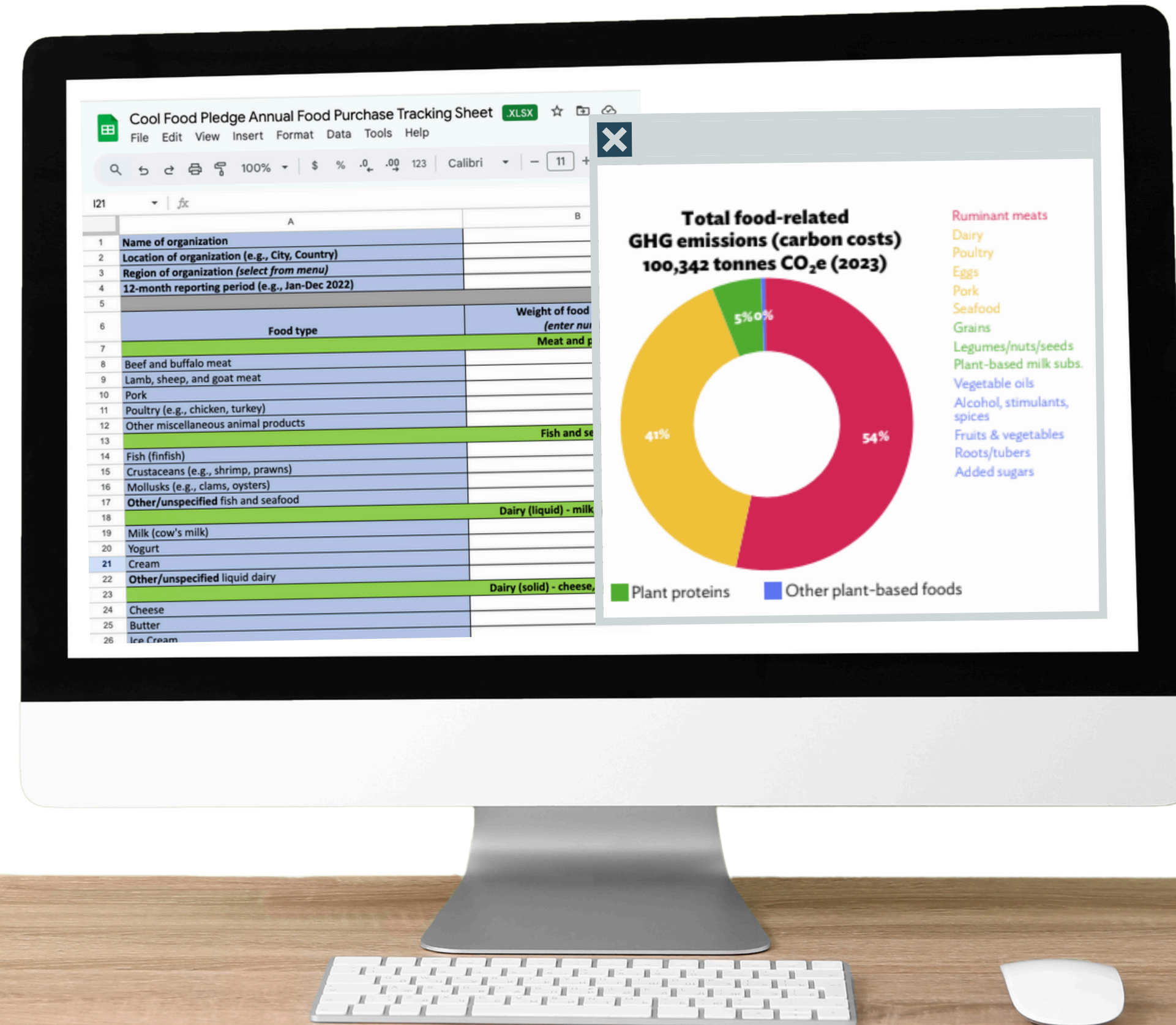
PLEDGE: Your data

**PLEDGE**

Sign  
Submit data  
See results

“The most important aspect of the **pledge** is that it offers **resources** and instills **accountability** to our sustainable goals. It provides targets to meet and resources in which to **track hard numbers and results.**”

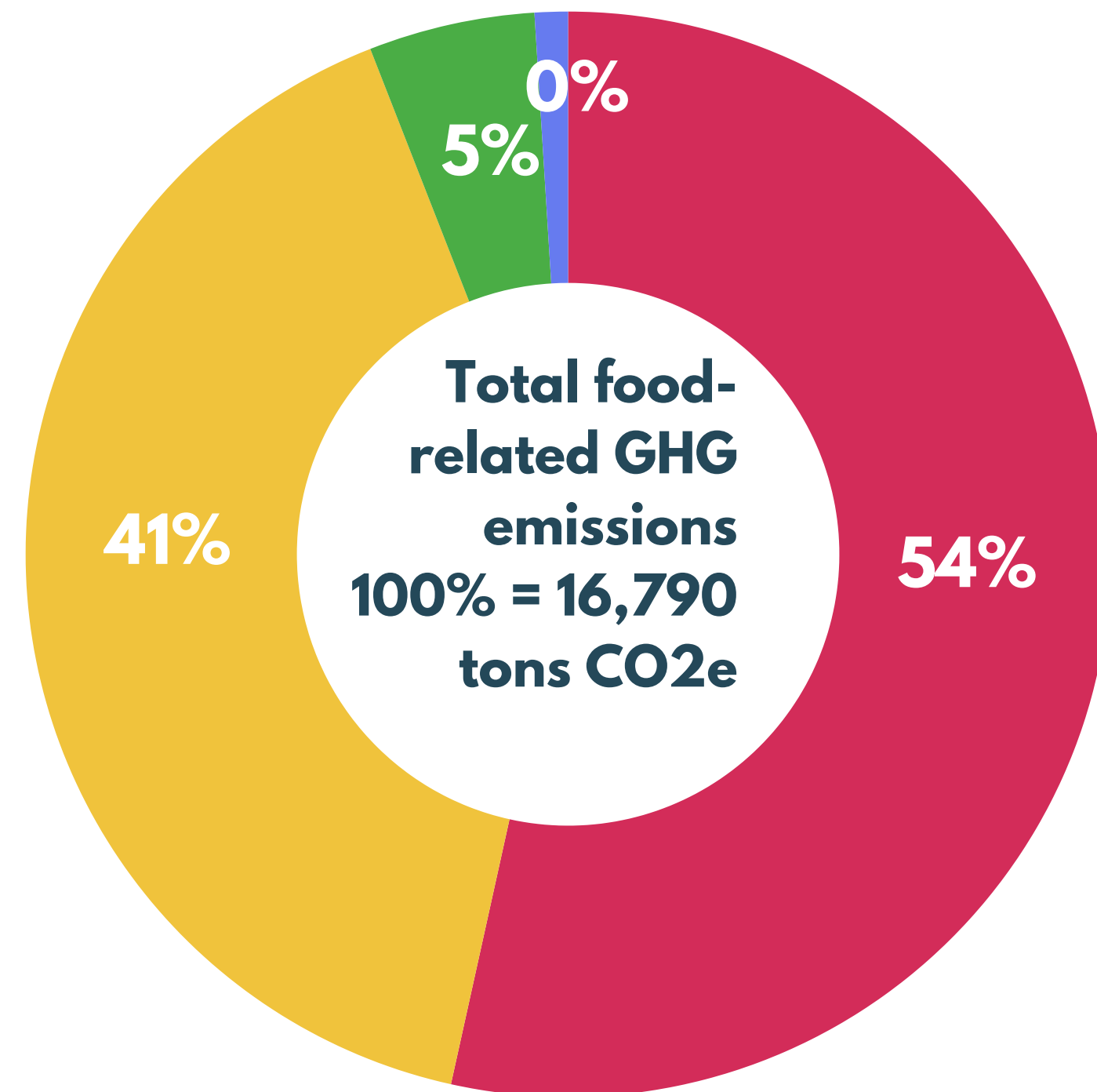
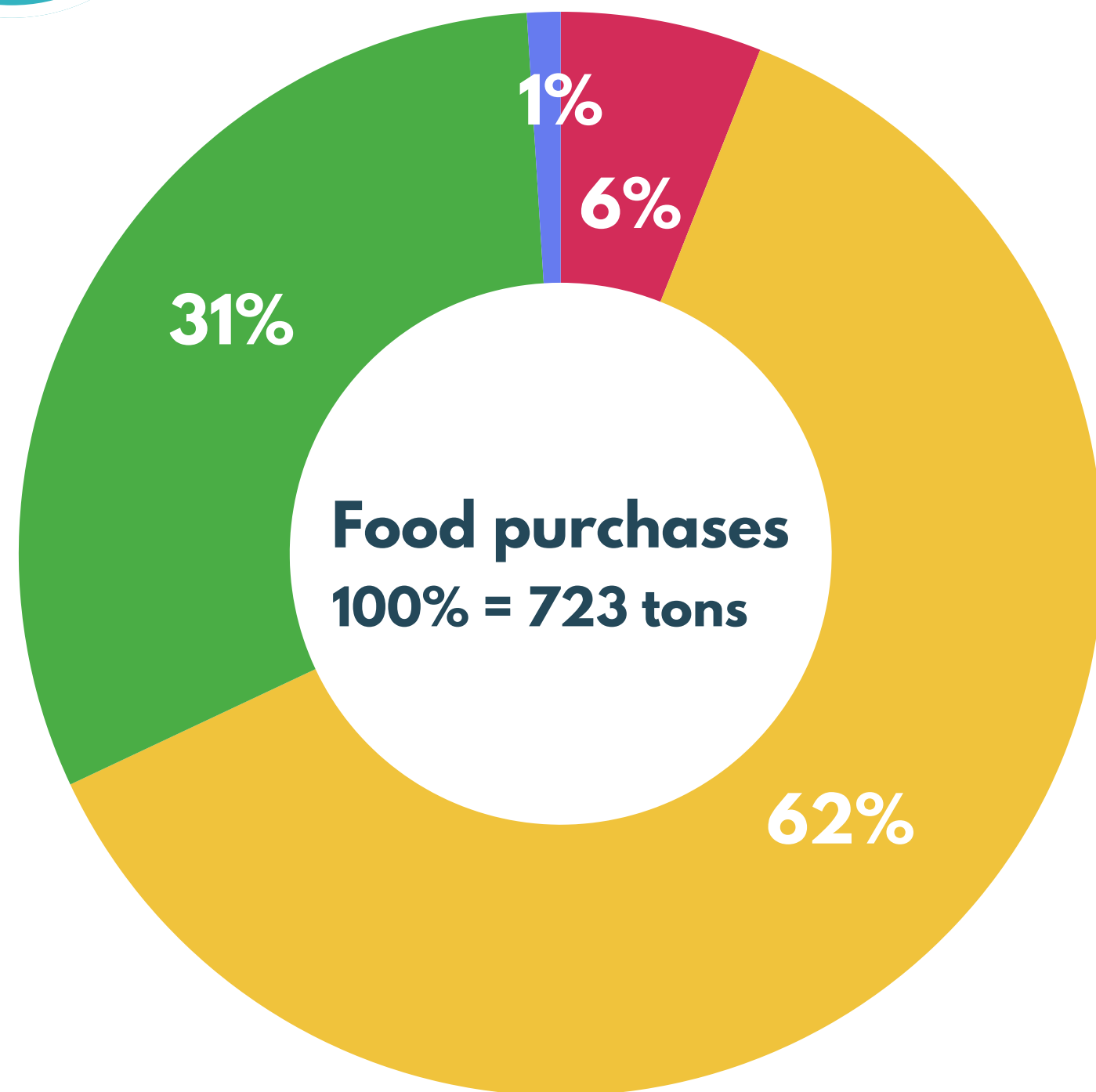
– Michael Atanasio, Overlook's former director of food and nutrition.



## Solutions

# How the coolfood pledge works

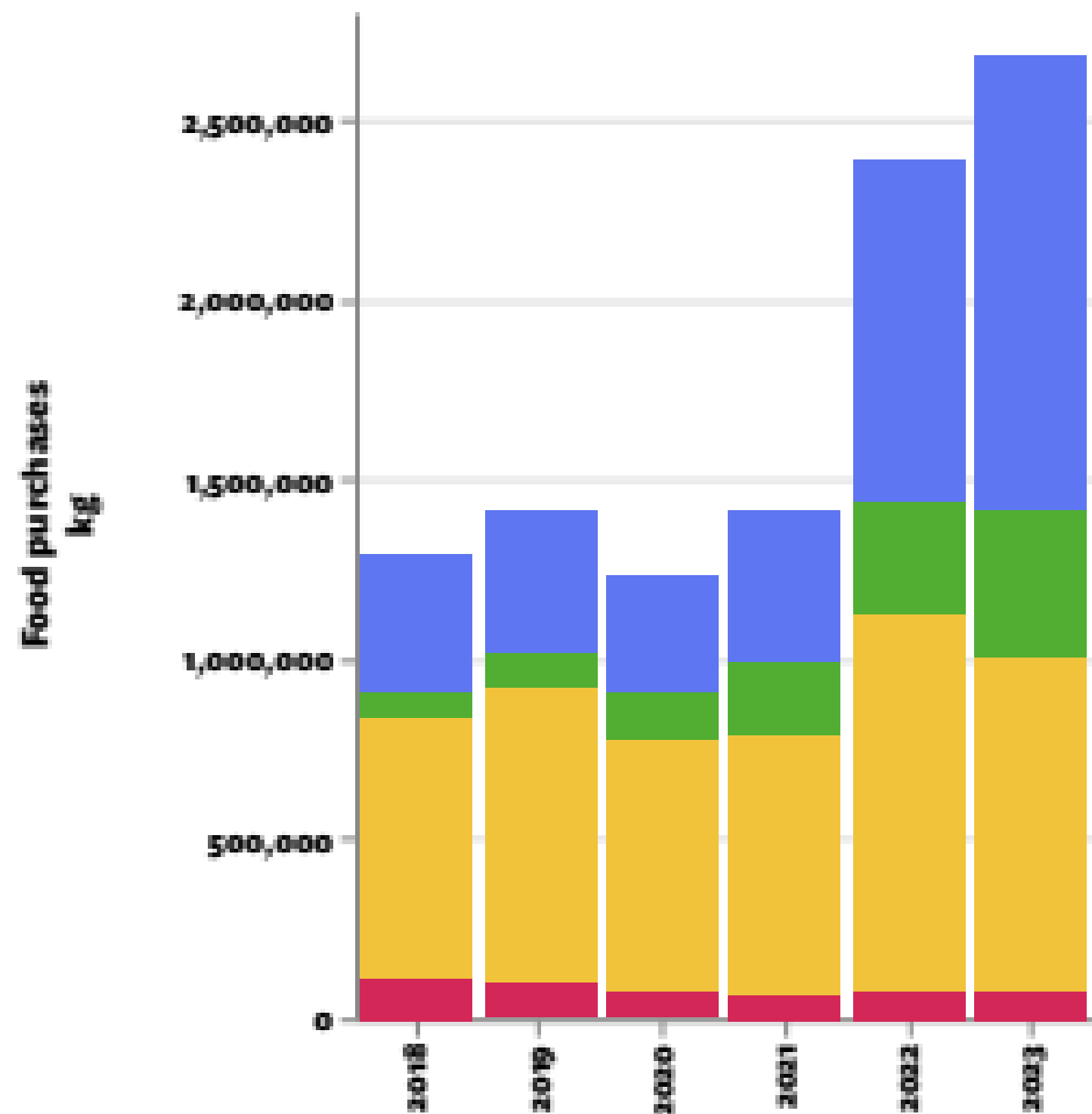
PLEDGE: GHG measurement and tracking





# How the coolfood pledge works

PLEDGE: Total food purchases (2018-2023)

