



# SCHOOL PLATES



HOW SMALL CHANGES  
CAN MAKE A **BIG**  
DIFFERENCE TO THE  
HEALTH OF CHILDREN  
AND OUR PLANET



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# WHAT IS SCHOOL PLATES?

FIRSTLY, THANK YOU FOR BEING SO OPEN TO INTRODUCING HEALTHIER AND MORE SUSTAINABLE SCHOOL FOOD.

Like you, we care passionately about the food we serve to school children. We want them to thrive, nourished by good food they love. We also care deeply about the future of our planet, and know that food can be one of our most important solutions in addressing the climate crisis.

Our School Plates programme focuses on helping you to make **small changes** to school menus that can have a **big impact** on children's health and the health of the planet. And it usually saves you money too! We do this by helping you to:

- increase the uptake of existing vegetarian meals; *and*
- increase the quantity and quality of plant-based food

Throughout the following pages, we explain **why** we do this work, and then look in depth at the **how** in order to guide you practically through the programme, step by step.

We take a close look at the use of language and positioning to help you to rebalance menus that might be unknowingly biased towards meat-based dishes, as well as taking you through how to best introduce new plant-based days, and outlining our plant-based chef training.

We show you how to make changes gradually, usually in phases, in order to ensure that they are long-lasting. And you can rest assured that our recommendations are research-based and tried and tested for success.

The time is right for menu change in schools. We know from all the feedback we've received in recent years that children and parents are ready for it. We can't wait to start working with you!

## WHO ARE WE?

ProVeg UK is a non-profit and part of a much bigger organisation, ProVeg International, a global charity with nine country teams across four continents.



Our mission is an ambitious one: to reduce the global consumption of animals by 50% by the year 2040. Our vision is a world where everyone chooses delicious and healthy food that is good for all humans, animals, and the planet.

# MEET THE TEAM



**Jimmy Pierson,**  
Director, ProVeg UK

A former lawyer and journalist, Jimmy founded School Plates in 2018. With a young daughter in school, and another on the way, Jimmy cares passionately about making school food healthier and more sustainable.



**Colette Fox,**  
Programme Manager, ProVeg UK

Colette manages the School Plates programme. As a certified nutrition coach and co-founder of The Health Habit, Colette loves to inspire others to create and enjoy simple and nutritious plant-based food.

## AWARD WINNING

ProVeg was awarded the UN's Momentum for Change award at the UN Climate Change Conference (COP24) in recognition of our climate-focused schools programmes.<sup>1</sup> The award recognises examples of innovative, transformative and scalable climate actions from around the world.





# SUSTAINABILITY

WE NEED TO EAT MUCH LESS MEAT AND DAIRY FOR THE FUTURE OF OUR PLANET – THAT’S THE COLLECTIVE VIEW OF ALL THE EXPERTS – AND WE AGREE.

Each year, we’re seeing more independent reports – from the likes of the UN<sup>2</sup>, academic institutions<sup>3</sup>, policy think tanks<sup>4</sup>, and environmental organisations<sup>5</sup> – all calling for a shift away from animal-based products and towards a more plant-based society.

The Government’s official climate change advisor, the Climate Change Committee (CCC), has called for the implementation of policies to encourage “a 20% shift away

from all meat by 2030 rising to 35% by 2050, and 20% shift from dairy products by 2030” in order to put the UK on the path to net zero.<sup>7</sup>

The CCC has also confirmed the need to reduce consumption of all types of meat, not just red meat.<sup>8</sup>

“

The single biggest way to reduce your impact right now is to avoid meat and dairy.<sup>6</sup>

Joseph Poore,  
University of Oxford

”



The climate impact of our food is also being recognised at a regional level. More than three-quarters of all local authorities in England (280 out of 343) have declared a climate emergency. Many of these local authorities are seeking to address the crisis through food, and are working with us through our School Plates programme.

