

## Veg Head Grant Proposal - Business Plan

### Contact

Leo Fischer, Executive Director  
Phone: (774) 295-0243



## 1 Executive Summary

Veg Head is a not-for-profit restaurant project that will incorporate health and nutrition education into the restaurant experience. The targeted grand opening of Veg Head is Summer 2020 in Portland Oregon, depending on funding. The total amount of funds to be raised to start the Veg Head project, is estimated to be at least **\$311,464**. Once started, Veg Head will become a self-sufficient restaurant and fund its own educational programs after the 1<sup>st</sup> year of operation. Veg Head is requesting partial support in the amount of \$\_\_\_\_\_ from the \_\_\_\_\_ foundation to meet opening expenses and start operating.

Why is the Veg Head project worth the investment? Veg Head will provide free nutrition education in a variety of ways, including nutrition workshops & seminars, cooking classes, incorporating nutrition information into the restaurant experience, and nutrition-documentary showings. All educational services will be offered at the same location as the restaurant for free. Veg Head restaurant customers will pay \$7.44 for an all-you-want-to-eat whole food bar, with salad, soup, and drinks. The restaurant and the free nutritional classes offered at the restaurant will help prevent or reverse our nation's greatest health problems. Currently in the United States of America ("U.S."), dietary risks are the number one cause of death. Dietary risks contribute more to chronic diseases than any other factors. The education Veg Head will provide is paramount for individuals to reduce their dietary risks, help save their lives, and improve their quality of life.

Veg Head founder and executive director is Leo Fischer. Veg Head is also managed by a board of directors. Mr. Fischer has more than 8 years of business ownership and management experience. Besides his business expertise, Mr. Fischer has worked for more than 10 years in the restaurant industry and holds a degree of Master of Science in Nutrition from the National University of Natural Medicine. The board is made up of notable and experienced individuals, including physicians, nutritionists, restaurant owners, and philanthropists, such as Esteban Meszaros, who is the executive director of the World Cultural Council. Together, the board and Mr. Fischer will make the Veg Head project highly successful.

## 2 Statement of Need

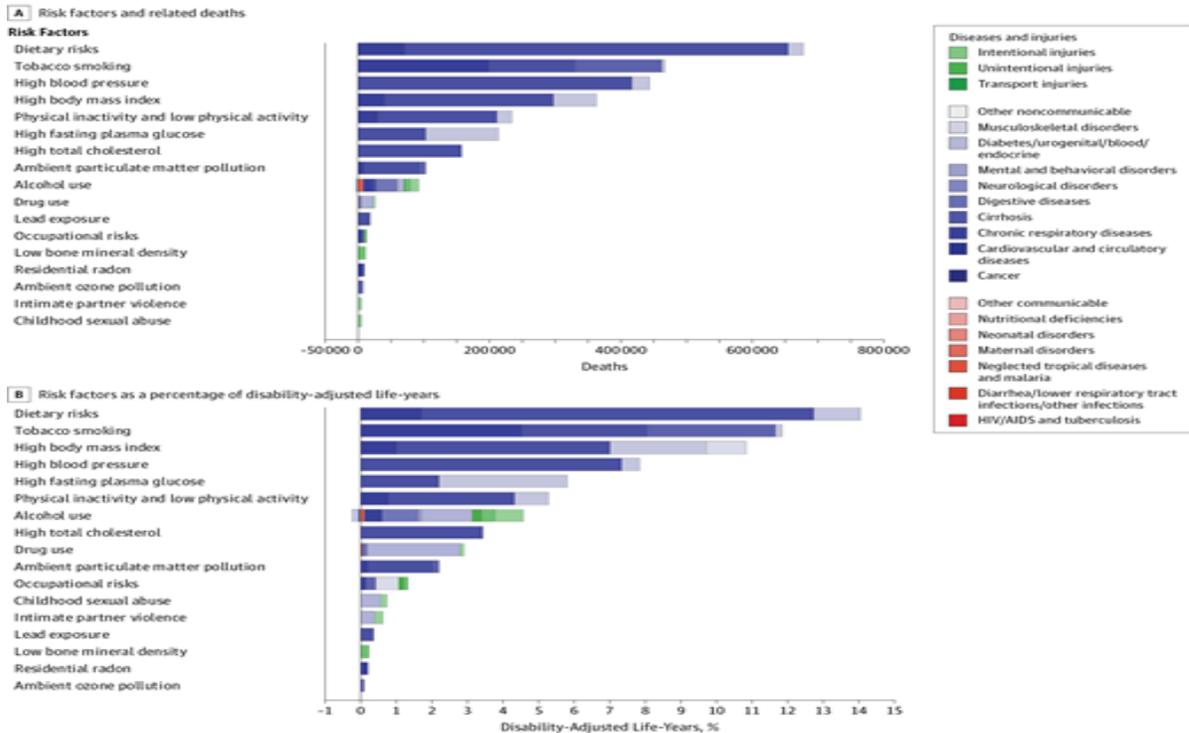
Nutrition is the scientific understand of processes in food, diet, nutrients and their effects on health. Nutrition-related interventions have the highest potential to save more lives and improve

