Veganize
YOUR DINING HALL

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Dear Student,

Thanks for your interest in getting more vegan options offered in your dining halls. With the addition of plant-based entrées, you can spare thousands of animals a life of misery. As more college students stop eating animals, dining directors are working to accommodate students’ dietary choices. Some are even opening all-vegan dining halls and stations to meet the growing demand!

So what kind of legacy do you want to leave on your campus? By dedicating a few hours to meetings, you can help make monumental changes for animals and expose students to vegan options that they otherwise would never have had the opportunity to try.

peta2 is here to provide support and guidance throughout the process. In this guide, we’ve laid out the necessary steps to get your school an “A” on the peta2 Vegan Report Card. Feel free to contact our team, which helps students increase the number of vegan options on their campuses. E-mail us at College@peta2.com.

Students across the country are working with peta2 and winning victories for animals. From gaining spots on dining advisory boards to working to create all-vegan dining halls—there’s no stopping peta2’s student supporters. The more praise and demand for plant-based foods that dining halls receive, the more vegan dining options will expand. So let’s get started!

Sincerely,

The peta2 Team
FOOD-SERVICE PROVIDER
The company that makes the food at your school (e.g., Aramark, Sodexo, or Chartwells) is your food-service provider. Your cafeteria may also be self-operated (i.e., operated solely by your school).

SUPPLIERS
The companies in the local area that your provider or school has the option of ordering food from are the suppliers. (You can request a list of vegan options available for your school to order.)

STEP 1: INVESTIGATE

Survey the Options Already Available
Find out which vegan options already exist and how prevalent they are in the various dining halls—the more thorough your assessment, the more prepared and knowledgeable you’ll be when you meet with dining services. Be sure to check out peta2’s website VeganReportCard.com to see if your school is rated.

Know who your school’s food-service provider is. Many colleges and universities have a third-party provider such as Aramark, Sodexo, Chartwells, or Bon Appétit, while other dining halls are operated solely by the university. It will be worth your while to look through the provider’s website before meeting with the dining representative.
Below are a few options that are available at many colleges and universities across the U.S. Which ones does your school already offer? Check all that apply.

**Which of these options do you already have?**

- Meatless Mondays, Green Tuesdays, etc.
- Vegan Dining Station
- Hot Vegan Entrées at Every Dining Hall
- Plant-Based Milk Alternatives (Soy, Almond, etc.)
- Vegan Desserts
- Posters/Pamphlets That Advertise Available Vegan Entrées

**Take note of the following:**

- How often vegan options rotate
- Which dining halls best serve the needs of vegans
- Types of vegan options
- Whether staff seem knowledgeable about what is and what isn’t vegan
STEP 2: SET UP A MEETING

Meet With Dining Services to Ask Whether More Vegan Options Can Be Added

Once you’ve surveyed the options, set up an appointment with the dining services director at your school. Politely thank him or her for the vegan dishes and options that already exist while also asking for the types of changes that you hope to see. Some changes could include asking for vegan entrées that everybody loves, such as three-bean chili, burritos, or veggie sushi. You can also request that the school implement the following:

• Meatless Mondays
• A vegan dining station
• Plant-based milks or vegan desserts

Explain how simple it is for recipes to be made vegan, and ask to see specific changes occur by a certain date.

STEP 3: DRAFT A LETTER WITH YOUR GOALS

See the sample campaign letter on page 7 if you need help. A successful letter emphasizes what dining services is doing right and the steps that are necessary to obtain more vegan options.

Tips for Success

WHEN MEETING WITH DINING SERVICES

• Be professional. You’re serving as a representative of everyone in the campaign—and trying to help animals! Dress business casual so that officials will take you seriously.

• Send thank-you notes after each meeting, especially if dining services is taking steps in the right direction.

• Thank dining services for the vegan options that it already offers. (Tell the director that students love these options and are hoping to be able to enjoy even more of them.)

• Keep your tone positive throughout the meeting.

• Make sure that you’re prepared and knowledgeable about the current offerings as well as other vegan options elsewhere.

• Research what vegan options are provided at other schools that your food provider services. (For example, if your school uses Sodexo, contact other Sodexo dining halls and find out what vegan options they offer.)
STEP 4: PETITION

Find high-traffic areas on campus (e.g., the student center) and ask students to write down their name and e-mail address in support of getting more vegan options on campus. (Use a clipboard to make it easy to gather signatures.) Give away vegan food while campaigning—it’s an easy way to draw students to you. Emphasize that everyone is signing the petition, even those who only sometimes choose to eat meat-free, and that more vegan options means more delicious entrées for everyone to choose from. Have a box next to people’s names that they can check if they would like to receive regular updates about the campaign. When dining services sees that many students support this campaign, it’ll begin taking your requests seriously. We’ve attached a sample petition at the end of this guide to get you started!

