



Eat Plants Together

COMMUNAL MEALS AS POTENTIAL IN THE GREEN TRANSITION OF FOOD CULTURE

The purpose of this paper is to inspire local stakeholders, food enthusiasts, and chefs to organize more plant-based communal meals. Find concrete recommendations and tips based on the "Eat Plants Together" project made by The Danish Plant Based Business Association

THE PROJECT IS FUNDED BY THE
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How to EAT PLANTS TOGETHER

LET'S USE COMMUNAL DINING
IN THE PROCESS FOR A
PLANT-BASED FOOD CULTURE

That's exactly what **The Danish Plant Based Business Association** has worked with in 2023. With this paper we want to share a brief look into our learnings and experiences so you can adopt the idea and concept in your own way!

We have in this project...

- Facilitated **discussions and thematic sessions during communal meals** focused on plant-based foods, aiming to **merge education and tasting experiences** while dining together
- Had **1560 guests** at dinner tables eating green meals over the span of 8 events in Denmark
- Had **34 partners** on the journey with us

What is the potential of using social, communal dining in local settings as a tool for getting people to experience plant-based food with the intention of promoting a green food culture? **Well, our data highlights...**

84 %

... of those who have dined with us have subsequently felt motivated to eat more plant-based

Who are you reaching?

About **half of all our guests** are people who have not previously been engaged in the plant-based lifestyle and eat meat, poultry, seafood, or fish for most meals. We have, therefore, reached a large amount of Danes who were not particularly familiar with the plant-based diet beforehand, and that is truly powerful!

Get our best tips and tricks to make your own communal dining

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How to COMMUNAL DINING

General recommendations

- 1 Collaborate with a **local food actor or a community** that people of the local area are already familiar with and feel connected to.
- 2 Draw inspiration from a **social dining style**, where individuals share food from large plates and bowls, resembling a large family dinner.
- 3 Aim for an **intimate table arrangement**, opting for round tables or shorter lengthy ones rather than super lengthy ones, and consider adding decorative elements such as bouquets.
- 4 Regarding **finances**, we suggest a symbolic contribution of **6-14 EUR**. This amount allows for broader participation and increases the likelihood of attendance compared to offering the event for free.

Thematic dining

- 1 **Center the community dining experience around a specific theme** such as food waste, legumes etc, and make sure to satisfy both intellect, taste and senses.
- 2 Create **an interactive dining format** that encourages active participation, inviting individuals to share their knowledge and viewpoints on the chosen theme.
- 3 **Encourage attendees to discuss** their dietary habits and any personal challenges they may face in transitioning to a more plant-based diet.

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The **combination of learning something and tasting something** is my best advice to others. It's about having the right setting and atmosphere. And organizers should focus on taste!

PERNILLE KALLEHAVE, PROJECT MANAGER,
GRØNNE MARIENDAL

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Themes

- Upcycling
- Food waste
- Danish food culture
- Legumes
- Food culture in the past
- Food relations
- Regenerative agriculture
- Local communities

How to COMMUNAL DINING



Taste and culture

- 1 When planning the menu for your guests, remember to **incorporate a variety of consistencies, flavors, and spices** and specifically legumes. Showcase diversity in the food selection, and, most importantly, ensure that **people leave the table feeling full and satisfied**.
- 2 **Taste and scents evoke memories.** If you aim to replicate a traditional dish, consider the various spices that accompany it. Use these as a starting point when preparing the plant-based meal.
- 3 **Local food producers** are your allies. Invite them to share their company stories. Let people discover the stories behind the food and seek assistance in utilizing new plant-based products.

Is the sustainable,
green meal for
everyone?

Yes!

CONTACT US FOR
COLLABORATION

The pragmatic strategy is to add new elements to the already familiar - embrace levels of plant-based options that can be adapted to the target audience. Legumes in a Bolognese? Plant-based toppings on an open sandwich? Mix lentils into the rice?

We advocate for **pushing aside an either-or mentality**. It's not possible to assess the success of a communal meal's long-term impact solely by looking at attendance or how many liked a particular spinach bread served.

Instead, view the communal meal as an opportunity for dialogue, reflection, and the creation of new narratives in a social space with the meal at its center - **and meet your diners where they are.**

Eat Plants Together



The guide contains a selected view on the project. If you are interested in other aspects or have questions, visit our website or contact us

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We represent the industry's commercial interests and advocate for political influence, market development, and community engagement across the entire value chain.

Read more at plantebranchen.dk