



Plant Based Treaty's 40 proposals in action

(2024 edition)

Dozens of cities and hundreds of thousands of individuals, groups, and businesses are coming together to call for a **global Plant Based Treaty** to make the food system Paris Aligned. The proposed treaty would be negotiated on **three core principles of Redirect, Relinquish, and Restore, and 40 suggested proposals**. But what would a Plant Based Treaty look like in practice? **Here it is in action...**

Additional Resources:

- Find out where Plant Based Treaty [town and city endorsements](#) have passed
- Contact hello@plantbasedtreaty.org to be put in contact with city councillors who have passed Plant Based Treaty motions.
- [Safe and Just](#) report



Demand 1 | Redirect

Eliminate the driving forces behind the problem

Promotion of plant-based foods and actively transition away from animal-based food systems to plant-based systems

Proposal 1

Declare a climate emergency – join the 2,100+ local governments in 39 different countries that have already done so

- The first city in the world to declare a climate emergency was Darebin, a suburb of Melbourne, Australia. This declaration was made in December 2016, setting a precedent that many other cities and jurisdictions around the world have followed. In 2017, Darebin

developed a comprehensive [Climate Emergency Plan](#), focusing on enhancing energy efficiency, increasing renewable energy use and developing an urban food strategy.

- The [European Parliament's climate and environment emergency resolution](#) (2019/2930(RSP): “European Parliament urges the new Commission to address the inconsistencies of current Union policies on the climate and environment emergency, in particular through a far-reaching reform of its agricultural, trade, transport, energy and infrastructure investment policies.”
- In the [City of Bochum's Climate Emergency Declaration](#), the resolution states: “Climate change will also be felt in North Rhine-Westphalia, with agriculture and the urban climate, for example, being directly affected by the consequences. Climate change is not just a climate problem: it is an economic, security, animal welfare and peace problem.

Proposal 2

Address the methane emergency: According to the United Nations, a 0.3°C temperature rise could be averted by 2045 if methane emissions were cut by 45% this decade. As the leading source of human-caused methane emissions, a transition away from animal agriculture to a sustainable plant-based food system would help us meet these goals as soon as possible.

- The [Global Methane Pledge](#) was launched at COP26 in November 2021 to kickstart action to reduce methane emissions. Led by the United States and the European Union, the Pledge now has 111 country participants who together are responsible for 45% of global human-caused methane emissions. Countries who have signed the pledge have agreed to work together to collectively reduce methane emissions by at least 30% below 2020 levels by 2030.
- New Zealand signed Global Methane Pledge. According to "[Aotearoa New Zealand's Methane Emissions Reduction Action Plan](#)", emissions from agriculture, including methane, will be priced by 2025. After a new government was elected, New Zealand then decided to [cancel this](#) and remove agriculture from this scope.

Proposal 3

Food security should be placed as a priority for all nations, with a focus on ending poverty and hunger and making nutritious food accessible for all.

- The [Paris Strategy for Sustainable Food](#) sets up shared kitchens to cook sustainable unprocessed food from organic fruit and vegetables. These fixed and mobile kitchens allow people who don't have proper cooking facilities at home to prepare varied quality food. The Paris Strategy also has a “food for the poorest” solidarity initiative with “fruit and vegetables” solidarity cards and the support for the “café suspendu” (paying for a coffee that someone less fortunate will drink later) and expanded to bakers and grocery stores. In addition, the Paris city council commits to strengthening the redistribution of unsold food by coordinating networks who recover unsold food and redistribute it to

those in need. Finally, it develops public awareness campaigns about sustainable food for fragile populations and culinary workshops using fresh seasonal products with an emphasis on using legumes in their diet.

Proposal 4

Acknowledge and support the pivotal role small farmers have in feeding the planet; support them to maintain (or restore) autonomy over their lands, water, seeds and other resources

- The city of Belo Horizonte in Brazil's [Municipal Law No. 6.352](#), 15/07/1993, created a Municipal Secretariat of Supply, an organizational framework that is committed to the concept of food sovereignty.

Proposal 5

Shift away from monoculture-based arable farming that depletes soil, decreases biodiversity and is reliant on external inputs such as animal manure and agrochemicals towards diversified, agroecological, veganic (vegan and organic) farming using regenerative, permaculture and natural principles that restore soil and ecosystems, enhance food security and provide nutrient-dense foods

- In India, the government of Andhra Pradesh introduced [Zero Budget Natural Farming \(ZBNF\)](#) in September 2015. It was later followed by states of Karnataka, Himachal Pradesh and Kerala. "This is an unprecedented transformation towards sustainable agriculture on a massive scale, and the kind of bold change we need to see to protect the climate, biodiversity, and food security," [said Erik Solheim, head of UN Environment Program](#). It encourages the use of plant residues and cover crops for fertility. The land is not specifically allocated for animal feed production. Instead, land is utilized for growing food crops, legumes, and other plants that can contribute to soil health and farm sustainability. While traditional ZBNF sometimes uses cow dung for making preparations like Jeevamrutha, the system is increasingly promoting plant-based alternatives for soil fertility and pest control.

Proposal 6

Calculate greenhouse gas emissions based on consumption and develop a food strategy for Climate Action Plans that prioritizes a switch to plant-based foods and public education

Consumption-based emissions calculations and targets

The Stockholm Environment Institute explains Consumption Based Emission Inventories (CBEIs) in its report: [Stockholm Environment Institute. Estimating Consumption-Based Greenhouse Gas Emissions at the City Scale. A guide for local governments](#) (2019, p. 9):

“Numerous cities around the world have been exploring their carbon footprint using consumption-based emissions inventories. These inventories differ from the territorial (or “sector-based”) approach typically used to calculate urban greenhouse gas (GHG) emissions, because they include emissions generated outside city borders to produce goods and services for urban residents. These upstream emissions can be significant, and they are often commensurate with the amount of emissions created within the city itself. A CBEI can lead to insights about where local consumption gives rise to emissions outside a city’s borders, and suggest additional opportunities for reducing emissions.”

- In Edinburgh City Council’s Plant Based Treaty impact assessment, they estimated food and diet accounted for 23% of the city’s consumption-based footprint, 12% of these emissions are from the consumption of meat and fish.
- Lambeth Council’s Plant Based Treaty endorsement, included a commitment to measure and reduce food-based emissions and minimizing food waste, supporting businesses that prioritize sustainable agriculture practices and food procurement as well as reducing the consumption of animal-based products in council-run facilities and events. We will also continue to use council communications channels to promote sustainable (and affordable) food and drink practices.
- Hoboken, New Jersey’s Plant Based Treaty endorsement includes identifying and calculating consumption-based greenhouse gas emissions within the city boundaries and updating Hoboken’s Climate Action Plan to make a plant-based approach to food and food purchasing a centerpiece of our greenhouse gas emissions policy.
- The [City of Portland’s Climate Emergency Declaration](#) refers to Portland’s consumption-based food emissions and states: “Portland’s consumption-based carbon emission inventory shows that global carbon emissions that result from the consumption of food, goods, materials, and services by Portlanders are more than double the emissions produced locally”.
- Brussels climate action plan, [Towards more sustainable food systems](#), notes: “The food production methods that supply most of our food consume a lot of water, energy and raw materials. Through our consumption choices, we can encourage more sustainable food chains and move collectively towards diets that have a positive impact on the planet through seasonal produce, reduced meat intake in favour of plant proteins and products from sustainable agriculture that are as local as possible.”
- The [San Francisco](#) Climate Action Plan (2021, page 38) compares sector based emissions which only look at emissions produced within the city limits and consumption based emissions inventories which also include emissions generated outside city borders to produce goods and services for consumption by residents. The latter increases a city’s accountability for all emissions its residents are responsible for without “outsourcing high-emissions activities to other communities, locally, regionally, and internationally.”

“The methodology then ascribes the final emissions demand to consumers, defined as households and government in San Francisco. A Consumption Based Emissions Inventory (CBEI) differs from a sector-based inventory because it includes emissions

generated outside city borders to produce goods and services for consumption by residents. Thus, a CBEI provides insights about where local consumption gives rise to emissions outside a city, leading to additional opportunities for reducing emissions and avoiding inequities associated with outsourcing high-emissions activities to other communities, locally, regionally, and internationally.”