the quality of life of more individuals than any other type of health intervention. The U.S. Nutrition programs are not being implemented or funded at the scale they should be, considering the known risk factor nutrition plays in the U.S.'s chronic disease epidemics. Veg Head is a project that could potentially, on a large scale, meet the urgently needed nutrition programs in Portland and serve as a model for similar programs around the nation. The Veg Head project will impact individuals' diets in the area of its operation enough to eventually help influence a national movement towards the nutritional lifestyle changes needed to prevent and reverse our epidemics of chronic disease in the U.S.

The Centers for Disease Control and Prevention ("CDC") states that the U.S. currently has one of the highest rates of chronic disease per capita, compared to the rest of the developed world. The U.S. also spends more money on health care per capita than any other country in the world, but chronic diseases continue to increase. According to the CDC, 75% of the U.S.'s aggregate health-care spending is on preventable chronic diseases, like heart disease and diabetes. Nearly half (45%) of all U.S. citizens suffer from one or more chronic diseases, and two-thirds of all deaths from chronic diseases are caused by one or more of five chronic diseases: heart disease, cancer, stroke, chronic obstructive pulmonary disease, and diabetes. Diabetes, cardiovascular disease, and obesity are all classified by the CDC as epidemics in the U.S. Seventy-three percent of U.S. adults are overweight, and 38% of those are obese. One out of 10 people in the U.S. currently has diabetes, and as many as 1 in 3 could have diabetes by 2050, if trends continue.

The above statistics are frightening, but there is still hope . . . a lot of it. There are large numbers of studies that show that simple changes in peoples' dietary habits, from eating junk food to eating whole food, reduces the risk of chronic diseases. One such study showed that eating one serving of legumes a day reduced the risk of heart disease by 38%. *Journal of the American College of Nutrition* 26, no.3 (2007): 243-49.

The Institute of Health Metrics and Evaluation, at the University of Washington, published the most-comprehensive analysis of disease and risk factors in the U.S., called "The State of US Health 1990-2010: Burden of Disease, and Risk Factors." ("SOH study"). The study design "used systematic analysis of descriptive epidemiology of 291 disease and injuries, 1160 sequelae of those disease and injuries, and 67 risk factors" that contribute to health loss and death in the U.S. (see graph below) The conclusion of study found dietary risks are the greatest risk factors, causing more deaths nationwide than any other risk factor. According to the study, the dietary-risk-factor burden on society is the same as the combined risk factors of smoking, alcohol use, drug use and air pollution.



As the SOH study shows, dietary factors are the greatest contributor to chronic disease and death in the U.S. This research clearly proves the need for further attention and investment by the public in nutrition. If the amount of investment into chronic-disease prevention were in proportion to the risk factors with the greatest burden on society, then most investment would be in nutrition. Currently, this is clearly not the case.

How do we know that the nutrition program Veg Head will have a big impact? Because Veg Head is exactly the kind of nutrition program that will target the greatest risk factor (diet) and help prevent nutrition-related chronic diseases. It is exactly the kind of program that should be getting more investment.

### 3 Project Description

#### 3.1 Mission, Goal, Objective and Philosophy

Veg Head's mission is to increase the health and quality of life of the individuals in communities surrounding its restaurants, by providing free nutritional education and promoting healthier nutritional policy, to ultimately lower the incidence of nutrition-related chronic diseases.

