

More Than a Hill O' Beans: A Typology for Incorporating Plant-Based Protein Measures into Municipal Climate Action Plans

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APPENDIX

The Article associated with this Appendix can be found in Volume 37, Issue 1 of the *Georgetown Environmental Law Review*. For each plant-based protein action (column 2), links are provided to examples (column 3) from existing municipal CAPs, sustainability plans, and other documents. These examples either illustrate how the action is being implemented or in the case of more novel plant-based protein actions, provide a helpful analogy (e.g., the example may focus on fruits and vegetables generally, rather than on plant-based proteins specifically). In some instances, a current sustainability action or initiative is included that provides a good starting point for increasing the availability of plant-based proteins and engaging the public on their benefits (e.g., supporting use of community gardens for plant-based proteins and highlighting their importance).

Also included are numerous resources (column 4) that offer background or further context for specific actions. Resources that provide hands-on materials—social media posts, recipes, menus, videos—are separately designated as outreach tools (column 5).

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1. TARGET SETTING AND EMISSIONS TRACKING:

Establish food-related GHG emissions reduction targets and measure progress

	Action	Examples	Resources	Outreach Tools
1.A.	Develop a Consumption-Based Emissions Inventory (CBEI) to measure GHG emissions from food consumed within the municipal boundary and to better understand the carbon impact of different foods (or: estimate GHG emissions from only the municipal food procurement); ensure that data are made available to the public and to policymakers to promote awareness and accountability.	Carrboro, NC (p.56) New York, NY Iowa City, IA (p.16) Multnomah County, OR (p.36) Washington, DC Flagstaff, AZ (p.22) Los Angeles, CA San Francisco, CA (p.26)	EcoDataLab, CBEI Methodology Stockholm Environment Institute, Estimating Consumption-Based Greenhouse Gas Emissions at the City Scale Urban Sustainability Directors Network, CBEI Basics Katrina Wyman & Emma Dietz, Integrating Food into Local Climate Policy California Senate Bill 253, Climate Corporate Data Accountability Act	Friends of the Earth, Green Food Purchasing in DC: A Two-Year Update <i>Webinar</i>
1.B.	Set targets for reducing municipal food-related GHG emissions (e.g., reduce municipal emissions from food by X% by 2030), as well as measure and report on progress; consider partnering with an outside organization to become part of initiatives such as the Cool Food Pledge for help with measuring and reporting on progress.	New York, NY Washington, DC Austin, TX (p.74)	Take Extinction Off Your Plate, Climate Friendly Cities Cool Food Pledge, Home	NYC Mayor's Office, Mayor Eric Adams Makes Climate and Food Announcement

<p>1.C.</p>	<p>Encourage and collaborate with semi-autonomous and quasi-governmental entities that may not be fully subject to municipal authority (e.g., correctional facilities, public schools, hospitals, convention centers) to set targets for reducing their food-related emissions, as well as measure and report on their progress.</p>	<p>New York, NY Oakland, CA (p.3)</p>	<p>Friends of the Earth, Scaling Up Climate-Friendly School Food</p> <p>Friends of the Earth, A Pilot Analysis of Oakland Unified School District's Food Programs</p>	
<p>1.D.</p>	<p>Set targets for reducing community food-related emissions from private, institutional, non-profit, and other sectors (e.g., reduce community emissions from food by X% by 2030), as well as measure and report on progress.</p>	<p>Carrboro, NC New York, NY Berkeley, CA</p>	<p>NYC Food Policy, Plant-Powered Carbon Challenge</p> <p>Council Member Kate Harrison, Berkeley Plant-Powered Carbon Challenge</p> <p>NYC Mayor's Office, Mayor Adams Commits to Reducing City's Food-Based Emissions by 33 Percent by 2030 After Releasing New Greenhouse Gas Emissions Inventory Incorporating Emissions from Food</p>	<p>NYC Food, Plant-Powered Carbon Challenge <i>Instagram</i></p>
<p>1.E.</p>	<p>Create and implement waste audit programs or tracking systems for municipal operations; encourage households, businesses, educational institutions, and semi-autonomous and quasi-governmental institutions to measure GHG emissions from food loss and waste to better understand and compare the carbon impact of different foods.</p>	<p>Baltimore, MD (p.27) Nashville, TN New York, NY Denver, CO</p>	<p>Environmental Law Institute, A Toolkit for Incorporating Food Waste in Municipal Climate Action Plans</p> <p>Environmental Protection Agency, Resources for Assessing Wasted Food</p>	<p>ReFED, Calculate the Impact of Food Waste Emissions Tracker</p>