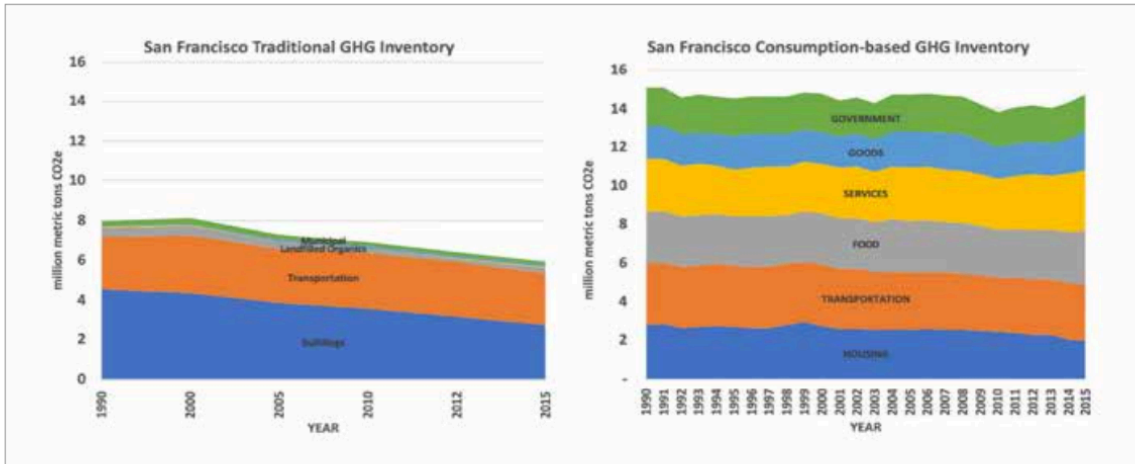


FIGURE 8: SAN FRANCISCO'S SECTOR-BASED AND CONSUMPTION-BASED GHG INVENTORY, 1990–2015

- [New York City Household consumption-based emissions inventory](#) (2023 p.25) notes: “For food, goods, and services, however, use-phase emissions are practically zero. These categories have some transport and sale emissions, but are overwhelmingly dominated by production emissions.” The majority of greenhouse gas emissions resulting from food arise from production: “.for Food, roughly 95% of emissions occur in production. Food emissions primarily come from application of nitrogen fertilizers and enteric fermentation (methane released from digestion by cows and other [farmed animals]). These emissions significantly outweigh the emissions associated with transportation or sale of food.” (New York City (2023): [‘New York City Household consumption-based emissions inventory’](#), p.26)

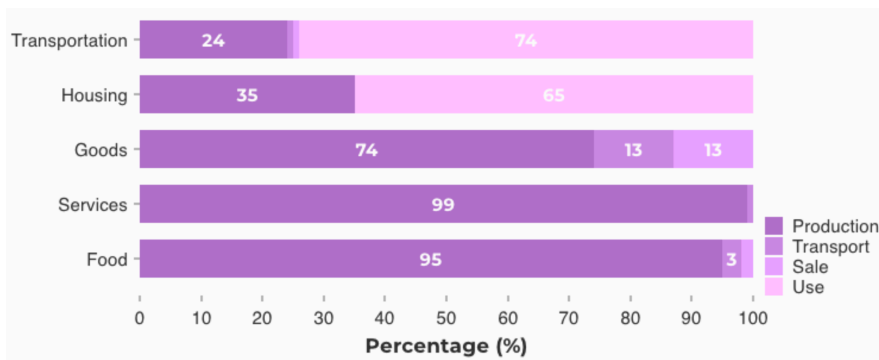


Figure 19. Household Emissions by Supply Chain Stage - US Average ([‘New York City Household consumption-based emissions inventory’](#), 2023, p.25)

[New York City](#) produced an “[integrated greenhouse gas inventory](#), which incorporates emissions from the production and consumption of food. Those emissions represent 20 percent of New York City's overall emissions — the third largest source, behind buildings (35 percent) and transportation (21 percent).”

- New York City, the first US city to sign the [Cool Food Pledge](#), is committed to reduce food-related greenhouse gas emissions from food purchases across city agencies by 33 percent by 2030. This exceeds the typical Cool Food Pledge goal of a 25% reduction. “The Cool Food Pledge helps organizations commit to and achieve a science-based target to reduce the climate impact of the food they serve... Pledge members report food purchase amounts by weight each year and Cool Food determines the climate impact of food using the Cool Food Calculator. The most recent analysis showed that New York City reduced emissions by 37% per plate between 2019 and 2020, making us well ahead of the pace needed to achieve the Pledge's 2030 target.”
- In 2024, [Los Angeles](#) introduced the motion ‘Reducing Greenhouse Gas Emissions through Food Procurement’ which addressed the measurement of meat, dairy and eggs by volume: “3. Instruct the Department of Health Services (DHS), in consultation with the Department of Public Health, to report back to the Board in 120 days on the following: the total amount of meat, poultry, fish, dairy and egg products and the total amount of plant-based food products (“plant-based food products” shall mean food that contain no animal products or byproducts, including but not limited to meat, poultry, fish, dairy, or eggs”) – measured in volume– that are currently contracted to vendors by DHS in one calendar year.”

Plant-based Climate Action Plans

- [London](#) is signed up to the C40 Good Food Cities Declaration which commits the GLA to align food procurement policies to the Planetary Health Diet and reduce the emissions from food supply chains. City Hall’s café and hospitality contract specifically pledged to increase consumption of plant-based proteins by ensuring a significant proportion of the menu always contains vegan options, and event organizers can select from a range of vegan options.
- Carrboro’s, NC, [Community Climate Action Plan](#) notes in its Food Choice Measures: “The livestock sector is one of the most significant contributors to serious environmental problems, at every scale from local to global, and must become a major policy focus.” It adds a “Food for Thought”: “You can change your light bulbs, buy a hybrid car and plant more trees, but nothing is as effective, available, inexpensive, quick, and powerful for the individual in affecting climate change as the choice of where to stick your fork” (p. 59).
- In Australia, Yarra’s [Climate Emergency Plan](#) states the impacts of animal agriculture as a major source of emissions and emphasizes the shift to plant-based diets as critical in responding to the climate emergency (p 41). On the city’s website they offer workshops, webinars and climate action cook-along classes on “How to cook delicious plant based zero waste dishes” to help their citizens to choose plant-based foods.

- The City of Davis, US [Climate Action and Adaptation Plan](#) includes promoting plant-based diets through education and outreach.
- The Salt Lake City, US, [website](#) includes information about food system impacts including the “unique role of animal products”. It explains that animal products have the largest carbon footprint of all food, and covers impacts such as greenhouse gas emissions, water use and land use. They encourage people to eat organic where possible, use whole fresh foods and replacing “red meat and dairy with more plant-based foods. Compared to the 11.42 pounds of CO2 produced from one cheese burger, a veggie burger produces 2.2 pounds of CO2. Consider joining the Meatless Monday movement.”
- Seattle’s, US, Climate Action Plan includes a chapter on what individuals can do to reduce emissions, including eating less meat and dairy and eating meat-free at least one day a week.
- Similarly, Oakland’s Energy and Climate Action Plan includes a Community Climate Action guide that recommends individuals eat less meat and consider going vegetarian.
- New York City will serve healthier meals via its [Updated NYC Food Standards for Meals and Snacks Purchased and Served and for Food, Vending Machines on City Property](#).
- The Flemish energy and climate policy plan for 2021-2030 states: for a climate-responsive farmed animal policy it is vital to anticipate shifts in the dietary patterns that are climate-necessary, such as a trend toward more moderate consumption of dairy and meat per person, in favour of vegetable production for direct human consumption.
https://assets.vlaanderen.be/image/upload/v1697457608/SALV_Advies_VEKP_2023_-_landbouw_sd97il.pdf

Plant-Based Foods Country Action Plans

In [2023](#), the Government of Denmark published the [Danish Action Plan for Plant-based Foods](#), the world’s first ever plant based food country action plan. Jacob Jensen, Minister for Food, Agriculture and Fisheries, states: “Plant-based foods are the future. If we want to reduce the climate footprint within the agricultural sector, then we all have to eat more plant-based foods - as according to the Official Dietary Guidelines.”



The plan introduced the [Plant-based Food Grant](#), totalling DKK 675 million until 2030, aimed at developing the plant-based food sector in Denmark. The plan covers the entire value chain “from the farmer and food manufacturer to the retail chains, the local cafeteria and the global export markets – even the consumer on their daily trip to the grocery store - aiming to strengthen Danish crop production, boost plant-based food sales, and enhance research and innovation through public-private partnerships.”

The Action Plan notes that currently only 18 percent of Danish farmland is used for growing plant-based food. There’s a recognition that “Danish operators want Danish companies that produce and sell plant-based products to predominantly obtain their crops from Danish farmers. So if we are to boost Danish plant-based food production and exports, we need to look at a transformation of Danish farmland.” (p. 31)

The plan provides help for plant-based start-ups. “Inno booster, under the Innovation Fund, invests in knowledge-based development projects in small and medium-sized Danish companies, as well as entrepreneurial companies. They support three politically determined themes, one of which is green technology development and innovation. Inno booster has already helped finance companies that have gone on to develop new types of vegan food and edible seaweed.” (p. 12)

Proposal 7

Update government food and dietary guidelines to promote wholefood, plant-based food

- Canada’s food guide is science based and is mainly plant based (around 88%) and a glass of water has replaced a glass of dairy milk.
- In a study of national dietary guidelines by [ProVeg International](#), they found that a total of 38 guidelines (40%) contain a position on vegetarian diets (including plant-based diets) and nearly half (45%) of guidelines mention plant-based alternatives to meat or animal milk. In the study’s “Balanced Food Choice Index” (BCFI), the Netherlands, Australia, Switzerland and Qatar came out as the top countries providing the most balanced dietary guidelines.