These nutrition-related diseases include diabetes, cardiovascular disease, stroke, obesity, dental disease, and some types of cancer. Veg Head will accomplish its mission by using

its restaurant revenues to provide free nutrition education including nutrition workshops & seminars, cooking classes, incorporating nutrition information into the restaurant experience, and nutrition-documentary showings. Veg Head will also promote healthier nutritional policies in the surrounding communities.

The goal of Veg Head is to open a restaurant chain that will incorporate health and dietary education into the food-service experience.

Our objectives include opening the first restaurant in Summer 2020, starting in Portland, Oregon, and providing a restaurant experience that incorporates nutritional education in the food-service experience to 200 customers a day. Each Veg Head location will provide 52 free nutrition workshops, 52 nutrition-related documentary shows and 52 cooking classes within the first year of operation. Each year we hope to provide 73,000 people with new nutritional information, and facts they may not know, while eating at Veg Head.

### **3.2 Incorporated Nutrition Education**

Veg Head will inform people about dietary education in a variety of ways to increase opportunities for people to learn and to retain information about diet. Those ways include free nutrition workshops, nutrition-related documentary shows, cooking classes and incorporation of education into the food-service experience at the restaurant.

#### **3.2.1 Incorporated Education into Restaurant's Food-Service**

Nutritional education will be incorporated into the restaurant in various ways. Restaurant customers will learn from nutrition information posted above each item on the salad bar. For instance, above Cashews, the label would say each scoop (maybe 2 tablespoons) has 5g of protein, 31% DV of copper, 18% Magnesium and 8% Iron. The cashew label might also include other interesting information like a picture of the fruit that cashews come from. Besides info above each food item on the bar, there will also be fun nutritional board games available on each table, like nutrition trivia. Currently nutrition board or card games do not exist, therefore Veg Head will have to create them. Other ways Veg Head will incorporate nutritional education into the food-service experience is with decoration or painted art on the walls, depicting nutrition related themes. Additionally, the imagination and creativity that goes into creating your own self-service salad, with the wide selection of salad bar ingredients, will be an empowering experience. Veg Head will embolden people to make and to be creative with food at home, as well.

#### **3.2.2 Nutrition Materials and Services for Sale**

When people eat at Veg Head, the goal is to inspire them to learn more about

nutrition and make a healthier dietary-lifestyle change. Offering clients purchasable nutrition books is another way to encourage learning about nutrition outside of the Veg Head restaurant. The Veg Head restaurant will have nutrition books on display that are for sale and readable in the restaurant. The sale of these books will provide education and help support Veg Head financially.

It will also be made clear that if people want to have a personal consultation with a nutritionist, Veg Head can arrange for them to meet a nutritionist.

### **3.2.3 Nutrition Workshops and Seminars**

Veg Head will have weekly nutrition workshops and seminars that will cover basic nutrition topics with hands-on lessons, including practical applications in the kitchen. This will assist both adults and children in making healthier whole-food choices by providing nutritional workshops and seminars that include the following: a talk by the nutrition instructor, visual presentations, documentaries, open discussions, cooking skills, and taste testing. Participants will gain knowledge on how to select economical and healthy foods, to prepare and store whole foods, to discover the nutritional components of whole foods, and to cook whole-food-based meals. An average of 10-20 adults and/or children will attend each workshop or seminar. Veg Head will offer a total of 52 workshops or seminars throughout the year. Upon completion of 6 workshops or seminars, participants will receive gift certificates for meals at Veg Head. Veg Head workshops and seminars will partner with local chronic-disease-prevention programs and secondary-school programs, such as Schools Uniting Neighborhoods, to recruit at-risk adults and their children.

### **3.2.4 Community Kitchen**

Veg Head's kitchen will also be utilized as a community kitchen, meaning that it will be open to community members who seek a kitchen space to rent for various reasons, including personal interests or commercial enterprises. For instance, community members working towards creating their own start-up food-based business will be able to rent the kitchen, for \$15-40/hr. The kitchen will be rentable during the restaurant's off and on hours. Since Veg Head's restaurant operations will include mostly whole foods prepared before daily operations, Veg Head's kitchen will be mostly available for community kitchen purposes during the restaurant's open hours. The kitchen and restaurant space will also be used to encourage multi-cultural food gathering and ethnic cooking community events.

