

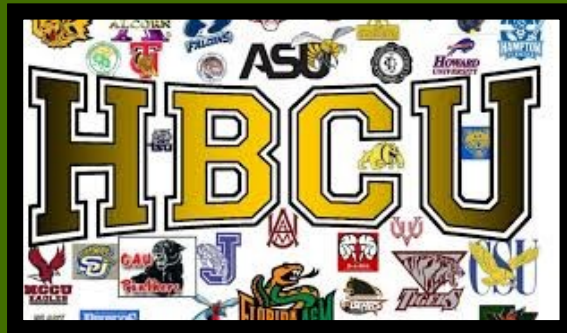
# HBCU PLANT POWERED SCHOLARS

## Investing in Plant Powered Innovators on HBCU Campuses

*Donate to the Plant Powered Scholarship Fund  
to cover tuition & plant-based meal plan for majors  
in Plant Based Lifestyle Medicine &  
Food Science Innovation*

Tackling Food Insecurity & Chronic Disease on HBCU Campuses  
One Campus At A Time!

# WHY TARGET HBCUs

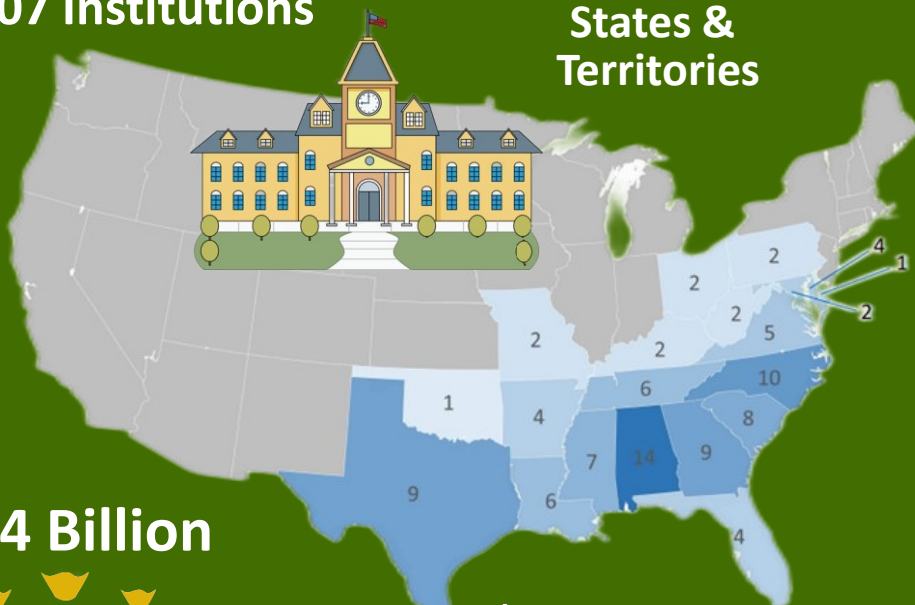


Historic Black Colleges and Universities (HBCUs) are institutions that were established as early as 1837 with the principal mission of educating freed slaves who suffered from illiteracy. For a century after the end of slavery in the United States in 1865, most colleges and universities in the Southern United States prohibited all African Americans from attending school. Now 107 HBCU institutions exist and have been the backbone of self-determination and economic development in the African-American community. HBCU's are credited for the following accomplishments and should be ground zero for the expansion of the Plant-Based Lifestyle Movement. Most of the data provided by the United Negro College Fund report.

**107 Institutions**

**22 States & Territories**

**Approx. 15 Million Alumni**  
in the U.S.



Over **10,000**  
Black HBCU Medical School Graduates  
In the U.S.

**\$14 Billion**



Approx. Annual Regional Economic Impact

Approx. **370,000**

students attend the 107 HBCUs annually



500 HBCU physicians care for **1.1M patients\***

Average campus dining meal plans on each campus is approx. 2,000 students



\*A 2012 Annals of Family Medicine noted that the average primary-care physician has about 2,300 patients on his "panel"

# HBCUs Are Located In Growth Markets For The Plant-Based Food Industry

## REGIONAL GROWTH

When looking at dollar and unit sales by region, **Southern households had both the most dollar sales at \$2.6 billion, and largest growth for total plant-based products (+10.1%).** Unit sales for total plant-based foods were highest among Western households (462 million) and lowest among North Central households.