Proposal 8

Design public information campaigns to raise awareness about the climate and the environmental advantages and health benefits of plant-based food, nutrition and cooking

Cities can run public information campaigns on the health and planetary benefits of plant-based diets and promote plant-based recipes on municipal websites, social media and via public service announcements using radio, billboards, bus shelters and public advertising. Public information and engagement campaigns include: (a) cooking demonstrations & plant-based food sampling, (b) advertising campaigns, (c) city declarations and mayoral proclamations, (d) plant-based challenges, and (e) plant-based protein working groups.

(a) Cooking demonstrations & plant-based food sampling

The Environmental Law Institute's [A Toolkit for Incorporating Plant-Based Protein Measures in Municipal Climate Action Plans](#) recommends: "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)."

- Following [Exmouth Town Council's Plant Based Treaty](#) endorsement, Climate Change Officer, Councillor Louise Venables launched monthly Plant-Based Bring & Share Events in partnership with the Sideshore Community Hub "to raise awareness of how diet change is a powerful way to tackle climate change." Attendees are encouraged to bring non-vegans along to the event, along with a plant-based dish to share. During the free event, people are invited to share recipes and suggest ways to work together to promote healthier, plant-based eating in Exmouth. Residents are being encouraged to set up their own events with Councillor Venables offering support, advice and promotion to help others get started. The events have also [attracted positive media coverage](#).



- In 2020, Santa Monica, US hosted special [plant-based cooking demonstrations](#) for International Women's Day, using recipes from famous female chefs. They included food sampling and recipes to take home.
- In 2022, a group of A²ZERO Ambassadors, in collaboration with the [City of Ann Arbor's](#) Office of Sustainability and Innovations and non-profit VegMichigan, hosted their first ever A²ZERO Plant-Based Challenge with a cooking demonstration. Participants [signed up](#) for VegMichigan's 30-Day Challenge, which included a reusable grocery bag full of plant-based foods to try. The challenge promoted the health and sustainability benefits of eating a plant-forward diet; a pledge to reduce their consumption of animal-based food

products for the week; get daily emails with tips, tricks, and recipes; attend an in-person kick-off event, a plant-based pizza party, and a series of virtual webinars and cooking demonstrations and complete "bean-go" cards to be entered into a drawing for local and delicious prizes!" The week long webinars included: 1. A Virtual Cooking Demonstration with a chef from [Ann Arbor Vegan Kitchen](#). 2. Restaurant Panel Discussions with local restaurant owners to learn how their restaurants are incorporating plant-based meals into their menus. 3. Plant-Based Eating and Nutrition with local medical practitioners Dr. Melissa Sundermann (slide deck [here](#)) and Dr. Robert Breakey (slide deck [here](#)) from Trinity Health IHA about the health benefits and nutritional value of plant-based diets. 4. Affordable Plant-Based Eating: joined by Jeff Tritten and Howard Scheps from [Washtenaw Optimal Wellness](#) for tips and tricks for easy and affordable plant-based meals (slide deck [here](#); plus helpful resource sheets from [American College of Lifestyle Medicine](#) and [Washtenaw Optimal Wellness](#)).

(b) Advertising campaigns

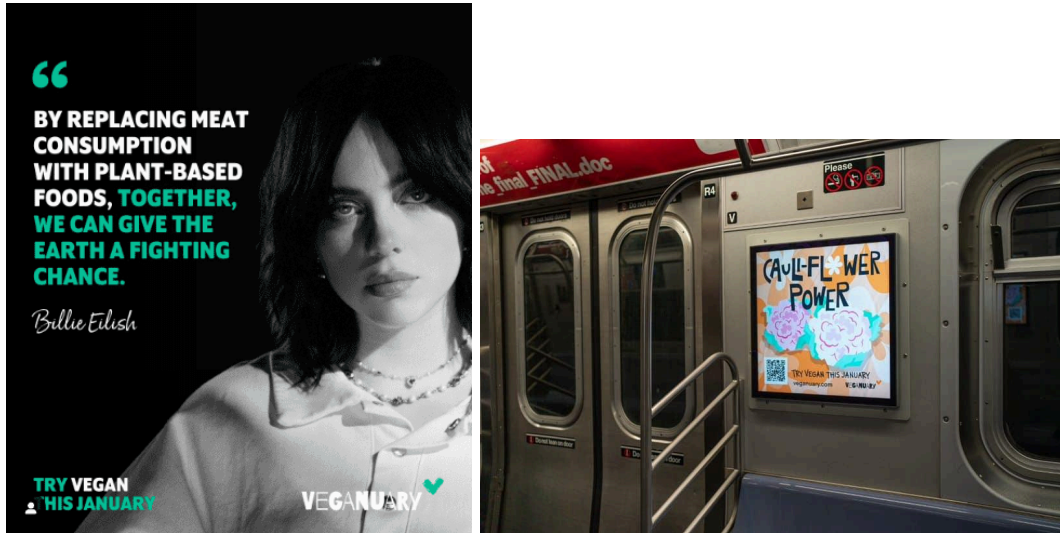
- The New York City Health Department launched an ad campaign titled "[Eat a whole lot more plants](#)." The campaign urges New Yorkers to put plants on their plates and adopt a healthy, balanced diet full of whole foods. For one month, the ad campaign ran on television, radio, subways, NYCLink, digital channels, and outdoor media in neighborhoods with health and socioeconomic inequities promoting "scrumptious sprouts and piquant produce on New Yorkers' menus." The education campaign aims to increase the intake of tasty plant-based food, like fruits, vegetables, beans, nuts, and whole grains, and shows people how to swap beans for meat in culturally diverse dishes.



- Manchester city billboards: [Manchester City Council](#) spent nearly £30,000 on adverts around the city encouraging residents to live more eco-friendly including to eat less meat and dairy. The adverts formed part of the City Council's Climate Change Action Plan, with a target for a 50% reduction in direct CO2 emissions between 2020 and 2025.



- The Environmental Law Institute’s [“A Toolkit for Incorporating Plant-Based Protein Measures in Municipal Climate Action Plans”](#): suggests that local authorities “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.” For example, the nonprofit Veganuary encourages people to try vegan for January and beyond. It launched an ad campaign featuring [Billie Eilish](#), a vegan advocate, encouraged her 107 million Instagram followers to join the challenge. “The [farmed animal] sector contributes more than 60% of all food-system greenhouse gasses. That’s a lot of pressure on our planet, but by replacing meat consumption with plant-based foods, together, we can give the Earth a fighting chance.” Wendy Matthews, Veganuary’s US Director, states: “Climate anxiety is real, but we can’t let anxiety lead to apathy. Veganuary is inviting you to choose action and choose hope this January by trying vegan for 31 days. We’ll be here to coach you through it every step of the way!”



The Veganuary Vote For Veggies campaign bus in London

- Plant Based Treaty motions in Hoboken, US and Norwich in the UK emphasized public education by including: “Use municipal communications channels to promote sustainable (and affordable) food and drink practices throughout the city, including details of the climate and health benefits of plant-based food and drinks and educating people on the best ways to achieve a balanced plant-based diet, while also appropriately highlighting the crisis of ever-increasing food poverty and the support available to respond to it.”
- Austin, Texas, has [Tips for Sustainable Eating](#) to encourage residents to try Meatless Mondays to promote health, water, and climate benefits.

(c) City Declarations and Mayoral Proclamations

Cities can launch a Plant-Based Week or Month by mayoral proclamation for restaurants, schools and other sectors. One or more nonprofit groups are needed to spearhead it. Also selecting famous co-chairs can help recruit restaurants to participate and garner media. Restaurants can help raise awareness and provide new plant based dishes, specials, and even menus for the week. See the Environmental Law Institute’s [A Toolkit for Incorporating Plant-Based Protein Measures in Municipal Climate Action Plans](#) for further examples.

- [Baltimore](#) Mayor Brandon M. Scott issued a proclamation declaring August Maryland Vegan Restaurant Month and encouraged: “Baltimore’s restaurants, schools, grocery stores, organizations, institutions, and citizens to join us in celebrating and entering plant-based foods on their plates” — a repeat of the [proclamation](#) by the US Conference of Mayors. The vegan restaurant month was sponsored [in part by](#) the Better Food Foundation and the Black Veg Society, Maryland. Marylanders also had [Vegan SoulFest](#), an annual plant-powered celebration.
- Many U.S. cities, including Los Angeles, Philadelphia, and Washington, D.C., have

passed council resolutions or proclamations designating Meatless Mondays in the city. Although these are ceremonial declarations, they raise awareness on the benefits of plant-based foods and can inspire action. [The L.A. Meatless Monday resolution](#) draws attention to the significant environmental impacts of animal farming and encourages residents “to eat a more varied plant-based diet to protect their health, protect animals, and protect the environment.” In Sacramento, [twenty-two local restaurants](#) celebrated the city’s Meatless Monday resolution by offering special vegetarian menus, and the city hosted a vegan chef competition.

