Reducing beef and lamb, for health and environment, profitably.

#NoBeef
Reducing Beef & Lamb Is...

1. More **profitable** (as shown by the University of Cambridge)  
   p. 3

2. Exciting, delicious and **easy**.  
   p. 4

3. Healthier and **safer**.  
   p. 9

4. The single most effective thing a caterer can do to **combat climate change**.  
   p. 10
Profitably Reducing Beef & Lamb

The University of Cambridge central catering service has stopped serving beef and lamb and demonstrated...

- A **3% point increase in profits.**
- A **16% reduction in cost per kg of meat purchased.**
- A **9% uplift in sales**, in spite of healthy competition.
And what makes it even better is how straight-forward it’s been...

“The numbers speak for themselves: we’re making more money and serving more customers. This is the future.”

- Tom Walston (Head of Business Services, University of Cambridge)

“We’ve not had a single complaint from customers, and our staff are happier too: making exciting new recipes whilst doing a very positive thing for the health of the planet.”

- Paula White (Catering Manager, University of Cambridge)
By informing staff about the positive impact of dropping beef and lamb, and inspiring them with new recipes and ideas, the change at Cambridge has been more than just smooth...

...it’s been welcomed by staff eager to try new things, and happy to help fight the world’s biggest problem: climate change!

The teams at #NoBeef and Cambridge are here to help (see page 19) with supporting, informing and teaching staff at other catering departments.
With almost 7,000 transactions a day, the team at Cambridge has’t had a single complaint.

There’s now even more choice on offer. The alternatives are delicious and selling well. See page 22 for inspiration.

New options are served at a similar price point. The ingredients are less expensive, and so while the caterers make more money, customers get larger portions, with more tasty extras.
When the team at the University of Cambridge set up a pop-up café to trial their new beef-free, lamb-free recipes, they expected the food to last all day, but it was sold out in 20 minutes.

Exciting, Delicious & Easy

Demand for environmentally-conscious food is growing...
“By removing beef and lamb from menus, and promoting animal-free products, even when continuing to serve meats like pork and chicken, the positive environmental impact is enormous.”

– Peter Lumb (Environmental Coordinator, University of Cambridge)

“Both our customers and our staff are increasingly demanding food that reflects their concern for the environment”

– Paula White (Catering Manager, University of Cambridge)
Healthier & Safer

Removing beef and lamb isn’t just better for the environment...

By removing beef and lamb from menus, the safety risks of handling these raw red meats are eliminated.

Reducing red meat intake is now understood to reduce the chances of developing heart disease, certain cancers, and even diabetes.

(more information can be found at www.Obeef.com/our-health)
The science is clear: reducing beef and lamb is the most effective thing a caterer can do to combat climate change.

The science is all summarised in a video that has had almost 2M views on Facebook and is available here: www.Obeef.com

Or over the next few slides...
The number of cows and sheep on Earth is enormous.

52% of all land mammal mass on the planet is cow and sheep.

Humans only make up 28%, and wild mammals only 3%.
Farming produces as much pollution as the entire transport industry combined.

Beef and lamb cause well over half of that: 75% of all meat-caused emissions are from beef alone.
Combatting Climate Change

Cows take up enormous quantities of land: not just grazing land, but land to grow their food too.

41% of the USA’s land is dedicated to livestock. Over half of this is for cows.

Whilst lamb is not displayed on the chart to the right, its impact is similar to beef.

Land usage per kg of protein (World Resources Institute, 2016)
According to the FAO, 70% of global freshwater is used by agriculture. The greatest consumer of this is cows. Some scientists claim that 1kg of beef requires 100,000 litres of water.

Whilst lamb is not displayed on the chart on the left its impact is similar to beef.
Switching from beef and lamb to other meats results in...

60% less water used, 85% less greenhouse gas emissions, 85% less farmland.  
(per serving of protein)

Switching from beef and lamb to animal-free proteins results in...

85% less water used, 95% less greenhouse gas emissions, 95% less farmland.  
(per serving of protein)

Beef and lamb farming combined are the biggest drivers of deforestation, ground water depletion, and soil degradation worldwide.
As you can see, the positive impact of an entire restaurant or catering department cutting out beef and lamb is enormous!
Combatting Climate Change

#NoBeef is widely supported by top academics around the world.

Here are just a few...

(more information can be found at www.Obeef.com)
Contacts & Promotion

Feel free to use the #NoBeef logo and any of the media from www.Obeef.com
The #NoBeef team and the University of Cambridge catering service are here to help:

Get in touch with us...

frankie@0beef.com
nathan@matthewshribman.com
mj@matthewshribman.com

We’ll connect you with the relevant people at Cambridge, and help with everything from the strategies and practicalities of dropping beef and lamb, through to communicating the climate science.

#NoBeef was founded by Matthew Shribman
APPENDIX
Cambridge’s Sustainable Food Policy

Here are the key points of Cambridge University’s *award-winning Sustainable Food Policy*, which was developed with numerous top academics.

1. Reduce the consumption of meat, in particular ruminant meat (e.g. beef and lamb).
2. Promote the consumption of more vegetarian and vegan foods.
3. Ensure that no fish from the Marine Conservation Society (MCS) ‘Fish to Avoid’ list is served in the University and seek Marine Stewardship Council certification.
4. Reduce the amount of food that is wasted in the University.
5. Source food and other products locally where possible in order to sustain the local economy and reduce environmental impacts.
6. Use Fairtrade products where applicable, and promote products which actively support Fairtrade initiatives.
7. Ensure that animal welfare standards are adhered to for any animal produce purchased and to insist on Red Tractor Assured standards as minimum, where applicable.
8. Communicate to customers, staff and suppliers our commitment to serving sustainable food.