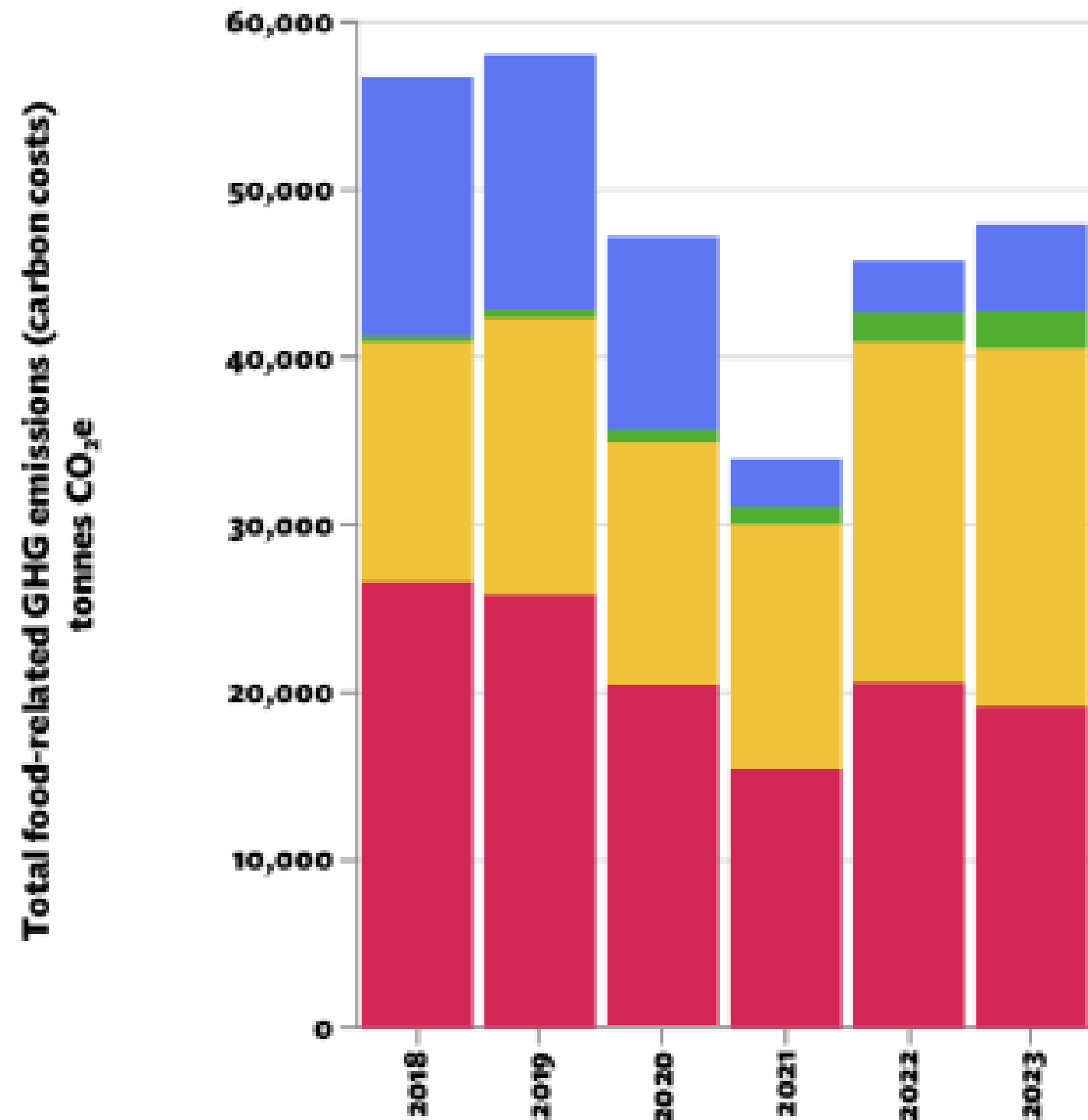


Food type	% change
Ruminant meats	-28%
Eggs	-44%
Poultry	+28%
Pork	+45%
Seafood	+83%
Dairy	+315%
Plant-based milk subs.	+339%
Grains	+455%
Legumes/nuts/seeds	+510%
Alcohol, stimulants, spices	-85%
Vegetable oils	+263%
Roots/tubers	+502%
Fruits & vegetables	+955%
Added sugars	+2675%
Total	+108%

## Solutions

# How the coolfood pledge works

PLEDGE: Total food purchases (2018-2023)



- Beef & lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

**Total food-related GHG emissions**  
**Emissions per 1,000 kcal**

**% change**

**-15.44%**

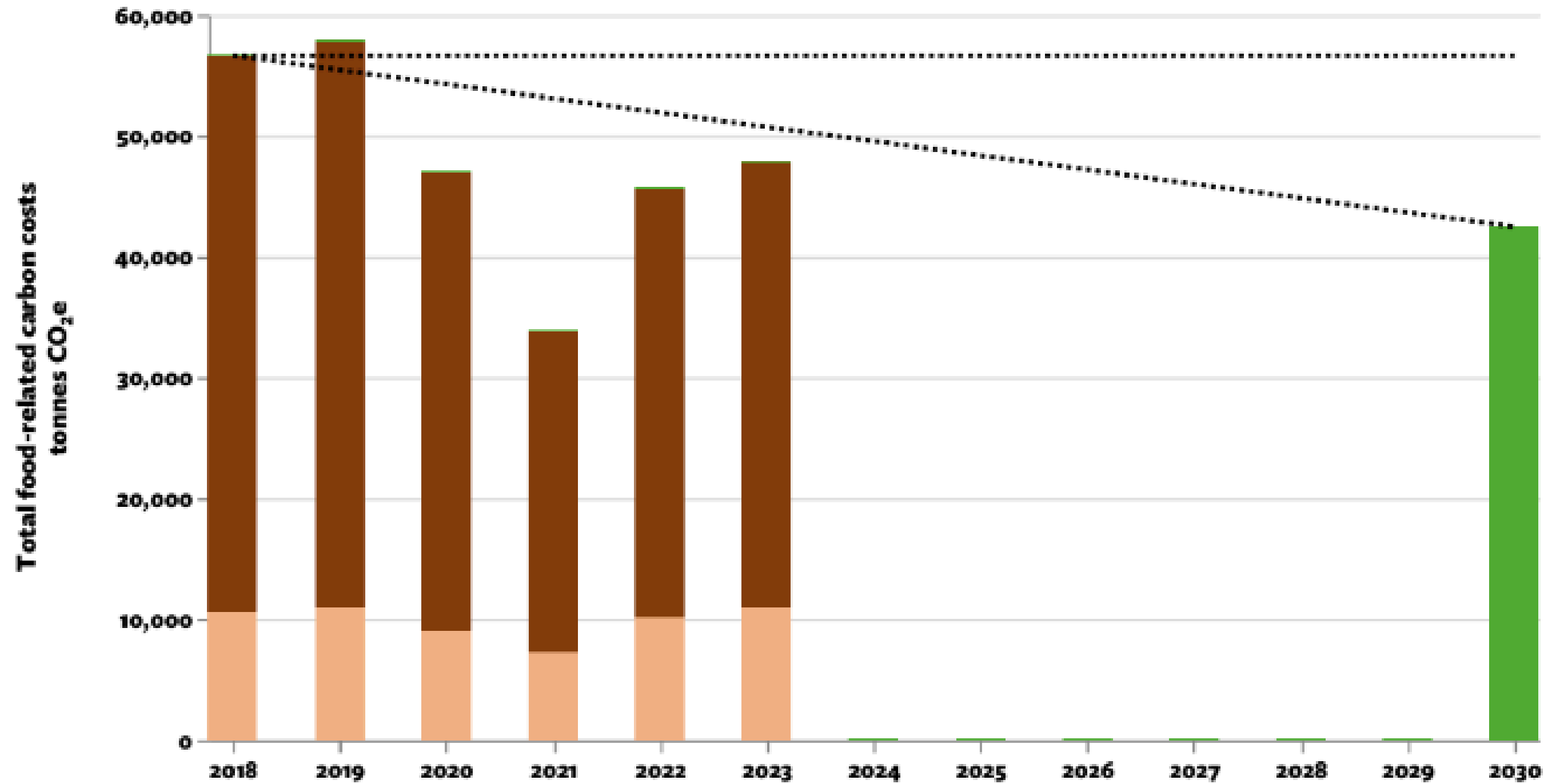
**-54.27%**



## Solutions

# How the coolfood pledge works

PLEDGE: Progress against absolute 25% target

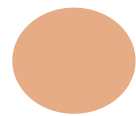


**-25% reduction**  
**14,158 t CO<sub>2</sub>e\***

\*Equivalent to taking  
**3,000+** cars off the road



Agricultural supply chain emissions



Carbon opportunity costs

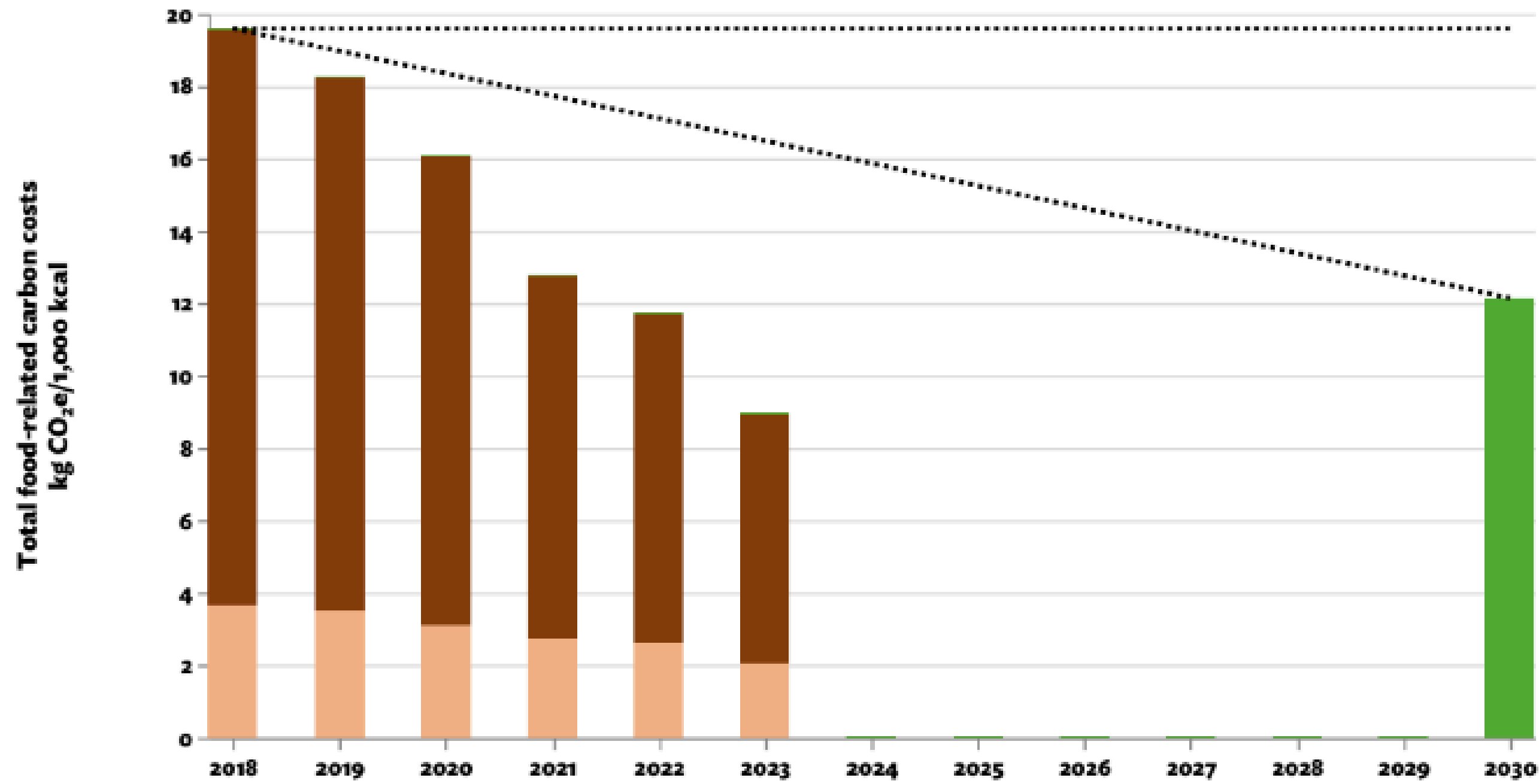


Target

## Solutions

# How the coolfood pledge works

PLEDGE: Progress against 38% per-plate target

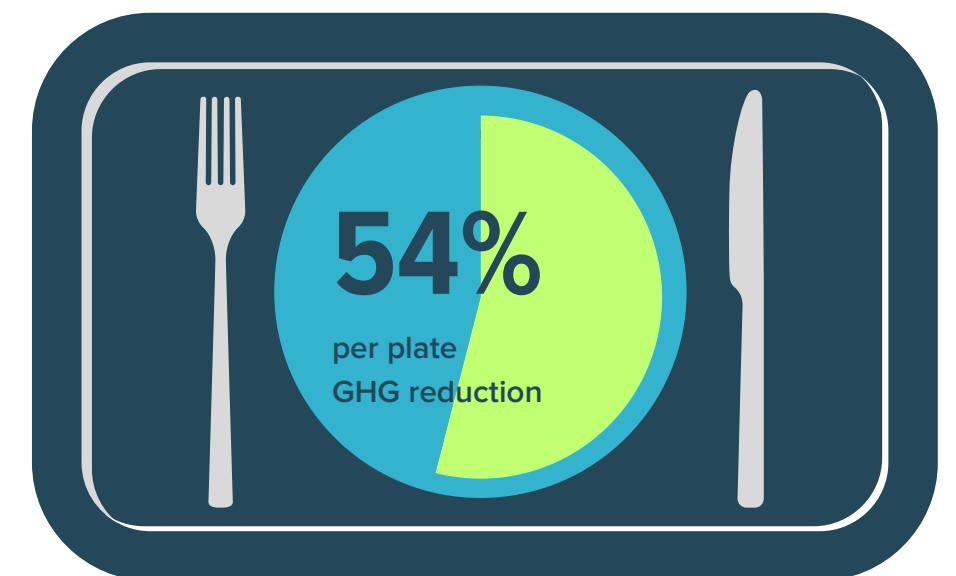


● Agricultural supply chain emissions ● Carbon opportunity costs

● Target

## -38% reduction

This hospital has not only achieved the Coolfood goal – but surpassed it by 16 points.