Schools can play a huge part in this collective effort. It is estimated that UK schools serve around 735 million meals every year<sup>9</sup> with most of those containing

animal-based products. **Food production is responsible for 78% of the emissions of an average UK school catering service, with more than half of those emissions attributed to meat.**<sup>10</sup>



## DID YOU KNOW?

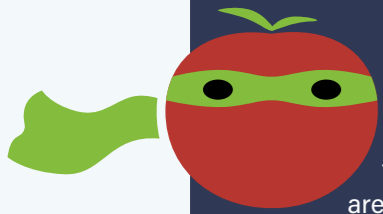
Farming animals for food is responsible for more greenhouse gas emissions (at least 14.5%) than the entire global transport sector.<sup>11</sup>

It is also a leading cause of deforestation<sup>12</sup>, water use<sup>13</sup>, biodiversity loss<sup>14</sup>, and species extinction.<sup>15</sup>

Beef emits 20 times more emissions, per gram of protein, than pulses such as beans and lentils.<sup>16</sup>

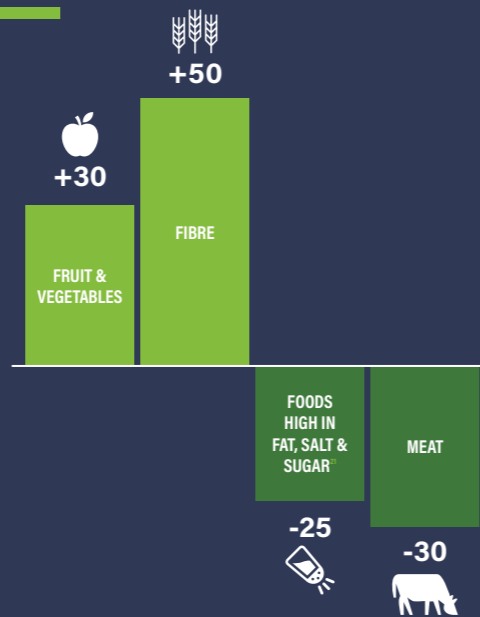


# HEALTH



We all know that whole plant-based foods are fantastic for our health. In fact, all plants are superheroes! They're packed full of nutrients and fibre, are lower in fat and calories than animal-based products, and they lower the risk of chronic diseases.<sup>17</sup>

Don't just take our word for it. The National Food Strategy<sup>18</sup>, the first independent review of the UK food system in 75 years, has set out recommendations to build a better food system. It includes the following headline changes to the UK's national diet by 2032 (compared to 2019)<sup>19</sup>:



MEETING THESE TARGETS WOULD BE GREAT NEWS FOR SCHOOL CHILDREN FOR MANY REASONS, IN PARTICULAR FOR:

1

**Reducing childhood obesity**, which is regarded by the World Health Organisation (WHO) as one of the most serious public health challenges of the 21st century.<sup>20</sup> According to the National Child Measurement Programme<sup>21</sup>, 9.9% of reception age children (age 4-5) in England are obese, with a further 13.1% being overweight. By year 6 (age 10-11), 21% are obese and an additional 14.1% overweight.

A diet based around vegetables, fruits, legumes, and whole grains, with less animal-derived saturated fat, can support children to maintain a healthy weight, lowering the prevalence of obesity.<sup>22</sup>

2

**Reducing the risk of a range of lifestyle diseases.** Deficiency in fibre – a type of carbohydrate that is only found in plant foods – can lead to an increased risk of heart disease, stroke, hypertension, obesity, type 2 diabetes, and several types of cancer.<sup>23</sup>

Most UK children are fibre-deficient, with only 18% of children aged 5 to 15 eating five standard portions of fruit and vegetables per day,<sup>24</sup> and almost one third of children aged 5-10 eating less than one portion of vegetables per day.<sup>25</sup>



Let's not wait for the government to act on the National Food Strategy. It's time to meet these targets ourselves, starting **NOW!**

## DID YOU KNOW?



Processed meat such as sausages, bacon, ham, and pepperoni has been classified by the World Health Organisation as a Group 1 carcinogen.<sup>28</sup> This means that it is a cause of cancer. Other substances in the same carcinogenic category as processed meat include tobacco, arsenic, and asbestos.