For more info, visit this website: [www.environment.admin.cam.ac.uk/sustainable-food](http://www.environment.admin.cam.ac.uk/sustainable-food)
# Mee Rebus

**From:** Darwin College  
**Series:** 1  
**Allergens:** Celery, Soy  

## Ingredients...

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curry Powder</td>
<td>1 t</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried Red Chilli</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ginger</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garlic</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lemongrass</td>
<td>1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamarind Paste</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sesame Oil</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Directions...

1. Soak the chillis in boiling water for 10 minutes.  
2. Blend the chillies, ginger, turmeric, soy sauce and 12 tbsp vegetable oil to a smooth paste.  
3. Boil white potatoes until tender.  
4. Heat the Vegetable oil and add the paste to the potatoes, stirring well.  
5. Add the sweet potato, chopped stock, then simmer for 10-15 minutes until sweet potatoes are soft.  
6. Add the cooked white potatoes and the mixture.  
7. Blend the above until smooth and season to taste.  
8. Add the cherry tomatoes and garnish with chopped coriander. Serve warm with rice or noodles.

## Spicy Jackfruit Tacos

**From:** Murray Edwards College  
**Series:** 4  
**Allergens:** Tortilla contains gluten

## Ingredients...

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackfruit</td>
<td>550 g</td>
<td></td>
<td>jackfruit in water or brine, if you cannot source fresh</td>
</tr>
<tr>
<td>Coconut Oil</td>
<td>30 ml</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Onion (finely)</td>
<td>30 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garlic (minced)</td>
<td>12 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamarind Paste</td>
<td>1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ground Smoked Paprika</td>
<td>8 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ground Coriander</td>
<td>8 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chili Powder</td>
<td>8 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maple Syrup or Organic Brown Sugar</td>
<td>30 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small Green Chilli Peppers</td>
<td>2-3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Habanero Sauce (use more or less to preferred spice level)</td>
<td>1 tsp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water (a little more as needed)</td>
<td>160 ml</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lime Juice</td>
<td>45 ml</td>
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## Directions...

1. Thoroughly rinse, drain and cut the jackfruit, the pieces come in chunks or triangle shapes, cut off the centre “core” portion of the jackfruit that is tough or in bad shape and separate it from the rest of the fruit, chop into smaller pieces. For the remaining portion of the jackfruit that appears striped, use your hands to pull into small shreaded pieces. Bass the jackfruit one more in a colander, drain and thoroughly dry.  
2. Heat a large pan over medium heat, once hot add oil of choice; onions, garlic, saute for 5 minutes or until onions are golden brown and softened.  
3. Add Jackfruit, Salt, Paprika, Coriander, Chili Powder, then some of the Maple Syrup or Sugar, Chili Peppers, Water, Lime Juice and the Habanero Sauce. Stir to coat the jackfruit and reduce heat to low - medium. Cover and cook for about 20 minutes, stirring occasionally.  
4. For fresh tacos, as your Jackfruit is cooking, use your spoon to mash the Jackfruit into smaller pieces, or use two forks to shred the jackfruit as it cooks down.  
5. Once the jackfruit has been properly seasoned, taste and adjust flavor as needed, adding more Paprika or Coriander to taste, Chili Powder for heat, Crippled Pepper for spice, Sugar or Maple Syrup for sweetness, Lime for acidity.  
6. Turn up heat to medium-high and cook for 2-3 more minutes to get a little extra colour. Taste, remove from heat.

## Serving...

Remove any remaining jackfruit mix from the Cabbage, roughly chopped, Coriander, Black Beans and Salsa top with the Sriracha Sauce.

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**Bulk**

**Total greenhouse gases per serving:** 1.117 kg CO₂e  
**CO₂e per serving equivalent:** driving 3.75 miles in an average UK petrol car

**For comparison:** Beef Tacos  
**Total greenhouse gases per serving:** 4.067 kg CO₂e  
**CO₂e per serving equivalent:** driving 14.92 miles in an average UK petrol car

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**Baked sweet potato, bean & tofu empanadas. Chargrilled heirloom tomato, rocket & crispy tofu. Avocado chimichurri**

**From:** Robinson College  
**Series:** 8  
**Allergens:** Contains gluten

## Ingredients...

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fennel Seeds</td>
<td>375 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aniseed</td>
<td>130 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutmeg</td>
<td>65 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mace</td>
<td>65 g</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Directions...

1. Peel the sweet potatoes, rinse with water and slice.  
2. Slice the tofu into bite-sized pieces.  
3. Pre-heat oven to 180 degrees C  
4. Bake for 30 minutes.  
5. Serve with chimichurri.

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Find the full cards at [www.Obeef.com/campaign-material](http://www.Obeef.com/campaign-material)
Every day, 7 million disposable cups are thrown away in the UK alone.

Fewer than 1% are recycled.

By providing drinking fountains, giving a small discount on drinks served in customers’ own cups, and only selling drinks in cans and glass, single-use plastic can be entirely removed from drinks, just like at Cambridge University.

www.canowater.com
Other Positive Changes

Vegware packaging and cutlery are made from plants and are entirely compostable, provided they’re disposed of in an industrial composting system.

Disposable plastic can be radically reduced by providing clearly labelled compost bins that teach people to dispose of their packaging and cutlery in the same bin as their food waste.

www.vegware.com