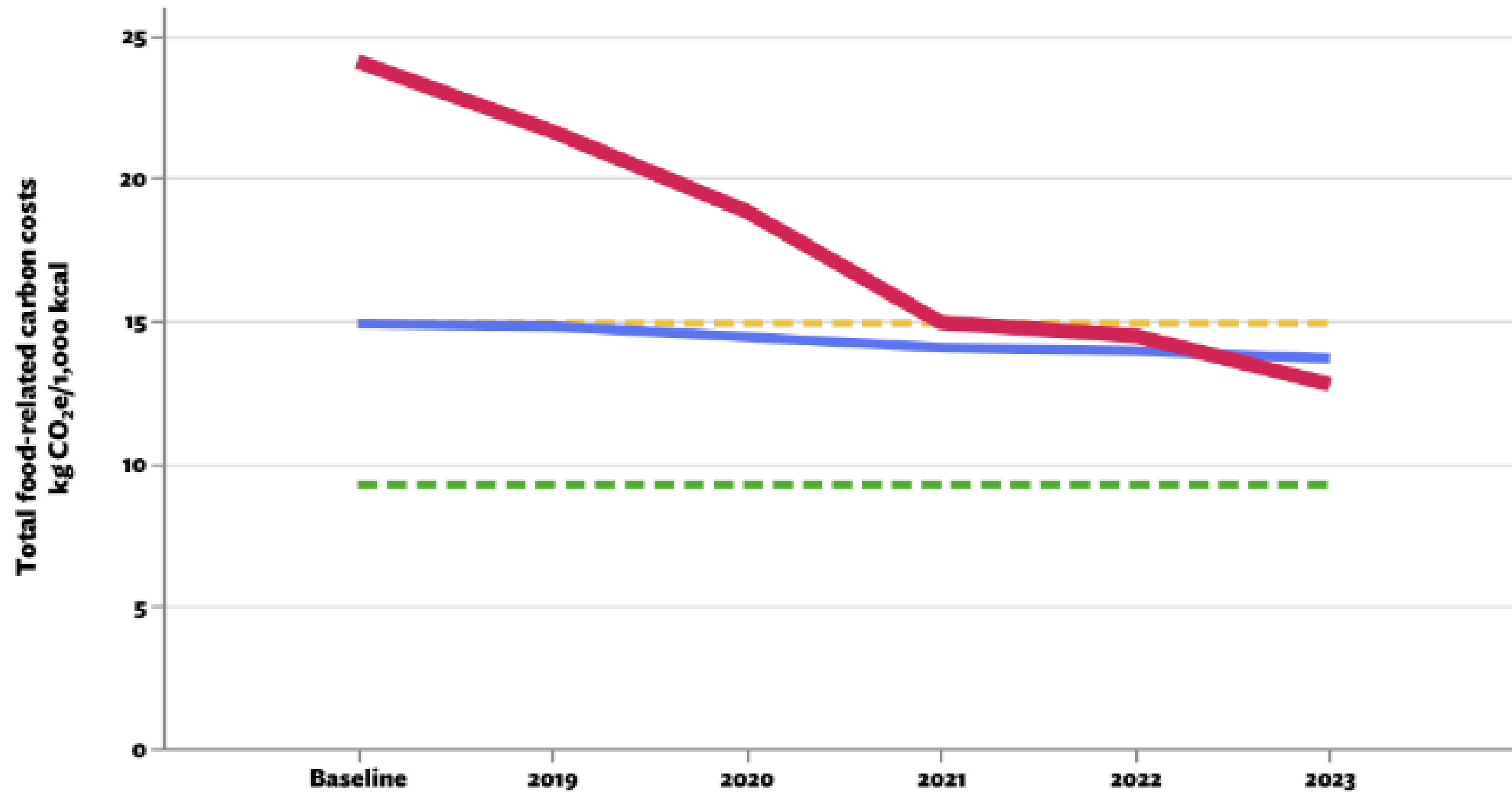




## Solutions

# How the coolfood pledge works

PLEDGE: Benchmarking against performance



See how  
your  
hospital  
performed



Sample hospital



Health care sector (average)



North American diet



2030 regional target

## Solutions

# How the **coolfood pledge** works

PLAN: Opportunities for support

## 1 Coolfood workshop

Complete a diagnostic questionnaire to identify top strategies. Engage in a team workshop to develop a plan to implement the strategies.

## 2 Ad-hoc consultation

Practice Greenhealth is available to help you understand your report and set interim goals for Coolfood.

## 3 Online resources

Visit our Plant-Forward Future webpages for Coolfood-specific and general resources to support your plant-forward efforts.



## Solutions

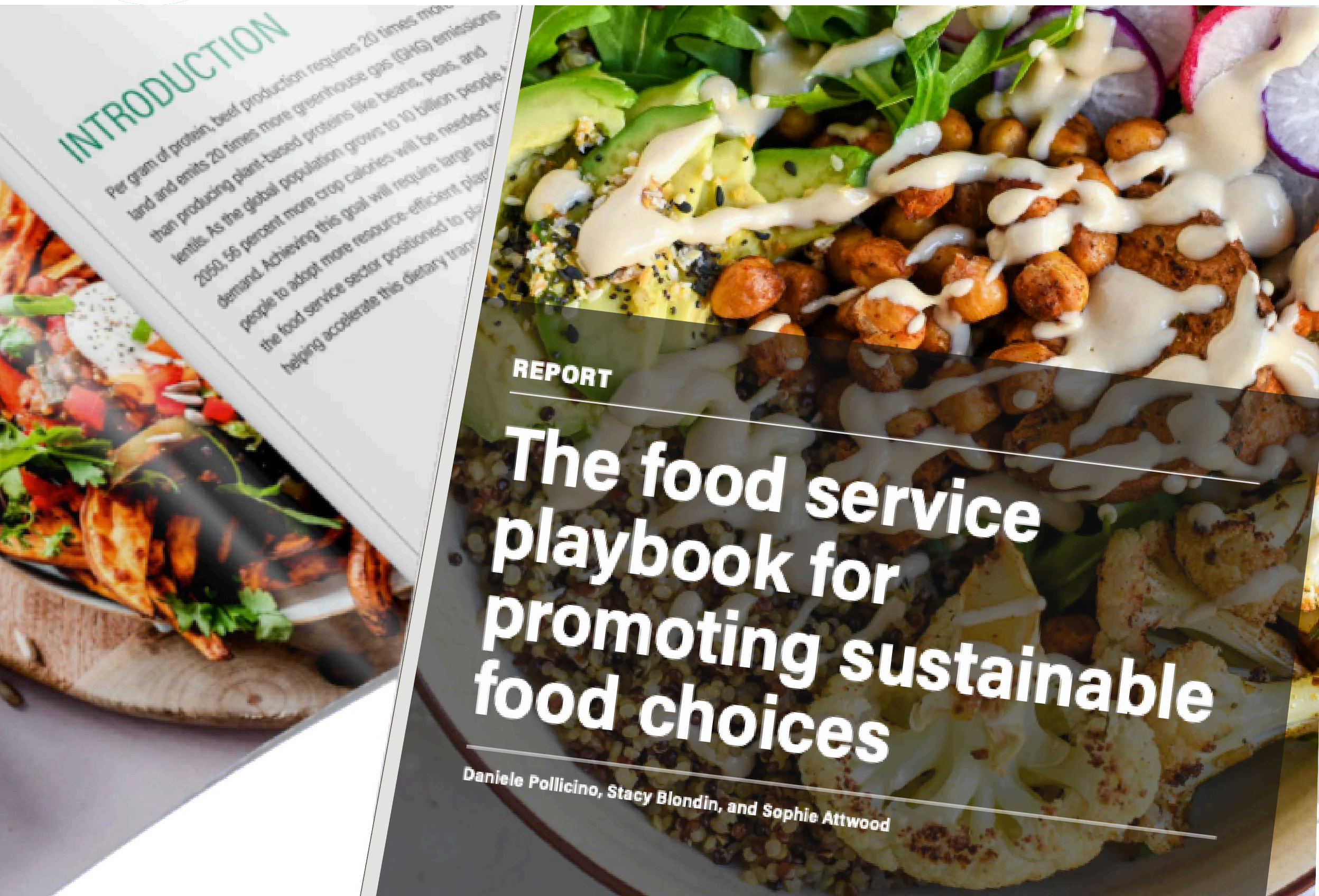
# How the coolfood pledge works

PLAN: The Coolfood playbook

## PLAN

The playbook draws on extensive research on behavioral change and recommends 90 techniques

18 of these have been shortlisted as the most proven & impactful





## Solutions

# PLAN: No-regret strategies

## Categories for intervention

### PRESENTATION

Language, images, design, or layout of food menus

### PRODUCT

Modify the food on offer to promote uptake

### PROMOTION

Communication, marketing, social media, and advertising.

### PLACEMENT

Food displays or the physical dining environment

### PEOPLE

Food service employees are agents of change

### PRICE

Use price to promote plant-rich dishes



## Solutions

### PLAN: No-regret strategies

#### Presentation & placement

**PSR4:** Add environmental footprint labels to menus

**PSR15:** Use indulgent language to describe plant-rich dishes

**PLC5:** Integrate plant-based meat alternatives into display.

**PSR14:** Remove unappealing language (e.g. meat-free, vegan)

**PSR16:** Selectively recommend dishes (e.g. chef's special).

**PLC6:** Introduce dedicated plant-rich food section





## Solutions

# PLAN: No-regret strategies

## Product

**PRD1:** Arrange dishes so the most appealing ingredients are visible

**PRD5:** Improve the appearance of dishes (e.g color, garnish, balance)

**PRD7:** Increase the ratio of plant-rich dishes to meat-based dishes available

**PRD2:** Blend plant-based ingredients into ground meat-based dishes

**PRD6:** Improve the flavor and texture of plant-rich dishes

**PRD8:** Increase the variety of plant-rich dishes on offer



## Solutions

### PLAN: No-regret strategies

People, promotion, & price

**PPL8:** Train food staff how to cook & prepare dishes

**PRM3:** Create social media & group forums for diners to share thoughts

**PRM20:** Publicize environmental benefits of plant-forward dishes

**PRM23:** Publicize the local benefits of plant-forward dishes

**PRM26:** Publicize the taste and flavor benefits of plant-rich dishes.

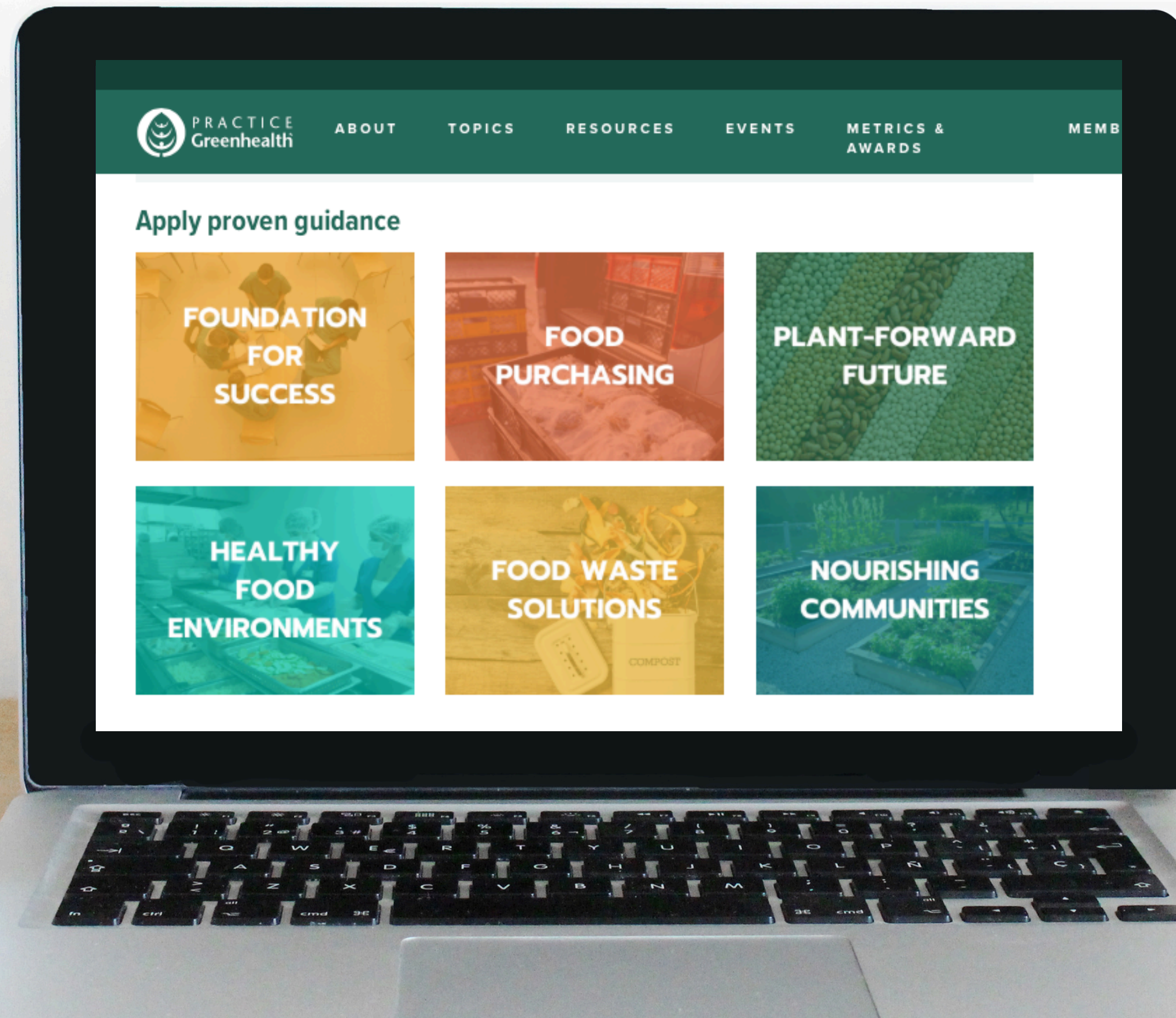
**PRC7:** Run cross-product promotions on dishes and sides, drinks, ect.





Solutions

# Practice Greenhealth resources & support





## Solutions

# Practice Greenhealth resources & support

## Plant-forward initiatives

### PLANT-FORWARD FUTURE

A curated set of resources to support setting goals, planning menus, marketing plant-forward dishes, and tracking your progress.

**PLANT  
POWERED 30**



**Plant-forward**   
**recipe database**



**°coolfood**  
**pledge**

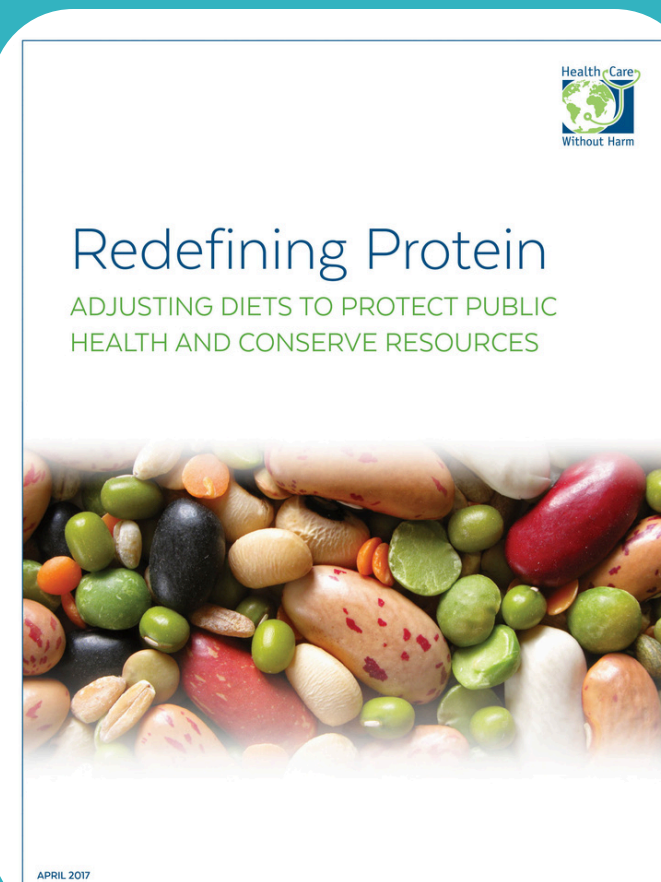
## Solutions

# Practice Greenhealth resources & support

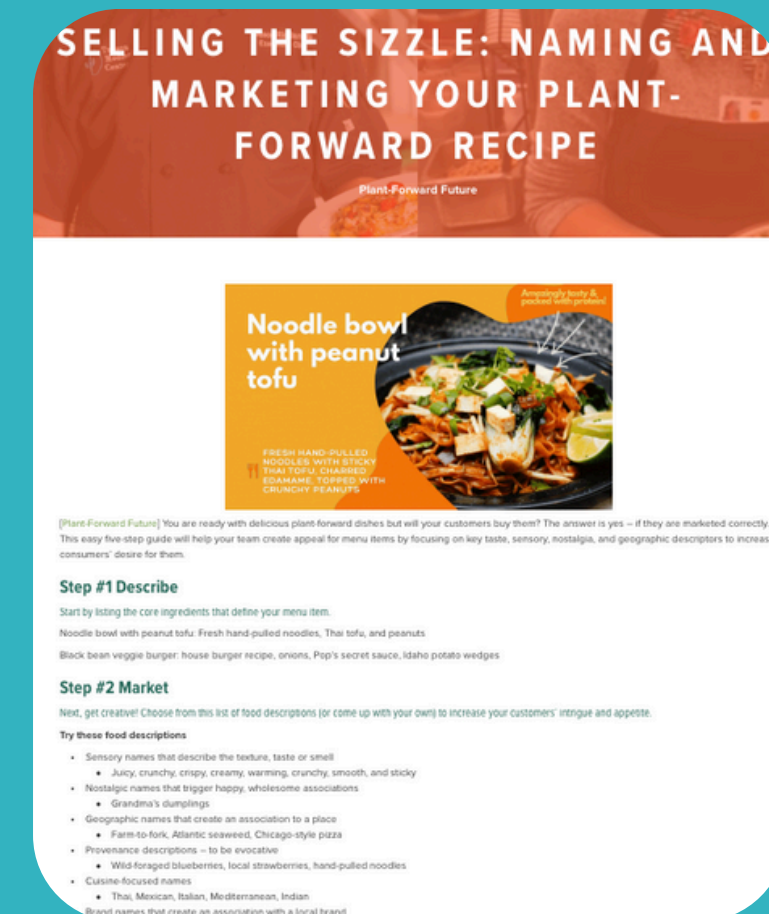
## Plant-Forward Future

Plant-Forward Future is a positive, forward-thinking approach that emphasizes the variety, taste, and craveability of plant-forward dishes.

