



CLIMATE ALLIANCE: OAT MILK INITIATIVE

Presented by: Sophia Arena, Jessica Lefford, Cassandra
Gonzalez, Julia Humphrey, Colton Landaiche



THE CHALLENGE

- Make oat milk the default milk at USD
- Decrease dairy milk on campus, replacing with plant-based substitutes, encouraging more sustainable options



WHY OAT MILK?

- Oat milk is becoming **more popular**
 - 2020: Oat milk sales grew 345.2% at conventional retailers
 - Starbucks and other coffee shops offer oat milk as default
- **Environmental benefits**
- **Human health reasons**
- **Growing market**

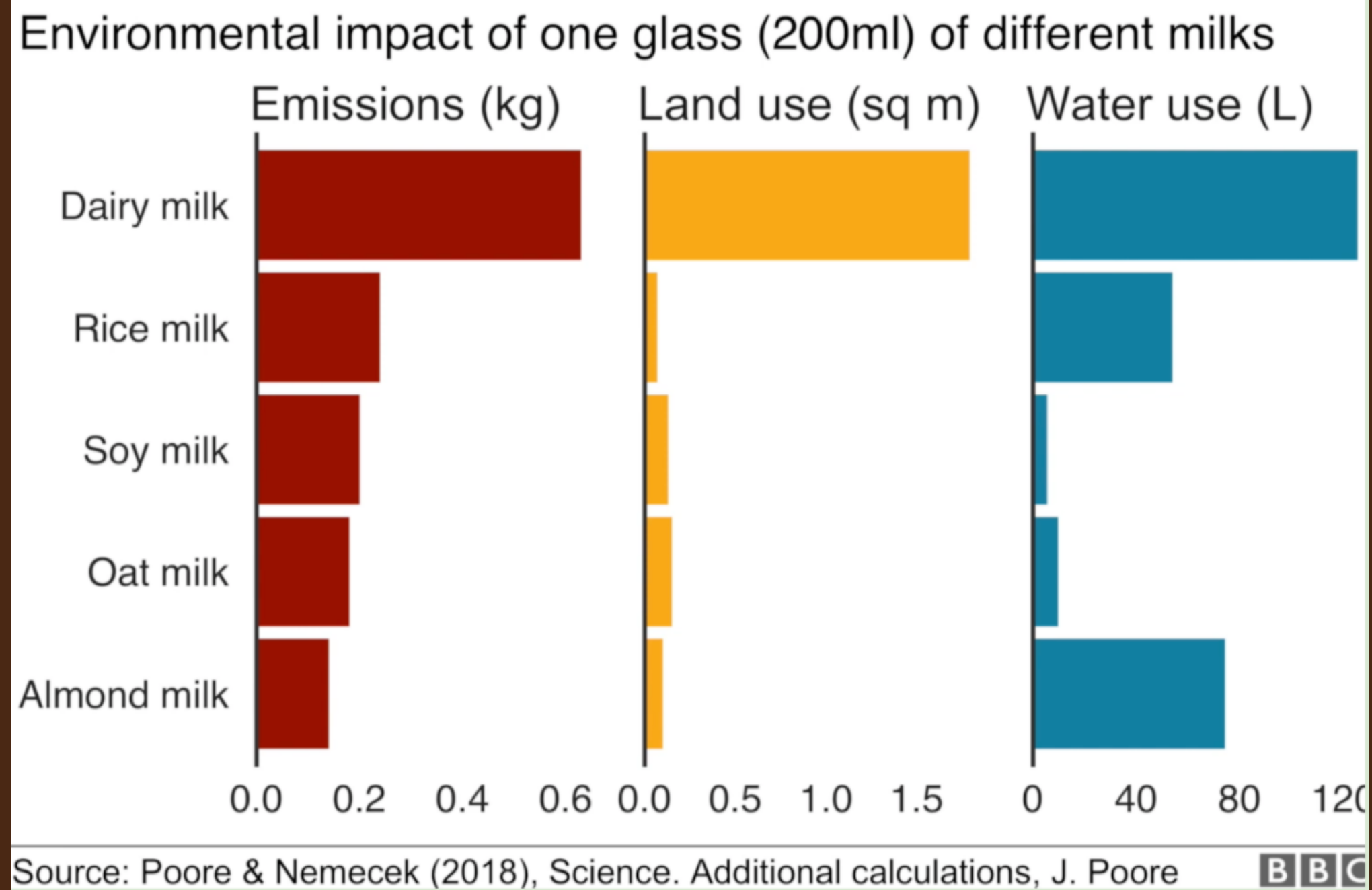


HOW WILL IT MAKE A DIFFERENCE:

