

# THE BUSINESS CASE FOR SUSTAINABLE DINING

Entegra's Key Learning Resource  
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# Consumer Demand for Sustainability Continues to Rise

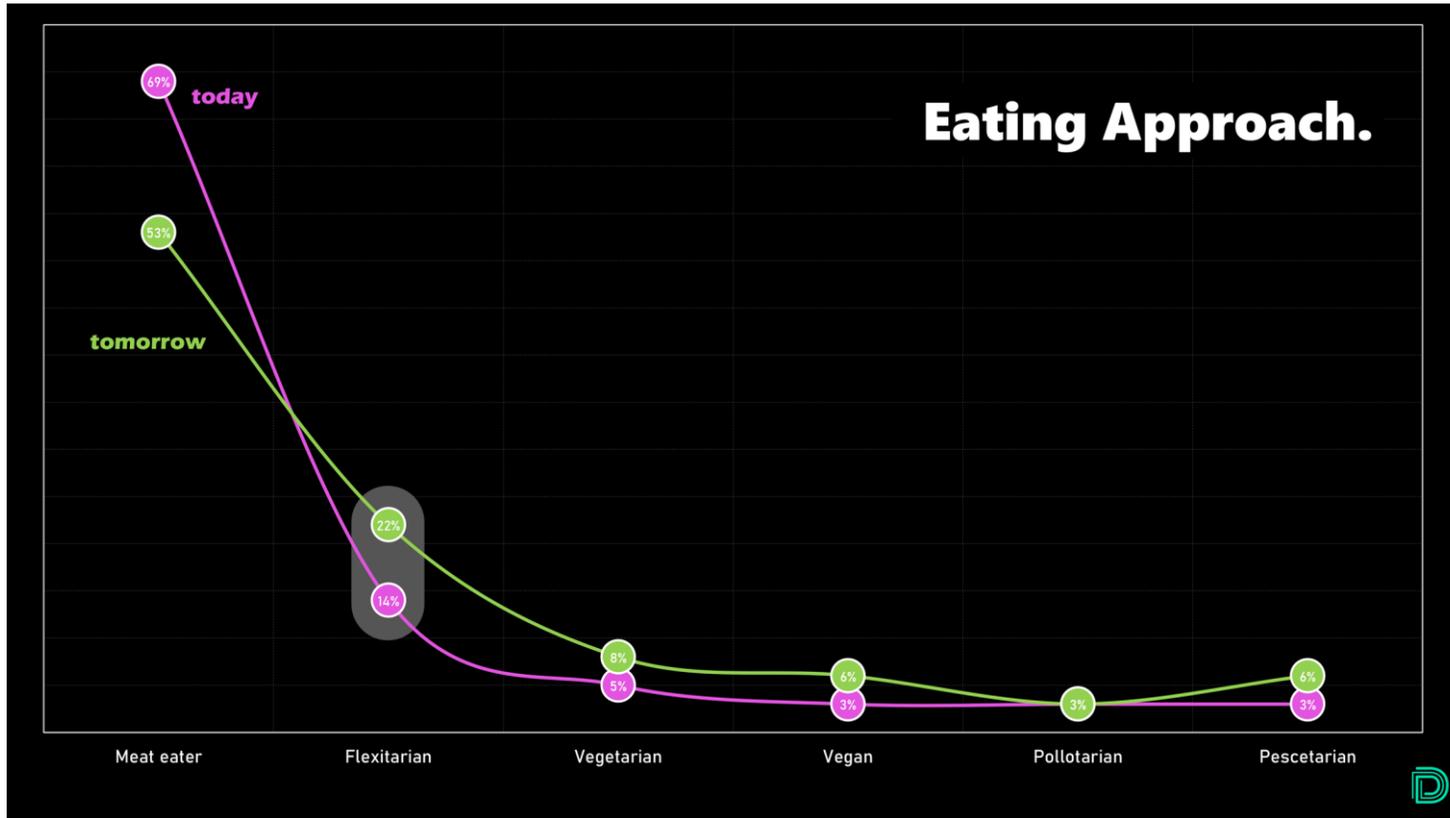
Food Service is supporting the growing desires of consumers to reduce their carbon footprint and to eat healthier. Identified as more than choosing take out packaging, priorities also include consumption, supply chain and waste management.

- **Consumers are more educated** than ever about the food supply and where their food comes from
- **Statistics validate the trend** in an increased interest in vegetarian and flexitarian meals
- **Survey results show that the greatest opportunity** to promote plant-forward meals lie with innovative efforts on the lunch daypart
- **Consumer perceptions are the biggest obstacles** for sustainable food options, seen as a “health food” and if it’s good for you, it must not be tasty or filling
- **Consumers, especially younger generations, are seeing the benefit** of reducing meat consumption as not only healthy for the individual, but also for the planet





# What is Plant-Forward Thinking?



The Plant-Forward concept encompasses all aspects of how food is grown, how it gets to your plate and its nutritional benefits. It is not about cutting meat out completely, but simply reducing the amount of meat in our daily diets, buying as local as possible and making sure that the healthy food you serve is flavorful.

To bring in the growing number of customers who care about sustainability, operators should try these tips:

- **Identify commitments** to plant-forward concepts and make them known to your customers
- **Educate customers** about your plant-forward concept and responsible food sourcing
- **Address customers' desire** for increased transparency
- **Play a direct role** in developing new habits by integrating plants into your traditional plate options

*(Survey data results and chart from Datassential 2021)*



# The Importance of Manufacturing's Plant-Forward Thinking

Food manufacturers are committing to sustainability, and Kellogg's, an entegra contracted partner, leads by example:

- Committing publicly to sustainability and encouraging their farmers and suppliers to do the same
- Ensuring consumers have a clear line of sight from their dining table through the supply chain to the manufacturer and farmer
- Making these products available and cost-effective so that culinary can address consumer wants and needs
- Embracing the data behind responsible sourcing practices





# Communicating the Importance of Sustainability

Communication is Key for the Sustainability Story

- **Tell your story.** It's not enough to just select the item and use marketing materials. Explain your sustainable production and consumption practices.
- **Use digital platforms,** such as your website and social media, to let your customers know about your plant-forward selections.
- **Offer information** on farms, ingredients and responsible sourcing. Collaborate with manufacturers and distributors when educating your customers.
- **Know your audience.** Each generation has varying concerns around sustainability and should be communicated differently to different audiences.
- **Break down the message** into three pillars: control, belonging and purpose.
- **Consumers want to feel empowered.** With a heightened awareness during COVID, help them become a part of making sustainability a normal practice.
- **Focus on what 's in your plant-forward meals,** not what's missing. Don't position a meal as 'meatless,' when you can promote the healthy value and taste of the plant-based ingredients instead.
- **The key to staying profitable** is to continuously evaluate your plant-forward dishes and your communication system.





## Translating Trend Into Everyday Menus

- **Stay transparent** at the operational level. People want to know where their food comes from.
- **Adapt** to consumer requests
- **Less is more.** Plant-based meals can be filling and flavorful
- **Locally source** the main ingredients
- **Work with your suppliers.** They analyze consumer behavior based on supply and demand. Consumer insight is also key and a resource you might not frequently think of.



## WHO IS ENTEGRA?

**Entegra** provides procurement management solutions serving thousands of North American purchasing sites including restaurants, lodging, leisure and senior living.

**With no fees to join**, we partner with our clients to strategically deliver products and services from more than 1500 suppliers and manufacturers, from local/regional vendors through distributors across the continent.

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