**Natural
Resources
Defense Council
(NRDC),
[Estimating
Quantities and
Types of Food
Waste at the City
Level](#)**

2. INCREASED AVAILABILITY

Actions to increase the number of meals served or offered that contain plant-based proteins

(Some of these actions implicate and can be strengthened by actions from Category 3, Municipal Procurement.)

	Action	Examples	Resources	Outreach Tools
2.A.	Institute weekly menu initiative (e.g., Veggie Tuesdays, Green Mondays, Plant Powered Fridays) for municipal operations; encourage semi-autonomous and quasi-governmental entities (e.g., correctional facilities, public schools, hospitals, convention centers) to institute their own.	Seattle, WA (p.71) Portland, OR (p.81) Escambia County, FL Pittsburgh, PA (p.67) Blacksburg, VA (p.21) Dallas, TX (p.159) Santa Ana, CA Lee County, FL	Johns Hopkins Center for a Livable Future, Evaluation of the Meatless Monday Campaign at New York Presbyterian The Monday Campaigns, Marketing Plant-Based Menu Items The Behavioural Insights Team, Menu for Change (p. 45) Daphne Altema-Johnson et al., Dietary Changes Among People Practicing Meatless Monday	Santa Ana Unified School District, Santa Ana Unified School District Launches Plant-Based Wednesday Menu Option <i>Promotional Video</i>
2.B.	Require municipal operations and events sponsored by the municipality to offer at least one comparable plant-based protein option, as the first step toward expanding the number and diversity of plant-based protein options; consult with a food service company that has been successful in integrating plant-based protein menu options and meals.	Philadelphia, PA New York, NY San Diego, CA Carrboro, NC (p.54)	Imogen McNamara, The City, Green Gambit: Plant-Based Meals Mandated at Senior Centers Once a Week The Humane Society of the United States, The Food Service Industry Protein Sustainability Scorecard	

<p>2.C.</p>	<p>Encourage (or in limited circumstances require) certain restaurants and other businesses to offer plant-based protein options.</p>	<p>Los Angeles, CA Ann Arbor, MI Takoma Park, MD</p>	<p>Center for Environmental & Animal Protection and New York University School of Law Guarini Center, Towards Plant-Forward Diets: A Toolkit for Local Policymakers (p. 17)</p> <p>City of Takoma Park, MD, Resolution on Shifting City Meals to a Resilient Plant-Forward Default</p>	
<p>2.D.</p>	<p>Make plant-based protein meals the default for municipal operations and events sponsored by the municipality; consult with a food service company that has been successful in integrating plant-based protein menu options and meals.</p>	<p>New York, NY San Francisco, CA (p.26) Takoma Park, MD Denver, CO Los Angeles, CA</p>	<p>Greener by Default, Research</p> <p>University of Cambridge, Vegnudge</p> <p>The Humane Society of the United States, The Food Service Industry Protein Sustainability Scorecard</p> <p>Better Food Foundation, Recipe for Success: How Climate-Conscious Media Should Nudge Readers Toward Plant-Based Recipes</p>	<p>Better Food Foundation, NYC First US City to Serve Plants by Default in Hospitals <i>Promotional Video</i></p>
<p>2.E.</p>	<p>Partner with an expert non-profit or consultant to advise on and support municipal and community-wide efforts to increase the availability of plant-based proteins, design institutional menus, and train</p>	<p>New York, NY Berkeley, CA</p>	<p>Greener by Default, Municipalities</p> <p>World Resources Institute, Playbook for Guiding Diners</p>	<p>NYC Mayor’s Office of Food Policy, Chef Training <i>Tweet</i></p> <p>Wellness in the Schools,</p>

