

# YOUR ROADMAP TO SUCCESS

A JOURNEY OF A THOUSAND MILES  
BEGINS WITH A SINGLE STEP.

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Trying something new can feel both exciting and scary. The key is to begin your journey with a map, or plan, to help guide you each step of the way. The guidelines below will help you begin your journey at a level that is right for you and take sustainable steps toward your success.

## TAKE YOUR JOURNEY TO A HEALTHY LIFESTYLE STEP-BY-STEP.

### STEP 1: ENJOY

Keep plant-based meals you already enjoy in your meal rotation.

### STEP 2: ADAPT

Give your favorite recipes a plant-based makeover.

### STEP 3: EXPLORE

Begin incorporating new plant-based foods into each week.

## PLAN AHEAD.

- Use meal planning apps or a simple calendar to plan meals in advance.
- Look at the upcoming week's schedule and determine how many meals you will need to plan for. Plan quick meals or leftovers for the most hectic days of the week.
- Set aside time to batch cook ingredients so meals can be thrown together quickly on busy weeknights. See the [Batch Cooking](#) section for more ideas.

## MAKE THE 'HEALTHY CHOICE' THE EASY CHOICE.

- Keep fresh produce in a bowl on the counter and at eye-level in the fridge so it is the first thing you reach for when wanting a snack.
- Stock your pantry with staple ingredients that can be assembled into a quick meal.

## GAME PLAN FOR EATING AWAY FROM HOME AND TRAVELING.

- Check menus ahead of time. Pair side dishes together to create a hearty meal.
- Ask if the kitchen is willing to make a dish with lots of vegetables, beans and whole grains.
- When traveling, pack your own meals and snacks, or stop at grocery stores instead of fast food.

## INCLUDE THE ENTIRE FAMILY.

- Allow children to pick a new fruit or vegetable to try each week.
- Start a tomato plant on the porch and have children water and take care of it.
- Assign age-appropriate kitchen tasks to everyone in the family.

## SET GOALS EACH WEEK ON YOUR JOURNEY TO IMPROVED NUTRITION.

- Identify SMART (specific, measurable, attainable, realistic, and timebound) steps you can take each week. Instead of “eat more vegetables,” set a SMART goal to “make half your dinner plate vegetables five nights this week.”
- Celebrate success each and every step of the way!

## HOW MUCH CHANGE ARE YOU READY FOR?

Building healthy eating habits is not all or nothing. You will be most successful if you start your journey at a level that is right for you. Whether you’d like to begin with just one recipe or you’re ready to transform every meal, you can start your journey in a way that is right for you!



### LEVEL 1: DIP YOUR TOE IN.

Select one new recipe to try. Continue to build on your success by choosing one new recipe each week.



### LEVEL 2: WADE INTO THE SHALLOW END.

Choose a meal category (breakfast, lunch, or dinner) that you think will be easiest for you to transform and 2-3 recipes from that category to try. When you feel confident with your chosen meal category, add another category.



### LEVEL 3: DIVE ALL THE WAY IN.

To transform every meal, try the sample menu plan at the end of this guide.

A whole food, plant-based diet is an eating pattern that emphasizes a variety of nutrient-dense, minimally processed vegetables, fruits, whole grains, beans and legumes, and nuts and seeds.