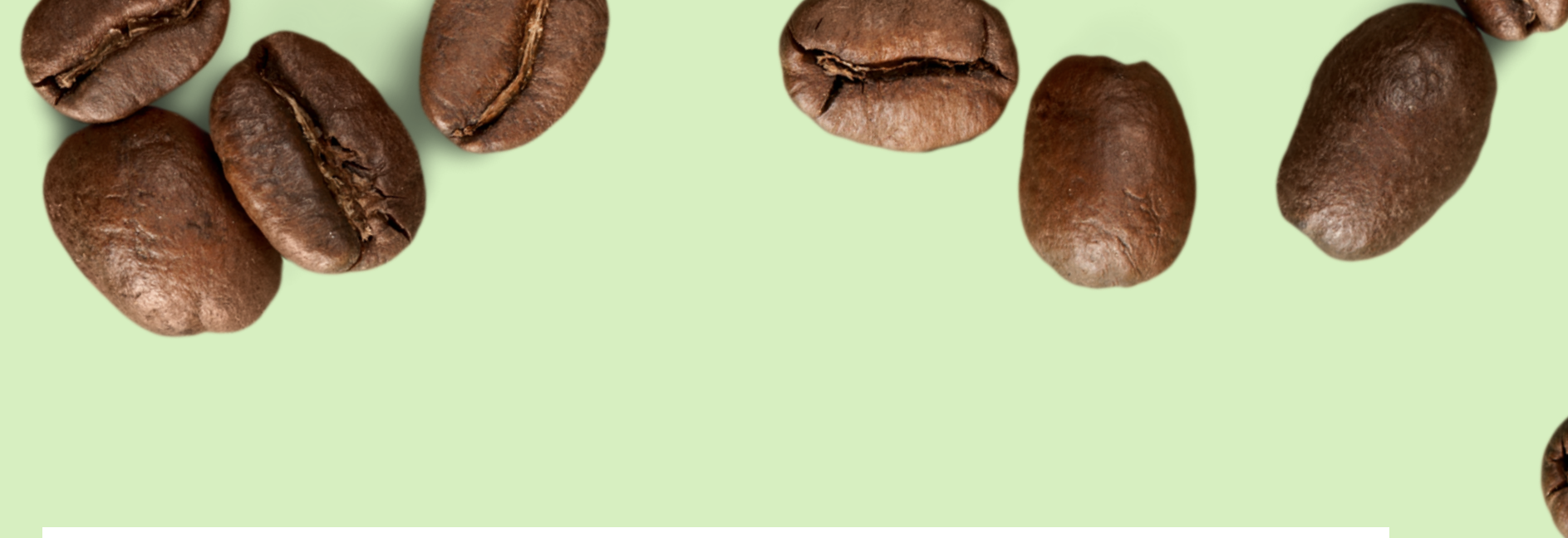
- Laudato si'
- Encourages students to make sustainable choices
- USD could be known as one of the first campuses to make plant-based milk the default
 - Many restaurants have made the switch, and we have word that Purdue is attempting to do something similar
- Simplifies transportation, storage, and more



ENVIRONMENTAL IMPACT: WHICH MILK SHOULD I CHOOSE?