	chefs on how to prepare plant-based proteins meals.		Toward Plant-Rich Dishes in Food Service NYC Mayor's Office of Climate & Environmental Justice, NYC Carbon Challenge Council Member Kate Harrison, Berkeley Plant-Powered Carbon Challenge	Recipes
2.F.	Increase access to plant-based proteins in communities that lack adequate access through vouchers, pick-up sites, community kitchens and fridges, shelters, food pantries, mobile food vendors, and other food distribution programs; and ensure that families receiving public benefits are aware of the range of opportunities.	Baltimore, MD Baltimore, MD Carrboro, NC (p.54) New York, NY Washington, DC Austin, TX (p.73) Hartford, CT (p.35)	Office of Disease Prevention and Health Promotion, Pushing Produce in New York City's Neighborhoods: The Green Carts Initiative ICMA, Community Health and Food Access: The Local Government Role Harvard Law and Policy Review, All Food Politics is Local: Increasing Food Through Local Government Action	NYC Health, Shop Healthy NYC Green Carts <i>Informational Video</i> NYC Mayor's Office, Mayor Adams Takes Action to Promote Healthy Food In NYC, Emergency Food Assistance Program <i>Mayoral Announcement Video</i>

3. MUNICIPAL PROCUREMENT

Actions to increase the procurement of plant-based proteins by municipalities

(Some of these actions can be used to strengthen the menu design and default actions in Category 2, Increased Availability, when the municipality is the purchaser.)

	Action	Examples	Resources	Outreach Tools
3.A.	Establish targets for increased plant-based protein procurement for municipal operations (e.g., increase purchasing of plant-based proteins by X% by 2030 or ensure that at least Y% of proteins procured are plant-based).	Berkeley, CA San Francisco, CA Los Angeles County, CA	Vancouver Humane Society, Increasing Plant-Based Purchasing at the Municipal Level Friends of the Earth, Meat of the Matter Center for Biological Diversity, Appetite for Change: A Policy Guide to Reducing Greenhouse Gas Emissions of U.S. Diets By 2030 Empathy for All, Procurement Ordinance	
3.B.	Adopt a broad food and climate purchasing strategy to purchase healthy and low-carbon foods, particularly plant-based proteins.	Eugene, OR (p. 24)	Friend of the Earth, Meat of the Matter (p. 5) C40 Cities, How Cities Can Use Procurement to Shift Towards Sustainable Food Consumption	
3.C.	Join the Good Food Purchasing Program and/or undertake the Cool Food Pledge, to increase plant-based protein	San Francisco, CA (p.109)	Cool Food, 2021 Coolfood Pledge Collective	Friends of the Earth, Green Food Purchasing in

	<p>procurement across municipal operations (which requires municipal operations to report food procurement for the purpose of calculating and tracking food-related emissions).</p>	<p>New York, NY Austin, TX (p.72) Washington, DC Pittsburgh, PA Cincinnati, OH</p>	<p>Climate Impact Report Good Food Purchasing Program, Program Overview NYC Mayor's Office, Executive Order No.8, Commitment to Health and Nutrition: Food Standards and Good Food</p>	<p>DC: A Two-Year Update Webinar</p>
<p>3.D.</p>	<p>Update or establish municipal food standards and nutrition guidelines for municipal operations to include requirements and recommendations for increased plant-based protein procurement.</p>	<p>New York, NY Philadelphia, PA Washington, DC San Diego, CA Los Angeles, CA Austin, TX</p>	<p>Hunter College New York City Food Policy Center, NYC Food Standards Emphasize Reduced Sodium and Less Added Sugar NYC Food Policy, New York City Food Standards: 2023 Compliance Report NYC Mayor's Office, Executive Order No.8, Commitment to Health and Nutrition: Food Standards and Good Food Purchasing</p>	<p>NYC Mayor's Office, Mayor Adams Takes Action to Promote Healthy Food In NYC, Executive Order <i>Mayoral Announcement Video</i> Live Well San Diego, Meet Well Pledge Template Instruction Sheet <i>Guidance for Municipal Staff</i> NYC Food Policy, NYC Food by the Numbers <i>Infographics</i></p>
<p>3.E.</p>	<p>Update or establish procurement trainings for municipal staff to include best practices for increasing plant-based protein procurement.</p>	<p>New York, NY</p>	<p>Department of Energy & Environment and DC Government Office of Contracting and Procurement, Green Food Report FY2023</p>	<p>Friends of the Earth, Green Food Purchasing in DC: A Two-Year Update Webinar Metropolitan Area Planning</p>