**All 107 HBCUs Exist In The Southern Region**

### UNITED STATES CENSUS REGIONS

PERCENT OF TOTAL DOLLAR SALES OF PLANT-BASED PRODUCTS, BY REGION



PLANT-BASED FOODS STATE OF THE MARKETPLACE

// RETAIL REPORT 2022

# HBCU PLANT-BASED TRENDS

FOOD & DRINK • HEALTH • RACE

## Black People Are Leading the Trend Toward Veganism in America

by [Dave Segal](#) • Jan 27, 2020 at 12:54 pm

A January 24 article in the [Washington Post](#) notes that eight percent of African American adults consider themselves [vegans](#)—the highest among all demographic groups in the U.S. Overall, only three percent of Americans identify as vegans, according to a 2016 survey by [Pew Research Center](#). While these figures are disappointing, a new [Gallup poll](#) found that 23 percent of Americans are reducing their meat consumption. And according to the Good Food Institute and the trade group Plant Based Food Association, sales of plant-based products in America increased by 11 percent from April 2018 to April 2019.

The feature's author, [Laura Reiley](#), cites popular entertainers such as Beyoncé and Jay-Z, Wu-Tang Clan (eight of their 10 members are vegans), Jaden Smith, Cardi B, A\$AP Rocky, and Stic.man of Dead Prez as influencers of this shift toward a meatless diet. As I noted in a [2017 Slog post](#), black basketball players such as Kyrie Irvin, Damian Lillard, and JaVale McGee are leading the movement toward veganism in the NBA.

## Plant Based Industry Job Market Opportunities for HBCU Plant Powered Scholars

**The Plant Based Foods Industry Contribution to the U.S. Economy**



### Annual Revenue

\$4.5 billion

### Employment

55,634

**JOBS**

\$59,300

**AVERAGE INCOME**

\$3.3 billion

**TOTAL JOBS INCOME**

*The plant-based foods industry has created more than 55,000 jobs. These jobs pay a total of \$3.3 billion in income each year. At the current rate of growth, the plant-based foods industry will add more than 1,900 jobs to the economy each year.*

**The jobs generated by the plant-based foods industry are better than most, with an average income of \$59,300 — or about \$12,500 more than the average income in the United States**



# #1 Retailer WAL-MART Driving Plant-Based Food Consumption Around HBCUs

Click to view [Livekindly article](#)



**HBCUs within 1.5 miles of a Walmart**

**26**

[See list of WM near HBCUs](#)

The number of Walmart Supercenters near an HBCU in general:

**418**



[Click to view](#) - WM Safer, Healthier Food Programs

The number of Walmart Stores within 5 Miles of an HBCU

**262**



The percentage Walmart Stores within 5 Miles of an HBCU:

**40%**



# A Problem In Need of a Solution

Forbes ADVISOR

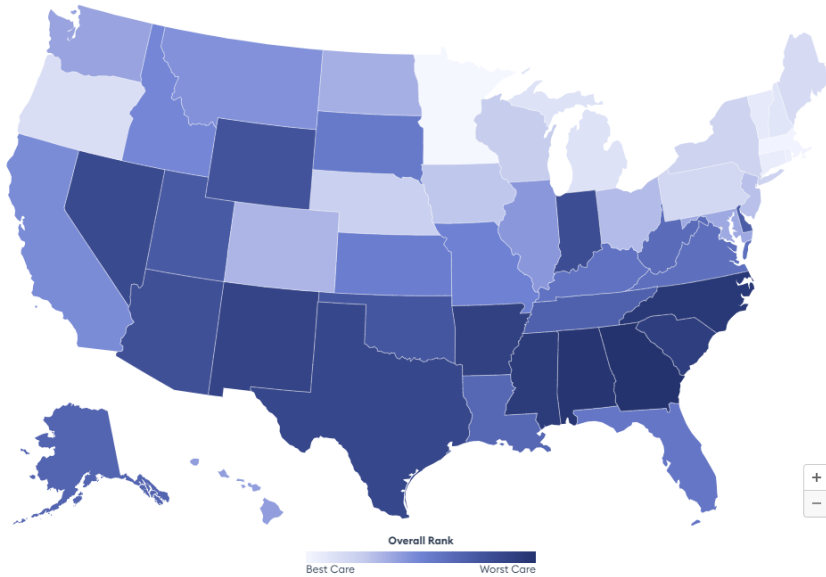
## The Worst (And Best) States For Healthcare, Ranked

Updated: Oct 13, 2023, 9:21am

<https://www.forbes.com/advisor/health-insurance/best-worst-states-for-healthcare/>

### The Worst States for Healthcare

State ranking is determined by 24 metrics spanning four key categories: healthcare access, healthcare outcomes, healthcare cost and quality of hospital care. To see the overall rank and two of the metrics considered, hover over each state.



Source: Forbes Advisor • Get the data • Embed

Forbes ADVISOR

Besides high rates of chronic disease within the student population, HBCU campuses are located in states that ranked with the worst healthcare.

