

CHEFS AS LEADERS

Chefs and restaurants have power beyond their kitchens and dining areas, and beyond their brick-and-mortar walls. In reality, people look up to cooks, chefs, and owners and essentially have become role models and trend setters. Harness that power to make the world a better place!

A BAKER'S DOZEN IDEAS TO INCREASE VISIBILITY, HELP SAVE THE WORLD, & MAKE MORE MONEY

1. Partner with local farms/vendors and host seasonal dinners featuring their products.
2. Partner with a local winery, brewery, or distillery and host dinners similar to the above concept.
3. Volunteer to talk at local civic organizations or host meetings at your establishment.
4. Use social media to promote your environmental efforts.
5. Make sure your website clearly features what you are doing and what you stand for.
6. Don't forget about low-tech methods such as table tents and word of mouth.

SUSTAINABILITY CORNER

JULY 2023

7. Make sure your guests know why you are minimizing packaging on to-go orders.
8. Volunteer to talk at the local public interest radio/tv station or invite them for a meal.
9. Invite the local food critics to show off your establishment and eco-friendly practices.
10. Volunteer to talk at ACF chapter meetings and events.
11. Participate in local events and talk to community members about environmental issues.
12. Contact local culinary programs and volunteer to talk to students or invite them for a field trip.
13. Contact local environmental non-profit agencies and inquire about presenting to their team or invite them to talk with your staff.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

-Margaret Mead