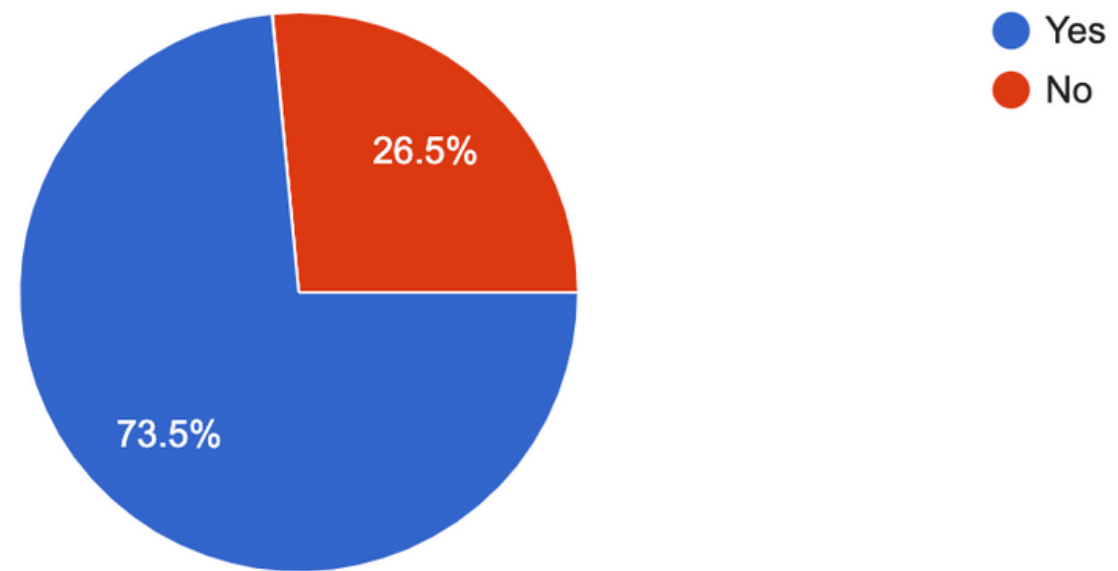


STUDENT SURVEY



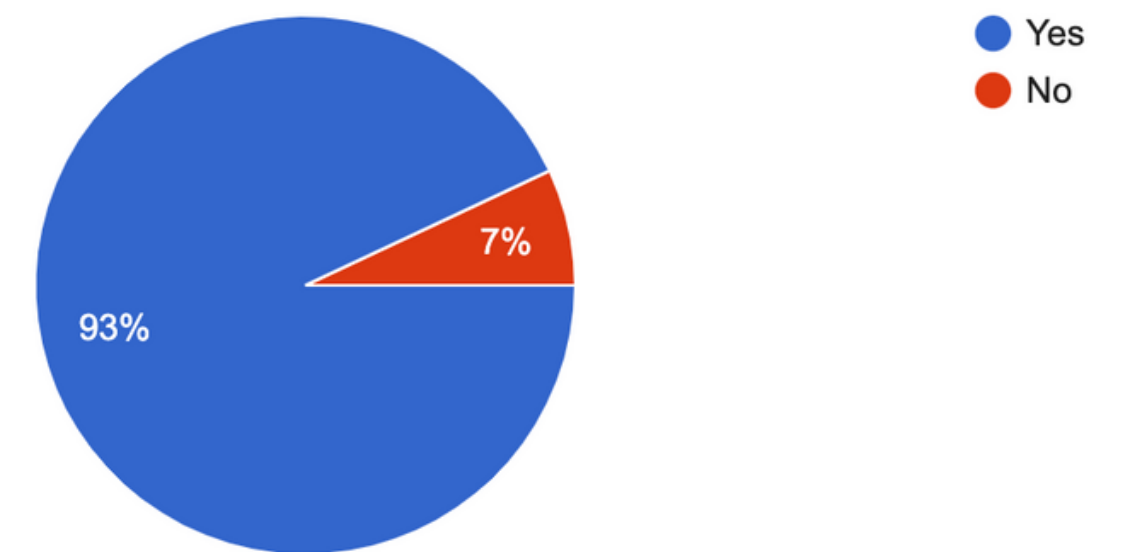
Do you pay the extra 75 cents for oat milk over cows' milk when ordering?

230 responses



Would you get oat milk in your coffee if it did not cost extra?

229 responses



STUDENT RESPONSE:

Please do this!! It is good for the earth and good for students with dairy allergies/vegan diet preference.

PLEASE DO THIS!!!!!! Not only encourages people to branch out and try cruelty free options but also doesn't penalize us vegans for simply being vegan! (or lactose free people too)

I appreciate oat and soy options because of nut allergy :)

As a school that proclaims itself green and sustainable, USD needs to start making changes that show this to be true. Switching to oat milk, or even just not charging more for it, is a great way to show this.

I think that making the default oat milk allows for more people to order it. This will encourage more people to order plant based milk options which are much better for the environment than cows milk. I find that sometimes I stick with cows milk because it does not cost extra but i always prefer plant based options.

I have a dairy allergy so it would be nice if I didn't have to pay extra for oat milk

I HAVE AN ALLERGY TO MILK I SHOULD NOT BE CHARGED FOR PLANT BASED

HOW CAN IT BE IMPLEMENTED?

Two Step Solution:

1. Up charge for all milk-based drinks
2. Change the language: "Is oat milk okay?"



FINANCIAL COMPONENTS

Distributor

Making up the profit:

$$0.735 * 230 \text{ students} * \$0.75 = \$126.79$$

(financial gain per 230 students ordering milk lattes)

$$230 * \$x = \$126.79$$

$$x = \$0.55 \text{ per milk-based drinks}$$

Ways oat milk saves money:

- Transportation
- Storage
- Machinery



A light green background with numerous dark brown coffee beans and small coffee crumbs scattered across the top half of the image. The beans are of various sizes and orientations, some showing the characteristic crease. The crumbs are small, dark brown fragments of coffee beans.

THANK YOU

SUMMARY:

Two Step Solution:

1. Up charge for all milk-based drinks
2. Change the language: "Is oat milk okay?"

Making up the profit:

$0.735 * 230 \text{ students} * \$0.75 = \$126.79$
(financial gain per 230 students ordering milk lattes)

$$230 * \$x = \$126.79$$

$$x = \$0.55 \text{ per milk-based drinks}$$

Ways oat milk saves money:

- Transportation
- Storage
- Machinery

Benefits:

- Environmental benefits
- Human health reasons
- Growing market
- Student Support