### Implementation



### Marketing & education



### Tracking & recognition



### Stories & case studies

#### UC San Francisco Medical Center

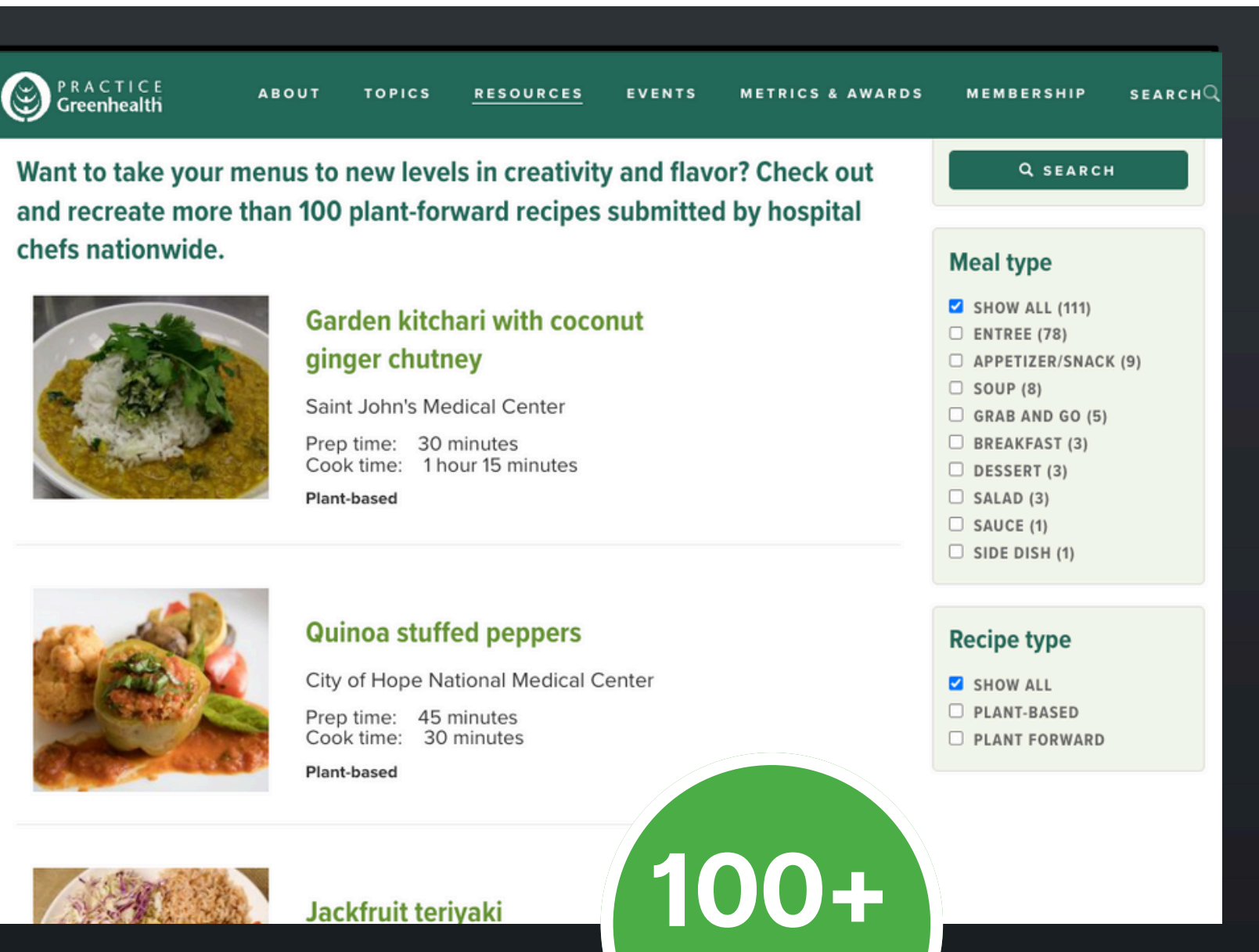
**"I don't sell plant-based, I sell delicious looking and tasting food that just happens to be plant-based."**

**- Dan Henroid, director of nutrition and food services**



# Solutions

## Plant-forward recipe database For hospital chefs by hospital chefs



100+  
recipes



### THREE SISTERS BLUE ZONE TACOS

Submitted by Chef Michael J. Millben at Mayo Clinic

SERVES 20

#### INGREDIENTS

1 1/3 cup canola oil  
1/2 cup yellow onion, diced  
4-5 cloves garlic, minced  
1 1/2 tsp. cumin  
1/2 tsp. oregano  
1 tsp. onion powder  
1 tsp. garlic powder  
2 1/8 tsp. kosher salt, additional to taste  
3 1/8 tbsp. lime juice  
3 cups low black beans  
1 1/2 cup corn, frozen  
1/4 cup tomatoes, diced  
2/3 cup red onion, diced  
1/4 cup cilantro, chopped  
2-4 plantains  
Corn starch  
3 jalapeños  
3 tbsp. parsley, chopped  
1/2 tsp. orange juice  
1/8 tsp. coriander  
2 lb. chayote squash

#### PREPARATION

1. In a large saucepan, sauté onions and garlic with 1 tbsp. oil. Stir in cumin, oregano, onion powder, garlic powder, and kosher salt to taste. Add drained black beans and 1 tbsp. lime juice. Cook for 10 minutes and blend to a refried bean texture.
2. In a bowl, combine corn, tomatoes, red onion, 1/2 tsp. salt, 1 tbsp. lime juice, and 2 tbsp. cilantro. Cover and chill for 30 minutes.
3. Slice plantains into 8 pieces and boil until fork tender. Drain and let cool. Using a food processor, blend peeled plantains and 3/4 tsp. salt until a dough ball forms. Dust corn starch on a clean surface and rolling pin. Roll dough into desired shape. Grease a large skillet with 1 1/3 tbsp. oil. Once hot, add 1-2 tortillas at a time and cook until browned on both sides.
4. Remove stems from jalapeños and grill until charred. Using a food processor, blend cleaned jalapeños and garlic cloves; pulse for 1 minute. Add parsley, remaining cilantro, 1/2 tsp. lime juice, orange juice, cumin, 1/8 tsp. salt, and coriander; pulse for 2 minutes. Run the food processor on low and pour in remaining oil until fully incorporated.





## Solutions

# Practice Greenhealth resources & support

## Plant-Powered 30



EAT **ONE** PLANT-FORWARD MEAL EACH DAY FOR **30** DAYS TO WIN

Our 30-day challenge inspires your employees to choose a plant-forward meal once per day (and hopefully more!). The challenge includes all the promotional materials you need to run this fun and engaging challenge for your employees.

“Plant Powered 30 was an important step in raising customer awareness of the impact their meal selection has on the environment.”

– Susan Langill, Brigham and Women’s Hospital food & nutrition department general manager



## Solutions

# Practice Greenhealth resources & support

## Selling the sizzle: Naming your plant-forward recipe

You are ready with delicious plant-forward dishes but will your customers buy them? **This easy five-step guide will help your team create appeal for menu items** by focusing on key taste, sensory, nostalgia, and geographic descriptors to increase consumers' desire for them.



### SELLING THE SIZZLE: NAMING AND MARKETING YOUR PLANT-FORWARD RECIPE

Plant-Forward Future

#### Noodle bowl with peanut tofu

FRESH HAND-PULLED NOODLES WITH STICKY THAI TOFU, CHARRED EDAMAME, TOPPED WITH CRUNCHY PEANUTS

Amazingly tasty & packed with protein



[Plant-Forward Future] You are ready with delicious plant-forward dishes but will your customers buy them? The answer is yes – if they are marketed correctly. This easy five-step guide will help your team create appeal for menu items by focusing on key taste, sensory, nostalgia, and geographic descriptors to increase consumers' desire for them.

#### Step #1 Describe

Start by listing the core ingredients that define your menu item.

Noodle bowl with peanut tofu: Fresh hand-pulled noodles, Thai tofu, and peanuts

Black bean veggie burger: house burger recipe, onions, Pop's secret sauce, Idaho potato wedges

#### Step #2 Market

Next, get creative! Choose from this list of food descriptions (or come up with your own) to increase your customers' intrigue and appetite.

##### Try these food descriptions

- Sensory names that describe the texture, taste or smell
  - Juicy, crunchy, crispy, creamy, warming, crunchy, smooth, and sticky
- Nostalgic names that trigger happy, wholesome associations
  - Grandma's dumplings
- Geographic names that create an association to a place
  - Farm-to-fork, Atlantic seaweed, Chicago-style pizza
- Provenance descriptions – to be evocative
  - Wild-foraged blueberries, local strawberries, hand-pulled noodles
- Cuisine-focused names
  - Thai, Mexican, Italian, Mediterranean, Indian
- Brand names that create an association with a local brand
  - "Grand Teton Organics breakfast taters" or "Hodo Sichuan Tofu" (Oakland-based brand known to Bay Area consumers)
- Descriptions that promote plenty/filling
  - Full, filling, satisfied, satiated
- Descriptions that promote craveability
  - Mouthwatering, delicious, tasty

##### Try these menu descriptions

- Mouth-watering options from savory, sweet or salty, there's an option for you to satisfy your cravings and leave you feeling satisfied
- These meals are amazingly tasty, nutritious, and packed with protein





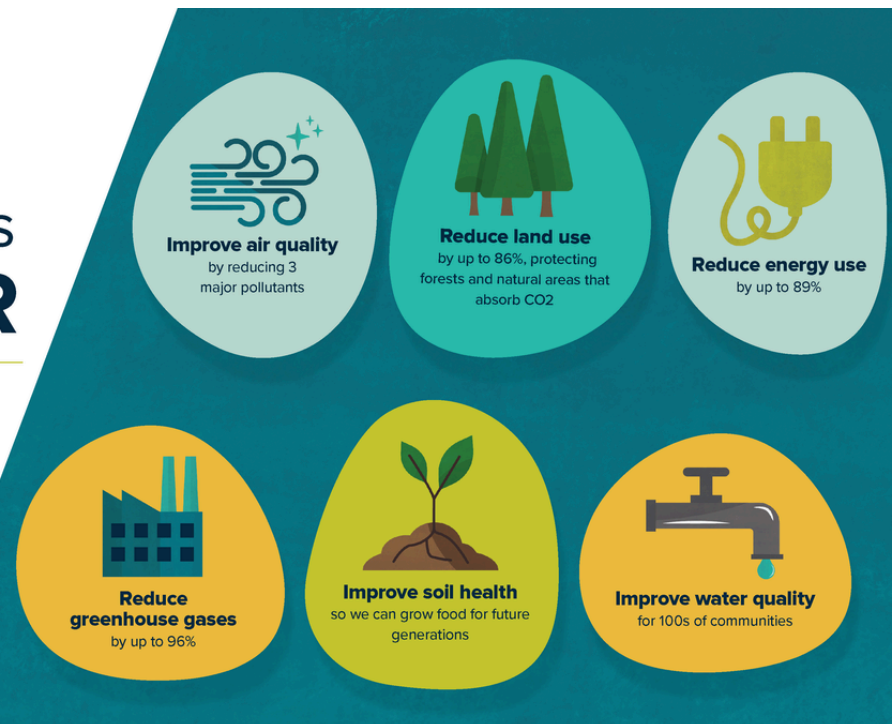
## Solutions

# How the coolfood pledge works

PROMOTE: Marketing materials

### YOUR CHOICES MATTER

By choosing a  
**plant-forward meal**  
you can...



## PROMOTE

We provide everything you need to market your dishes & share your story.

- **Marketing materials** library and guidelines (POS posters, screen images & more)
- **Social media** guidance & templates
- Tips on **storytelling** and media outreach



