

Bringing DefaultVeg to Your Hillel

Whether at a Shabbat dinner or bagel brunch, how food is presented plays a big role in what we choose to eat. DefaultVeg relies on “nudges” to motivate us to choose delicious food that’s better for us and the planet.



What is DefaultVeg?

DefaultVeg is simple—make plant-based food the default and give people the choice to opt in for meals with animal products.

Aligning Food Choices with Your Jewish Values

DefaultVeg helps Jewish communities promote:

- *Tzedek* | צדק (bringing justice to humans, animals, and our land)
- *Bal tashchit* | בל תשחית (avoiding wasteful destruction)
- *Tza'ar ba'alei chayim* | צער בעלי חיים (preventing unnecessary suffering to animals)
- *Oshek* | עשק (protecting workers from exploitation)

And with DefaultVeg, everyone can choose the meal that’s right for them.

Benefits of DefaultVeg

Inclusivity



DefaultVeg increases inclusivity for people with allergies and sensitivities, such as lactose intolerance, which is prevalent across the Jewish community.

Sustainability



Shifting to a plant-based default helps to greatly reduce the carbon footprint and water use behind the food you serve.

Healthfulness



Animal-based diets are linked to heart disease, diabetes, and other diseases. In contrast, plant-based diets promote better health and longer lifespans.

How to Implement DefaultVeg in Your Hillel

For Shabbat dinner buffets:

Serve primarily plant-based options, with the animal-based options served towards the end of the buffet line

For events with an RSVP:

Make the plant-based option(s) the default, with the option to opt in for animal products

For plated/to-go meals:

Offer a minimum 2:1 ratio of plant-based to non plant-based entrees during registration. Make sure to describe the plant-based options in enticing ways and list them first!

What Does DefaultVeg Look Like?

Stanford Hillel tried out a DefaultVeg buffet for Shabbat dinners, serving a 2:1 ratio of plant-based options to options with animal products.

Students loved the more plant-forward approach! And by switching the default, Stanford Hillel achieved:



35% reduction in carbon footprint



33% reduction in water use



Tip: Serving plant-based challah and desserts is a great way to make these portions of your meal more sustainable and inclusive!

Learn more at www.jifanimals.org



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