



About Souper Jenny

Souper Jenny is an Atlanta-based restaurant with four locations that curates a daily menu of fresh ingredients in the form of soups, salads and sandwiches. They deliver a strong sustainability message which resonates well with their loyal customer base. The company maintains their own farm where they harvest produce and sources their meat locally.



Jenny Levison
Founder & Owner



Keith Yaeger
General Manager
Our point of contact

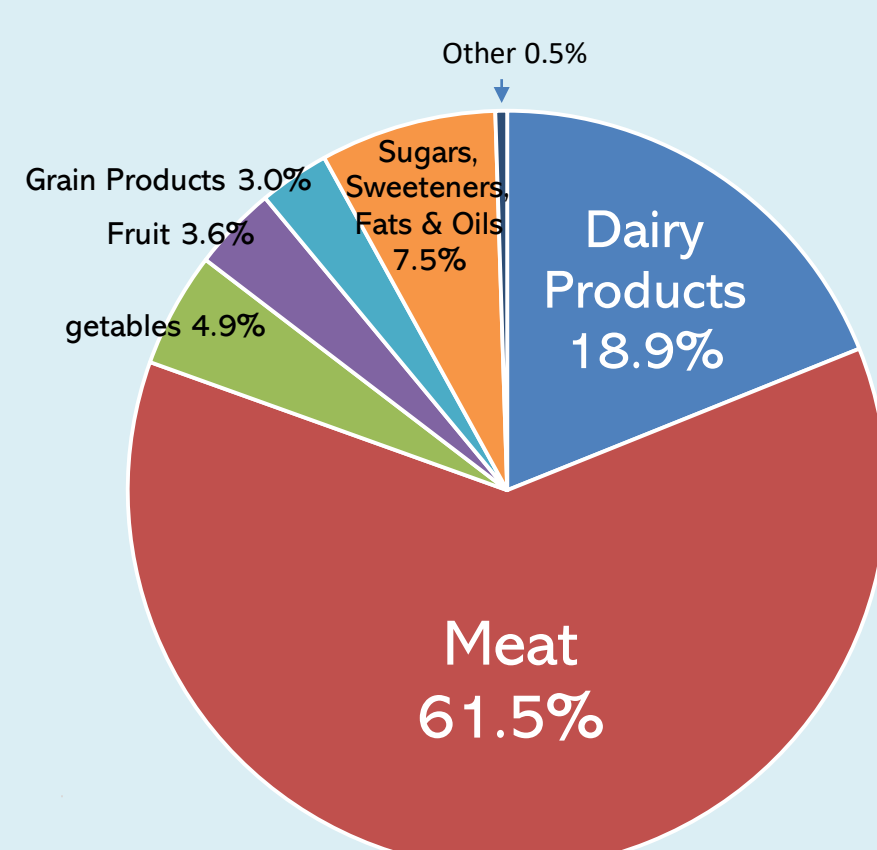
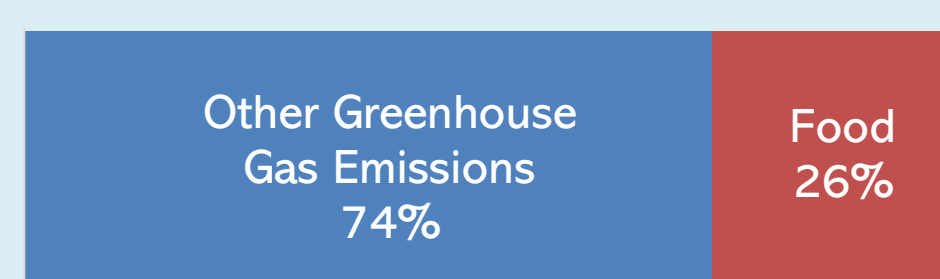
The Problem

Meat products have larger carbon footprints per calorie than grain or vegetable products because of the inefficient transformation of plant energy to animal energy.

5.04
pounds of CO₂ are emitted
per pound of poultry

- Nearly 40% of methane gas emissions comes from farm animals
- Methane is 70 times worse than carbon dioxide in global warming impact

A quarter of global emissions come from food



More than half of all food GHG emissions come from meat

Cutting meat & dairy products from your diet could reduce your carbon footprint by two-thirds.