## Solutions

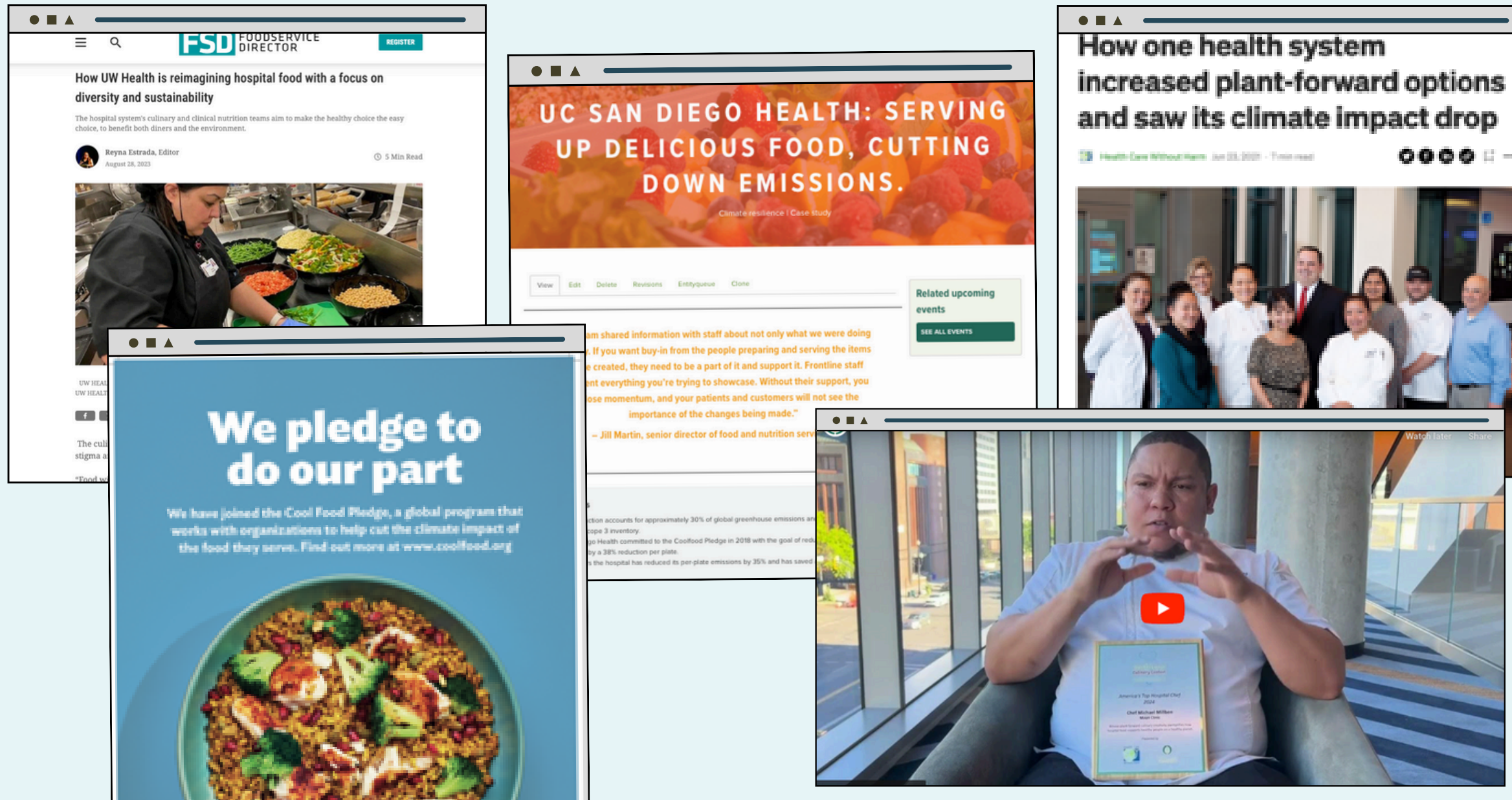
# How the coolfood pledge works

## PROMOTE: Storytelling & Press

**PROMOTE**

We'll  
celebrate &  
amplify your  
stories

Some hospitals have  
received press coverage

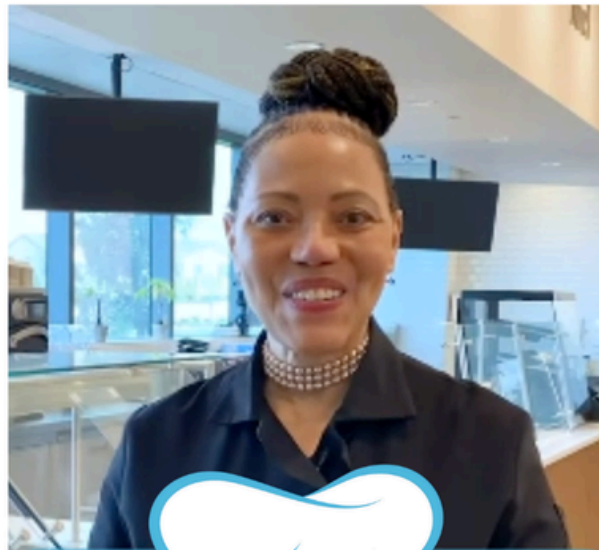




## Solutions

# Practice Greenhealth resources & support

## PROMOTE: Health Care Culinary Contest



## Celebrate your chefs

Elevate your hard work and creativity while spotlighting your hospital's plant-forward commitment to a national audience.

- Increase sales
- Entice new customers
- Prizes, including recognition at CleanMed
- Serve trending plant-forward food
- Gain celebrity

The contest runs Oct. 1-Nov. 30 each year

## Join our Very Important Chef list

Our exclusive VIC list dishes up news, updates & more throughout the contest and beyond.



# Success Stories



## Success Stories

# Beth Israel Lahey Health



This 743-bed hospital in Boston, MA serves 2M meals per year.

## Results

- Created tool to facilitate menu design by forecasting food/emissions (includes protein content)
- Worked with vendors to create Coolfood reports



## Strategy

Menu evaluation and upgrade using “Selling the sizzle” guide.



## Before

- Vegetarian Split Pea Soup
- Vegetarian Four Bean Crustless Pot Pie
- Vegan Ravioli
- Vegetarian Stuffed Peppers
- Vegetable Stir Fry with Nuggets

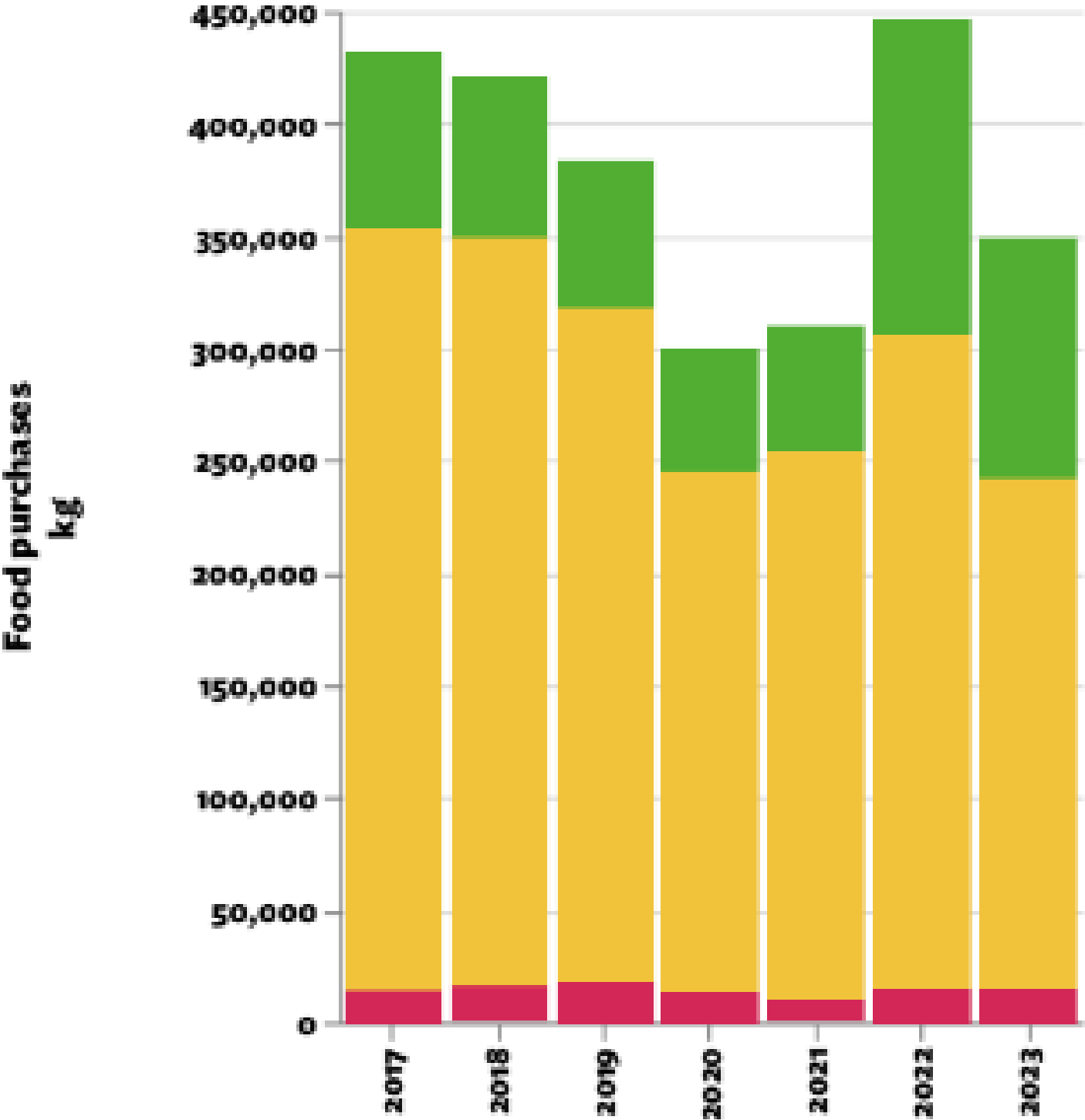
## After

- Fried Tofu Soba Noodle Bowl
- Crispy Orange Tofu Stir fry
- Bowtie with Spinach Tomato & Mushrooms
- Mushroom Masala Samosas
- Bread Fried Eggplant with Marinara “Napoleon Style”



# Beth Israel Lahey Health

## Total food purchases (2017-2023)

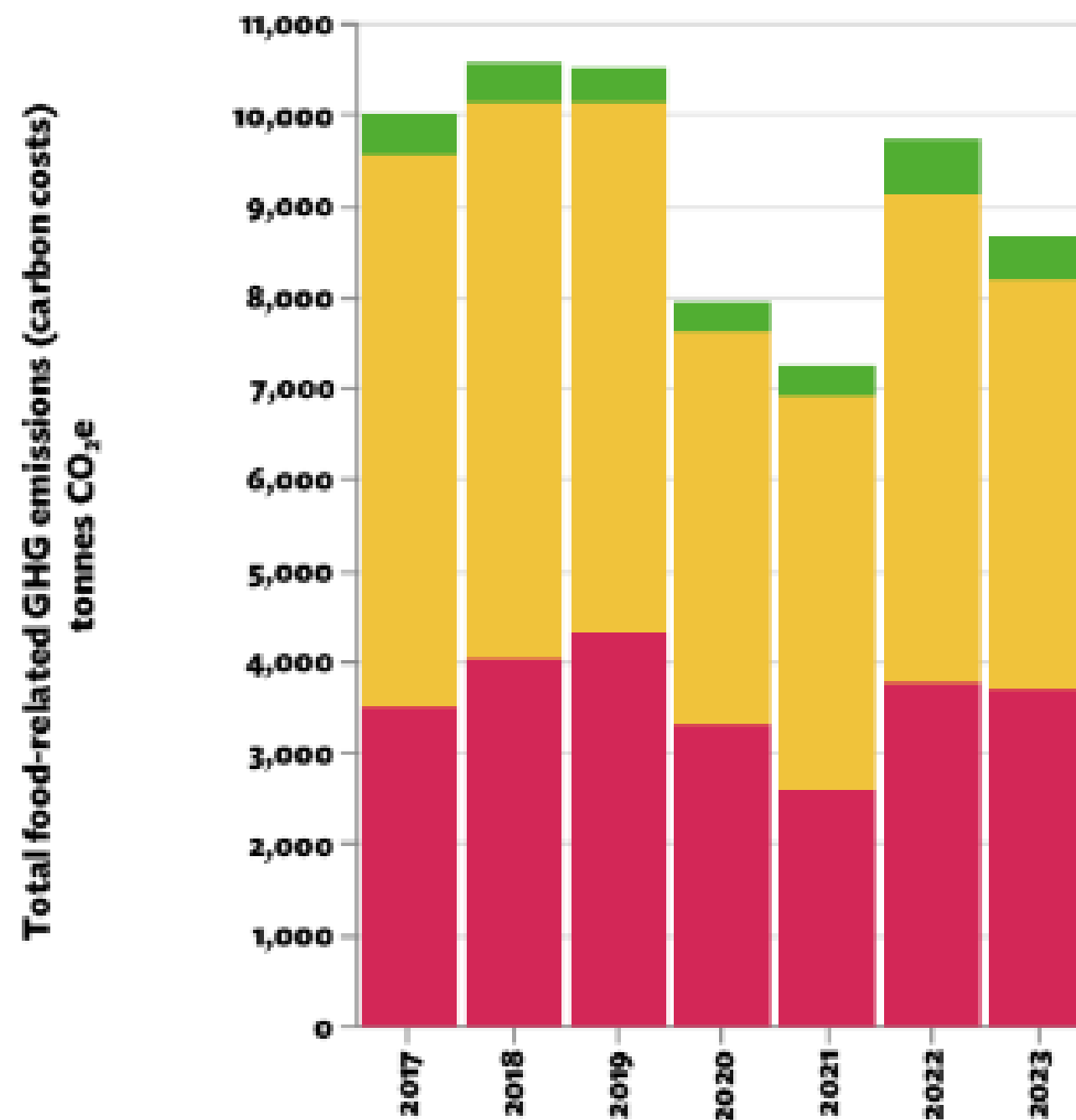


Food type	% change
Ruminant meats	+6%
Dairy	-47%
Poultry	-28%
Seafood	-15%
Eggs	-14%
Pork	+23%
Plant-based milk subs.	-82%
Legumes/nuts/seeds	-43%
Grains	+92%
Total	+19%



# Beth Israel Lahey Health

## Total food-related emissions (2017-2023)



- Beef & lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

**Total food-related GHG emissions**  
**Emissions per 1,000 kcal**

**% change**

**-13.40%**

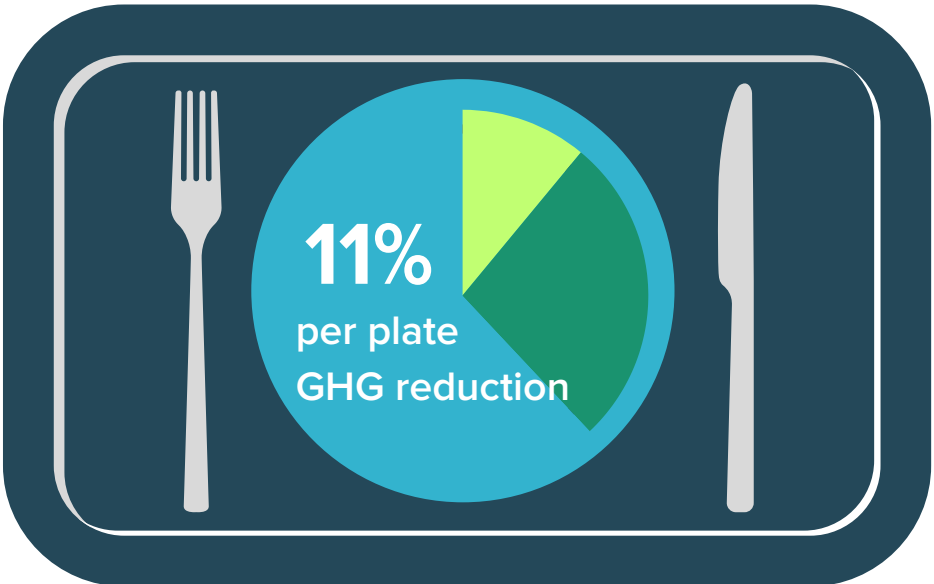
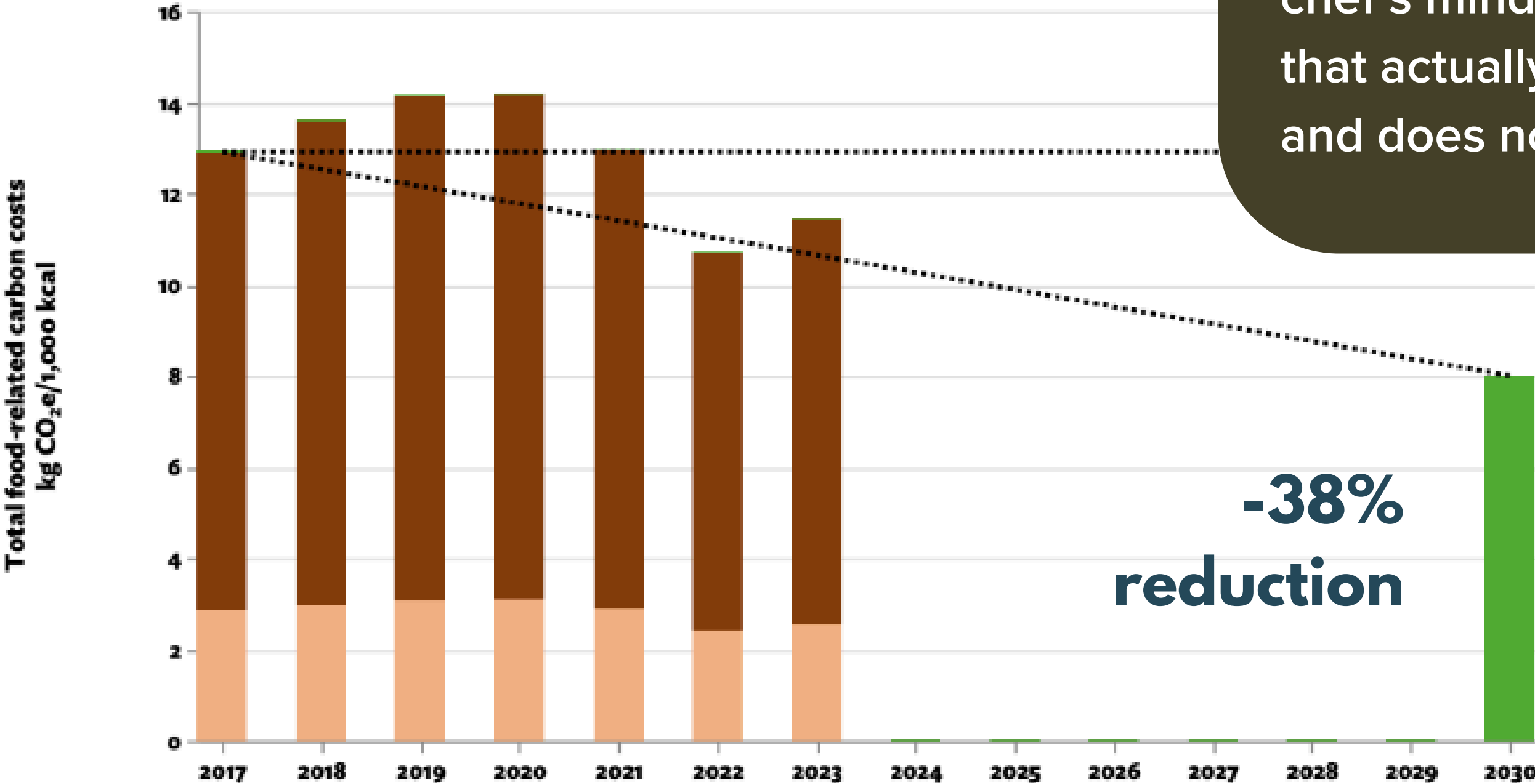
**-11.43%**