### **3.2.5 Nutrition Documentary Shows**

Once a week, Veg Head will have a movie night showing a nutrition

documentary. These movies will be played on a projection system in the restaurant that will also be utilized for the nutrition workshops and seminars. Documentaries might include titles such as “Defense of Food,” “Fed Up,” and “Food Beware.” To entice people to come to movie nights, Veg Head will provide free healthy movie snacks and drinks. A Veg Head facilitator will teach and allow participants to make their own healthy snacks, such as oil-free stove-top popcorn. The documentary facilitator will also be a nutritionist able to answer guests’ questions and to moderate group discussions after the documentary.

### **3.2.6 Cooking Classes**

Once a week, or 52 classes a year, Veg Head will offer a free cooking class in the restaurant’s kitchen. People will be taught cooking basics and how to cook healthy food, especially on a budget. Cooking classes will also teach how to prepare specific meals and recipes. There will be an emphasis on healthy cooking techniques and whole-food-based ingredients. All food, instruction and equipment will be provided to participants for free. Class sizes will be between 12-20 people.

## **3.3 The Restaurant**

The restaurant portion of the Veg Head project will have many unique qualities, making it stand out in the restaurant industry. The restaurant will be open for breakfast, lunch and dinner. Veg Head’s salad bar will also be open for lunch and dinner and be available for take-out only at breakfast. It will have more quality and variety than any other self-service salad bar in the industry. There are currently 80 items planned to be available on the self-service salad bar, including beans, rice, quinoa, baked sweet potatoes, baked beets, steamed veggies, nuts, seeds, fruit, fresh veggies, and olives. There will also be premade salad dressings crafted in-house and the option for people to make their own dressing from a wide variety of oils, vinegars and condiments.

The restaurant will encompass a couple distinct restaurant atmospheres in one facility, increasing the potential customer base. Veg Head will be marketed towards people looking for healthy food, quick to-go food, great value economically, a family-sit-down-restaurant, or a cozy café. Veg Head prices will be competitive with fast-food restaurants to attract typical fast-food customers to healthier alternatives. Current price points are expected to be around \$7.44 a person for the all-you-want-to-eat self-service salad bar. Customers can choose to eat at the restaurant or take food to go for \$7.94. Customers who bring their own container of a “reasonable” size will receive a \$.50 discount on the to-go price. This will encourage customers to bring their own reusable container, help save the environment, reduce trash, and recover costs of to-go containers. Beverages are included with the salad bar for the standard price. Customers will also have the option to purchase only beverages for \$4, instead of the salad bar. This will allow customers to use

the wi-fi and drink all the tea, coffee, and other beverages they want while in the restaurant. Offering a beverage-only option allows Veg Head to attract café-type customers, as well as restaurant customers.

For breakfast, Veg Head will have a self-service breakfast bar with items like oatmeal, grits, tea, coffee, fruit, nuts, avocado, seeds, vegan yogurt and milk. The price of breakfast food will be \$5. The whole food salad bar will also be open during breakfast. The main reason for this is to let people make their lunch for later and take it with them to work, which would presumably work well for busy professional Americans. Below is a recap of Veg Head's restaurant prices.

- \$4 for beverage only
- \$5 for breakfast food only, between 8:00 am – 10:00 am
- \$5.50 for to-go breakfast
  - \$.50 discount for customers who bring their own reasonably sized to-go container(s)
- \$7.44 for all-you-want-to-eat self-service salad bar and soup.
- \$7.94 for a to-go salad and soup from the self-service salad bar.
  - \$.50 discount for customers who bring their own reasonably sized to-go container(s)

Veg Head will build a strong trusting relationship with its restaurant customers that other restaurants can't do and have never done before. Restaurant customers will be informed that all food available at Veg Head has been approved by the board and staff to promote optimal health. People will trust the Veg Head brand and its food more than other restaurants, because customers will know that every decision to offer a certain food has been reviewed by doctors, physicians, dieticians, academics, and nutritionists.

### **3.4 Marketing and Community Relations**

The path to success for a restaurant requires qualities of creativity and innovation. These qualities are found in abundance in the Veg Head project. Veg Head's not-for-profit status, food service, goal, and mission are not found in other restaurants. Veg Head's creativity and innovation will fill a void in the Portland restaurant market, will help solve community nutrition problems, and will give Veg Head a competitive edge.