**Good Food
Purchasing,
[Resources](#)**

**Council Metro
Boston,
[Webinar: Values-
Based
Institutional
Food
Procurement](#)**

**Local and
Regional Food
Systems,
[Colorado State
University - City
Food
Procurement to
Meet Climate
Goals](#)**

*Presentation by
NYC Mayor's
Office of Food
Policy*

4. PUBLIC AWARENESS

Actions to educate and engage the public on the climate benefits as well as the many co-benefits of plant-based proteins

	Action	Examples	Resources	Outreach Tools
4.A.	Launch a community-wide informational campaign on the personal, local, and global benefits of plant-based proteins, including easy plant-based recipes, and utilize municipal websites, social media platforms, public service announcements via radio, and posters on municipal infrastructure (e.g., billboards and bus stop shelters).	Santa Monica, CA Iowa City, IA (p.58) Davis, CA (p.93) Eugene, OR (p.24) Blacksburg, VA (p.22) Flagstaff, AZ (p.151) New York, NY Hartford, CT (p.37) Salt Lake City, UT Austin, TX Ann Arbor, MI	The Behavioural Insights Team, Menu for Change (p. 45)	NYCHealth, Eat a Whole Lot More Plants <i>Tweet</i> Universal Meals, Recipes The New York Times, Climate-Friendly Cooking Recipes NYC Food, #Earthday <i>Instagram</i> NYC Mayor's Office of Food Policy, #Nutrition <i>Tweet</i>
4.B.	Sponsor a household-focused program on municipal social media platforms and websites, such as a plant-based protein home cooking challenge or virtual plant-based protein eating pledge, and provide recipes and other resources (e.g., webinar/panel).	Carborro, NC (p.60) Ann Arbor, MI Santa Monica, CA	Healthy Children, American Academy of Pediatrics, Plant-Based Diets: Are They Good for Kids?	Universal Meals, Recipes The New York Times, Climate-Friendly Cooking Recipes Food Network, 7 Plant-Based Meals the Whole Family Will be on Board with <i>Recipes</i>

<p>4.C.</p>	<p>Incorporate food sampling opportunities for plant-based protein menu items across municipal food service operations to raise awareness, gauge which plant-based offerings are most popular, and garner media coverage.</p>		<p>The Humane Society of the United States, How to Successfully Sample Plant-Based Products</p>	
<p>4.D.</p>	<p>Encourage incorporation of food sampling across public schools and other educational institutions for new plant-based protein menu items to raise awareness, gauge which plant-based offerings are most popular, and garner media coverage.</p>	<p>New York, NY</p>	<p>The Humane Society of the United States, How to Successfully Sample Plant-Based Products</p> <p>Wellness in the Schools, Chefs in the Schools</p> <p>The Lunch Box, Tastings</p> <p>Nicole Axworthy, VegNews, Rachael Ray Brings Plant-Based Menus to NYC Schools as Head of New Chefs Council</p> <p>Nydia Velázquez, Velázquez & Bowman Introduce Legislation to Provide Plant-Based Entrées in Schools</p>	<p>NYC Food Policy, Student Taste Tests <i>Instagram</i></p> <p>Now This, Gourmet-Looking Lunches <i>TikTok</i></p> <p>Food Forward, Sample Plant-Based Menu</p> <p>One Meal a Day for the Planet, School Lunch Recipe Book</p> <p>Wellness in the Schools, Recipes</p>
<p>4.E.</p>	<p>Encourage and support the inclusion in school curricula of information on the benefits of plant-based proteins, tailored for different age groups, and develop training programs and/or distribute materials outlining the benefits of plant-based proteins for students and parents.</p>	<p>Austin, TX (p.73)</p>	<p>Shape Up Us, Plant Power! Plant-Based Nutrition for Healthy Kids!</p> <p>The Institute for Family Health, Don't Stress Eat Fresh Curriculum for Elementary Schools</p>	<p>UC Davis, Increasing Plant-based Foods in School Nutrition Programs <i>Lesson Plan</i></p> <p>Food Network, 7 Plant-Based Meals the Whole Family Will be on Board With <i>Recipes</i></p>