- Washington DC Mayor Muriel Bowser launched the [first Veg Restaurant Week](#) on May 7th, 2022 to celebrate local plant based cuisine with new dishes, prix fixe menus, and specials worldwide. It was co-chaired by DC Shadow Representative Oye Owolewa and Celebrity Chef Spike Mendelsohn—an alum of Bravo cooking reality show *Top Chef* and owner of [PLNT Burger](#) according to [VegNews](#). At the [2024 Washington Veg Week](#), TV personality co-chair Bershaw Shaw and NBA basketball coach Joseph Blair described the event as the largest celebration of plant-based cuisine in the nation’s capital, reflecting the enthusiasm for food that is sustainable, healthy, and delicious.
- [Austin, Texas](#), Mayor Kirk Watson officially proclaimed January 2024 as ‘Plant Based for the Planet Month’. The campaign, spearheaded by the local nonprofit Planted Society with the mayor’s official backing, has over 35 New Plant-Based Dining Specials from over 14 participating restaurants. “We are truly delighted to be a part of this initiative and witness the momentum it has gained in Austin,” said Edwin Marty, Food Policy Manager for the City of Austin.
- In 2024, [Montclair, New Jersey](#), partnered with 12 restaurants in the city, and co-sponsored the Plant Based for the Planet initiative with Humane Montclair and the Township of the Montclair’s Office of Sustainability.
- Vegan Outreach organizes [Vegan Chef Challenges](#) in dozens of cities. These “are month-long events, usually held in medium-sized cities, showcasing new vegan menu items created by chefs at local restaurants. Typically, ten to thirty restaurants take part and the dining public is encouraged to vote for their favorite dishes. We encourage businesses to keep popular vegan items on their regular menu after the challenge concludes.” Elizabeth Van Voorhees in Durham, North Carolina, is working with the Mayor on a city proclamation in support of the Vegan Chef Challenge.

Plant-based challenges

- In 2023, [Ann Arbor City Council](#) voted unanimously on a three-year, \$135,000 contract with VegMichigan, a community group, to deliver plant based food projects. The plant based projects include working with VegMichigan to design education materials, hosting a week-long plant-based eating challenges, food giveaways of 700 bags of plant-based foods to residents new to plant-based eating, and engaging with businesses

to provide more plant-based food options. The plan states that restaurants that VegMichigan will support restaurants by “meeting with local restaurants to discuss the benefit of adding plant-based options to their menu and promoting business that provide plant-based options through things like: featuring them in VegMichigan’s newsletter, highlighting them in VegMichigan’s social media channels, offering free tasting samples of their products to the public, and holding meal club gatherings at these restaurants.” VegMichigan also plans to help the city get organizations to adopt plant-based default policies for food at their events by reaching out to over 30 organizations with a goal to have at least three make the commitment. Council Member Erica Briggs, D-5th Ward, notes that the council has instructed city staff to report annually on the impact of the work, including greenhouse gas emission reduction, to help provide data for future contracts.

- [“Pittsburgh](#) Council launched a cardiovascular health challenge for its employees called the “Heart of a Hero Campaign.” The city collaborated with plant-based nutrition company Engine 2, a health insurance provider, and the American College of Lifestyle Medicine to encourage its employees to eat more vegan food for one month. The challenge launched with a cooking demonstration by health ambassador and best-selling author Rip Esselstyn. Participants were invited to attend the world premiere screening of *The Game Changers*. Directed by Oscar-winning filmmaker Louie Psihoyos and executive produced by James Cameron, Arnold Schwarzenegger, Jackie Chan, Lewis Hamilton, Novak Djokovic, and Chris Paul”
- The City of Edinburgh Council agreed to annually “mark Veganuary in the Council office buildings by promoting a vegan dish of the week throughout January.”

Plant-based protein working group

Environmental Law Institute’s [A Toolkit for Incorporating Plant-Based Protein Measures in Municipal Climate Action Plans](#) notes that cities can “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).”

- Washington DC’s District of Columbia Food Policy Council and District of Columbia Office of Planning publish an annual [Food System Assessment report](#) on the state of the District food system and how to make the food system more healthy, equitable and sustainable. They map out inequities in access to foods in the city and found that about half the Hispanic and Black residents experienced food insecurity compared to 14% of white residents. The program: They spotlight local actions and policy initiatives such as commercial composting, urban agricultural grants, and the Green Food Purchasing Act. They note: “In 2022, the Green Food Purchasing Amendment Act of 2021 was put into action: Department of Energy and Environment hired a Green Food Program Analyst to launch an annual analysis of each agency’s carbon emissions from food purchasing. In partnership with the World Resources Institute, the District has established a baseline and identified meat as the largest source of greenhouse gas emissions from the District’s purchasing. The agency and the DC Food Policy Council’s Sustainable Supply Chain

Working Group have continued to explore and share behavioural science strategies to increase the consumption of plant-based foods.”

Proposal 9

Aim to reduce the public’s consumption of animal-based food through education in schools

Nutritional education

- [Lambeth Council](#), UK is part of a consortium focusing on school diets and how to work towards more sustainable food in schools. Lambeth works very closely with four other boroughs with the target to reduce the carbon emissions per plate in school dinners by around 38 per cent, by 2027. Councillor Dickson said, “This is all about how we make school food more sustainable. That’s huge because of both the quantity of food that is served to children daily and from an educational aspect. We want to help children understand how important it is to eat sustainable food and the health benefits of a plant-based diet....We hope to have sustainable school meals that are both increasingly plant-based and free for all children, if possible.”
- In Germany, [Freiburg city](#) states pupils should learn to eat in a way that is enjoyable, healthy and sustainable. To ensure that this is successful in the long term, those responsible on site promote and support everyday nutrition education programs at schools.
- Catering Leeds’ trailblazing ‘Planet Friendly Menus’ project, introducing meat free school dinners and some vegan options, is exemplary. The project achieves health and climate goals while educating children as to the climate impact of our food choices. As Leeds City Council’s research demonstrates, there is an appetite among young people for this kind of change: 95% of children surveyed indicated that they would be happy to eat meat-free food once a week to help tackle climate change.

School gardens

- The creation of a school garden is among the most effective and engaging educational opportunities for children and young people. In the [Municipality of Milan](#) there are over 100 school gardens in municipal and state schools. The aim is to educate on the value of nature and food from an early age and to encourage children to engage in constructive outdoor activities. It allows young people to evaluate sustainability over time.

Webinars and lunch and learn sessions

- The City of Edinburgh Council is committed to “Raise awareness on the environmental impacts of food and benefits of plant-based diets by promoting events and organizing talks, online webinars and/or lunch and learn sessions. James and Jennifer attended and helped outreach at a community event and gave a presentation at a library.



- Share resources on reducing the environmental impact of food to partners (menu ideas, reports, case studies, training resources etc). City of Edinburgh Council (Policy & Insight) Q3 2023 (Sophie will follow up)

Proposal 10

Transition to plant-based meal plans in schools, hospitals, nursing homes, prisons, government institutions, universities and businesses.

Councils:

- As part of the Edinburgh Plant Based Treaty Action Plan (Influence and leadership section), the City of Edinburgh Council's Policy & Insight group is engaging with the further and higher education sector in Edinburgh on endorsing the Plant-Based Treaty (in full/sections/themes) and increasing the range and scope of plant-based food on offer in their catering provision.
- Exmouth Town Council is transitioning to 100% plant-based catering for climate events and meetings.
- Following [Hayward Heath](#)'s Plant Based Treaty endorsement, Councillor Deanna Nicholson is building up a [test case](#) of public events where plant-based food has been featured and successful, with the aim to make the [food offerings](#) fully plant-based in the future. The council offered a plant-based lunch and afternoon tea at their 2023 careers event and plant-based alternatives have also been served at other town events since.

Councillor Nicholson said, “Not only are we reducing our carbon footprint and meeting the aims of the Plant Based Treaty when serving vegan food, but all our community is suddenly welcomed and catered for. I realised the best plant-based argument is inclusion.”

- City of Edinburgh Council pledge to ensure all food & drink provided at meetings and events hosted by the Council include plant-based options, and where possible, sourcing sustainable local ingredients. (Edinburgh Plant Based Treaty Action Plan - Increased provision of plant-based food section)
- City of Edinburgh Council pledged to ensure Council offices’ restaurants and cafes always include plant-based options including plant-based milk. (Edinburgh Plant Based Treaty Action Plan - Increased provision of plant-based food section)
- City of Edinburgh Council is undertaking a pilot, with healthy plant-based snacks when delivering activities with young people in libraries in line with procurement guidance. (Edinburgh Plant Based Treaty Action Plan - Increased provision of plant-based food section)
- The Edinburgh Council will engage (Q4 2024) with public and private sector food providers and retailers to provide more plant-based options in their catering and instore provision to support healthy, sustainable diets. Partners include Edible Edinburgh, University and College Sector, NHS Lothian, Edinburgh, and Chamber of Commerce. (Edinburgh Plant Based Treaty Action Plan - Increased provision of plant-based food section)
- When new contracts arise, Edinburgh is committed to making plant-based options available for events such as city festivals, Christmas markets and others. This also extends to the Assembly Rooms Catering Panel which specifies plant-based options and where possible, provided by a caterer paying the Real Living Wage and sourcing sustainable local ingredients. (Edinburgh Plant Based Treaty Action Plan - Increased provision of plant-based food section).
- Southwark plans to become the first London borough to only serve vegetarian food in primary schools by 2030. Southwark’s Run ‘Meat Free Mondays’ campaign with support of local organizations
- [Amsterdam](#): The city will enter a covenant with major employers, public institutions such as hospitals, community centres, and care institutions in Amsterdam titled ‘Amsterdam: healthy, fair, and sustainable food city,’ that could include:
 - All employees, visitors, and patients can obtain full plant-based meal options in all publicly funded institutions from 2024;
 - All restoration and catering at public institutions commit to a Vegan Friday from 2024;
 - All restoration and catering commit by 2030 to the animal-plant protein ratio set in Amsterdam;
 - To organize an annual plant-based conference with care institutions, schools, universities, and other public institutions in Amsterdam;
 - [Amsterdam motion](#): To consult with all schools, research institutions, hospitals, museums, and other publicly funded institutions with restoration or catering.

