

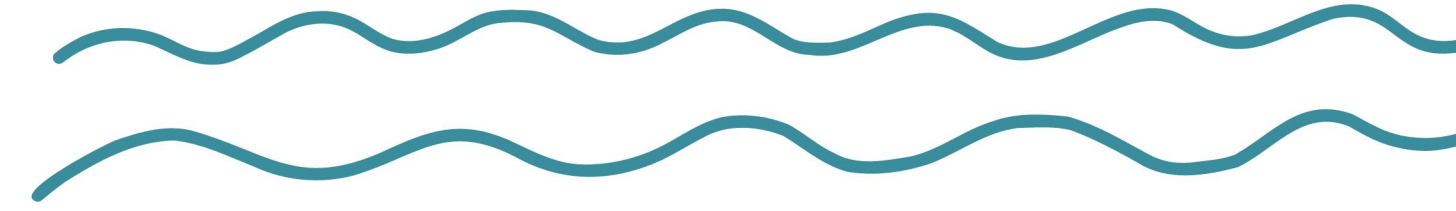


Impact Report

August 2024
Moorestown, NJ



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What is the Plant Based for the Planet Initiative?

Plant Based for the Planet is an initiative created and managed by Planted Society, a nonprofit organization whose mission is to make plant-based eating more accessible to ensure a better future for the planet and all living beings.

Each initiative is a collaborative partnership between Planted Society and its local organizers, municipal and nonprofit partners, and local businesses.

The project aims to raise awareness about food's role in climate change, inspire individuals to make choices that benefit their community and the environment, and increase patronage at locally-owned restaurants who add plant-based specials to their menus during the initiative.

At the end of the challenge, we measure the climate impact of the featured plant-based specials by analyzing sales data and ingredient information from our restaurant partners.



Partnering for the Moorestown Challenge



In August 2024, we partnered with 8 restaurants in Moorestown, NJ. The initiative was led by local high school student, Rebecca Liu. We received invaluable community support from local nonprofit NJVeg and its members, as well as the Township of Moorestown's Mayor, City Council and local library.

Moorestown, NJ is a close-knit community with small-town character. It provided an ideal setting for our Plant Based for the Planet initiative this August. Its proximity to Philadelphia made it a strategic location, allowing us to reach a diverse audience while keeping the focus on Moorestown's strong local connections.

This initiative marked several firsts for Planted Society, most notably being the first time a high school student took the lead as the organizer. Youth-led efforts play a crucial role in driving change, especially in smaller communities, where individual leadership can inspire broader participation and lasting environmental impact. Moorestown's engaged community and local support created the perfect environment to promote impactful eating, showing that smaller towns can have a significant impact on sustainability efforts.

Moorestown Lead Organizer Rebecca Liu



"I wanted to create something that **everyone in Moorestown** could be part of, whether they're plant-based or not. It's about making a **collective impact**. Seeing the community come together and support these restaurants has been incredibly rewarding. We're showing that **even small actions** can lead to big changes for our health and the environment."

The Goals and Objectives for Moorestown



Reach

5,000 diverse members of the Moorestown community, and **inspire support** from individuals, elected officials, city government and local organizations.



Inspire

the Moorestown community to save at least **13,000 lbs** of greenhouse gasses by choosing plant-based specials from our local restaurant partners.



Motivate

restaurants and individuals to make enduring **commitments** that have a positive impact on the Moorestown community, animals and the planet.

To determine the success of each Plant Based for the Planet initiative, we set three measurable impact goals.

Community Participation



Goal

Reach 5,000 diverse members of the Moorestown community, and inspire support from individuals, elected officials, city government and local organizations.

Outcome

In this first year working with Moorestown, we set more modest goals for community participation, recognizing that the township is our smallest partner to date, with a population only half the size of our next smallest partner, Montclair, NJ. **We're pleased to report that not only did we exceed our social media impression targets but also received significant public support, including a proclamation from Moorestown's Mayor and City Council.**

Sources: We analyzed the results of community surveys, social media metrics, and included known information about local supporters.

Community Participation



Total Campaign Reach

- Moorestown's online and in-person campaign reached over **253,000 impressions**.
- We estimate that our Moorestown restaurant partners helped us reach **10,000 customers** by prominently displaying plant-based specials throughout August.