Success  
Stories

# Beth Israel Lahey Health

Progress against 38% per-plate target

“As soon as you **reframe the conversation** to not be about ‘vegan and vegetarian’ and plant-forward, this in a chef’s mind allows for more creativity that actually **improves the taste** of a dish and does not limit the fun.”



● Agricultural supply chain emissions ● Carbon opportunity costs ● Target



## Success Stories

# UC San Diego Health System



## Strategy

Increased variety of plant-forward dishes & created beautiful displays

This 799-bed hospital in San Diego, CA serves 1.4M meals per year.

## Results

- Achieved a 38% per plate GHG emissions reduction
- Saved about \$60,000 per year.
- Started with high-impact/low-risk actions and made incremental changes
- Featured in the [Coolfood playbook](#).





**Success  
Stories**

## **UC San Diego Health System**

From the chefs



“If you want buy-in from the people preparing and serving the items you’ve created, they need to be a part of it and support it. Frontline staff represent everything you’re trying to showcase.”

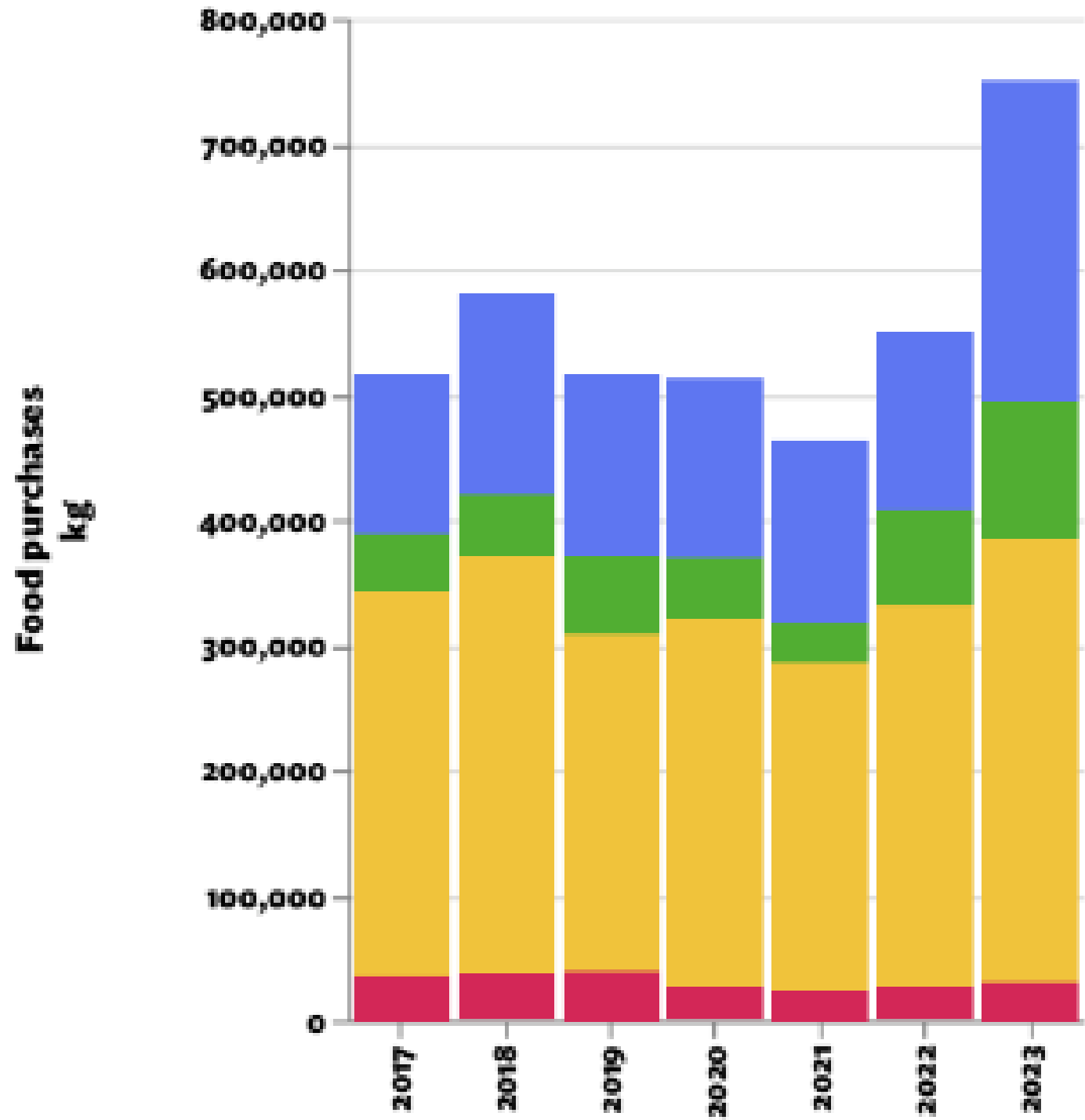
– Jill Martin, senior director of food and nutrition services





# UC San Diego Health System

Total food purchases (2017-2023)



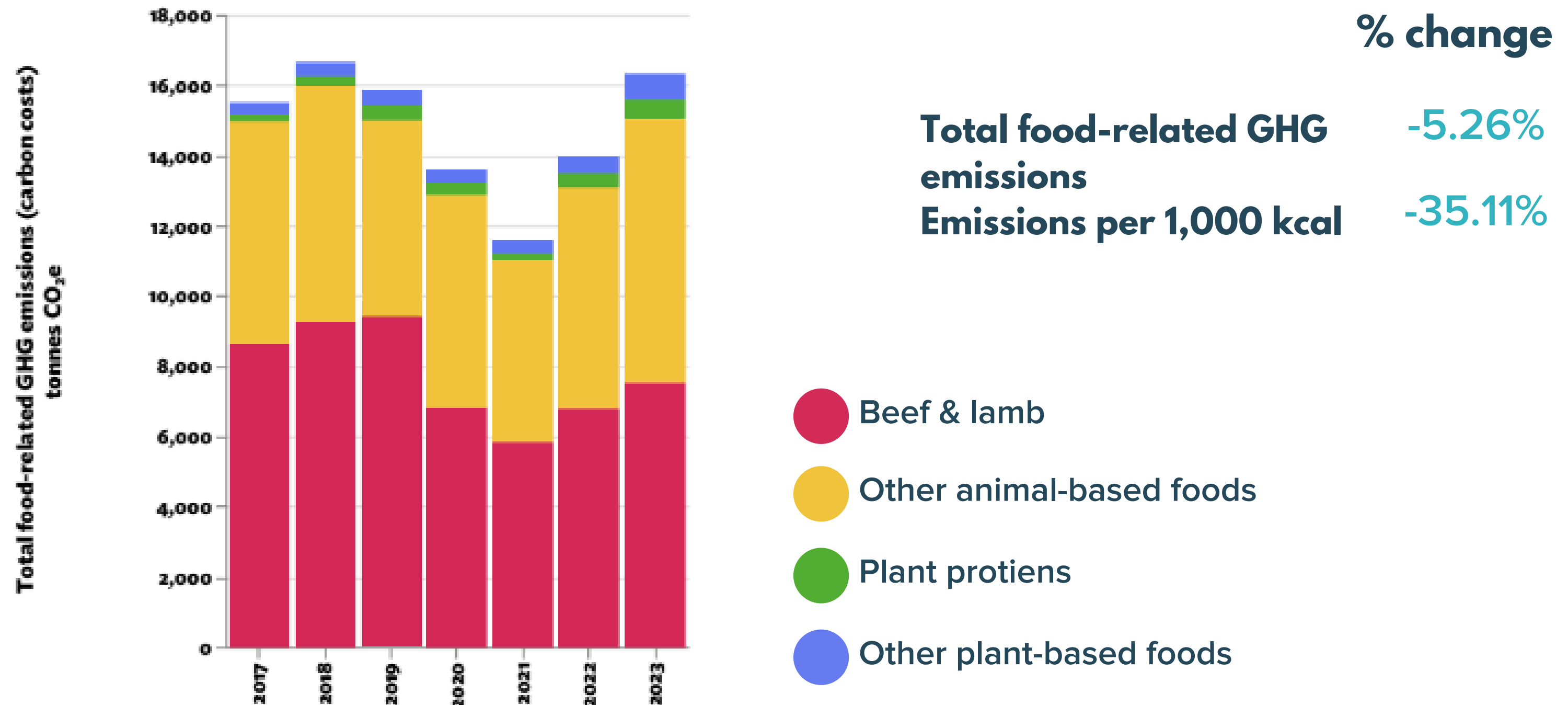
Food type	% change
Ruminant meats	-13%
Poultry	-11%
Dairy	+10%
Seafood	+26%
Pork	+66%
Eggs	+75%
Plant-based milk subs.	+60%
Grains	+137%
Legumes/nuts/seeds	+193%
Alcohol, stimulants, spices	+61%
Fruits & vegetables.	+66%
Added sugars.	+103%
Roots/tubers	+182%
Vegetable oils.	+3041%
Total	+45%

## Success Stories

# UC San Diego Health System

## Total food-related emissions (2017-2023)

This hospital reduced their emissions by more than 12% over four years.



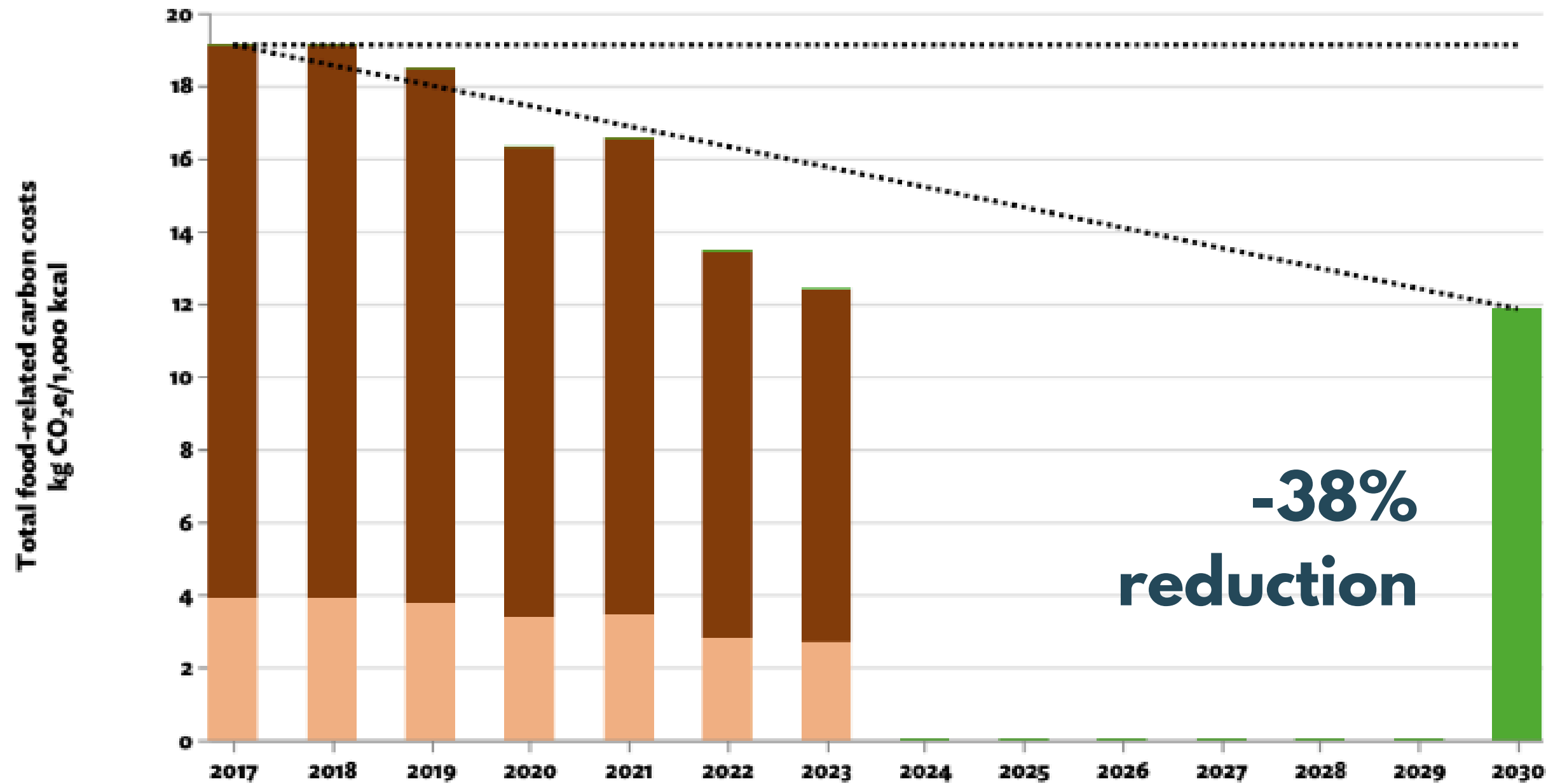


## Success Stories

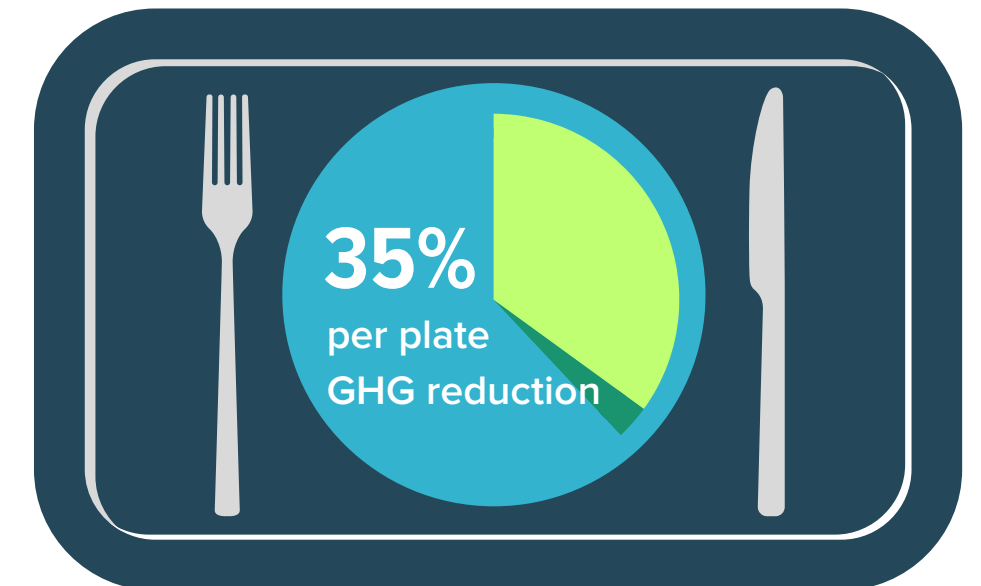
# UC San Diego Health System

Progress against 38% per-plate target

Over 6 years, with a baseline of 2017, UC San Diego reduced its emissions by **35% per plate**.