- To make this plan part of the implementation agenda food strategy 2023-2026, with the intended implementation of this initiative by early 2026 at the latest

Hospitals

- In 2024, [Los Angeles County Board of Supervisors](#) adopted a motion to set Los Angeles County, one of the largest contracting entities in Southern California, on a path to reduce greenhouse gas emissions through its food purchasing practices. As part of the motion, the Department of Public Health will review their Nutritional Standards for Prepared Foods, Snacks and Beverages to transition to more plant-based options in its [111 food contracts](#) across hospitals, schools and other county facilities. A review will be conducted, of the county's food purchasing carbon footprint, with consideration regarding how officials can reduce the carbon footprint of food and reduce the amount of animal products being purchased. Mercy For Animals, the Center for Biological Diversity, Greener by Default and other organizations worked closely with county supervisor Lindsey P. Horvath to create the policy.
- [Four hospitals](#) in San Francisco Bay, US implemented the Health Care Without Harm program. In one year they reduced meat purchasing by 28%, delivered cost savings of \$402,000USD and saved an estimated 1,004 tons CO₂e.
- [Plant-based meals in public hospitals](#). New York City Health and Hospitals have made plant based meals the default option for all inpatients in their network of 11 public hospitals. 60 percent of eligible patients are sticking with the plant-based option. New York City partnered with Greener by Default to make a successful menu change that patients would enjoy. [Greener by default](#) offers free one-on-one consultation, implementation guides, sourcing and recipe assistance, marketing and educational materials and impact calculations. Menu of Options Greener by Default can be implemented as part of Climate Action Plans, food procurement guidelines, or nutrition standards. The three key steps to success are: (1) Make it Easy: Make plant-based entrees the default for catered meals; (2) Make it Visible: Place plant-based entrees at the front of the buffets and menus; and (3) Make it Plentiful: Offer at least two plant-based dishes for every meat dish served.
- [A new partnership with the American College of Lifestyle Medicine \(ACLM\)](#) to provide every New York City health care practitioner with free introductory training in lifestyle medicine with a special focus on plant-based nutrition.
- An [expansion of NYC Health + Hospitals' \(H+H\) groundbreaking lifestyle medicine services](#) at six new sites across all five boroughs to provide patients living with chronic diseases such as type 2 diabetes and high blood pressure the tools, support, and guidance to treat and prevent common conditions using lifestyle interventions including a plant-predominant eating pattern.
- Since 2013, Washington, DC has invested in several innovative programmes recognizing the crucial role that diet places in overall health. These food-as-medicine programmes, including Produce Plus and Produce Prescription (Rx), aim to increase access to healthy food (allows medical professionals to prescribe fruit and veg)

Washington, DC's "[Produce Prescription Program for Medicaid and Other Public Insurance Programs Grant](#)" integrates the produce prescription program into Medicaid programs that connect patients to fresh fruits and vegetables in order to improve patient's health. (p. 5) The DC Healthy People 2020 Framework includes programs that provide financial assistance and incentives for buying fresh fruits and vegetables.

Schools

- In New York City, Meat Free Mondays and Plant Powered Fridays have been introduced in schools benefiting the lives of close to one million children in the NYC public school system.
- Set up programs to succeed: Get students to test the meal and approve it. For example, NYC [tested vegan meals with students](#). If they don't like it the chef goes back to the drawing board. This ensures students enjoy the plant based meals. [Emily Logan](#), one of the chefs who helps develop the menu, says: "I could sit here and make the best dish in the world, but if I'm the only one who likes it, it's not worth it. They have to like it. They have to want to eat it." New York City is a diverse city so students test recipes from all over the world so that the offerings taste like home. Menu items include a kidney bean rajma served with naan, and jollof cauliflower, a plant based version of Nigerian dish jollof rice. Lisa Davis, coordinator of kitchen learning and development for the Department of Education's Office of Food and Nutrition Services, adds: "Everything on the menu, the students have had to say, yes we like it, and if they don't — we have to go back to the drawing board and figure out why."
- A 2017 [analysis](#) of the Oakland Unified School District's food programs tracked the carbon and water footprints of the Oakland Unified School District's food purchasing over two years as it implemented programs such as Lean and Green Wednesdays (focused on reducing meat and increasing fruits and vegetables), California Thursdays (focused on local and regional foods), and the new requirements of the Healthy Hunger-Free Kids Act. Under these programs, the district reduced its purchases of animal products by 30%. This reduced the carbon footprint of the district's food services by 14% and reduced the water footprint by 6%. In addition, these programs saved the district a total of \$42,000 or almost one cent per meal. The study also noted that the carbon footprint reduction could be significantly greater if the district reduced its purchasing of beef specifically.

Environmental Law Institute: [A Toolkit for Incorporating Plant-Based Protein Measures in Municipal Climate Action Plans](#):

"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."

- In Los Angeles, a few months after the city council passed its Meatless Monday resolution, the Los Angeles Unified School District, the second largest public school district in the country, [adopted Meatless Mondays](#) in all its cafeterias.

- Edinburgh City Council's Plant Based Treaty Action Plan includes "achieving a 20-50 per cent reduction in all meat and dairy consumption by 2050."
 - Piloting healthy plant-based snacks when delivering activities with young people in libraries.
 - A vegetarian or vegan option is available every day in schools.

Businesses

- Amsterdam is exploring promoting eating more plant based by considering rent discounts for plant-based restaurants. This initiative aims to achieve a 60/40 plant-based to animal-based food ratio in the city, aligning with Amsterdam's broader environmental goals. By incentivizing plant-based eateries through reduced rental costs, the city hopes to foster a more sustainable food culture and reduce its carbon footprint. This policy would encourage new businesses to focus on plant-based menus.
- Kate Harrison, Berkeley, "As a councilmember focused on our climate crisis, I am collaborating, with [Better Food Foundation](#) to help your business or organization evaluate current food procurement practices and develop a plan to meet local, national, and global greenhouse gas (GHG) reduction targets¹ through simple strategies, like [serving plant-based meals by default](#)."
- Certification programs
 - The Little Rock Zoo and the City of Little Rock Sustainability Office have partnered on the Swing Into Action: [Green Restaurant Certification Program \(GRCP\) Guidelines](#). It is our hope that the GRCP will be a useful resource to guide sustainability initiatives in your food service operation and that this program can be a catalyst for other green business initiatives. -3 tiers: Tier 1: ask first policy, recycling policy, food policy and to-go containers; tier 2: plant based for health (cooking without oil); tier 3: local food
 - Green Restaurant Association Gives most points for vegan and veg options (50-100) in contrast to 1 point for local foods, ...

Challenges

- The [Berkeley Plant-Powered Carbon Challenge](#) is a **voluntary challenge for private, institutional, and non-profit sectors** to become leaders in food sustainability by reducing the GHG emissions associated with their food procurement. The challenge strives for a **35 percent reduction by 2025** by shifting menus away from animal products and toward plants.
- The **Plant-Powered Carbon Challenge** is a voluntary program from New York City's [Mayor's Office of Food Policy](#). The [New York City Carbon Challenge](#) brings together leaders in private, institutional, and nonprofit sectors who commit to reducing carbon emissions from buildings, transportation and food, including from food purchases by 25% by 2030.

Proposal 11

Mandate honest labeling of food products including carbon labeling and cancer warning labels on all processed meats which have been declared carcinogenic by the World Health Organization

- Edinburgh City Council's Plant Based Treaty Action Plan includes carbon labeling universities and schools
- Following Exmouth's Plant Based Treaty endorsement, they are asking food vendors at their festivals to cater with a minimum two plant-based options, listed prominently at the top of the menu with carbon labeling.
- New legislation adopted by the Canadian Parliament in 2024 will regulate environmental claims to prevent greenwashing in Canada. On page 429 of the 546-page Bill C-59, a two-paragraph amendment to the Competition Act drastically increased regulation in this area by classifying environmental claims as within the scope of deceptive marketing practices.
- [Barcelona's Strategy for a Healthy and Sustainable Nutrition 2030](#) "aims to advance regulations and labeling initiatives to favor the consumption of healthy and sustainable products in exchange for harmful publicity and fake news. Among other actions, the goal will comprise actions towards regulating the publicity space targeting young public with less healthy foods, as well as promoting honest labeling regarding the nutritional value of the products served in the hospitality industry."

