

FACT SHEET: Why do a Default Oat Milk trial?

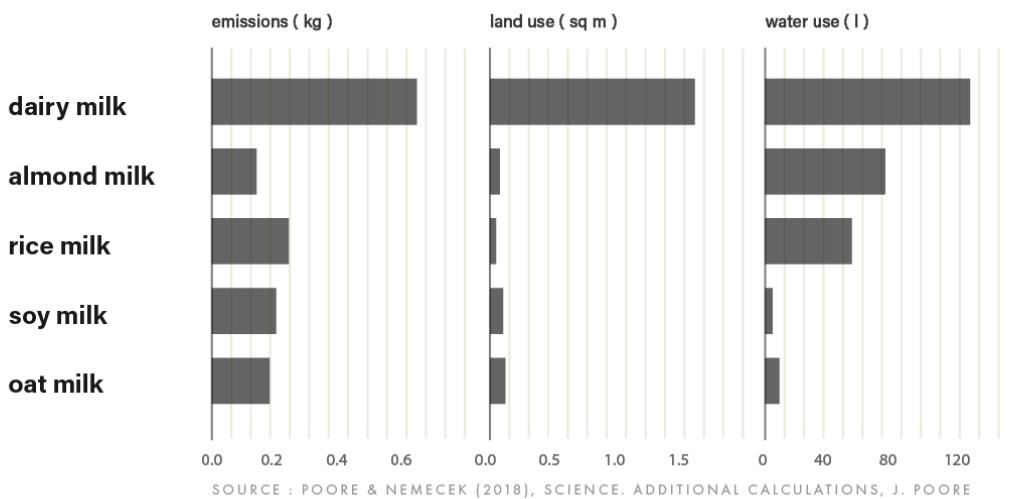
Plant Based Treaty invites you to take part in a **Default Oat Milk pilot project coming to Toronto** to help your business improve its environmental credentials, support local oat producers and help shift the norm towards using the most sustainable products so that we can all tread lighter on the Earth.

Default oat milk is a simple and inclusive way to offer healthier and more sustainable beverages to your customers. By switching the default milk, it includes everyone while preserving freedom of choice; consumers are more likely to choose oat milk in their beverage, even when dairy options are still available.

Why oat milk?

- Canada has signed the Paris Agreement and committed to preventing global temperatures from rising above 1.5C. This goal can only be achieved with a shift to sustainable diets. Even if we ended all fossil fuel production today, food emissions alone would send temperatures above 1.5C warming and lead to catastrophic climate impacts.
- Toronto is a signatory to the C40 Good Food Cities declaration, pledging to align food purchasing to the Planetary Health Diet and support an increase of healthy plant-based food consumption across the city; default oat milk offers a significant contribution to reaching the Toronto community's health and sustainability goals.
- Animal products, particularly dairy, have an enormous environmental impact compared to plant-based foods. Oat milk produces 3x fewer greenhouse gas emissions, uses 13x less water and requires 10x less land than dairy milk.

ENVIRONMENTAL IMPACT OF ONE GLASS (200ML) OF DIFFERENT MILKS



- Globally animal farming uses 83% of agricultural land yet supplies just 18% of calories; increasing consumption of oat milk would allow us to restore and rewild land to draw carbon emissions from the atmosphere as well as boost biodiversity.

PLANTBASED TREATY

- Lactose intolerance is the most common food intolerance affecting roughly 44% of Canadians, according to a 2016 census documented in the Journal of the Canadian Association of Gastroenterology. Black, Indigenous, and People of Color (BIPOC) communities are particularly affected by lactose intolerance and charging more for non-dairy milk is considered a form of dietary racism. Even for those who can digest lactose, the Canada Food Guide dropped dairy as a food group in 2019 and encouraged the consumption of more plant-based foods.
- Canada is one of the world's largest oat producers, and there has been a recent boom in demand due to increasing awareness of the benefits of oats, particularly from Millennials and Gen Zers. You can help support Canadian oat farmers and producers and contribute to a more sustainable economy and future for Canada.
- Many oat milk brands are shelf stable, meaning money savings from lower refrigeration costs and less waste from expired dairy.

What results can I expect?

- Onyx Coffee Lab at The Momentary Museum in Bentonville, AR, serves oat milk by default with a dairy upcharge, and report 90% of drinks are made with oat milk, compared to 8% in their other Bentonville location with a dairy default.
- US coffee chain, Blue Bottle saw oat milk drinks sales increase by 21-40% across their stores.
- Baristas at Guilder Cafe who asked each customer, "Would you like oat, soy, almond, or dairy milk in your drink?" saw an 18% increase in sales of plant-based drinks, lowering drinks' carbon footprint by 12%.

What Plant Based Treaty offers default oat milk businesses

- Support and guidance in communicating default oat milk positively to your clientele
- Free training for your business and staff about the benefits of oat milk and plant-based foods
- Free publicity in a Plant Based Treaty newsletter, social media and website
- Free posters promoting the benefits of oat milk

Ready to get started with Default Oat Milk?

If you are ready to start your Default Oat Milk trial, please get in touch. We'd love to work with you to monitor milk consumption before and after the trial, to measure the reduction in greenhouse gas emissions, water and land use. After the trial, we will also survey you to learn about any challenges you faced, and what support you may need to extend the trial or make it permanent.

More ways to support Plant Based Treaty

- Join the growing movement of businesses calling for a Plant Based Treaty to combat food emissions, your business can endorse on our website homepage www.PlantBasedTreaty.org
- Display a Plant Based Treaty window cling
- Display Plant Based Treaty's "Eat plants. Plant trees." table toppers on your tables or counter
- Make a regular gift to support our ongoing work: www.PlantBasedTreaty.org/donate