According to Cancer Research UK, 21% of bowel cancers in the UK are caused by eating red or processed meats.<sup>29</sup>

We're probably all familiar with the 5 A Day<sup>26</sup> recommendation, but a study by Imperial College London found that eating 10 portions of fruit and vegetables a day is much better for our health and could prevent 7.8 million premature deaths each year in the UK.<sup>27</sup>

Imperial College London







## INCLUSIVITY

Meals that are 100% plant-based are suitable for everyone, regardless of faith or dietary requirements (except some specific allergies, of course). Kosher certification allows that: "All products that grow in the soil or on plants, bushes, or trees, are kosher"<sup>30</sup>, while fruits and vegetables are also considered halal.

This means that just one meal can suit everyone, saving time and money but also – importantly – helping to ensure that no one feels left out or different. If the same meal is available to all, it reduces the likelihood of discrimination and bullying of minority groups around meal times.

## SAVE MONEY

We know what you're thinking. What will this cost? With budgets tighter than ever, we recognise this is a legitimate concern. However, plant-based meals are on average cheaper than their meat-based counterparts.

This is because animal-based products are among the most expensive food items we buy. Chickpeas are far cheaper than chicken, and lentils cost a fraction of the price of minced beef!

Almost every one of our dozens of partners has saved money from working with us. You can too!



## COMPARISON: MEAT-BASED VS PLANT-BASED

Let's take a quick look at a typical school meal – Spaghetti Bolognese – and compare a plant-based version against a standard meat-based version in terms of cost, health and sustainability. The figures stated below are per portion based on the School Food Standards' guide for primary school children.

### SPAGHETTI BOLOGNESE

**Cost = 61p**  
**Saturated fat = 4.7g**  
**Fibre = 3.4g**  
**Protein = 17g**

**Carbon emissions = 2,980g**  
(this is the equivalent to 11.9 x 5 min showers)

"VERY HIGH" carbon rating<sup>31</sup>



### SPAGHETTI BOLOGNESE (VE)

**Cost = 44p**  
**Saturated fat = 0.6g**  
**Fibre = 8.5g**  
**Protein = 16g**

**Carbon emissions = 1,000g**  
(this is the equivalent to 4 x 5 min showers)

"MEDIUM" carbon rating<sup>32</sup>



Here, you can see clearly that the plant-based Spaghetti Bolognese performs better than the meat-based version in virtually every category. Simply by replacing the minced beef with 50% soy mince and 50% lentils, the plant-based dish is:



27% cheaper



87% lower in saturated fat



contains more than double the fibre



emits less than one-third of the carbon emissions



# THE DIRECTION OF CHANGE

## PUBLIC SECTOR EMBRACES SHIFT TO MORE PLANT-BASED FOODS



A campaign was launched in 2020 to reduce the amount of meat served in the public sector by 20%.<sup>33</sup> It attracted widespread support from public-sector caterers (who between them serve billions of meals per year) signing up to take the 20% Less Meat pledge for health and environmental reasons.<sup>34</sup>

More recently, a 2021 study found that over 80% of public sector caterers have committed to meat reduction, and 83% have committed to increasing plant proteins by 20%.<sup>35</sup> This was from a survey of around 90 caterers, representing 5,000 sites across the UK, including schools, universities, hospitals, care homes, and prisons.

The campaign also has the support of:



### WHAT YOUNG PEOPLE WANT

#### Do we really know what young people care about and want to eat?

A YouGov survey in 2019 found that nearly two-thirds (63%) of 11-18-year-olds said the environment and climate change was one of their most important issues for the country.<sup>36</sup> Those in the survey who wanted to eat less meat also said they wanted to see more meat-free options made available at school since they're not always able to influence shopping habits at home.



## HOW?

We understand how challenging menu change might seem. From the attitudes of some catering staff to a perceived backlash from parents, we know it's not always easy. So the question is how, practically, can we introduce positive change so it's easy and works for everyone?

We always start by advising you to make your changes in phases. While the timeline is always your call – and it's good to be flexible and pragmatic – we believe that slow and steady wins the race. Below, we outline three typical phases that we know work well.