Impact for Restaurant Partners

- **23 plant-based specials** were featured during the month of August.
- **Over 400 dishes** were sold for Plant Based for the Planet!
- Restaurant partners were visited all month long by the **NJVeg Meetup group!**



Community Participation



Public Perception

- Moorestown's Mayor Nicole Gillespie and Councilwoman Sue Mammarella **passed a proclamation declaring August as "Plant Based for the Planet Month."**
- **88% of surveyed participants stated they would like to see restaurants add the special they tried to the permanent menu.**
- Moorestown Public Library created a **"Plant Based for the Planet" library book display** of over 30 books which highlight the climate crisis and plant-based eating.



Environmental Impact



Goal

Inspire the Moorestown community to save at least **13,000 lbs** of greenhouse gasses by choosing plant-based specials from local restaurants.

Outcome

From the sale of plant-based meals at our 8 restaurant partner locations, **Moorestown residents saved over 19,000 lbs of greenhouse gas emissions.** Please note, while some diners might already favor plant-based choices, the initiative likely inspired others to continue exploring sustainable eating, amplifying its impact. The social sharing of their experiences could extend this influence even further, encouraging a broader adoption of plant-based meals.

Sources: We analyzed restaurant sales and community surveys and measured against publicly available food & climate data - noted in acknowledgements.

Environmental Impact

Reduced Greenhouse Gasses

- Collectively, the Moorestown community saved an estimated potential of around **19,000 lbs of CO2 equivalents**, which includes Methane, Nitrous Oxide and Carbon Dioxide.
- To arrive at this number, we calculated the estimated lowered impact from choosing each plant-based dish, multiplied by servings and by the amount sold.



19,106 lbs

Greenhouse Gasses - Mostly Nitrous Oxide & Methane - that were saved by Moorestown citizens who chose plant-based meals in August.

Or another way to think about it:

Driving 12,500 miles



Environmental Impact

Reduced Water Footprint

- **Over 240 thousand gallons of water** were potentially saved.
- The water impact of plant-based foods is significantly lower than that of animal products, as vast amounts of crops are exclusively grown to feed animals raised for consumption.

249,665

Gallons of water saved by Moorestown citizens who chose plant-based meals in August.

That's enough water to grow over 7,000 lbs of vegetables!

Environmental Impact

Reduced Land Use/Impact

- **Over 10 million square feet** of land were **potentially saved.**
- The land required for plant-based products is considerably less than for animal-based ones, due to extensive land used to grow crops to feed animals in our food system.

10,595,895

Square feet of land saved by Moorestown residents who chose plant-based meals in August

That's enough land to grow...

over 3 million lbs of beans.



13

Lasting Changes



Goal

Motivate restaurants and individuals to make **enduring commitments** that have a positive impact on the Moorestown community, animals and the planet.

Outcome

Following the Plant Based for the Planet initiative, we analyzed community feedback and consulted with our restaurant partners about their plans to increase plant-based access. **Plant Based for the Planet** inspired ongoing plant-based choices and our partners have also committed to actions that will further this positive momentum into the future.

Sources: We compiled direct feedback from restaurant partners, city partners and from community surveys.

Lasting Changes



Restaurant Commitments

- **Restaurants collectively made 11 plant-based commitments, including adding new plant-based menu items and menu keys.**



From the Community

- **71%** of non-vegan final survey respondents reported that their participation in Plant Based for the Planet inspired them to eat more plant-based foods.
- **95%** of survey respondents reported that they **want to see more plant-based options on Moorestown menus!**

We estimate that our restaurant partners will save an additional half million lbs of greenhouse gasses every year with their ongoing plant-based commitments.

Why Residents Participated

“**Reducing harm to our planet** is such a great reason for people to try all these delicious plant based options!”

“I want to **support local businesses** that are making an effort to go more plant based.”

“Eating plant based is **better for the environment!**”

“Really happy to see healthy options on the menu that are **good for the earth.**”

“I want to **encourage restaurants to keep** plenty of plant based options on their menus.”

