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Dear Student,

Thanks for your interest in getting more vegan options offered in your school's cafeteria. Having tasty vegan options is good for your health, the environment, and animals! Other students will probably thank you for increasing their food choices too!

As if getting vegan options weren't easy enough already, we've compiled this pack of resources to help you out. All you need to do is talk to your school's dining-service officials or other school officials who make dining decisions and give them the following materials. You can set up a meeting or just stop by their office. Remember that their job is to satisfy students' needs—so by politely speaking up, you're helping them out, and they will welcome your concerns.

### **What This Pack Contains and What You Should Do With It**

#### **'Vegan-Friendly Cafeteria' Petition**

*Gather names to show to dining-service officials.*

Use a petition to show widespread student support for vegan options. Make copies of the petition, grab some clipboards and pens, recruit friends if possible, and spend some time around school between classes and around the cafeteria during lunch asking people to show their support by signing your petition. They aren't committing to eating only vegan foods all the time (although that would be awesome); they're just supporting healthy, humane choices—so it should be easy to get lots of support in a short period of time.

After you have collected a bunch of signatures (including e-mails so that you can keep signers up to date about the success of the campaign as well as help the school advertise its new options), show them to your school's dining officials. You don't need to get the whole school to sign. You can let your dining officials know that this was just an attempt to show how important this issue is to students.

Also, send a copy of your petition to [StreetTeam@peta2.com](mailto:StreetTeam@peta2.com) or **peta2, 501 Front St., Norfolk, VA 23510**, and we'll award you 50 Street Team points for each e-mail address. Be sure to include your own e-mail address so we'll know who should get the credit.

#### **Sample Letter to Your Principal or Food-Service Director**

*Personalize the letter and give it to dining-service officials.*

Type up your own version of our sample letter. Give your letter to the head of the cafeteria or dining hall in order to familiarize him or her with your concerns and set up a time to talk, or use it as a way to start a conversation addressing this issue. Having a prepared letter explaining your concerns will

take a lot of pressure off you at the meeting. You'll already have made your points—all you'll have to do at the meeting is repeat them or elaborate on them! And don't forget to mention VegAdvantage.com and HealthySchoolLunches.org, where school officials can download tons of free recipes!

### **Testimonials From Dining-Service Managers**

*Give this to dining-service officials.*

This sheet provides success stories from dining-service managers at many schools across the country. You should include this with your petition and letter to let your school's officials know about the success that others in their position have had.

### **Sample Menu**

*Show the school that vegan options are as easy as they are tasty.*

Let your school know that students would love some spaghetti with soy meatballs, veggie burgers, and black bean enchiladas. Adding in baked potatoes, soy milk, and vegetable soups wouldn't hurt, either!

### **List of Distributors and Manufacturers**

*Give this to dining-service officials.*

This document will give your dining-service officials all the resources they need to obtain top-of-the-line vegan options. Remind them that this list is just a small sample and that VegAdvantage.com can provide more resources.

### **Suggestions on How to Promote the New Options**

*This is for your information.*

Read our tips on how to promote the new options in order to ensure that your efforts have the maximum impact and that the menu items are popular enough to remain on the menu. Good luck, and remember to contact us at [peta2@peta2.com](mailto:peta2@peta2.com) or 757-622-PETA at any point if you have questions or need encouragement.

—The **peta2** Staff



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# Sample Letter to Principal or Food-Service Director

*Please type up your own version of this letter.*

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[Date]

[Name of Principal or Food-Service Director]

[School Name]

[Address]

Dear [Name]:

There is a matter of great importance that I would like to bring to your attention. As a vegan, having adequate menu options is important to me. The availability of vegan menu items appeals not only to vegan students like me but also to those looking for healthy, dairy-free, and kosher options. Like me, many students avoid eating foods derived from animals for ethical reasons. The thought of eating a chicken, pig, fish, or cow is as unappealing to me as the idea of chomping down on a dog or cat! Many other students are skipping meat-based meals for environmental reasons, because in addition to consuming large amounts of water, land mass, and energy, the livestock industry creates more carbon emissions than all the cars, planes, and trucks in the world *combined*.