			<p>Healthy Children, American Academy of Pediatrics, Plant-Based Diets: Are They Good for Kids?</p> <p>Nydia Velázquez, Velázquez & Bowman Introduce Legislation to Provide Plant-based Entrées in Schools</p>	<p>Plant-Based Treaty, Clinton Middle School Cooking Demonstration <i>Instagram</i></p>
4.F.	Develop targeted training programs and resource materials outlining the benefits of plant-based proteins for use by municipal staff, policymakers, businesses, and foodservice professionals.	Pittsburgh, PA	<p>Eat Forum, EAT-Lancet Commission Brief for Policymakers</p> <p>World Resources Institute, Playbook for Guiding Diners Toward Plant-Rich Dishes in Food Service</p> <p>ProVeg, Harnessing the Power of Plant-Based as a Food-Service Professional</p>	
4.G.	Require municipal operations and encourage restaurants and other private food establishments to include environmental messaging on menus and/or indicate climate friendly menu items (including plant-based proteins), with or without carbon footprint data, similar to disclosing calorie counts on menus.	Ann Arbor, MI Austin, TX (p.73)	<p>Center for Environmental & Animal Protection and New York University School of Law Guarini Center, Towards Plant-Forward Diets: A Toolkit for Local Policymakers (p.18)</p> <p>World Resources Institute, Environmental Messaging</p>	

			<p>World Resources Institute, Cool Food Badge</p> <p>Sweetgreen, Carbon Menu Labeling Methodology</p> <p>City of Takoma Park, MD, Resolution on Shifting City Meals to a Resilient Plant-Forward Default</p>	
4.H.	Launch a Plant-Based Proteins Week (or Month) by mayoral proclamation, with or without an accompanying Restaurant Week/Month.	<p>Baltimore, MD</p> <p>Washington, DC</p> <p>Austin, TX</p>	<p>Anna Starostinetskaya VegNews, Washington, DC Gets First Veg Restaurant Week. Why Mayor Muriel Bowser Supports It</p> <p>Muriel Bowser, Proclamation in Recognition of DC Veg Restaurant Week</p> <p>Vegconomist, Veganuary 2024 Sees Major US Cities Embracing Plant-Based Living</p>	<p>NYC Mayor's Office of Food Policy, #Veganuary <i>Tweet</i></p>
4.I.	Establish a plant-based proteins working group within a food policy council (or work through existing groups) to promote plant-based protein-related policy (possibly with interdepartmental and community input).	<p>Portland, OR</p> <p>Washington, DC</p> <p>Austin, TX</p> <p>Knoxville, TN</p> <p>Baltimore, MD</p> <p>Milwaukee, WI</p>	<p>Michigan Department of Community Health, How to Establish a Food Policy Council</p> <p>Centers for Disease Control, Food Policy Council Spotlight: Cleveland-Cuyahoga County Food Policy Coalition</p>	