## PHASE 1

### REBALANCING MENUS, REMOVING BIAS

- 1 LANGUAGE
- 2 POSITIONING
- 3 MEANINGFUL CHOICE

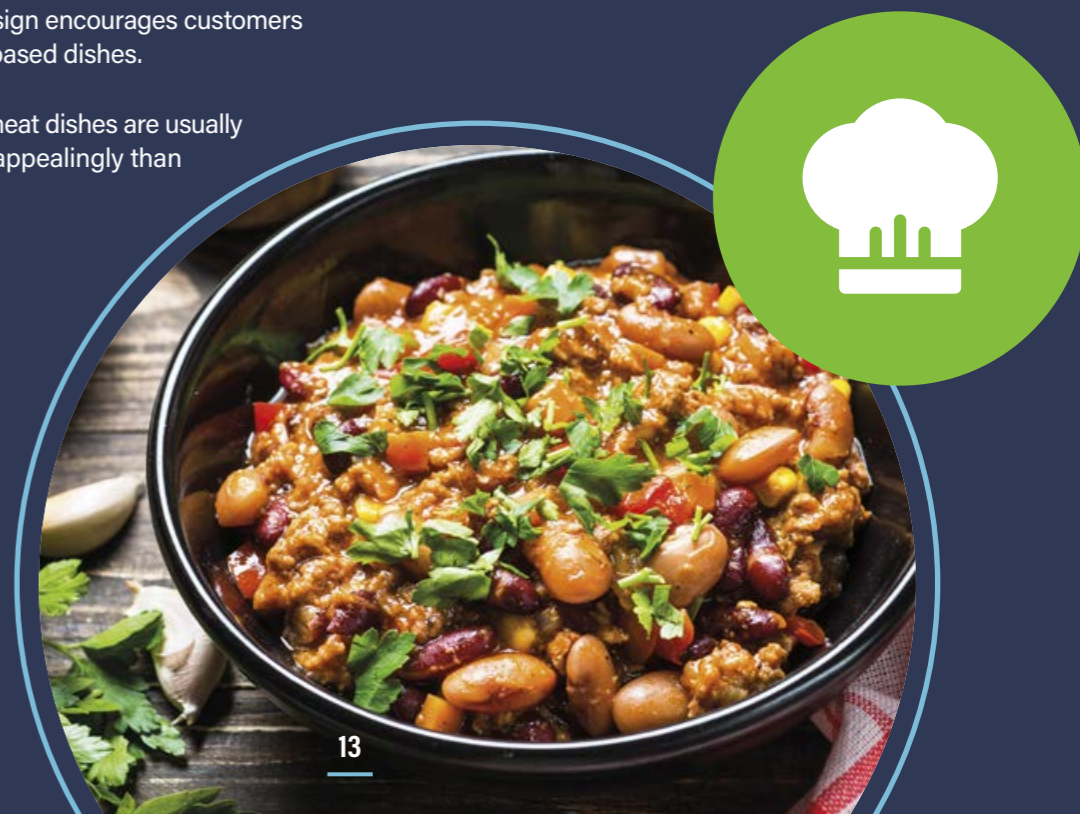
Now, this might surprise you. In phase 1, we often recommend that no actual food changes take place. Instead, **phase 1 is all about giving the existing vegetarian food the best chance of being chosen by children.**

plant-based options, positioned in better locations on the menu, and there are usually more meat dishes on a menu, which nudges more people to choose them. Veggie meals are often an afterthought on menus!

For generations, the way that menus have been designed – also called 'choice architecture' – has weighted them heavily in favour of meat-based dishes. In other words, current menu design encourages customers to choose meat-based dishes.

However, even the smallest of tweaks to a menu's language and layout can have a huge impact on the uptake of dishes. We call this rebalancing menus and removing bias.

This is because meat dishes are usually described more appealingly than





# LANGUAGE

## SELL THE DISH AND USE THE (V)

Put the same effort into selling all of your dishes, whether they contain meat or not.