Furthermore, obesity is a growing problem among America's teens, with as many as 33 percent considered obese. As a school principal, you have the opportunity to help combat this epidemic by providing nutritious menu items. The Physicians Committee for Responsible Medicine has provided scientific evidence showing that vegan foods promote good health and help young people maintain a healthy weight. Moreover, up to 50 million Americans suffer from lactose intolerance, with 90 percent of Asian-Americans and 75 percent of Native Americans and African-Americans suffering from this condition. Dairy-free foods meet the needs of students who are lactose-intolerant or have certain food allergies.

The vegan population is growing at a rapid pace, and meatless meals are more popular than ever! Please visit [VegAdvantage.com](http://VegAdvantage.com) and [HealthySchoolLunches.org](http://HealthySchoolLunches.org) for more information, or let me know if I can help in any way.

Please contact me at your earliest convenience so that we can schedule a meeting to discuss this further. Thank you for your time and consideration.

Sincerely,

[Your Signature]

[Your Name]

# Sample Menu from *the Veg Advantage*

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<b>Veggie Burger w/Lettuce &amp; Tomato on Whole Wheat Bun</b> Carrot Sticks w/ Hummus Dip Watermelon Slices Zucchini Bread Vanilla Soy Milk Apple Juice	<b>Black Bean Enchilada</b> Baked Tortilla Chips w/Salsa & Guacamole Seasoned Spinach Mango Slices Vanilla Soy Milk Orange Juice	<b>Veggie Riblet</b> Corn Bread Mashed Potatoes w/Mushroom Gravy Collard Greens Orange Slices Vanilla Rice Milk Grapefruit Juice	<b>Tofurky Sandwich</b> Lettuce & Tomato Baked Potato w/ Vegan Toppings Alphabet Soup Fruit Cocktail Vanilla Soy Milk Apple Juice	<b>Spaghetti w/ Soy Meatballs</b> Whole Wheat Garlic Bread Mixed Green Salad Lemon Sorbet Apple Slices Vanilla Rice Milk Orange Juice
<b>BBQ Soy Beef Sandwich</b> Gingery Baked Beans Cucumber & Tomato Salad Cantaloupe Slices Vanilla Soy Milk Apple Juice	<b>Meatless Chik'n Nuggets</b> Steamed Veggies Mashed Potatoes w/ Mushroom Gravy Carrot Muffin Dried Fruit Mix Vanilla Soy Milk Orange Juice	<b>Soy Chicken Teriyaki Kebabs Over Steamed Brown Rice</b> Asian Green Bean Salad Tropical Fruit Cocktail Vanilla Soy Milk Grape Juice	<b>Vegan Ravioli</b> Whole Wheat Garlic Bread Mixed Green Salad Orange Slices Chocolate Pudding Vanilla Rice Milk Orange Juice	<b>Soy Chicken Parmesan</b> Green Salad Seasoned Potato Wedges Watermelon Slices Blueberry Muffin Vanilla Soy Milk Pineapple Juice

## Breakfast

Soy Sausage Patties  
 Tofu Scramble  
 Vegan French Toast  
 Tofu Scramble Burritos  
 Vegan Frittata  
 Hash Browns  
 Fresh Fruit  
 Whole Grain Cereal  
 Soy Milk

For help adding these and other menu items to your dining service, visit

**[VegAdvantage.com](http://VegAdvantage.com)**

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# School Dining Halls Nationwide Find Vegan Options Hugely Successful