**Austin Travis
County Food
Policy Board,
[Food Working
Group Goals and
Strategies](#)**

5. LEADERSHIP AND RECOGNITION

Actions to recognize and reward businesses and organizations that demonstrate leadership in increasing the availability of plant-based proteins and engaging the public on their benefits

	Action	Examples	Resources	Outreach Tools
5.A.	Launch a mayor's award or adopt a city council resolution to recognize private businesses, non-profits, and other organizations that highlight plant-based proteins through their foodservice operations or in other ways, and recognize efforts via social media, newsletters, and other avenues.		<p>Planted Society, City Partnerships</p> <p>Greener by Default, Businesses</p>	
5.B.	Sponsor a plant-based protein food festival that features food from local restaurants and food trucks and invite attendees to vote for their favorite dishes.		<p>Vegan Chef Challenge, Find a Challenge</p>	
5.C.	Establish a voluntary challenge for businesses and non-governmental organizations to increase the availability of plant-based proteins and contribute to meeting community food-related emissions targets; consider collaborating with an outside partner, such as the Planted Society, Better Food Foundation, and/or Greener by Default.	<p>Berkeley, CA</p> <p>New York, NY</p> <p>San Antonio, TX</p> <p>Montclair, NJ</p> <p>Austin, TX</p>	<p>Planted Society, City Partnerships</p> <p>NYC Mayor's Office of Climate & Environmental Justice, NYC Carbon Challenge</p> <p>Center for Environmental & Animal Protection and New York University School of Law Guarini Center, Towards Plant-Forward Diets: A Toolkit for Local Policymakers (p.16)</p> <p>Council Member Kate Harrison, Berkeley Plant-</p>	<p>NYC Food Policy, Plant-Powered Carbon Challenge <i>One-pager</i></p> <p>Planted Society, San Antonio, TX Community Dines Plant-Based this October <i>Press release</i></p> <p>Planted Society, Coming this March to Montclair, NJ <i>Instagram</i></p> <p>NYC Food, Plant-Powered Carbon</p>

			Powered Carbon Challenge	Challenge Instagram
5.D.	Expand or establish a municipal certification program to recognize institutional and business menus that highlight plant-based protein offerings; consider partnering with already existing certification programs.	Little Rock, AR Austin, TX (p.72) City of Delray Beach, FL Culver City, CA	Little Rock Sustainability Office and Little Rock Zoo, Green Restaurant Certification Program Guidelines State of Rhode Island Department of Environmental Management, Rhode Island Green Hospitality Certification Program Self-Certification Workbook Green Restaurant Association, Food Certification Standards	
5.E.	Partner with a local or national celebrity (e.g., consider athletes, actors, musicians, celebrity chefs) to produce a public service announcement on efforts to increase the availability of plant-based proteins.		Tanya Flink, VegNews, 28 Vegan Businesses Backed by Celebrities Like Serena Williams, Leonardo DiCaprio, and Cameron Diaz Charlotte Pointing, VegNews, 37 Creative Chefs Crafting the Future of Vegan Food The Monday Campaigns, Plant-Based Instagram Influencers You NEED to Follow	Vegconomist, Veganuary USA Launches with New Streaming Ad, Billie Eilish, NYC Dining, More Brand Partnerships <i>Subway Advertisement</i>

The Monday Campaigns,
[Billie Eilish](#)
[Advocates for](#)
[More Plant-](#)
[Based Meals in](#)
[Schools](#)

6. INCENTIVES, FUNDING, AND TECHNICAL ASSISTANCE

Actions to support businesses and organizations seeking to expand plant-based protein offerings and to facilitate access to plant-based proteins, especially in communities that lack adequate access.