So often we see meat-based dishes described beautifully, with names that accentuate flavour, texture, provenance, and key ingredients. For example, we might see: Sri Lankan Aromatic Chicken Masala up against a vegetarian version of the same dish, simply called a Veg Curry. Or a Homemade Italian-style Spaghetti Bolognese up against a Meat-Free Bolognese. Neither of these feel like a fair fight.

Instead, give the plant-based option the same care, attention, and love as the meat-based dish. Make it sound as indulgent, delicious, exciting, and attractive as possible – in order to overcome prejudices that plant-based food is boring and bland.

Research also shows that terms such as 'vegetarian', 'vegan', and 'meat-free' can be off-putting and limit uptake to only those who identify as vegetarian or vegan.<sup>37</sup> Instead, just add a small (v), (ve) or (pb) at the end of the meal name.

This is a more subtle way of identifying that the dish is vegetarian or vegan/plant-based and will increase uptake of the meal.

By using a small (v), (ve) or (pb), you are then free to use more descriptive words in the meal name, that focus on:

**Flavour**<sup>38</sup>: for example sweet and sour, spicy, mild, smoky, zesty, BBQ

**Texture**<sup>39</sup>: for example sticky, chunky, crispy, creamy, melt-in-the-mouth

**Provenance**<sup>40</sup>: for example Italian, Chicago-style, Cornish, traditional, homemade

**Child-friendliness**: for example rainbow, cowboy, monster, brilliant



RENAMING CARROTS AS 'X-RAY VISION CARROTS' IN PRIMARY SCHOOLS INCREASED CONSUMPTION OF THE VEGETABLE BY 62%<sup>42</sup>

SAINSBURY'S INCREASED UPTAKE OF THEIR 'MEAT-FREE SAUSAGE AND MASH' IN THEIR CAFES BY 76% SIMPLY BY RENAMING IT AS 'CUMBERLAND SPICED VEGGIE SAUSAGE AND MASH'<sup>41</sup>

Sainsbury's

# POSITIONING

Research tells us that meals on the top row of a menu will be chosen far more often than those positioned underneath.<sup>43</sup> In schools, we almost always see meat-based meals listed on the top row, and the vegetarian option underneath it.

- It's time to mix it up. Try moving some of the vegetarian or plant-based dishes from the bottom row to the top. This creates a more even balance of positioning between the dishes and seeks to remove any unintended bias created by positioning.
- To aid this repositioning, rename your meal categories as 'Option 1' and 'Option 2' instead of 'Main Meal' and 'Vegetarian Option'. Categorising the meat-based dish as the 'Main Meal' implies that it is normal or superior and that the vegetarian option is niche or inferior – something we want to avoid if we want to encourage the mainstreaming of healthier and more sustainable eating.
- Also, try to avoid separating the meat-based and vegetarian dishes by colour as this reinforces habits, where children always choose the red dish or avoid the green dish.

<del>Main Meal</del>	Option 1
<del>Vegetarian Option</del>	Option 2

## PHASE 1 SUMMARY:

Rebalance your menus and remove bias with:

- 1 Language
- 2 Positioning
- 3 Meaningful Choice

# MEANINGFUL CHOICE

Very often, we see the vegetarian option being a veggie version of the meat-based meal – for example Pork Sausages and Mash and Veggie Sausages and Mash.

We understand this approach – as it's quicker and cheaper than making an entirely different vegetarian meal. But that tends to limit its uptake just to the vegetarian and vegan children, and we want to make healthy plant-based eating accessible to all!

What if you tweaked the vegetarian meal ever so slightly, possibly just adding one or two ingredients, and then renaming it to try and give the dish a whole new identity? This could tempt a lot of children who usually choose meat-based meals to choose the veggie option if they happen to prefer the sound of that meal.

**We call this creating a meaningful choice.**

For example, continuing with the sausages-and-mash scenario above, if you added to the veggie sausages:



a Yorkshire Pudding, you could create a Toad-in-the-Hole (ve).



some beans and sauce or gravy, you could create a casserole, which you could call a Cowboy Casserole (ve)



a bread roll, you could create an American-style Hot Dog (ve).