Proposal 12

Introduce a meat (including fish) and methane tax with proceeds funding restoration of land destroyed by animal agriculture

- Denmark plans to introduce the world's first carbon tax on animal agriculture by 2030. The country will charge 120 DKK (17 USD) per ton of greenhouse gas pollution, rising to 300 DKK by 2035.¹

Proposal 13

Subsidize fruits, vegetables and legumes to make a wholefoods, plant-based diet more affordable and end food deserts that hurt low income communities

- Lambeth Council, UK partners with the Alexandra Rose Trust to provide vouchers to families with children under five, providing free fresh fruit and vegetables.
- **As part of a commitment for public consumption of plant-based proteins to make up 60% of consumption by 2030**, Groningen, Netherlands will enhance access to healthier and more sustainable food in public spaces by establishing "pick-your-own food gardens". In various neighborhoods and communities, they are exploring opportunities to

1

<https://www.theguardian.com/world/article/2024/jun/26/flatulent-livestock-to-incur-green-levy-in-denmark-from-2035>

cultivate food, both on a small scale, such as planting fruit bushes in existing park areas, and on a larger scale, through the development of urban agriculture projects. They will actively encourage the creation of community gardens and investigate where municipal land can be allocated for local food initiatives, including pick-your-own food gardens and food forests. By implementing these measures, Groningen will bring plant-based food closer to its residents, fostering a culture of sustainability and improving public health.

- In the US, Philadelphia’s Department of Public Health and the Food Trust created the [Philly Food Bucks program](#), a healthy food incentive program, to encourage federal Supplemental Nutrition Assistance Program (SNAP) recipients to use their benefits to buy fresh fruits and vegetables.
- [New York City’s](#) Health Bucks coupons for up to \$10 per day can be used to purchase fresh fruits and vegetables at NYC’s more than 130 farmers markets. Mayor Adams introduced a program for the city that matches money that New Yorkers spend on fruit and vegetables through the federal Supplemental Nutrition Assistance Program (SNAP).
- [Washington DC’s](#) Produce Plus scheme offers \$40 per month to spend on fresh fruits, vegetables, and cut herbs at participating farmers’ markets from early June through the end of November. Similar schemes exist in [Seattle](#), [Cleveland](#) and [Louisville](#).
- Reno, Nevada: [City of Reno Sustainability and Climate Action Plan](#) (p. 115)
 - 1. Collaborate with regional partners to expand acceptance of SNAP/EBT/WIC and senior food assistance benefits. Support and expand expansion of food assistance benefits, and require farmers market organizers to accept food assistance benefits.
 - 2. Encourage development of grocery stores in underserved communities. Encourage grocery store development in “food deserts” and explore opportunities to connect organizations with the Healthy Food Financing Initiative.
 - 3. Facilitate urban farms, community gardens, farmers markets, community-supported agriculture, raising of farm animals, greenhouses and hoop houses, and food recovery. Amend zoning and land-use regulations to increase access to land, streamline licenses and permits, reduce fees, and provide technical assistance for urban farms and community gardens in parks, neighborhoods, blighted lots, and other locations. Incentivize incorporation of community gardens in planned residential developments. Support food-recovery.
 - 4. Provide support to farmers and ranchers seeking to preserve working lands. Develop resources, provide technical assistance, and establish partnerships that maximize federal, state and local resources to purchase working lands and open spaces or preserve lands through conservation easements.
 - 5. Encourage expansion of direct farm-to-consumer sales. Establish a food sovereignty coalition — including agencies such as TMWA and the Washoe County Assessor — to study, identify and implement sensible and achievable codes, policies and requirements that eliminate barriers and reduce costs for urban farms and community gardens and expand local control of food grown, processed, and sold directly to consumers.
- [Hartford](#), Connecticut: Provide access to local fresh food to all Hartford residents, including those reliant on public assistance such as the SNAP program.

- [Michigan state](#) has a Double Up coupon scheme to reduce economic barriers to healthier foods by matching the value of Supplemental Nutrition Assistance Program (SNAP) dollars spent on produce. Double Up has served over 1.1 million low-income families and partnered with over 500 farmers markets and 200 grocery stores.
- [New York City's FRESH program](#) offers financial incentives to neighborhood grocery stores designed to bring fresh grocery food closer to communities that often have limited access to fresh grocery food.
- A [New York zoning resolution](#) notes, in order to be a FRESH food store, 6000 plus squarefoot stores need to provide: 25% of floor area to be allocated for perishable items including dairy, fresh produce, frozen foods and fresh meats, with at least 500 square feet dedicated of retail space designated for selling fresh produce, which includes fruits & vegetables. Improving access to fresh foods in underserved communities is a crucial step in moving food systems healthier, more equitable and more sustainable.
- Washington, DC's The Office of the Deputy Mayor for Planning and Economic Development (DMPED) introduced a [Food Access Fund](#) which supports new or existing businesses to open in a new business location in an area designated as having low food access. The purpose is to increase equitable access to fresh, healthy, and affordable food by securing grocery stores, and restaurants. Resource: Good Food Institute video: Public investments and alternative proteins in state and federal policymaking https://www.youtube.com/watch?v=99f9P_1dBW4

Proposal 14

Redirect government subsidies for animal agriculture, slaughterhouses and industrial fishing to environmentally-friendly production of plant-based food

Proposal 15

End government subsidized advertising for the meat, dairy and egg industry

- Utrecht, Bloemendaal, and Haarlem, three Dutch cities, have implemented bans on advertising for meat and dairy products in public spaces. The ban is part of a broader strategy to encourage more sustainable and environmentally friendly consumption patterns among residents. By curbing the visibility of meat and dairy advertisements, these cities hope to shift public perception and consumption habits towards plant-based alternatives, aligning with their commitments to reduce greenhouse gas emissions and promote public health. The initiative has sparked a wider debate on the role of advertising in environmental sustainability and the potential for similar policies in other cities like Amsterdam Groningen and Zwolle.

Proposal 16

Create green bonds to fund a transition to a plant-based economy

- Orkla ASA, a Norwegian conglomerate operating in Europe, Asia and the US has created a [Green Bond Framework](#), of which plant-based food is a strategic focus area. In 2020, they reported 19% of revenues came from sales of most sustainable products and sales from the biggest plant-based brands in Orkla grew by 21% from the year before.

Proposal 17

Provide financial support and training for farmers, ranchers and fisherpeople to move away from animal production to diversified agroecological, plant-based (veganic) systems

- A €2 billion farm retirement scheme is being considered by the [Irish Government](#) to encourage farmers to exit farming and drastically reduce cow numbers in order to meet climate change targets.
- In October 2024, the German Federal Ministry of Food and Agriculture (BMEL) launched the [Farmers' Opportunities Program](#) "Chancenprogramm Höfe" or CPH, allocating €30 million in the federal budget, to specifically support agricultural businesses in switching from livestock farming to the production and processing of innovative protein and climate-friendly foods. Eligible alternatives include alternative proteins such as plant proteins or innovative sources such as fungi and algae, as well as new innovative processing technologies.



Demand 2 | Relinquish Stop the problem increasing

No land use change, including deforestation, for animal agriculture

Proposal 18

No building of new animal farms

- In November 2024, Berkeley, California in the US passed an ordinance to ban new factory farms within the city via [Measure DD](#).

Proposal 19

No building of new slaughterhouses

- In 2023, Alachua County Commission in the US [approved a motion](#) to stop planning for a proposed meat processing plant in Newberry, Florida. [31 people had spoken](#) about the meat processing facility During Early Public Comment, and 74% were against the facility. A motion passed to “direct staff to discontinue working on the development of a County-owned meat processing facility.”

- Aden Poultry in Chicago [was closed](#) after a city inspection revealed numerous code violations. The inspection was triggered by complaints submitted by members of *Slaughter Free Chicago* and those who were concerned about the conditions of the slaughterhouse.
- In 2024, Palitana, a city in the Bhavnagar district in Gujarat, India, banned the sale and consumption of non-vegetarian food and slaughtering of animals for meat.
- In November 2024, residents in Denver, Colorado in the US were asked to cast a vote on a plan to [ban slaughterhouses](#) in the city due to their impact on workers, neighborhoods, the environment and animals. [Ordinance 309](#) failed to pass. Denver would become the first city in the US to implement such a ban. The proposed ballot measure [includes a provision](#) for the city to prioritize affected workers in its employment assistance programs, with support from Denver's Climate Protection Fund to transition to better jobs. Through these resources, slaughterhouse workers would have access to training and employment assistance programs to help them move into green industries, providing job opportunities that are safer, healthier, and offer more long-term security.

