PLANT-FORWARD
A style of cooking and eating that *emphasizes and celebrates*, but is not limited to, plant-based foods—including fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.
MENUS of CHANGE

WHAT'S IN A NAME?

To help communicate with your customers and the media about the distinctions between different menu strategies that leverage vegetables, fruits, nuts, legumes, whole grains, and plant proteins in leading roles, we've settled on some naming protocols.

PLANT-FORWARD

"Plant-forward" is a big-tent concept for dietary and food system transformation that includes a whole range of healthier, more sustainable culinary aproaches—from those that contain poultry, fish, dairy, and/or small amounts of meat to vegetarian and vegan offerings. Also called "plant-rich" or "more plant-based." A person following such a dietary pattern might be identified as a flexitarian.

PLANT-BASED

Used to refer to ingredients and foods themselves, i.e., fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices. Could also mean vegan dietary patterns. Different from "plant-forward," which refers to the style of cooking and eating that emphasizes and celebrates these foods, but is not limited to them.

WHAT'S IN A NAME?

VEGETARIAN

Dishes or dietary patterns that do not contain meat, poultry, or fish but may, or may not, contain dairy, eggs, and/or honey, and individuals who do not eat meat, poultry, or fish but may, or may not, eat dairy, eggs, and/or honey.

VEGAN

Dishes or dietary patterns that do not contain any ingredients that come from animals, and individuals who do not eat any ingredients that come from animals.

FLEXITARIAN

Dietary patterns that are more focused on plant-sourced foods and much less reliant on meat—often following, for some or many meals, a vegetarian model—but that may occasionally include meat, as well as some poultry, fish, or dairy foods. Such plant-forward menus or food choices might also be called "plant-rich" or "more plant-based."

PLANT-FORWARD
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