Veg Head's education mission will allow Veg Head to network and run nutrition programs in cooperation with educational institutions. This will allow Veg Head to get involved in more communities and reach a larger audience for both the restaurant and our education programs. Utilization of volunteers and internships is also possible through educational institutions.

One of the ways Veg Head plans to market and attract families and build community relations will be to allow kids age 6 and under to eat for free, if accompanied by a paying parent. Building a relationship between kids, families, and healthy whole food is important for making a positive impact towards healthy future diets.

Veg Head's foods will be plant based. It will appeal to vegetarians, vegans, people who want to eat healthier, and people who want inexpensive, quick, and tasty food. The health food industry, whole-food lifestyle, and vegetarian industry have all been expanding at extraordinary fast rates, as much as %300 in a year, ("Top Trends in Prepared Foods, Report:4959853, June 2017, Global Data") and these trends are expected to continue expanding because of increased interest in health and environmental issues. Veg Head will be perfectly equipped to take advantage of this growing interest. It will appeal to the plant-based-food and health-food movements, as well as to general customers who are looking for healthy, nutritious and good-tasting meals.

Veg Head will flourish in marketing and community relations because of its experienced staff and board. Veg Head's employees will be hired, in part, on their interest and motivation to change the nutritional status quo. Their shared interest will be a unifying and bonding strength unlike that of any other restaurant in the industry and will help Veg Head achieve success. Customers will have confidence and trust in Veg Head, helping build the community that will support Veg Head's restaurant, mission and goal.

#### 4 Budget and Financial Feasibility Forecast

The tables below are the anticipated financial analysis for the first year of Veg Head's operations. At the bottom of the budget, there is anticipated revenue from the restaurant. Based on the Portland Restaurant and Lodging Association, and the National Restaurant Association, the average number of restaurant customers per day for similar types of quick service restaurants in Portland is above 400 customers per day. However, most new restaurants generally have slower starts with half as many customers in the first year than later years. Because of that, we estimate Veg Head will get around 200 customers per day. Additionally, there are many potential revenue-saving options that Veg Head can employ to give additional financial security, such as, replacing the education coordinator position with student internships and reducing kitchen wages to typical quick-service restaurant industry standards are easily implementable if necessary.

VEG HEAD PRICES			
	Breakfast	Lunch	Dinner
Business hours	7 am-10am	10 am-3 pm	3 pm – 9 pm
Whole food bar	\$7.44	\$7.44	\$7.44

Breakfast food	\$5	\$0	\$0
Desert side order	\$5.50	\$5	\$5
Drinks only	\$4	\$4	\$4
To go whole food bar (possible .50 discount)	\$7.94	\$7.94	\$7.94
To go breakfast food only (possible .50 discount)	\$5.50	\$5.50	\$5.50

SALE FORECAST – (assumption seating capacity 30)						
	Average Check	# of Patrons	# of orders	Total Sales	Food Sales	Beverage sales
Average Day	<b>Breakfast</b>	45				
	Breakfast Food	\$5		20	\$100	\$100
	Whole food bar	\$7.44		5	\$37.20	\$37.20
	Beverage Only	\$4		10	\$40	\$40
	To go whole food bar	\$7.44		20	\$148.8	\$148.8
	To go breakfast	\$5.50		10	\$55	\$55
	<b>Lunch</b>		100			
	Whole food bar	\$7.44		50	\$372	\$372
	Desert side	\$5.50		10	\$55	\$55
	Beverage only	\$4		20	\$80	\$80
	To go whole food bar	\$7.44		30	\$223.2	\$223.2
	<b>Dinner</b>		75			
	Whole food bar	\$7.44		35	\$260.4	\$260.4
	Desert side	\$5.50		15	\$82.5	\$82.5
	Beverage only	\$4		25	\$100	\$100
	To go whole food bar	\$7.44		20	\$148.8	\$148.8
<b>TOTAL</b>				\$1,702.90	\$1,482.90	\$220
<b>Week</b>				\$11,920.3	\$10,380.3	\$1540