Tip: Create an online version of your petition or use a text-in service to collect signatures faster.

STEP 5: SHARE THE GOOD NEWS

As dining services begins adding vegan options, it’s important to promote them across campus to ensure that they’ll remain available. Check out the following suggestions for doing so:

- **Talk with dining services officials to see if they can help you publicize the new options.** They may allow you to set up an information table, distribute posters, or create table-top fliers so that students can see which new entrées are available and where they’re offered.
- **Write a letter to the editor of your school newspaper about the new options.** Even more students will learn about the new plant-based options if you get a letter published in the paper. Let readers know that vegan foods will not only keep misery off their plates but also help them stay healthy!
- **Contact both local media and the school newspaper to see if they can send reporters.** Invite reporters to a meeting highlighting your successful campaign for vegan options. Before the meeting, prepare an outline of the top three points that you want to make in your talk. Contact peta2 if you need help with publicity and contacting local media outlets. You’ve made great progress—it’s time to brag about it!
- **Give away free food.** Promote the new options by allowing students to taste them.
- **Arrange a vegan cooking demonstration.** Coordinate an evening when dining services showcases all the awesome vegan entrées and shows students how they can make easy plant-based dishes themselves.
- **Use social media.** Social media is a powerful tool—use it! Post about the recent victory and promote the new vegan options on Facebook, Twitter, Instagram, and elsewhere.
Dear [School Name] Dining Services,

Thank you for taking the time to read this letter. I’m contacting you to suggest an improvement to campus dining services that will help it meet the needs of a wider range of students.

As vegetarian and vegan eating become increasingly popular, university dining halls across the country are making great strides in accommodating these healthy lifestyles. For example, the University of North Texas has an all-vegan dining facility called Mean Greens, and the University of California–San Diego has one as well, called Roots.

I would like to see vegan eating become more accessible to all students. There are many reasons why people opt for vegan dishes, including animal rights, the environment, and their own health. Here at [School Name], students are demanding meat-free options, and I would be happy to provide you with evidence of their support. Together, we can improve the dining experience of those who refrain from eating animal-derived foods.

I ask that the following policies go into effect at the start of the [season] [year] [semester/quarter].

- Daily vegan entrées: At least one vegan entrée in each dining hall at each meal
- Clear labeling: Labels designating whether entrées are vegetarian or vegan
- Vegan liaison: A vegan student representative to help dining services choose appropriate entrée options

Our main goal in this campaign is the same as that of dining services: to provide students with quality meals that they want to eat. The current menu options can be expanded to accommodate the growing number of vegetarian and vegan students, and I look forward to collaborating with you in order to meet that goal.

Sincerely,

[Your Name]
Providing vegetarian and vegan choices is an important part of the Aramark Healthy for Life™ menu commitment. Our chefs create hundreds of vegetarian and vegan options to meet the varying dietary preferences of our customers. Aramark Higher Education locations provide vegetarian selections featuring plant-based protein products from the following manufacturers: Hain Celestial, WhiteWave Tofu, Yves, Gardenburger, and Boca Burger. For more information, please contact your food-service director.

Through Chartwells Higher Education Dining Services' award-winning Balanced U platform, a vegan program was built on the common belief that maintaining a balanced lifestyle and making better food choices was truly at the heart of staying healthy. With a focus on the immediate benefits of eating healthier foods, students make the connection that how they feel, look, and perform is a result of what they eat. Chartwells' expert chefs use foundation ingredients for freshly prepared vegan menu options that support a sound nutritious vegan diet. Recipes from breakfast sandwiches to complete meals in a bowl can include legumes, lentils, tofu, or wheat protein meat substitute (seitan) paired with whole grains and nuts. Meals are freshly prepared and seasoned with the right combination of herbs and spices that perfectly complement ingredients, providing flavorful vegan cuisine high in fiber. A variety of popular commercially produced vegan food products can be provided at the request of students and is modified according to specific unit needs. Organic produce is served whenever possible from local purveyors in addition to seasonal and varietal fruits and vegetables to round off the Chartwells' vegan experience.

For Sodexo-served campuses in the U.S., our national menus recommend a vegan feature at lunch and dinner every day. Vegan options are clearly labeled and promoted at each meal. In addition, the menus are built to feature Meatless Mondays. We also encourage a variety of vegan special promotions throughout the year. Today, 18 percent of the recipes in our national database are vegan. They include a variety of delicious options such as vegan raspberry turnovers, tofu pad Thai, and lemony chickpea salad. Some of our campuses even offer vegetarian and vegan bar options, which are becoming increasingly popular. Our chefs have access to a range of products and suppliers to support the vegan menu items. For students who want to suggest or inquire about our vegan menus, we encourage them to contact the Sodexo manager at their campus. Our managers and chefs are always happy to meet with students to discuss our offerings.