● Agricultural supply chain emissions ● Carbon opportunity costs ● Target



## Success Stories

# UW Health



## Strategy

Reviews and edits recipes to decrease animal proteins while adding plant proteins.

3 hospitals in Madison, WI serve 2M meals per year.

## Results

- 29% per plate GHG reduction and is only 9 points away from reaching the goal
- Introduces culturally relevant foods
- Participates in the Health Care Culinary Contest and won in 2021





## Success Stories

### UW Health Menu upgrade

## Before

Our Sloppy Joe recipe was made with 100% ground beef.

New recipe: Same great taste but healthier for people & the planet.

## After

Our dietetics graduate student modified and taste-tested a new recipe among staff, using 50% ground beef and 50% ground turkey. The modified recipe rated equal in taste to the all-beef recipe. The benefits of the new recipe, per serving, include decreased fat, trans fat, sodium, calories, cost – and GHGs.





## Success Stories

### UW Health 2021 Culinary Contest winners



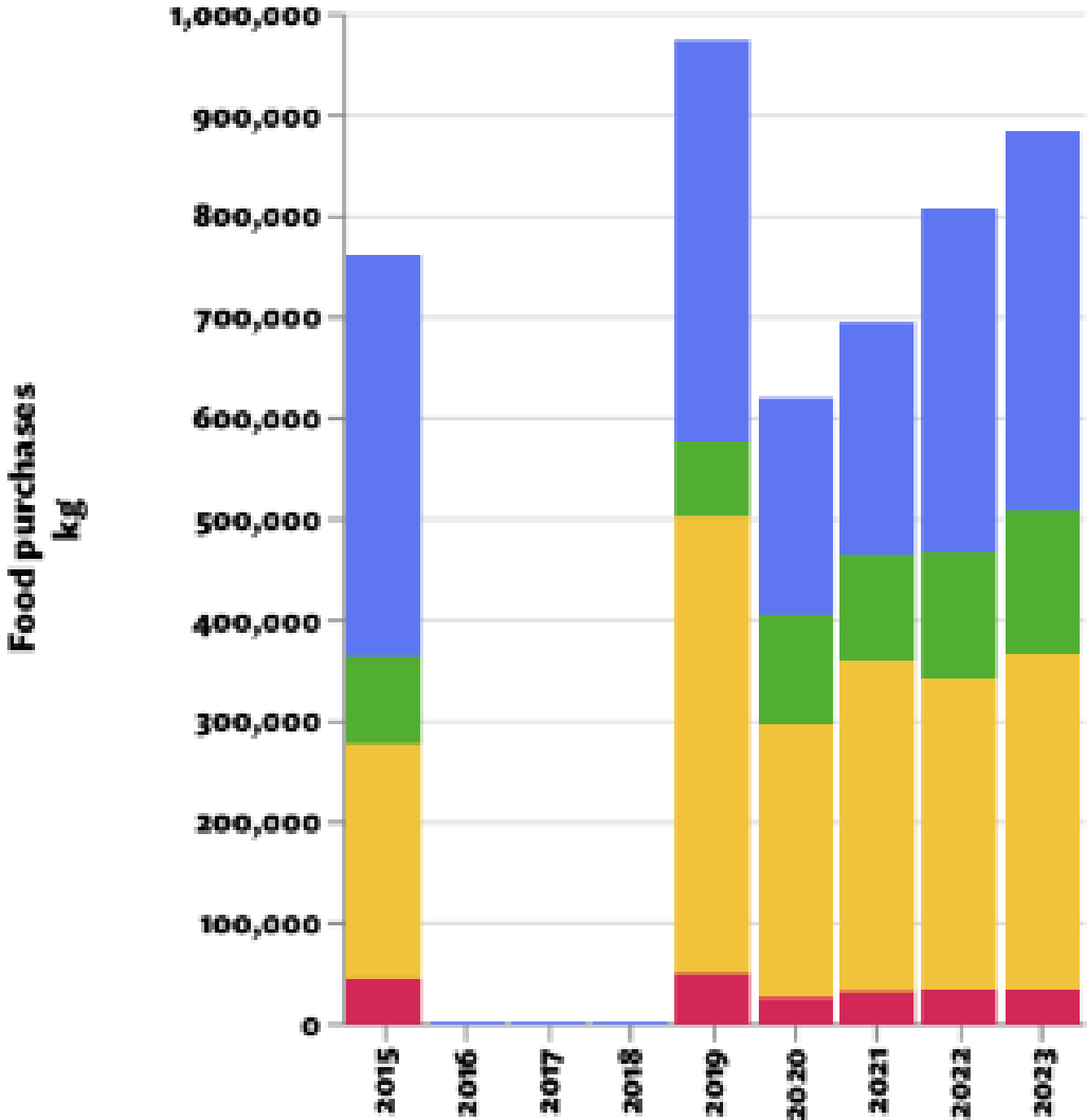
Shekeba Samadzada and Dan Hess brought comfort to refugees and impressed the judges with their winning recipe, **Afghan-style vegetable korma**. From selling out before the end of the day to strategies for serving plant-forward in the Midwest and how hospitals can be as 'home-like' as possible, the winning chefs won our appetites and our hearts.





# UW Health

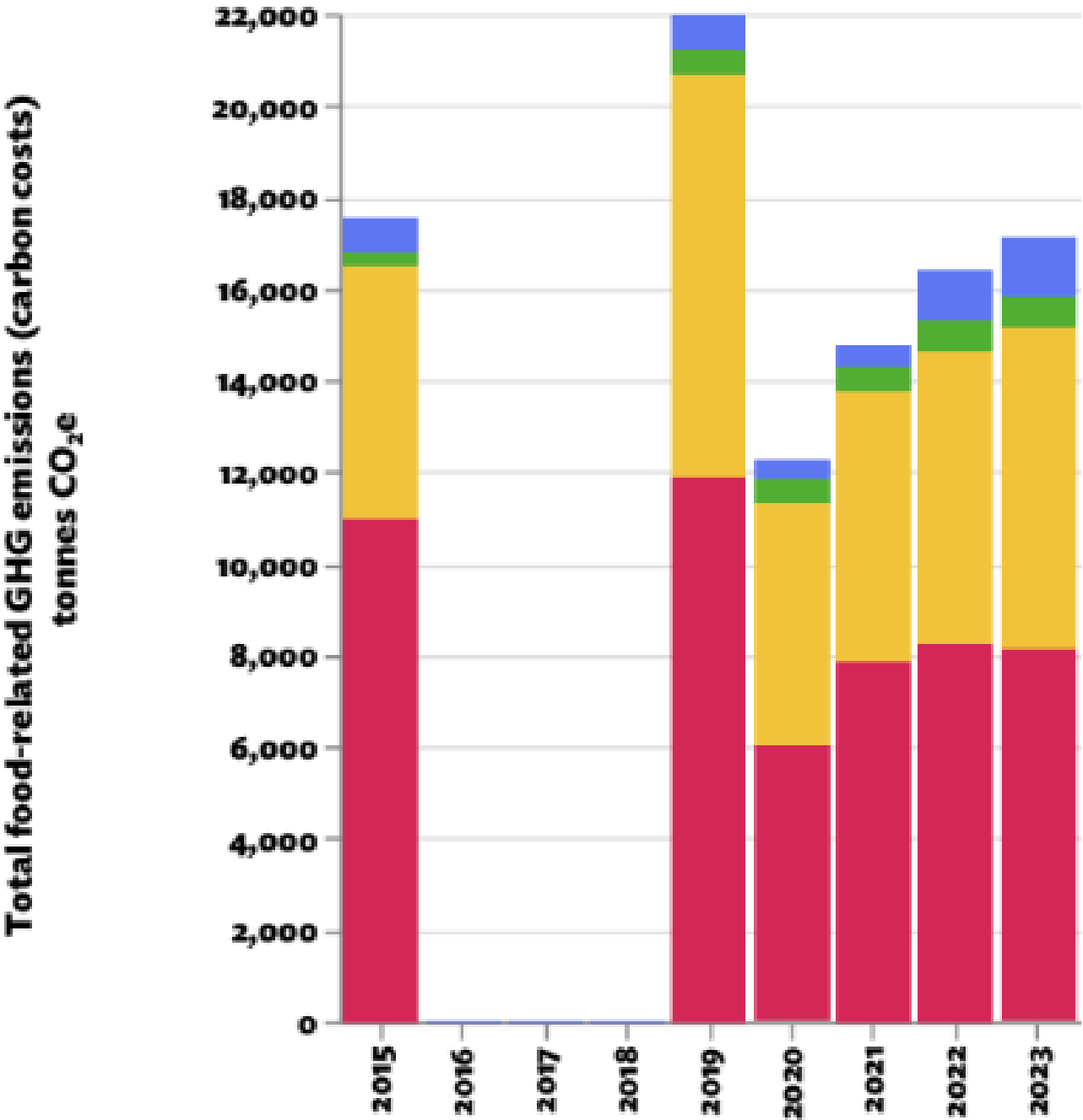
Total food purchases (2015-2023)



Food type	% change
Ruminant meats	-26%
Eggs	-20%
Pork	-20%
Poultry	-12%
Dairy	+171%
Seafood	+196%
Plant-based milk subs.	-91%
Legumes/nuts/seeds	+139%
Grains	+188%
Added sugars	-36%
Fruits & vegetables	-8%
Vegetable oils	-3%
Roots/tubers	+4%
Alcohol, stimulants, spices	+inf%
Total	+16%

# UW Health

Total food-related emissions (2015-2023)



- Beef & lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

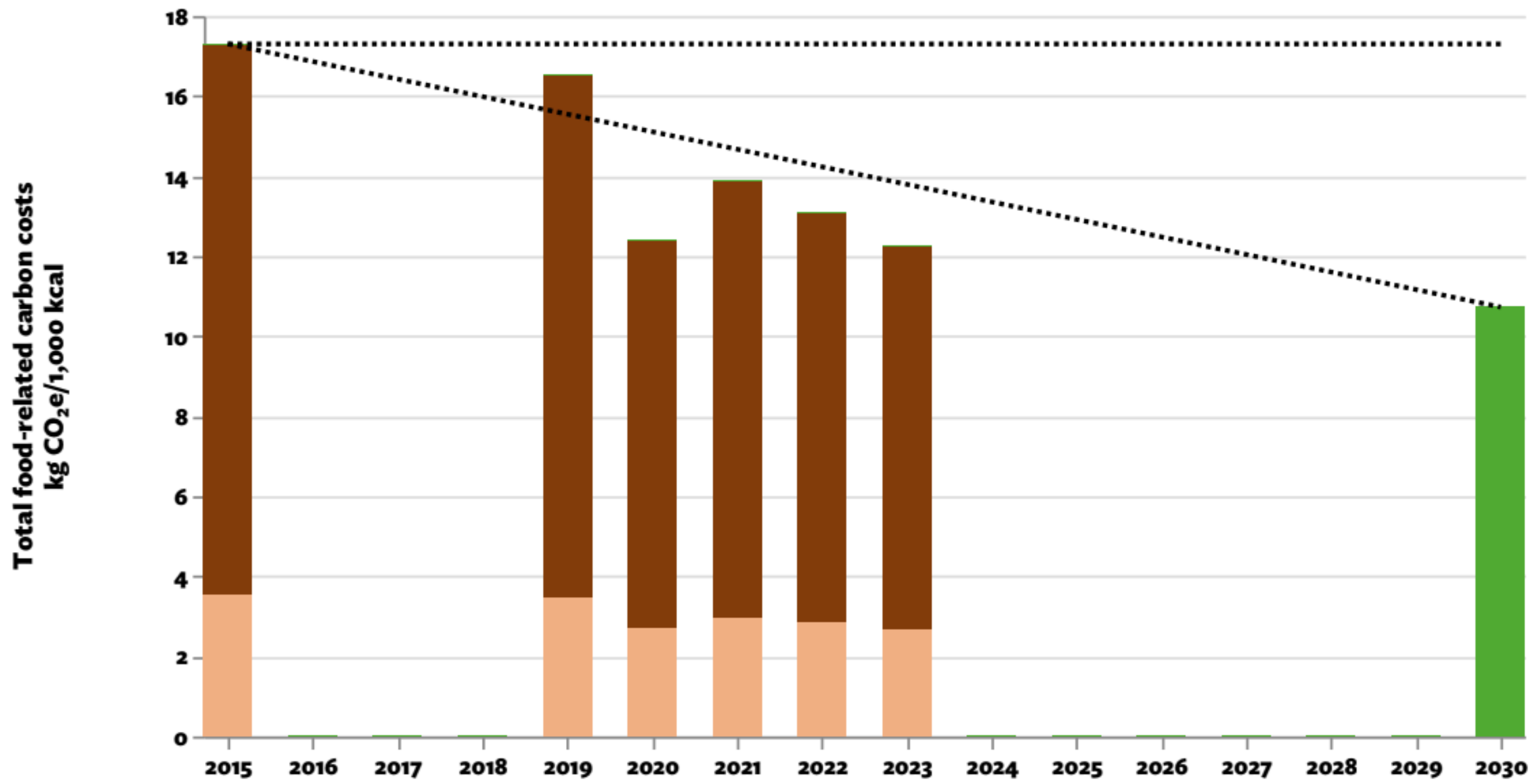
	% change
Total food-related GHG emissions	-2.58%
Emissions per 1,000 kcal	-29.26%



## Success Stories

### UW Health

Progress against per-plate 38% target



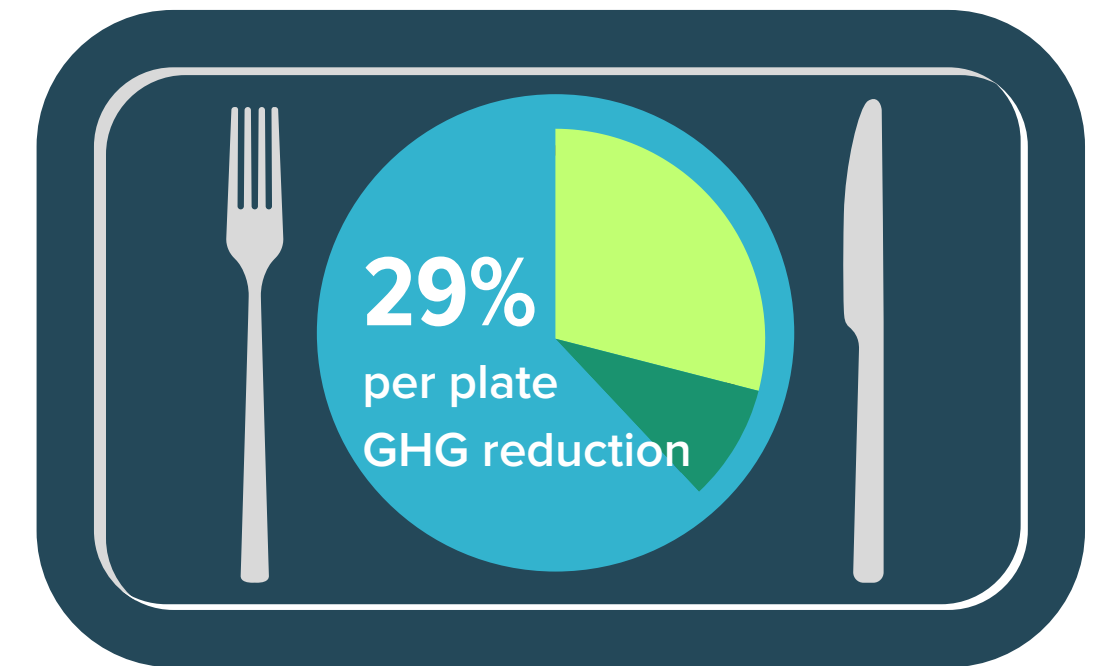
Agricultural supply chain emissions



Carbon opportunity costs



UW Health has achieved a **29% per plate** GHG reduction and is only 9 points away from reaching the goal.