# PHASE 2 - PLANT-BASED DAYS

The best and easiest way to help children to eat more vegetables, reduce climate emissions, and save money is by introducing more plant-based days. It's also a recommendation in the current version of the School Food Standards, to "Encourage all children to have a meat-free day each week, using alternatives such as pulses, soya mince, tofu and Quorn".<sup>44</sup>

## What does plant-based mean?

Plant-based means foods that are derived from plant sources. This includes fruit, vegetables, grains, pulses, legumes, nuts, and meat substitutes. It excludes all foods that are derived either wholly or partially from an animal, including meat, fish, eggs, and dairy products such as cow's milk and cheese.<sup>45</sup>

## How many plant-based days is enough?

The School Food Standards, which at the time of writing this guide are going through an update, allow for up to two fully plant-based days each week.<sup>46</sup> So let's aim for that!

## How fast should you get there?

In phase 2, we recommend that you:

- **Make your meat-free days fully plant-based (if they're not already); and**
- **Add one additional plant-based day per week, regardless of how plant-based your menu currently is. As a guide:**
  - *If you don't have any meat-free days, introduce one plant-based day per week.*
  - *If you have between 0-2 meat-free days per 3-week cycle, we recommend that you:*
    1. *make them plant-based; and*
    2. *increase it to one per week.*
  - *If you already have one meat-free day per week, we recommend that you:*
    1. *make it plant-based; and*
    2. *increase it to twice per week.*

## MEAT FREE MONDAY PLANET-THEMED DAYS

Now for language. We recommend that you avoid the term 'meat-free' since this implies that something is missing from a dish. So no more Meat-Free Mondays!

Instead, choose to either not brand the day or opt for a themed day, such as one centred around the planet or the environment.

Also, try mixing up the day of the week you have it on. Go for a Tuesday one week, for example, and a Thursday the next.

This helps to normalise the idea of eating healthier, more sustainable food on any day of the week.

## What is a planet-themed day?

This is an opportunity to raise awareness of the climate emergency, and help children to make the connection between the food we eat and the future of our planet.

It should be a fun and thought-provoking day highlighting the role that children, teachers and parents can all play – starting with the food that we eat – and where children try out delicious plant-based foods that they will want to enjoy for the rest of their lives.

## What will you call your planet-themed day?

Feel free to choose your own name, but here are a few suggestions:

- **Love our planet**
- **Planet-power day**
- **Save our planet**
- **Plates for our planet**
- **Protect our planet**



## INTERACTIVE LEARNING

Planet-themed days are also an opportunity for interactive learning with activities such as a 'design a poster' competition, a class quiz, or a plant-based cooking class. We can provide useful materials such as factsheets and posters to help raise awareness.

## MOST SUSTAINABLE MENU

A planet-friendly day is an opportunity to serve only the most sustainable foods. That means 100% plant-based meals. Ideally, these will include beans and legumes (such as chickpeas and lentils), be mostly unprocessed, and locally sourced, and seasonal, wherever possible. A couple of meal ideas for your planet-friendly day menu include:

- **CARBON-BUSTING BURGER**  
(a plant-based burger made with mixed beans) with sweet potato wedges and a BBQ sauce.
- **PLANET-FRIENDLY PIE**  
(a plant-based cottage pie) with seasonal vegetables.

## PHASE 2 SUMMARY:

- 1 **Make your meat-free days fully plant-based (and no calling them Meat Free Mondays anymore)**
- 2 **Add one new plant-based day per week, up to a maximum of two per week**
- 3 **Consider a planet-themed day**





# EXAMPLE SCHOOL MENU

## PHASES 1 & 2 EDITS

**PHASE 2 EDIT**  
 Instead of Meat Free Mondays (since we're avoiding the term 'meat-free' because this implies that something is missing from a dish), you can theme your plant-based day around the planet or the environment. It's good to mix up the day. Go for a Tuesday one week, for example, and a Thursday the next. This helps to normalise the idea of eating healthier, more sustainable food on any day of the week.

**PHASE 1 EDIT**  
**Positioning:** Placing the plant-based option on the top row on three of the five days creates a more even balance of positioning between the dishes and removes any unintended bias created by previous positioning.