Vegan food is more popular than ever on college campuses, and food-service providers have responded by offering every major brand of vegan meats, cheeses, and delicious treats. Don't take our word for it, though—hear's what some of the largest on-campus providers had to say:

**Aramark**

"Providing vegetarian and vegan choices is an important part of the Aramark Healthy for Life™ menu commitment. Our chefs create hundreds of vegetarian and vegan options to meet the varying dietary preferences of our customers. Aramark Higher Education locations provide vegetarian selections featuring plant-based protein products from the following manufacturers: Hain Celestial, WhiteWave Tofu, Yves, Gardenburger, and Boca Burger. For more information, please contact your food-service director."

**Chartwells**

"Through Chartwells Higher Education Dining Services' award-winning Balanced U platform, a vegan program was built on the common belief that maintaining a balanced lifestyle and making better food choices was truly at the heart of staying healthy. With a focus on the immediate benefits of eating healthier foods, students make the connection that how they feel, look, and perform is a result of what they eat. Chartwells' expert chefs use foundation ingredients for freshly prepared vegan menu options that support a sound nutritious vegan diet. Recipes from breakfast sandwiches to complete meals in a bowl can include legumes, lentils, tofu, or wheat protein meat substitute (seitan) paired with whole grains and nuts. Meals are freshly prepared and seasoned with the right combination of herbs and spices that perfectly complement ingredients, providing flavorful vegan cuisine high in fiber. A variety of popular commercially produced vegan food products can be provided at the request of students and is modified according to specific unit needs. Organic produce is served whenever possible from local purveyors in addition to seasonal and varietal fruits and vegetables to round off the Chartwells' vegan experience."

**Bon Appétit**

"Bon Appétit Management Company prides itself on cooking from scratch, from stocks to sauces and soups, focusing on authentic flavors, whether regional or global. We prefer to take that approach with our vegan dishes as well. Many of the world's most compelling cuisines are made without animal products, using fresh herbs, spices, and umami-filled vegetables to drive their flavor—and our chefs learn all about them in our nationwide, hands-on vegan culinary training. Anyone can open a package of veggie burgers, but Bon Appétit chefs regularly create dozens of wholesome, zesty versions utilizing local herbs, whole grains, and beans or other plant-based proteins. And speaking of plant-based proteins, there's a whole world out there our chefs love to experiment with: from soft fresh tofu that stands in for dairy in dips and spreads to hearty tempeh that makes our stir-fries so satisfying. We've got you covered for dessert, too. Our first choice is to bake in house, and our chefs love the challenge of eggless, butterless desserts made with seasonal ingredients—care for some Vegan Pumpkin Chiffon Dainties? We also serve Hampton Creek's Just Cookies, a deeply satisfying, more sustainable cookie that just happens to be vegan."

**Sodexo**

"For Sodexo-served campuses in the U.S., our national menus recommend a vegan feature at lunch and dinner every day. Vegan options are clearly labeled and promoted at each meal. In addition, the menus are built to feature Meatless Mondays. We also encourage a variety of vegan special promotions throughout the year. Today, 18 percent of the recipes in our national database are vegan. They include a variety of delicious options such as vegan raspberry turnovers, tofu pad Thai, and lemony chickpea salad. Some of our campuses even offer vegetarian and vegan bar options, which are becoming increasingly popular. Our chefs have access to a range of products and suppliers to support the vegan menu items. For students who want to suggest or inquire about our vegan menus, we encourage them to contact the Sodexo manager at their campus. Our managers and chefs are always happy to meet with students to discuss our offerings."
Here are some of our favorite companies and products:

**American Oats, Inc.**
American Oats, Inc., offers several flavors of vegan ice cream that can be used in soft-serve machines.
www.americanoats.com

**Beyond Meat**
Beyond Meat makes delicious, non-GMO plant-based options that perfectly replace animal protein in all your favorite recipes. The Beyond Burger is a great addition to any plate and a nearly indistinguishable alternative to hamburgers.
www.beyondmeat.com

**Blue Diamond Growers**
Blue Diamond Growers offers innovative products such as Almond Breeze almond milk; Nut Thins crackers, the only crackers in the world made with nut meal; and world-renowned snack almonds, available in a variety of flavors.
www.bluediamond.com

**Boca**
Boca meat-free products are made from soy protein and give food-service providers a way to offer the taste of meaty burgers and ground beef to their customers. With tasty cruelty-free choices like these, you’ll never run out of ways to spice up mealtime.
www.bocaburger.com