Switching just one day per week's calories from meat to a plant-based diet reduces greenhouse gas emissions by the equivalent of driving 760 miles per year.

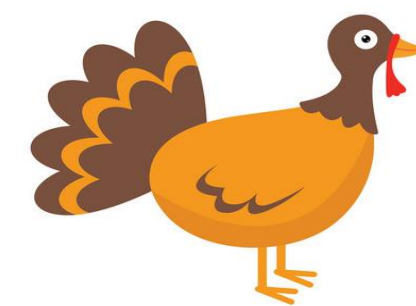
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EARTH DAY: NEVER TASTED SO GOOD!

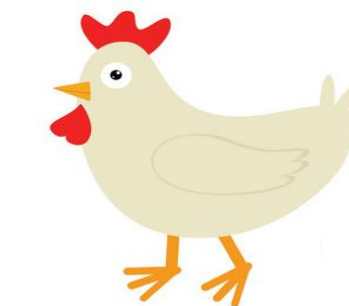
Niki Arjmand | Martin Estes | Cynthia Valdez

Meat Usage at Souper Jenny



Turkey Breasts
Ground Turkey
Whole Chicken

30 pounds/day
40 pounds/day
35 pounds/day



Project Scope

Replacing one plant-based menu per week at the Buckhead Souper Jenny location to reduce carbon emissions, educate customers about the effects of meat consumption and production on the environment, and promote a plant-based diet.



Financial Calculations

Souper Jenny could save
\$28,971 per year
or **\$168,000 5-year NPV**
by eliminating meat from their menu once a week

Total cost per day with meat	\$1857
Cost savings per day by substituting of vegetables for meat	\$557
x 52 weeks	\$28,971

Projected Reductions

Souper Jenny could save
17,432
or the equivalent of **0.8 Ford Fusions**
pounds of carbon emissions per year by eliminating meat from their menu once a week

	Meat Usage	CO ₂ Emission/lb	CO ₂ Emission/day	CO ₂ Emissions Less Local Sourcing
Turkey Breasts	30 lbs/day	5.04lbs	151.20 lbs	134.57 lbs
Whole Chicken	35 lbs/day	5.04lbs	176.40 lbs	156.99 lbs
Ground Turkey	40 lbs/day	5.04lbs	201.60 lbs	179.42 lbs
Increase in Vegetable Emissions				(135.93) lbs
Carbon Reduction per day				335.06 lbs
Carbon reduction per year (x 52 days)				17,432 lbs

Assumptions

- Sales price is the same for veggie and meat-based options
- All meat-based options cost a \$1.50 more than vegetable-based options to make
- Will sell the same amount of portions and will not lose customers
- Souper Jenny General Manager Keith Yaeger provided sales cost numbers
- NPV assumptions: compounded growth at 5% yearly, supply prices will not change, 6.43% discount rate used (CCC corporate debt rate)

Co-Benefits

"Livestock production impacts air and water quality, ocean health, and greenhouse gas emissions on regional to global scales and is the largest use of land globally."

- Reduction of species extinction
- Reduction of inhumane agricultural practices
- Limited use of pesticides and fertilizer for animal feed
- Reduction in animal-produced methane
- Reduction in heart disease, diabetes and some cancers
- Less transportation costs and carbon emissions from vehicles
- Promotion of a healthy diet
- New plant-based clientele
- Education of plant-based options

INTEREST OF STAKEHOLDER

Keep Satisfied:

- Customers
- Produce Suppliers
- Vegetarians/Vegans
- Healthy Eaters
- Environmentalists

Manage Closely:

- Owner & General Manager
- Chefs

Monitor:

- Meat Suppliers
- Heavy Meat-eaters

Keep Informed:

- Chief Financial Officer
- Chefs

INFLUENCE OF STAKEHOLDER

Current Status

Souper Jenny will be serving a plant-based menu during the Summer months in order to educate customers about the effects of meat consumption on the environment and to also encourage a plant-based diet. We will employ the help of Atlanta-based food and health influencers on Instagram in order to spread the word. Educational materials about sustainability and carbon emissions will be provided.