~~MEAT-FREE MONDAY~~    **LOVE OUR PLANET TUESDAY**    WEDNESDAY    THURSDAY    FRIDAY

<del>Vegetable Curry</del> Sri Lankan Sweet Potato & Coconut Curry (ve)	<del>Veggie Burger</del> Carbon-Busting Burger (ve)	Spaghetti Bolognese	<del>Veggie Sausages &amp; Mash</del> Toad-in-the-Hole (ve)	Fish & Chips
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**PHASE 1 EDIT**  
**Meaningful Choice:** By adding just one ingredient, a plant-based Yorkshire Pudding in this instance, you can give a dish a whole new identity. This could tempt a lot of children who usually choose meat-based meals to choose the veggie option if they happen to prefer the sound of it.

**MAIN MEAL OPTION 1**

Chicken Tikka Masala	<del>Cottage Pie</del> Planet-Friendly Pie (ve)	<del>Vegetarian Pasta</del> Pasta Shells with Creamy Roasted Tomato Sauce (ve)	Pork Sausages & Mash	<del>Meat Free Pasty</del> Traditional Cornish Pasty (ve)
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**PHASE 1 EDIT**  
**Language:** Renaming this meal with creative language makes it more appealing to all children.  
**Meaningful Choice:** The new name differentiates it further from the meat-based option, increasing the likelihood of it being chosen.

**PHASE 2 EDIT**  
**Language:** These meal names reflect the new planet-themed day. They should be your most sustainable recipes.

**PHASE 1 EDIT**  
**Language:** Renaming these two meals with creative language makes it more appealing to all children, and increases the likelihood of them being chosen.

**PHASE 1 EDIT**  
 Renaming your meal categories as Option 1 and Option 2 helps to normalise vegetarian and plant-based meals, and enables you to position them on the top row on some days. This encourages more children to choose them.

**VEGETARIAN OPTION 2**





# PHASE 3

**CHEF TRAINING:** WE BRING OUR PLANT-BASED CHEFS TOGETHER WITH A GROUP OF DEVELOPMENT CHEFS, AND SOMETIMES ALSO A SUPPLIER, IN ORDER TO EDUCATE AND INSPIRE EVERYONE TO THINK AND WORK DIFFERENTLY WITH PLANT-BASED FOOD.

**Our mission is to make preparing plant-based food a pleasure, not a chore.**

In this one-day session, led by a professional plant-based chef, we recap why it is important to get children to try and enjoy more plant-based foods. We cover basic knife skills and techniques, useful ingredients your catering team may not be familiar with and how to use them, as well as some nutrition basics.

We look at how to substitute ingredients to create plant-based versions of your favourites, as well as getting stuck in making some new recipes and enjoy tasting them! We also provide a recipe guide with plenty of our tried and tested plant-based recipes designed specifically for school caterers.



### EDUCATIONAL WORKSHOPS

We can also deliver webinars for groups of schools on sustainability or plant-based health, often together with our medical-professional partners.

### PLANT-BASED DAYS

We also recommend in phase 3 that you add one more plant-based day per week – up to a maximum of two per week in line with the current version of the School Food Standards.

### DESSERTS AND SIDE DISHES

Now that you've cracked how to deliver great plant-based main dishes, we can introduce you to some new recipes for plant-based side dishes and desserts – all of which are healthy, sustainable, and low cost.

### IMPACT MEASUREMENT

We can help you to measure the impact from changes made in phases 1 and 2 by analysing before-and-after data, as long as this can be provided. We can calculate the approximate number of animal-based meals that have been swapped for animal-free meals per year, and the carbon emissions saved as a result.

### PHASE 3 SUMMARY:

- 1 **Book your chef training with us**
- 2 **Increase your plant-based days to two per week**
- 3 **Introduce new plant-based side dishes and desserts**
- 4 **Let us help you measure your impact**

# FEEDBACK FROM CATERERS

### LEEDS CITY COUNCIL

"We've found it really beneficial working with ProVeg. The team made some really useful suggestions with the aim of boosting uptake of our vegetarian and vegan options, such as changing the wording to more child-friendly language. They were also able to provide healthy and affordable recipes which we are looking forward to trialling in our schools."