	Action	Examples	Resources	Outreach Tools
6.A.	Expand or establish a local incentive program for food-insecure households to increase access to and awareness of plant-based proteins—potentially in conjunction with the federal Supplemental Nutrition Assistance Program (SNAP).	Iowa City, IA (p.58) Philadelphia, PA New York, NY Washington, DC Seattle, WA Austin, TX (p.73) Cleveland, OH (p.66) Louisville, KY (p.29) Reno, NV (p.115) Hartford, CT (p.39)	Health Care Without Harm, Funding Healthy Food Access Interventions	NYCHealth, How to Use Health Bucks at NYC Farmers Markets <i>Informational Video</i> The Vegetarian Resource Group, Low-Cost Vegan Menus Based on USDA Supplemental Nutrition Assistance Program (SNAP) Budget
6.B.	Apply for state or federal funding initiatives—or develop municipal funding initiatives—to improve the availability of healthy plant-based proteins in communities that lack adequate access.	Austin, TX Dallas, TX New York, NY Washington, DC	US Department of Agriculture, The Healthy Food Financing Initiative Healthy Food Access, View Policy Efforts by State	The Good Food Institute, Public investments and alternative proteins in state and federal policymaking
6.C.	Expand or establish municipal funding initiatives to establish a plant-based proteins “prescription program” for recipients of Medicaid and	Washington, DC	DC Department of Health Care Finance, Notice of Funding Availability	Milan Urban Food Policy Pact, Washington, DC, Food as Medicine

	other public insurance programs.			<i>Informational Video</i>
6.D.	Provide funding or other support for community gardens, urban farms, and garden-to-cafeteria institutions that grow the food they serve with a stated goal of increasing access to plant-based proteins, with a focus on repurposing vacant municipal parcels.	Iowa City, IA (p.58) Pittsburgh, PA (p.66) Blacksburg, VA Orlando, FL (p.22) Washington, DC (p.86) New York, NY Dallas, TX (p.53) Atlanta, GA Alameda County, CA (p.68) Chattanooga, TN (p.46) Cincinnati, OH (p.99) Austin, TX (p.160) Hartford, CT (p.35)	Teens for Food Justice, The New Agrarian Economy US Department of Agriculture, School Gardens: Using Gardens to Grow Healthy Habits in Cafeterias, Classrooms and Communities The New York City Council Legislative Division, Growing Food Equity in New York City: A City Council Agenda Slow Food USA, Garden to Cafeteria (GTC)	Austin Independent School District, Food & Nature Images
6.E.	Institute a training and technical assistance program to support convenience stores and markets in communities that lack adequate access to healthy, plant-based proteins.	Washington, DC (p.88) Los Angeles, CA	American Heart Association, Healthy Neighborhood Market Network	
6.F.	Expand or establish “Green Carts” permitting program to increase access to healthy plant-based proteins.	New York, NY Orlando, FL (p.23) Washington, DC (p.88)	Office of Disease Prevention and Health Promotion, Pushing Produce in New York City’s Neighborhoods: The Green Carts Initiative	NYC Health, Shop Healthy NYC Green Carts <i>Informational Video</i>

<p>6.G.</p>	<p>In jurisdictions where schools or educational institutions are subject to municipal authority (which is a less common arrangement), subsidize those that follow Good Food Purchasing Program guidelines or serve plant-based protein options.</p>	<p>Washington, DC New York, NY</p>	<p>Nydia Velázquez, Velázquez & Bowman Introduce Legislation to Provide Plant-Based Entrées in Schools</p> <p>Good Food Purchasing Program, Who We Are</p>	<p>NYC Mayor's Office, Mayor Eric Adams Makes School Food Related Announcement</p>
<p>6.H.</p>	<p>Offer economic incentives for businesses and restaurants that offer an increasing minimum percentage of plant-based protein options and/or that use social marketing techniques to nudge plant-based protein purchases.</p>	<p>San Francisco, CA (p.26) Austin, TX (p.73)</p>	<p>Greener by Default, Research</p> <p>Richard Thaler and Cass Sunstein, Nudge</p> <p>Jan Bauer et al., Nudging More Sustainable Grocery Purchases: Behavioural Innovations in a Supermarket Setting</p>	
<p>6.I.</p>	<p>Support farm and kitchen incubators and accelerators that are helping to increase the availability of plant-based proteins—especially incubators that benefit communities that lack adequate access to healthy, plant-based proteins.</p>	<p>New York, NY Cleveland, OH</p>	<p>National League of Cities, Municipal Action Guide Food-Based Business Incubator Programs</p> <p>The New York Times, Housing Authority Program Teaches Marketable Food Skills</p> <p>Good Food Institute, Map of Accelerators and Incubators</p>	<p>Citi, Food Business Pathways: Making NYC More Inclusive for Small Businesses <i>Promotional Video</i></p>
<p>6.J.</p>	<p>Expand or establish municipal programs and offer free training to health care</p>	<p>New York, NY</p>	<p>US Conference of Mayors, A Plant-Based</p>	<p>NYC Mayor's Office, Mayor Eric</p>