KITCHEN and SERVICE WAGES																
Veg Head Hours, 6am-10pm, 16 hour day	Hours		Hours		Hours		Hours		Hours		Hours		Hours	Total hours	Total cost	
Job Title		Mon		Tue		Wed		Thu		Fri		Sat		Sun		
Kitchen Manager \$20/hr					10	9am-8pm		10	9am-8pm		10	6am-5pm			40	\$800

Assistant Manager \$18/hr	10	6am-5pm	10	6am-5pm	10	6am-5pm							10	6am-5pm	40	\$720
Prep/ast #1 \$15/hr	8	6am-3pm	8	6am-3pm				8	6am-3pm	8	6am-3pm	8	6am-3pm	40	\$600	
Prep/ast #2 \$15/hr	8	2pm-11pm	8	2pm-11pm	8	2pm-11pm	8	2pm-11pm	8	2pm-11pm				40	\$600	
Prep/ast #3 \$15/hr							8	6am-3pm			8	2pm-11pm	8	2pm-11pm	24	\$360
<b>Total Weekly Kitchen &amp; Service Wages</b>																<b>\$3080</b>

	Weekly	Monthly	Annually	% of sales
<b>REVENUES</b>				
Estimated food sales	\$10,380	\$41,520	\$498,240	87%
Estimated beverage sales	\$1540	\$6160	\$73,920	13%
Total sales	\$11,920	\$47,680	\$572,160	100%
Food cost (30%)	\$3114	\$12,456	\$149,472	26.1%
Beverage cost (10%)	\$154	\$616	\$7392	1.3%
Cost of sales	\$3268	\$13,072	\$156,864	27.4%
<b>Gross profit</b>	<b>\$8652.0</b>	<b>\$34,608.0</b>	<b>\$415,296.0</b>	<b>72.6%</b>
<b>FIXED OPERATING COSTS</b>				
Rent/occupancy	\$875	\$3500	\$42,000	7.3%
Utilities/Phone/Internet	\$300	\$1200	\$14,400	2.5%
Advertising	\$25	\$100	\$1200	0.2%
Insurance	\$35	\$140	\$1680	0.3%
Exterminator	\$34	\$136	\$1632	0.3%
Executive Director Salary	\$833	\$3332	\$39,994	7.0%
Education Coordinator Salary	\$720	\$2880	\$34,560	6%
60% of kitchen/service wages	\$1848	\$7392	\$88,704	15.5%
Payroll taxes (6% assumption)	\$154	\$616	\$7396	1.3%
Works compensation (1.5% rate factor)	\$39	\$156	\$1872	0.3%
License and fees	\$30	\$120	\$1440	0.2%
Trash/Garbage Hauling	\$69	\$276	\$3312	0.6%
<b>Fixed costs</b>	<b>\$4962.0</b>	<b>\$19849.0</b>	<b>\$238,190.00</b>	<b>41.5%</b>
<b>VARIABLE OPERATING COSTS</b>				
Repairs and maintenance	\$30	\$120	\$1440	0.2%
Water and Sewer	\$25	\$100	\$1200	0.2%
Credit card charges (1.9%)	\$176	\$704	\$8448	1.5%
Cleaning Supplies	\$75	\$300	\$3600	0.6%

Laundry	\$16	\$64	\$768	0.1%
Paper Supplies	\$25	\$100	\$1200	0.2%
Tableware and glassware replacement	\$10	\$40	\$480	0.1%
Miscellaneous	\$50	\$200	\$2400	0.2%
40% kitchen and service wages	\$1232	\$4928	\$59,136	10.3%
Payroll taxes (6% assumption)	\$74	\$296	\$3552	0.6%
Works compensation (1.5% rate factor)	\$19	\$76	\$912	0.1%
<b>Variable costs</b>	<b>\$1732.00</b>	<b>\$6928.00</b>	<b>\$83,136.00</b>	<b>14.1%</b>

<b>Operating profit before depreciation</b>	\$1958	\$7832	\$93,970	
<b>Depreciation</b>	\$83	\$332	\$3984	
<b>Net Income</b>	\$1875	\$7500	\$89,986	
<b>Investment in restaurant</b>	\$311,464			
<b>Overall return on investment</b>	\$89,986 / \$311,464 = 28.8%			