*Read what schools are doing and how students are responding.*

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- “The student response to our vegetarian dishes has been tremendous. We constantly hear from students how they appreciate the variety and creativity of our vegetarian dishes. Many non-vegetarian students will tell us that even though they are not vegetarian, they enjoy the vegetarian dishes, and compliment us on the quality and presentation.”  
–Rick Johnson, Director of Housing and Dining Services, Virginia Tech
- “Our 3-week cycle menu has at least one (and frequently more) vegetarian and vegan option offered in our entrées, and all of our Exhibition Cooking menu items have a vegan-option version of a dish offered next to a meat version (example: Sinuiju BBQ Chicken or Seitan Wraps). Many of our soups and chilies are vegan as well. The result is very positive feedback from our student customers as well as faculty and staff. Support for these programs is so great that when we opened our newest dining hall in 2003, we incorporated a completely vegan display station into the plan.”  
–Dwight Collins, Executive Chef, University of California, Santa Cruz
- “In the All College Dining Center (the main dining hall), the most popular vegan concept is the vegan station. Customers are supplied with a skillet and a selection of vegetables, tofu, and things like edamame, along with herbs, spices, and oils, and they stir-fry their own meals on induction cookers. We also offer a vegetarian concept that offers a wide variety of vegetarian entrées and side dishes and offers locally grown foods when in season. At Vassar’s other eating establishment, the most popular vegetarian option would be the freshly made soups, black bean being particularly popular. Other items include the vegetarian chili served on Wednesdays and the tofu teriyaki with vegetable rice, usually served on Tuesdays. We offer some prepackaged vegan sandwiches and soy yogurt, as well.”  
–Ken Oldehoff, Director of Marketing Campus Dining, Vassar
- “[W]hen we feature our Vegan Festive Meals, I get raves from the vegans and vegetarians ... [E]very so often, I’ll get a customer who will tell me that they came with their friend who is vegetarian and was pleasantly surprised by the variety and the taste of the food. ... Student feedback is the key to our program. We meet with them and encourage their suggestions. They lean towards bountiful salad bars with vegetarian protein options, pasta dishes, fresh vegetables, Tofutti ice cream and Tofurky for [the holidays].”  
–Tim Zintz, Chef, University of Pennsylvania
- “R.D. Global Greens—the name of our vegan/vegetarian station in the main dining hall—is certainly one of the more popular stations. Student response has been very positive to the dishes we serve there, with some of the favorites being tofu ravioli, vegan ‘chicken’ nuggets and drumsticks, our daily offering of hummus/pita, vegan sloppy Joes, 3-flavor tofu and black bean and rice burritos. Most recently, we held an ‘Experience Local Eating’ event where we featured local Yukon gold potatoes, portobello mushrooms, and a fresh tomato salad that were huge hits with our vegetarian and vegan students.”  
–Susie Klein, Nutrition & Marketing, Columbia University

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# List of Distributors and Manufacturers

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## **Free Menu Advice: VegAdvantage.com**

VegAdvantage.com is an online resource designed to help schools and universities learn more about available vegan options. It includes hundreds of product and recipe recommendations. The Web site also includes contact information for food-service providers to help make delicious meatless options available every day.

## **Distributors**

### **Aramark**

A popular distributor with many vegetarian items  
[www.aramark.com](http://www.aramark.com)

### **Sysco Foods**

Offers the largest all-vegetarian line, called MoonRose  
[www.sysco.com](http://www.sysco.com)

### **United Natural Foods**

Distributor of natural and vegetarian food products  
1-800-451-2525

## **Manufacturers**

### **ADM**

Offers an all-vegetarian line called Soy 7, including vegan meatballs, pepperoni burger crumbles, and faux sausage  
1-800-637-5843  
[www.admworld.com](http://www.admworld.com)

### **American Oats, Inc.**

Offers several flavors of vegan ice cream that can be used in soft-serve machines  
18338 Minnetonka Blvd.  
Wayzata, MN 55391  
[www.americanoats.com](http://www.americanoats.com)