	<p>practitioners in the principles of lifestyle medicine with a focus on plant-based nutrition education and include educational materials on the links between diet and climate.</p>		<p>Approach has Promise to Address Chronic Disease, Environmental, and Fiscal Burdens Facing Cities Across the Nation</p>	<p>Adams Makes Health-Related Announcement</p> <p>Better Food Foundation, NYC First US City to Serve Plants by Default in Hospitals <i>Informational Video</i></p> <p>NYC Food Policy, Lifestyle Medicine Clinic <i>Instagram</i></p> <p>NYC Mayor's Office of Food Policy, Lifestyle Medicine Program <i>Tweet</i></p>
<p>6.K.</p>	<p>Subsidize or offer other support for training and technical assistance for staff and chefs in municipal operations, schools, and other institutions in preparing plant-based protein meals and conveying their benefits to diners.</p>	<p>New York, NY</p>	<p>Wellness in the Schools, 72 New Chefs Bring Culinary Training to NYC Public Schools</p> <p>World Resources Institute, Playbook for Guiding Diners Toward Plant-Rich Dishes in Food Service</p> <p>Nydia Velázquez, Velázquez & Bowman Introduce Legislation to Provide Plant-Based Entrées in Schools</p>	<p>NYC Mayor's Office of Food Policy, Chef Training <i>Tweet</i></p>
<p>6.L.</p>	<p>Establish a municipal youth climate corps (applying for funding from state and federal programs, when available) or youth employment initiative to</p>	<p>Long Beach, CA New York, NY (p.13)</p>	<p>Youth Life Center, Growing a Community for Youth Through Gardening</p>	

support: work on urban farms and gardens; sale and distribution of plant-based proteins; and increased awareness of the benefits of plant-based proteins.

[Alameda County, CA](#)

[Pittsburgh, PA](#)

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7. COOPERATION AND PLEDGES

Actions to endorse international, national, and state initiatives that promote plant-based proteins

	Action	Examples	Resources	Outreach Tools
7.A.	Support C40's Good Food Cities Declaration to achieve a "Planetary Health Diet" for all citizens by 2030.	Los Angeles, CA	C40 Good Food Cities Declaration, How Cities Are Achieving the Planetary Health Diet for All	
7.B.	Issue a statement of support for the US to integrate plant-based food purchasing in its climate policy, such as by including food-related targets in its "nationally determined contributions" or supporting the proposed Plant Based Treaty.	Boynton Beach, FL Los Angeles, CA New York, NY	Plant Based Treaty, Cities UN Framework Convention on Climate Change, The United States of America Nationally Determined Contribution World Wildlife Fund, Enhancing NDCs for Food Systems Recommendations for Decision-Makers	NYC Mayor's Office of Food Policy, COP28 <i>Tweet</i>
7.C.	Sign the Milan Urban Food Policy Pact aimed at building sustainable, local urban food systems and raise awareness about the Milan Pact Awards.	Cincinnati, OH Austin, TX Baltimore, MD Washington, DC New York, NY	Milan Urban Food Policy Pact, Our Cities Milan Urban Food Policy Pact, Milan Pact Awards	Milan Urban Food Policy Pact, Washington, DC, Food as Medicine <i>Informational Video</i>