**Carla’s Pasta**
Carla’s Pasta offers vegan ravioli and tortellini.
www.carlaspasta.com

**Daiya Foods**
Daiya Foods makes nondairy cheese that's great on pizza, sandwiches, and lots more.
www.daiyafoods.com

**Fabe’s All Natural Bakery**
Fabe’s All Natural Bakery offers vegan baked goods, including brownies and cookies.
www.fabesnatural.com

**Field Roast**
Field Roast offers delicious vegan cheeses, burgers, sausages, and much more. Encourage dining services to click on the “Food Service” tab on the company’s website for more information or go to www.fieldroast.com/food-service.
www.fieldroast.com

**Follow Your Heart**
Follow Your Heart products include Vegenaise, Vegan Gourmet dairy alternatives, and salad dressings that are all made in a solar-powered manufacturing facility using heart-healthy, plant-based ingredients without harmful chemicals, preservatives, or GMOs.
www.followyourheart.com

**Gardein**
Gardein is a wholesome, tasty plant-based food with a meaty texture. Products include “chick’n,” “beefless,” “fishless,” and gluten-free options.
www.gardein.com

**Gardenburger**
Gardenburger offers a wide selection of meat-free burgers, cutlets, riblets, and breakfast sausages.
www.gardenburger.com

**GO Veggie!**
GO Veggie! offers slices and shreds in both cheddar and mozzarella flavors. It also offers blissful blocks of vegan cheese and grated dairy-free cheese topping.
www.goveggiefoods.com

**Lightlife Foods**
Lightlife Foods produces vegetarian and vegan meat substitutes.
www.lightlife.com

**Mon Cuisine**
Mon Cuisine offers a large variety of meat-free options, including vegan ravioli, falafel, pot pies, “egg” rolls, kebabs, cold cuts, and steak.
www.moncuisine.com

**Silk**
Silk Soymilk, Almondmilk, and Coconutmilk are perfect for your healthy lifestyle. Ingredients are grown responsibly and kept as close to nature as possible.
www.silk.com

**Sol Cuisine**
Sol Cuisine offers veggie burgers, meat-free chicken, veggie dogs, falafel, veggie crumbles, and more.
www.solcuisine.com

**The Tofurky Company**
The Tofurky Company offers vegan deli slices, roasts, gravy, kielbasa, and brats.
www.tofurky.com

**VeggieLand**
VeggieLand offers meat-free burgers, patties, and nuggets.
www.veggieland.com
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**BREAKFAST:**
- Soy Sausage Patties
- Tofu Scramble
- Vegan French Toast
- Vegan Frittata
- Tofu Scramble Burritos
- Hash Browns
- Fresh Fruit
- Whole Grain Cereal
- Nondairy Milk
- Fruit Juice

**LUNCH**
- Veggie Burger w/Lettuce & Tomato on Whole-Wheat Bun
- Carrot Sticks w/Hummus Dip
- Watermelon Slices
- Zucchini Bread
- Vanilla Soy Milk
- Apple Juice

**DINNER**
- BBQ Soy Beef Sandwich
- Gingery Baked Beans
- Cucumber & Tomato Salad
- Cantaloupe Slices
- Vanilla Soy Milk
- Apple Juice

**MONDAY**
- Black Bean Enchilada
- Baked Tortilla Chips w/Salsa & Guacamole
- Seasoned Spinach
- Mango Slices
- Vanilla Almond Milk
- Orange Juice

**TUESDAY**
- Meatless Chik’n Nuggets
- Steamed Veggies
- Mashed Potatoes w/Mushroom Gravy
- Carrot Muffin
- Dried Fruit Mix
- Vanilla Almond Milk
- Orange Juice

**WEDNESDAY**
- Soy Chicken Teriyaki Kebabs Over Steamed Brown Rice
- Asian Green Bean Salad
- Tropical Fruit Cocktail
- Vanilla Rice Milk
- Grape Juice

**THURSDAY**
- Vegan Ravioli
- Whole-Wheat Garlic Bread
- Mixed Green Salad
- Orange Slices
- Chocolate Pudding
- Vanilla Oat Milk
- Orange Juice

**FRIDAY**
- Spaghetti w/Soy Meatballs
- Whole-Wheat Garlic Bread
- Mixed Green Salad
- Lemon Sorbet
- Apple Slices
- Vanilla Cashew Milk
- Orange Juice

- Soy Chicken Parmesan
- Green Salad
- Seasoned Potato Wedges
- Watermelon Slices
- Blueberry Muffin
- Vanilla Cashew Milk
- Pineapple Juice
We're taught to be kind to animals, promote environmental sustainability, and eat healthy food, but our daily school menu options do not reflect these ideals. It's time to meet the growing student demand for delicious, nutritious vegan meals. We have the right to healthy, humane options at every meal.

Support more vegan options at