Proposal 20

No expansion or intensification of existing farms

- In 2021 the Dutch government [unveiled](#) a €25bn (£21bn) plan to halt and reverse expansion of animal agriculture. They aim to reduce the number of farmed animals in the country due to nitrogen pollution. The 13-year multibillion-euro plan, includes paying some Dutch animal farmers to relocate or exit the industry, and helping others reduce the number of animals farmed. It will start as a voluntary programme, with compensation. By the end of 2023 over [750 Dutch farmers](#) had signed up for the government buy-out scheme.
- In 2021, US senator (New Jersey) Cory Booker reintroduced legislation known as the [Farm System Reform Act](#), which would place a moratorium on new and expanding concentrated animal feeding operations (CAFOs), as well as phase out the largest ones by 2040. <https://www.congress.gov/bill/118th-congress/senate-bill/27>: This bill places a moratorium on large concentrated animal feeding operations (CAFOs); expands country-of-origin labeling; and expands requirements in the livestock, poultry, and meat markets. Specifically, under the bill, a large CAFO may not commence or expand operations and, after January 1, 2041, may not continue to operate. Further, the Department of Agriculture must provide grants to eligible animal feed operation (AFO) owners to pay off related debt and to transition the property to alternative agriculture activities. The bill also expands country-of-origin labeling requirements to include beef, pork, and dairy products.
- In [Flanders](#), Belgium, the Flemish Land company (Vlaamse Landmaatschappij, VLM) has introduced a voluntary cessation scheme for pig farms to reduce the pig population by 30%. By discontinuing pig farms and canceling the associated nutrient emission

rights, the Flemish Government wants to significantly reduce ammonia emissions in Flanders. In doing so, pig farms with a higher impact score (SME's) and who will demolish their pig stable will first be eligible for the cessation, so that a maximum positive impact on the habitat and species within the special protection areas is realized. After a first call for voluntary abandonment for pig farms with an impact score higher than 0.5%, the Flemish Government has decided to organize a [second call](#) for pig farms with an impact score higher than 0.025%. The period to submit an application for the cessation scheme runs from November 6, 2023 to January 19, 2024. There have been 340 applications. 209 pig farmers came from West Flanders. In Antwerp, 47 farmers applied, in Limburg 28, in East Flanders 51 and Flemish Brabant 5. After the eligible farms receive an offer from the Flemish Land Agency, they have one year to cease operations, empty the stables and remove the barn equipment, have the environmental permit modified and claim the cessation fee. Of the 236 pig farmers who applied at the first call, [11 have effectively ceased operations](#).

Proposal 21

No conversion of plant-based agriculture to animal agriculture

- The [European Commission](#) approved a €1.47 billion scheme to buy out Dutch farmers to reduce nitrogen emissions: “The measures will contribute to the EU's strategic objectives relating to the [European Green Deal](#)... The schemes, which can run until 27 February 2028, are open to small and medium-sized livestock farmers in the Netherlands that voluntarily close their breeding sites, provided that their current nitrogen deposition load exceeds certain minimum levels ...the beneficiaries commit to the definitive closure of their livestock production. This commitment also binds any future purchaser or user of the livestock site concerned.”

Proposal 22

No conversion of any land for animal feed production

- In June 2020, [Norway](#) banned the cultivation of peatlands to protect critical [carbon sinks](#) (p. 14). [Historically](#) land conversion from peatland to cropland has been extensive (p. 96).

Proposal 23

No clearing of forests or other ecosystems for animal grazing, animal rearing or animal farming of any kind

- The European Union's [regulation](#), which will apply from December 30, 2024, [bans the import of products linked to deforestation](#), including meat from areas where forests are cleared for cattle farming. This law would require companies importing animal products into the EU to ensure they are not contributing to illegal deforestation .

Proposal 24

No new fish farms or expansion of existing aquaculture farms

- Argentina's southernmost province Tierra del Fuego, has banned the use of intensive open-net salmon farms due to serious concerns about the impact they could have on the marine environment and local economy. The approval of the bill halted plans to create what would have been Argentina's first intensive salmon farm, in the Beagle Channel, which runs along the country's south coast. The decision taken by the provincial legislature in Tierra del Fuego, followed campaigns and demonstrations by locals and effectively bans salmon farming in Argentina, according to the [Buenos Aires Times](#). The ban covers the maritime jurisdictions and lakes of Tierra del Fuego, Antarctica and the South Atlantic Islands — an area with around 175,000 inhabitants.
- Canada will [ban open-net salmon farms](#) off the coast of British Columbia by the middle of 2029 in order to help protect dwindling wild Pacific salmon populations.
- Washington state banned octopus farms and [California](#) also banned octopus farms. A [proposed bill](#) would to ban octopus farming in the U.S. Congress

Proposal 25

Protection of Indigenous Peoples; their land, rights and knowledge

- Vancouver's [Climate Justice Charter](#) states, "Recognize and accept Indigenous sovereignty as a foundation of climate justice" as one of their goal towards climate justice. This includes:
 - Making staff, resources, and budgets widely available to the Host Nations and urban Indigenous communities to support their leadership in climate action and stewardship goals on their terms, without taking ownership of the decision-making process.
 - Participating in ongoing decolonization and reconciliation processes (tangible reparations such as returning lands and waters to Musqueam, Squamish, and Tsleil-Waututh Nations with potential areas for their exclusive cultural and spiritual uses; adopting Indigenous-led land and water guardian programs that include environmental monitoring, enforcement and fines for overharvesting or pollution; supporting Indigenous-led environmental organizations and validating the efforts of existing environmental organizations; reviving Indigenous land-use names; supporting the documentation of Indigenous knowledge in relation to climate.)

Proposal 26

Ban all live exports

- In 2022, [Luxembourg](#) banned exports of "slaughter animals" to countries outside the EU.
- In 2023, [Brazil](#) banned live cattle exports and [New Zealand](#) banned all live exports.
- In 2024, live exports were banned in the [UK](#).

Proposal 27

No new large-scale industrial fishing vessels

In [Lyme Bay, Dorset, UK](#) bottom trawling by industrial fishing vessels was banned, with [academic research](#) finding that the number and diversity of species rose in the bay in the decade after the marine protection zone was established. Marine conservationists say Lyme Bay's approach should be replicated because it outright bans destructive bottom trawling, setting it apart from most other Marine Protection Areas (MPAs) across Britain and Europe, which tend to have narrower or limited restrictions."²



Demand 3 | Restore

Actively healing the problem while building resilience and mitigating climate change

Restore key ecosystems and reforest the earth

Proposal 28

Reforestation projects to be rolled out in appropriate ecosystems using native tree species to restore habitats to a previously similar state

- The Livelihood Projects in San Francisco exemplify reforestation in urban areas using native species to restore habitats. Initiated to counteract environmental damage from Hurricane Harvey, this program focuses on planting native trees that are well-suited to the local ecosystem, ensuring sustainability and ecological integrity. By involving the community, the project not only revitalizes green spaces but also enhances biodiversity and carbon absorption, aligning closely with the goals of restoring habitats to their original state. www.livelihood.eco/projects

Proposal 29

Reforestation and restoration of the oceans is prioritized by designating additional areas of the oceans as zero fishing Marine Protected Areas (known as Highly Protected Marine Areas – HPMAs)

- Cabo Pulmo National Park in the Gulf of California showcases the effectiveness of Highly Protected Marine Areas (HPMAs). Established in 1995 to protect the only coral reef in the area, the park has seen a remarkable ecological revival, largely due to local community support and a shift towards eco-tourism. Marine life, including large predators, has thrived, with a reported increase in fish biomass of over 460% in ten years. This transformation has bolstered eco-tourism, providing sustainable economic benefits to the local community while enhancing fish populations in surrounding areas through spillover effects.

² <https://www.reuters.com/article/idUSL8N3706KS/>

Proposal 30

All existing Marine Protected Areas should be declared strictly no fishing zones and converted to HPMAs

Measures to ban all types of fishing in a protected area are known as marine reserves or sanctuaries, or '[no-take](#)' areas. Inside no-take areas, fish are protected to allow populations to recover.

- In [Scotland](#), the government has initiated a consultation process to potentially convert existing Marine Protected Areas (MPAs) into Highly Protected Marine Areas (HPMAs). These HPMAs would impose stricter protections, banning all forms of fishing, aquaculture, and the establishment of new infrastructures such as offshore wind turbines, ports, and harbours within designated zones. This proposal is part of a broader effort to enhance the conservation of marine biodiversity and to manage the marine environment more sustainably.

Proposal 31

Active programs rolled out to replant critical carbon absorbers in the oceans, such as seagrass beds

- In 2022, a UK's largest government-led [seagrass restoration project](#) hit a new milestone by planting 70,000 seed bags spanning 3.5 hectares of seabed in the south of England, providing vital habitat for marine life.
- The Ocean Foundation's SeaGrass Grow program actively replants critical carbon absorbers like seagrass to improve ocean health. It promotes Blue Carbon benefits, which include carbon sequestration and enhanced marine biodiversity, improving local water quality and supporting local economies. Notable projects include the expansion of seagrass beds in Puerto Rico's Jobos Bay and the large-scale Virginia Seagrass Restoration, which has significantly improved water clarity and marine life diversity. These initiatives illustrate the potential of seagrass restoration in combating climate change and restoring marine ecosystems. <https://oceanfdn.org>

Proposal 32

Restore key degraded ecosystems which are essential for carbon sequestration cycles: mangroves, peat bogs, forests, some types of grassland.