## Success Stories

# Memorial Sloan Kettering Cancer Center



This 498-bed hospital in New York, NY serves 2M meals per year.

## Results

- 18% GHG reduction per plate
- Food & Nutrition, Employee Wellness, and Sustainability teams collaboration
- Salad bar and seasonal specials menu for robust plant-based options



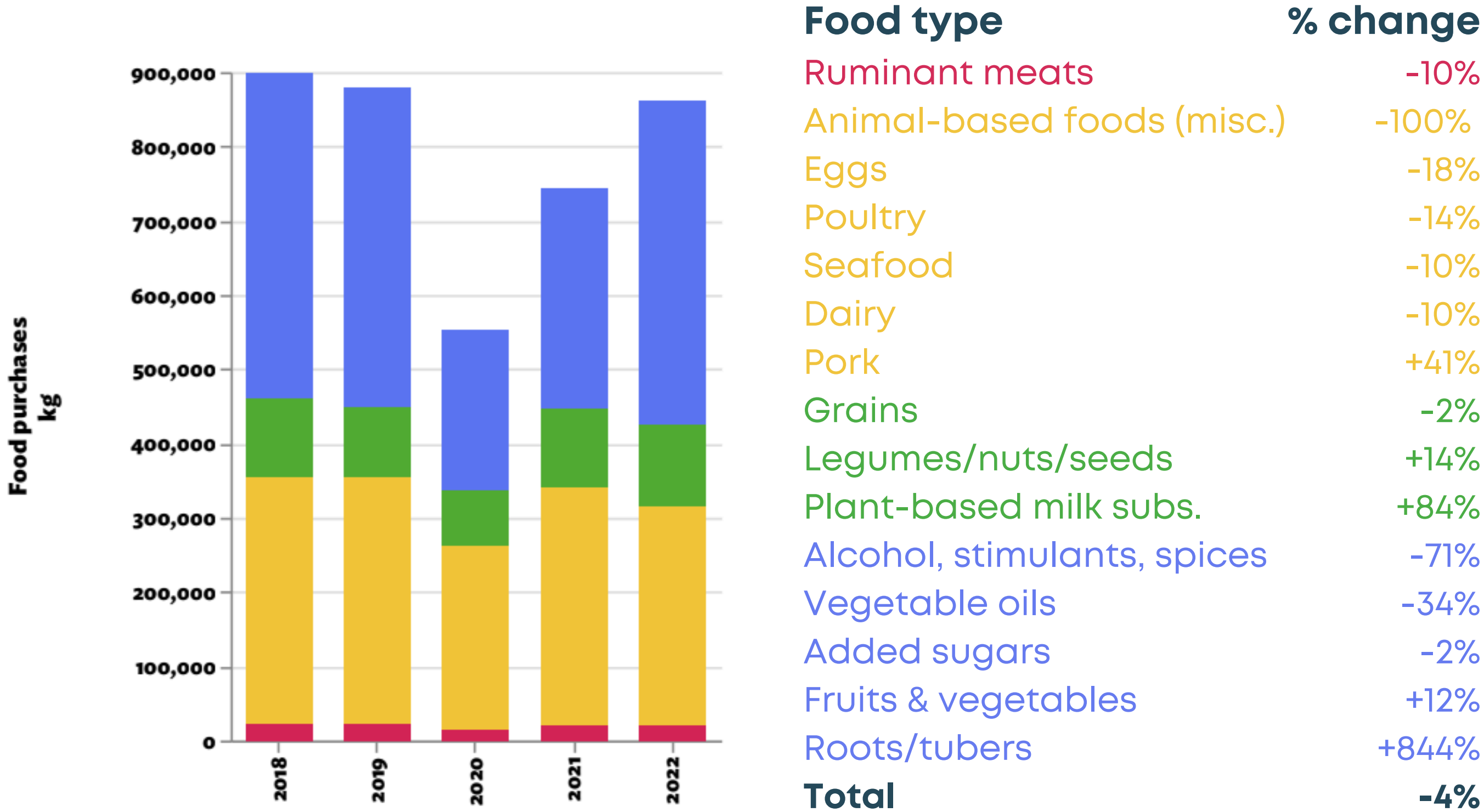
## Strategy

Marketing taste & environmental benefits



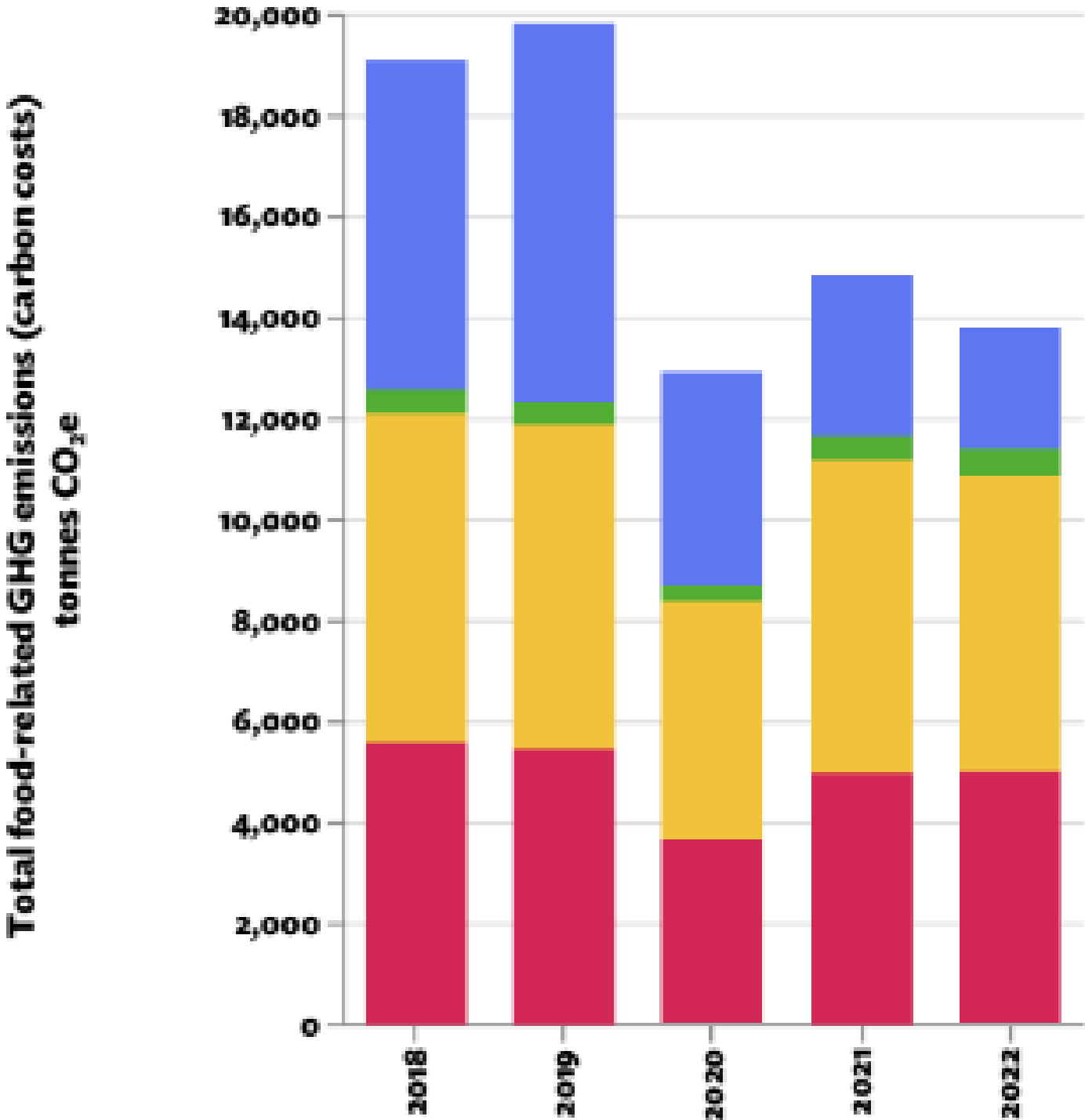
# Memorial Sloan Kettering Cancer Center

Total food purchases (2018-2022)



# Memorial Sloan Kettering Cancer Center

Total food-related emissions (2018-2022)



- Beef & lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

**% change**

**Total food-related GHG emissions** -27.72%

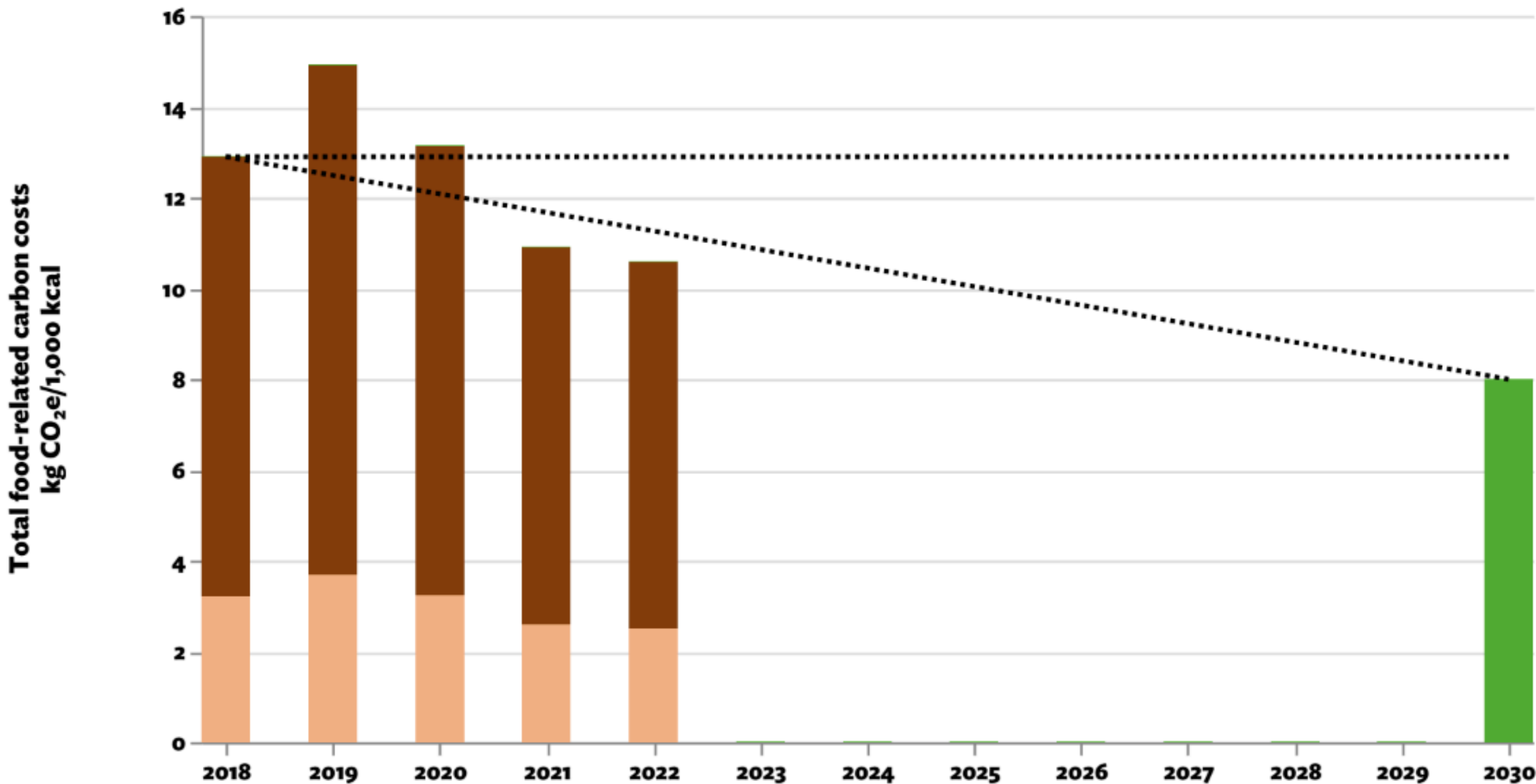
**Emissions per 1,000 kcal** -17.92%



Success  
Stories

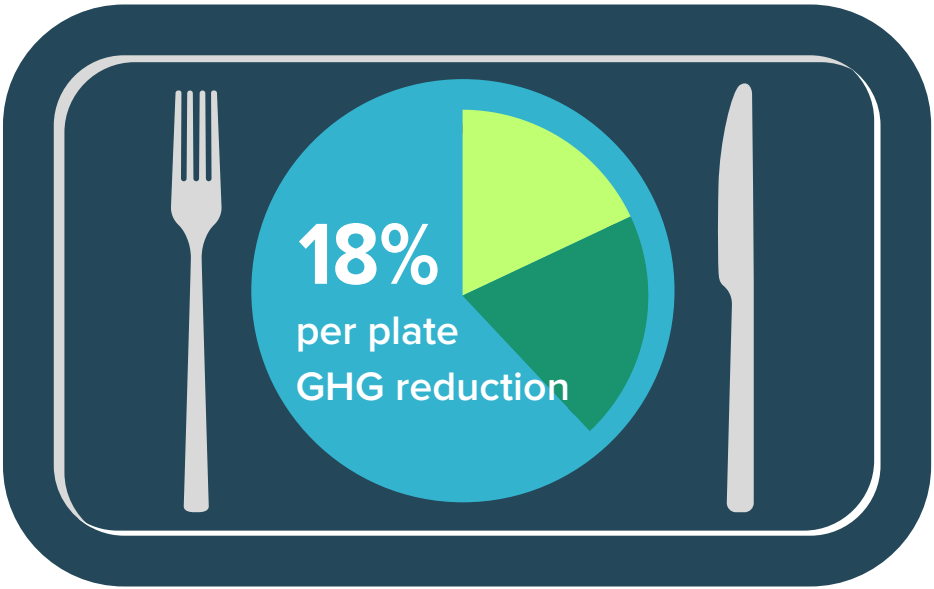
# Memorial Sloan Kettering Cancer Center

Progress against per-plate 38% target



● Agricultural supply chain emissions ● Carbon opportunity costs ● Target

Memorial Sloan Kettering Cancer Center reduced its emissions by **18% per plate**.





# **coolfood** pledge

**Making climate action  
simple and delicious**

[practicegreenhealth.org/coolfoodpledge](https://practicegreenhealth.org/coolfoodpledge)



[info@practicegreenhealth.org](mailto:info@practicegreenhealth.org)