



# PLANTPURE COMMUNITIES

PLANTPURECOMMUNITIES.ORG

## ACTION SHEET: PLANTPURE COMMUNITIES RESTAURANT CAMPAIGN AND CERTIFICATE

Restaurant Campaign

PlantPure Communities (PPC) is a 501c3 nonprofit whose mission is to build stronger, healthier, and more sustainable communities. This is being accomplished through a wide range of research, policy, and program activities and working with local nonprofits, businesses, governments, hospitals and other health-related organizations, faith-based groups, and other community organizations. PPC offers programs, resources, tools, and knowledge to empower community leaders, activists, and advocates to help educate people about the evidence-based nutrition research (much of which was led by T. Colin Campbell, PhD., as detailed in the book, *The China Study*) that shows that optimal health may be achieved through a whole food, plant-based diet.

The Restaurant Campaign, one of PPC's advocacy initiatives, is powered by a grassroots network of close to 500 groups known as Pods, stationed all over the United States and abroad. The goal of the PPC Restaurant Campaign is for every restaurant across the nation and across the globe to offer at least one plant-based, oil-free meal on their menu.

The [Restaurant Campaign Toolkit](#) on PPC's website provides resources for both restaurant owners/managers and local residents who are inspired by the Campaign to promote change in their neighborhoods. The Toolkit includes documents tailored to restaurant owners/managers covering topics such as the difference between vegan and vegetarian options, and how to add healthy, delicious meals to their menus. It also includes a roadmap to help local residents approach restaurants, and strategies on how to get the word out about the new healthy offerings. Participation in the Campaign and access to the Toolkit are free. Restaurants who achieve the meal standard are eligible to receive a free Certificate of Participation from PlantPure Communities that they may display on the premises.

Restaurants that add a healthy meal to their menus (or already offer one) are invited to apply for a free official Certificate that reflects their participation in the PlantPure Communities Restaurant Campaign. Here are the requirements to participate in the Campaign:

1. Criteria: Offer one or more meals that reflect the following (this may be an added meal, or an existing meal).
  - No animal products (sometimes defined as vegan) -- no dairy products, no butter, no eggs, no fish, no honey, etc.
  - Oil-free means refraining from using ingredients or products with oil, and also refraining from adding olive oil, canola oil, vegetable oil, coconut oil, sesame oil, or any other kind of oil to the meal.
2. Menu: Indicate on the menu (online, printed or chalkboard menu) that the meal i) contains no animal products/is vegan; and ii) is oil-free. It is acceptable to indicate on the menu that such options are available upon request. For example, the restaurant may use an asterisk or other symbol next to a meal and indicate elsewhere on the menu what the symbol means with this language (similar to the way restaurants often indicate a meal is gluten free.):
  - \*vegan, may be prepared oil-free; or
  - \*no animal products and oil-free.



# PLANTPURE COMMUNITIES

PLANTPURECOMMUNITIES.ORG

To apply for the Certificate, a simple application form must be submitted. The form is available at [plantpurecommunities.org/submit-a-restaurant/](http://plantpurecommunities.org/submit-a-restaurant/) (This form is also available in [Spanish.](#))

If you are not the owner or manager, please request the name and email address for that person and provide it when completing the application. PPC will use that info to notify them that the certificate is being issued.

Once PPC receives the completed form, a Certificate with the restaurant name and calendar year will be generated and emailed to the applicant, and may be printed and displayed on the premises. In addition, the restaurant is free to indicate on their menu which menu item(s) earned the Certificate.

Restaurants who earn this Certificate are encouraged to carry out local publicity about increasing the healthy meal options available on their menus, promoting the change via the local newspapers and on social media. There is a large and growing number of people who struggle with heart disease, diabetes, hypertension, etc. It is important to get the word out so that people will know the restaurant is now offering one or more healthy meal options and that they may now dine there on a delicious meal that will nourish their bodies.



*We welcome your suggestions and ideas! Please send them to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org). This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated November 2020.*