- The Mangrove Restoration for Carbon Offsetting project in [Vanua Levu, Fiji](#), focuses on enhancing 46,600 hectares of mangroves to improve carbon sequestration and protect coastal communities from climate-related impacts. This initiative collaboratively involves local communities, incorporating traditional knowledge and modern conservation practices to restore and sustain mangrove ecosystems. The project supports local economies and biodiversity through community-based nurseries and habitat restoration, ensuring the long-term viability of these crucial coastal areas.

Proposal 33

Focus shift on nature-based solutions for climate change mitigation and adaptation.

- Cities around the world from [Paris, France](#), to [Islamabad, Pakistan](#), and [Uttarakhand, India](#), are using the [Miyawaki method](#) to create urban forests with native plant species. The [Karachi Metropolitan Corporation](#), Pakistan, is planning to plant 300 small forests in different parts of the city using the Miyawaki Method. [Kent County, England](#) created a [Miyawaki Method Handbook](#) as a guide.



A semi-circle shaped plot with smaller standard practice planting trees on the left and taller [Miyawaki method](#) trees on the right. Photo taken in August 2024, three and a half years after planting.

- Governor of New York Kathy Hochul announced more than \$8.5 million has been awarded for the development of innovative nature-based solutions to lower emissions and sequester carbon through Round 1 of the [Natural Carbon Solutions Innovation Challenge](#).

Proposal 34

Subsidies made available for farmers and landowners who practice good land stewardship and are actively restoring the land and the associated ecosystem services (such as carbon sequestration, biodiversity, flood defence, general climate change resilience)

- In the [United States](#), the USDA's programs like the Environmental Quality Incentives Program (EQIP) and the Conservation Stewardship Program (CSP) provide subsidies to farmers implementing sustainable practices that support land restoration and ecosystem services. Funded by the Inflation Reduction Act, these initiatives offer financial and technical assistance to promote soil health, enhance water quality, and boost carbon sequestration.

Proposal 35

Subsidies made available for rewilding and reforestation projects

- In the United Kingdom, the government has implemented the Nature for Climate Fund, which offers subsidies for large-scale reforestation and rewilding projects aimed at

tackling climate change and restoring biodiversity. This fund supports landowners, farmers, and community groups to plant trees and restore habitats through financial grants. For example, the England Woodland Creation Offer within this fund provides payments for woodland creation, aiming to increase carbon sequestration and biodiversity while enhancing flood defenses and improving air quality. These subsidies reflect a policy shift towards incentivizing ecological restoration as part of the UK's broader environmental and climate goals.

Proposal 36

Incentivized subsidies / grants for farmers to switch from animal agriculture to diversified plant production

- In the Netherlands, the government has introduced subsidies through its Transition Fund for Agriculture, designed to help farmers shift from traditional animal agriculture to plant-based production systems. This fund provides financial support and grants to farmers interested in diversifying their crops, particularly focusing on sustainable plant-based proteins. By offering these incentives, the Dutch government aims to reduce livestock-related emissions and environmental impact while supporting farmers in transitioning to more climate-friendly agricultural practices. This policy is part of the Netherlands' commitment to meeting national climate goals and enhancing sustainable food production.

Proposal 37

Cities: increase trees and wildflowers, increase green community projects, wildlife corridors, green rooftops, local growing schemes, work towards biodiversity increases

- In Singapore, the [City in Nature](#) initiative actively increases urban greenery through tree planting, wildflower meadows, and community-driven green projects. This program focuses on enhancing biodiversity with wildlife corridors, green rooftops, and local farming schemes, integrating nature into city infrastructure. Through the creation of interconnected green spaces, Singapore aims to support native wildlife, improve air quality, and enhance urban residents' well-being. This initiative exemplifies a policy-driven approach to urban biodiversity and sustainability, positioning Singapore as a leader in blending nature with urban development.
- [Barcelona's Strategy for a Healthy and Sustainable Nutrition 2030](#) "aims to expand spaces for urban agriculture as green spaces for awareness raising, experimentation, as well as health and community action. Among other actions, this goal will comprise the facilitation of effective tools to promote green roofs, urban gardens, grant protection for the ones that already exist, and create seed banks. It will also increase the presence of edible plants within the city's green infrastructure, as well as developing gardens in schools." In addition, "Barcelona aims to promote legal frameworks that facilitate, promote, and protect the spaces for urban agriculture as essential spaces to protect biodiversity and agrodiversity."

Proposal 38

Enhance food justice by providing access to healthy food for all, especially low-income communities.

- Exmouth Town Council's Plant Based Treaty [motion](#) includes enhancing food justice by supporting projects that provide access to healthy food for all, especially low-income communities, in particular supporting projects like Mushroom, a food community network in Exmouth.
- Lambeth Council's Plant Based Treaty endorsement included the promotion of plant-based foods as a key element in their Food Poverty and Insecurity Action Plan, as well as their broader work on food and health. "This includes continuing to deliver programmes that promote and improve accessibility to plant-based foods. For example, fruit and vegetable intake is promoted to children and their families through school-based activities, local fruit and veg vouchers are distributed to vulnerable households, and the Healthy Start Scheme is actively promoted for those who are eligible."
- City of Edinburgh Council (Catering, Food & Health) is promoting education around food waste in schools (e.g. based on Zero Waste Scotland, Guardians of Globe's resources etc.). They are exploring options to allow pupils to take any fresh (uncooked) left-overs from the counter back home at the end of the day to reduce food waste. (Edinburgh Plant Based Treaty Action Plan - Food waste reduction section).
- In India, two projects in Mumbai's [Nature Based Solutions Accelerator](#) sparked large-scale changes in the city. Both projects involved growing rooftop gardens on schools to address urban heat and provide fresh vegetables for student lunches. Following the success of these pilots, over [250 schools in the city](#) will now develop their own rooftop gardens.
- Carrboro's Town Council's Carrboro Connects 2022-2042 Comprehensive Plan includes a chapter on climate: "Improve access to local healthy food options such as fresh fruits and vegetables to all community members. Local food production reduces carbon emissions due to the reduction in transportation. Analyze future community garden sites, such as one for the residents of southern Carrboro near Berryhill Dr & Rose Walk Ln. Partner with local organizations to educate residents on how-to increase plant use in diets."

Proposal 39

Repurpose available land freed up from animal grazing and animal feed production for: rewilding, reforestation (if appropriate), returning land to Indigenous people, nature reserves, hiking zones, community growing, allotments (if appropriate), agroecological veganic food growing (where possible).

- [Dorset Council](#) applied for a grant from the UK government to purchase a dairy farm for rewilding. In a statement, the council said the current intensive use as a dairy farm was "not ideal" as it suffered from run-off and soil erosion. They said, "The land is ideally

located to deliver both nutrient reduction and nature recovery in the headwaters of the River Hooke. Changing its use to woodland or rewilding can reduce nitrates as required and could be achieved with little investment."

Proposal 40

Shift of some land ownership into community hands so the land can be repurposed for reforestation, green space and community food gardens and allotments

- Both [Norwich](#), UK and Hoboken, New Jersey's Plant Based Treaty endorsement included a commitment to "Work with community groups across the city to promote the establishment of new and appropriate community gardens and orchards. Identify previously derelict land, so that these sites can be appropriately assessed and brought back into beneficial use to meet the wider demands posed by the social, economic, and environmental crisis, including that of supporting the growth of cheap and accessible plant-based food and drinks for all our communities."
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Cities calling on other cities to endorse the Plant Based Treaty

- As part of the Edinburgh [Plant Based Treaty Action Plan](#) (Influence and leadership section), the Council Leader and Lord Provost at the City of Edinburgh Council wrote "a letter to all of the City of Edinburgh Council's sister and twin cities (where appropriate), as well as to metro mayors to encourage them to endorse the Plant-Based treaty."
- In March 2023, Edinburgh Council leader participated in the [Eurocities Food Cities campaign](#), encouraging all European cities to follow Edinburgh's example and endorse the call for a Plant-based Treaty.

Cities calling for a global Plant Based Treaty

Cities can implement plant-based policies themselves, but we also need a global Plant Based Treaty. Leading Plant Based Treaty cities are playing a key role in creating pressure for the global treaty:

- Following [Hoboken, New Jersey's Plant Based Treaty endorsement](#), the city requested the Mayor of Hoboken to write to the NJDEP to confirm Hoboken has endorsed the call for a global Plant Based Treaty and encourages the US Government to do so too.
- When Belfast endorsed the Plant Based Treaty, the city agreed to write to the Northern Ireland Assembly and "call for a further endorsement of the Plant Based Treaty and for a greater commitment to further transitioning towards more sustainable plant-based food systems.

- As part of the Edinburgh Plant Based Treaty Action Plan (Influence and leadership section), the Council Leader at City of Edinburgh Council wrote “a letter to the First Minister to encourage the Scottish Government to support the Plant-Based Treaty.”
- When Los Angeles endorsed the Plant Based Treaty they included in their “2021-2022 Federal Legislative Program support for the United States to enter into a Plant Based Treaty and make a plant-based approach to food and food purchasing a centerpiece of its greenhouse gas emission policy.”