



DefaultVeg

A Better Food Foundation Initiative

Join the Green Food Movement with DefaultVeg

Are you passionate about sustainability and making a positive impact on your campus? Become a DefaultVeg Student Ambassador and lead the charge in transforming your campus' food culture. Check out our exciting projects below and get involved today!

DefaultVeg Conferences & Events

- Help change the game at campus conferences and events by advocating for DefaultVeg menus.
- Identify suitable events and engage with organizers to promote plant-based defaults.
- Collaborate with decision-makers to implement DefaultVeg strategies.
- Collect data on adoption metrics post-event.

Oat-by-Default for Cafe(s)

- Advocate for oat milk as the default option in campus cafes.
- Engage with decision-makers to highlight sustainability benefits.
- Work towards implementation and measure adoption metrics.

DefaultVeg Dining Halls

- Work with dining staff to introduce DefaultVeg strategies in the dining hall.
- Join campus committees to advocate for plant-based initiatives.
- Survey student feedback and collect impact metrics.

Egg/Mayo Replacement

- Partner with dining staff to transition campus recipes to use egg replacements and plant-based mayo.
- Present cost-saving benefits and environmental impact studies to decision-makers.
- Market and share success with fellow students.

DefaultVeg Club, Office, Department Catering

- Collaborate with various campus groups to implement DefaultVeg policies for food-served events.
- Identify decision-makers and present the environmental case for plant-forward menus.
- Address objections and track progress toward adoption.

Individual Actions

- Plan and implement one-off actions to help shift campus culture to be more plant-forward.
- Host documentary screenings, conduct surveys, and engage with campus groups.
- Lead workshops, cooking demonstrations, and outreach efforts.

Join us in creating a greener, healthier campus community with DefaultVeg! Contact Kenzie Bushman, Outreach Manager at kenzie@betterfoodfoundation.org to learn more.