**Holly Shakespeare,**  
Public Health Nutritionist  
Catering Leeds

### NOTTINGHAM CITY COUNCIL

"ProVeg are extremely well organised and supportive with the tips and tricks to make changes to our menu that will help to influence our pupils' choices. They have remained very positive throughout the process and given us the support needed to make the changes. This has all been done at our pace to keep meal uptake at current levels or higher.

"Our menus now read better, and the new dishes we have created have been very well received. With their knowledge and experience of working with local authorities, ProVeg UK is a good fit as a partner organisation for us."

**Jacquie Blake,**  
Commercial Operations Manager  
Nottingham Catering

### THANET PRIMARY SCHOOL

"Working with ProVeg UK has really helped to shape the direction we wanted to take our school menu to reduce meat consumption. Meetings have been effective to allow friendly discussions to take place and provide useful feedback on our menu changes.

Advice has also been invaluable as experience has been offered to us to help us make changes smoothly, avoiding potential pitfalls. We are looking forward to continuing to work together in the future and would relish the opportunity of chef training workshops."

**Julie Shortman,**  
Deputy Headteacher, Thanet Primary School,  
Hull (part of Horizon Academy Trust)

### THOMAS DEACON EDUCATION TRUST, PETERBOROUGH

"The support we receive from regular discussions with ProVeg UK allows us to look at what else and where else we can have impacts. It has allowed us to make savings in our purchasing across TDET of around 20% across our schools.

"The uptake on vegetarian meals has increased across TDET by around 10-12%, and we have found that customers are looking for a wider variety of vegetarian and plant-based meals. I look forward to carrying on with working with ProVeg UK to look at other ways we can healthily feed the students to help support their educational needs."

**Michael Dove,**  
Catering Operations Manager  
Thomas Deacon Education Trust

### LONDON BOROUGH OF HAVERING

"The input from ProVeg, by providing us with simple adjustments such as rephrasing menu descriptors, has enabled us to improve customer engagement. The support and engagement from ProVeg has been well received by all in the service and we look forward to continuing our work with them."

**Charlotte Newman,**  
School Catering Nutritionist  
HES Catering

### CLUSTER OF SCHOOLS IN DEVON

"We've been working with ProVeg for several years now, and the process has been amazing. The difference it has made in terms of how we place and promote plant based meals has been huge: the uptake of our veggie and plant-based meals has gone up by 50%!"

**Sam Ward,**  
Consultant, Growing Minds



# FEEDBACK FROM SUPPORTERS



"I'm an unapologetic lover of veggies - they're good for me, my family, and the planet. My kids love their veggies too, but like most parents, I'd love to see them eating even more! Eating vegetables should be tasty and fun, so I fully support programmes like School Plates which works with schools to improve the nutrition and sustainability of their menus."

**JASMINE HARMAN,**  
TV presenter, Channel 4's A Place in the Sun



"School Plates simply asks that we work together to help get kids to eat more plants. And I think their recommendations are a great starting point. They yield wide-ranging benefits and are less expensive in both the short and long term. What's not to love?"

**DEREK SARNO,**  
Chef and Director of Plant-Based Innovation, Tesco PLC and co-founder of Wicked Healthy

# FEEDBACK FROM PARENTS

"It's good to see less meat on menus and varied meat-free options. Well done. Keep it up."

"My children normally will not eat vegetables, but on meat-free days my son comes home saying that the lunch today was yummy and that he tried and liked the vegetables."

"Can meat-free days feature more than once on your menus, please?"

"It is good to see TDET driving the message about eating less meat to help all in the future."

"My two children normally have a packed lunch but, on meat-free days they always want to have a school dinner."

"I wish more schools would introduce this as one of my children enjoys this through TDET and my other child does not have this from his school."

"I wish this was around during my days at school. A good job being done by TDET Catering."

Parents of pupils at Thomas Deacon Education Trust

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