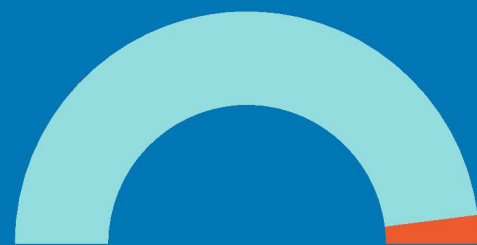
83% of participants requested that the specials they tried become permanent options at the restaurant they visited.

“I’m interested in anything that can **benefit the planet** for future generations.”

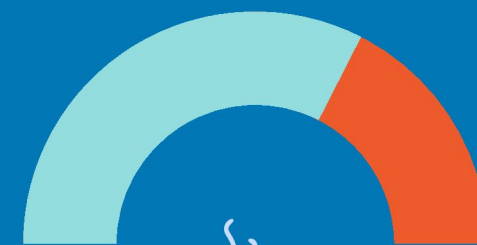
“More people need to understand **the connection between animal agriculture and climate change.**”

“I want to see **more plant based options** at local restaurants!”

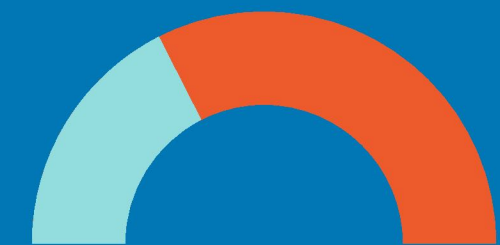
Moorestown Residents Community Survey Results



95.7% are **more likely** to dine at restaurants who have **clearly labeled plant-based dishes** on their menu.



65.2% **think more negatively** of businesses who **charge extra** for plant-based milk in coffee beverages.

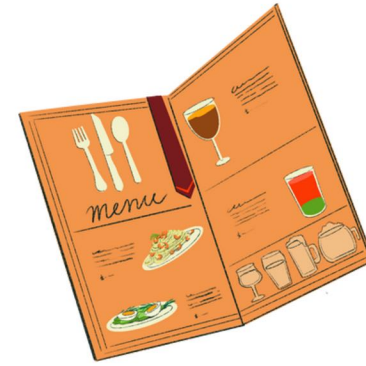


86% of plant-based eaters are **less likely** to dine with business who **charge extra** for plant-based substitutions.

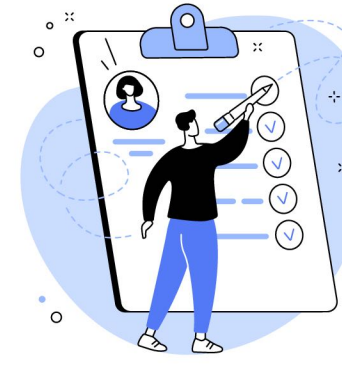
Next Steps for the Campaign



Recruiting
organizers to
lead their own
Plant Based
for the Planet
city initiatives.



Encouraging
our restaurant
partners to
think more
strategically
about menu
labeling.



Assessing
how we will
empower cities
to repeat
initiatives AND
expand to new
communities.



Acknowledgements

We would like to acknowledge the incredible work of over 50 staff, volunteers, collaborators, and supporters during this initiative. Without the individuals and businesses below, and many more not mentioned, Plant Based for the Planet Moorestown 2024 would not have been possible.

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Digital Campaign Design

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Mayor Nicole Gillespie, Moorestown Township

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Toni Farmer, Moorestown Environmental Advisory Committee

Cherise Daly, creator of Vegan in NJ

Maggie Ortlieb at VegOut Magazine

Restaurant Partners

Restaurants: Moore Bagels, Luna Y Sol Mexican Restaurant, The Cubby Hole, Naan Indian Bistro, Pie Lady Cafe, Blue Fig Cafe, Ryfe

Chefs, Owners and Staff: Mary Moore, Patrick Moore, Jesus Reyes, Cutberto Reyes, John Murphy, Tyler Dahl, Amy Dahl, Vipul Bhasin, Raj Singh, Christine McHale, Aimee, Traci, Sam Jadalla and Jim Osman.

Planted Society Board of Directors, Advisors and Volunteers

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Impact Calculation Resources

Carlsson-Kanyama, A., Ekström, M. P., & Shanahan, H. (2003). Food and life cycle energy inputs: consequences of diet and ways to increase efficiency; Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers; Watercalculator.org



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