<b>Capital Requirements Budget</b>			
Four months of rent	\$14,000	Pots, pans, and cooking utensils	\$2000
Rent security	\$16,000	Cups, plates, bowls	\$1800
Utility deposit	\$3000	Logo, menu, and awning design	\$3,000
Architect's fee	\$4000	Initial Insurance	\$4500
Permits (plumbing, fire, health)	\$1500	Opening food inventory	\$3,000
Renovations, design, and décor	\$100,000	Opening beverage inventory	\$1000
Furniture and fixtures	\$20,000	Opening cleaning supplies	\$600
Kitchen Equipment	\$20,000	Two months of opening payroll	\$37,064
POS system	\$40,000	Working capital	\$40,000
<b>Total</b>	<b>\$218,500.00</b>	<b>Total</b>	<b>\$92,964.00</b>
<b>GRAND TOTAL: \$311,464</b>			

## 5 Evaluation

The criteria Veg Head will use to determine the level of success that goals are reached, is based on questionnaires of people reporting that they are learning new dietary/nutrition information

while going through the restaurant experience or Veg Head's dietary education services like workshops & seminars, documentaries, and cooking classes. The plan to obtain evaluation data is to use electronic questionnaires that will be offered on a tablet at each table in the restaurant. Questionnaires will also be handed out after dietary education services or emailed to participants.

## **6 Veg Head's Organization**

### **6.1 Veg Head Company Structure business**

Veg Head will be organized as a not-for-profit certified Benefit Corporation (B-Corp). A legal entity which requires third-party verification and annual reporting of accountability and transparency. Benefit Corporation status also requires creating a positive impact on the workers, the community, the environment, and on society in general. All profits and revenue from the restaurant operations will be re-invested into providing free nutrition education. The board and executive director will have full oversight over the Veg Head's operations. As a not-for-profit organization, no board member or employee will financially benefit from Veg Head operations outside of their salaries or wages for services rendered to further Veg Head's purpose.

### **6.2 Founder and Board**

The planning of the Veg Head project was first started by Leo Fischer in Summer 2016. He decided to pursue a master's degree in nutrition to obtain the nutrition credentials required to do the educational component with Veg Head. Mr. Fischer will be the acting executive director of Veg Head. He has more than 8 years of business ownership/management experience and still owns AdventureTerra LLC. Besides his business expertise, Mr. Fischer has also worked in the restaurant industry as a waiter cashier, cook, pre-cook, line-cook, dishwasher and as a front of the house manager, all together with more than 10 years of experience. Mr. Fischer's broad abilities and experiences in the restaurant and business industry will be one of the reasons for Veg Head's operational success.

Veg Head will be managed by both a board of directors and the executive director. The board is composed of people who have an interest helping Veg Head accomplish its goals and mission. A current list of the board is listed below.

Name	Credentials	Name	Credentials
Esteban Meszaros	Executive director of The World Cultural Council	Ronal Rosen	M.D.
Fischer Law Offices	Attorney	Dayana Enriquez	Registered Dietitian
Raymond Quinton	Marketing Consultant	Noon Sakda	Local restaurant chain owner in Portland Oregon
		Emily Mitchell	Designer

### 6.3 Kitchen Staff

Veg Head is a restaurant and as such, requires kitchen staff to fulfill the necessary restaurant operations. Kitchen staff will primarily be managed by the kitchen manager. Kitchen staff will be hired collaboratively between the kitchen manager and executive director. Staff will be hired by standard human resource management practices with emphasis on making sure candidates values align with Veg Head's goals and mission of nutritional education.

## 7 Conclusion

What Veg Head is offering funders, is the opportunity to support urgently needed nutrition education programs. The U.S. worst health epidemics are mostly caused by dietary factors and it is those dietary factors that lead to more deaths than any other factor in the U.S. There is enormous amounts funding for intentional misinformation and marketing influence to encourage unhealthy eating. Yet comparatively, there is little influence to promote healthy eating and nutrition. Everyone should have an equal chance be fully informed about influences on their eating behaviors and the consequences of those eating behaviors. As a society, if we want to be healthy and ensure our kids have a healthy future. It is more important than ever, that action is taken to promote healthy eating and nutrition. Veg Head's restaurant and nutrition programs will be able to create the impact necessary to promote healthy nutrition.