### **Carla's Pasta**

Offers vegan ravioli and tortellini  
860-436-4042

### **Daiya Foods**

Daiya Foods has nondairy cheese. It's great on pizza, sandwiches, and lots more.  
[www.daiyafoods.com](http://www.daiyafoods.com)

### **Fabe's All Natural Bakery**

Offers vegan baked goods, including brownies and cookies  
818-838-6633  
[www.fabesnatural.com](http://www.fabesnatural.com)

### **Follow Your Heart**

Offers nondairy cheeses, Vegenaize, and soy chicken  
818-725-2820  
[www.followyourheart.com](http://www.followyourheart.com)

### **Galaxy Foods**

Offers soy cheese  
[www.galaxyfoods.com](http://www.galaxyfoods.com)

### **Gardein**

Offers many varieties of soy chicken and soy beef products  
[www.gardein.com](http://www.gardein.com)

### **Gardenburger**

Offers a wide selection of meatless burgers, cutlets, riblets, and breakfast sausage  
1-800-636-0109  
[www.gardenburgerfoodservice.com](http://www.gardenburgerfoodservice.com)

### **Mon Cuisine**

Offers a large variety of meatless options, including vegan ravioli, falafel, pot pies, "egg" rolls, and meat analogs such as kebabs, cold cuts, and faux steak  
[www.moncuisine.com](http://www.moncuisine.com)

### **Turtle Island Foods**

Offers vegan deli slices, Tofurky roast, vegan gravy, kielbasa, and brats  
1-800-508-8100  
[www.tofurky.com](http://www.tofurky.com)

### **Veggie Land**

Offers meatless burgers, patties, and nuggets  
[www.veggieland.com](http://www.veggieland.com)

### **White Wave**

Soy milk, tofu, tempeh, and seitan  
[www.whitewave.com](http://www.whitewave.com)

### **YoCream**

Vegan soft serve  
1-800-YOCREAM  
[www.yocream.com](http://www.yocream.com)

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## Promoting the New Vegan Food Items

*This is for your information.*

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Your efforts have paid off—every cafeteria meal now has tasty vegan options! But don't stop there. Now it's time to promote these new vegan foods to ensure that other people eat them and that they stay on the menu. Follow our suggestions below:

- **Talk with dining-service officials to see if they have ideas for promoting the new options.** If they know that you will be actively promoting their foods, they may be more willing to allow you to set up a table advertising the available options, to hang posters in the cafeteria, and to suggest other ways they can work with you to promote the vegan menu items.
- **Write a letter to your school paper about the new options.** Tell your fellow students about the new veg-friendly foods that are available in the cafeteria. Let them know how veganism will not only keep misery off their menus but also help them stay healthy!
- **Contact [peta2](#) for help getting media coverage on your successful efforts.** You've done great work. Brag about it! Getting media coverage of your efforts will go a long way toward thanking dining-service officials for their cooperation, promoting the new vegan food options, and letting your community know that eating a healthy diet is as easy as pie.
- **Ask your dining service to host a "Vegan Food Day."** On this day, the dining hall would serve exclusively vegan foods to help show students how varied and tasty meatless meals can be. Many other schools have successfully raised awareness of new meatless options through events like these.
- **Have your food service label the food.** Labels should state the name of the food and have the designation "vegan" underneath it. Tell officials that you're planning to promote the new foods to students and that labels would help you in your efforts. They will appreciate that you are going to promote their hard work, and that will make them more willing to work with you. A nice bonus is that these labels allow everyone to see the variety of available vegan foods and realize how easy it is to leave animals off their plate!
- **Create posters promoting the new vegan options.** Hang the posters all over your school or campus. Be sure to get permission first if necessary.
- **Talk it up!** Encourage all your friends and any faculty members you know to eat the vegan options.

You've done all these things? Take a bow—and be sure to send in a report of all your great work to [peta2](#) so that you can get Street Team points to trade for cool stuff. We're also always happy to send you free leaflets, stickers, and posters to promote vegan eating!