### # HBCUs in these States

1.	Georgia	8
2.	Alabama	14
3.	N.C.	13
4.	Miss.	7
5.	S.C.	6
6.	Arkansas	4
7.	Texas	8
<b>Total:</b>		<b>60 HBCUs</b>

### U.S. News Oct. 2022 Report

Included additional states with the "Worst" Healthcare are:

8.	Louisiana	6
9.	Oklahoma	2
10.	W. Virginia	2
11.	Tennessee	7
<b>Grand Total:</b>		<b>77 HBCUs</b>

U.S. News Report: <https://www.usnews.com/news/best-states/articles/the-best-and-worst-states-for-health-care>

### The Worst States for Healthcare

Search in table

Page 1 of 5

Rank	State	Healthcare Access Score <sup>1</sup>	Healthcare Outcomes Score <sup>2</sup>	Healthcare Cost Score <sup>3</sup>	Quality of Hospital Care Score <sup>4</sup>	Overall Score
1	Georgia	80.87	68.70	94.04	76.42	100.00
2	Alabama	65.88	85.11	79.64	48.62	87.03
3	North Carolina	60.49	75.57	100.00	54.40	85.95
4	Mississippi	62.08	100.00	54.80	48.52	84.70
5	South Carolina	72.01	67.94	88.91	42.84	83.50
6	Arkansas	59.90	95.04	63.74	44.85	82.39
7	New Mexico	74.04	51.53	61.42	100.00	82.17
8	Texas	85.60	51.91	86.59	34.89	81.60
9	Nevada	99.67	50.38	33.77	53.95	79.08
10	Indiana	66.17	74.43	85.76	31.02	79.01

Note: We considered 24 metrics spanning four key categories: healthcare access, healthcare outcomes, healthcare cost and quality of hospital care. The score for each category is measured on a scale of 0 to 100, with 100 representing the worst performance in that category.

1. This score (accounting for 44.50% of the overall score) considers 10 metrics that reflect healthcare access, such as the number of primary care and specialist physicians per 10,000 state residents.  
 2. This score (accounting for 24.00% of the overall score) considers six metrics that reflect healthcare outcomes, such as diabetes and kidney disease mortality rates per 100,000 state residents.  
 3. This score (accounting for 15.00% of the overall score) considers four metrics that reflect healthcare cost, such as the average annual premium for employees with single coverage through employer-provided health insurance.  
 4. This score (accounting for 14.50% of the overall score) considers four metrics that reflect quality of hospital care, such as the percentage of patients who report that hospital staff didn't discuss possible side effects of new medication.

Source: Forbes Advisor • Get the data • Embed

Forbes ADVISOR

# 60-77%

of the 100 HBCUs in 2023 are in states with the worst health outcomes

# Plant Powered Scholars

**The Problem:** Obesity, high-blood pressure, and pre-diabetes are health conditions student, faculty and staff suffer under at an alarming rate on HBCU campuses. Also, students of color suffer from food insecurity which contributes to obesity according to the Journal of the Academy of Nutrition and Dietetics, “Food Insecurity on College & University Campuses – Published Oct. 27, 2021 Because the campus dining halls are over saturated with high fat, sugar and fried animal focused meals, obesity often starts for many students in their freshmen year – called the Freshman 30lb. To transform HBCU campuses into centers of Plant Powered health and wellness requires the development of a Plant-based Lifestyle Medicine academic program and Plant Powered Cafeteria Meal Plan to incubate future HBCU Plant Powered Health professionals and food science innovators.



Dr. Ruby Lathon, PhD Certified Holistic Nutritionist, thyroid cancer survivor using only plant-foods and owner of [Ruby Reds Organics Vegan Meal Delivery](#) has formulated the HBCU Plant Powered Cafeteria Meal Plan<sup>SM</sup> to provide Cafeterias with a 100% plant-based meal plan that students can select rather than picking through “plant-based options” on the regular Cafeteria Plan. The Plant Powered Plan is packed with nutrient dense whole raw and minimally processed foods that are culturally relevant and taste great. The Plant Powered Cafeteria Plan incorporates PBFA member products into the plan.

The HBCU-CPLM has developed an 18- credit hour Plant-Based Lifestyle Medicine & Food Innovation Certificate program that includes course work, club involvement, speaker series, internships and podcast capstone project that equip the “Plant Powered Scholars” with ready to use skills to enter the Plant Based Food Industry as healthcare, plant food policy or food innovation leaders. To create this Plant Powered Certification program requires the enrollment of at least 10 students into the program with at least three (3) professors to teach the program. The goal of the HBCU-CPLM is to provide scholarships for a cohort of 15 students by Spring 2025 at Coppin State University. Students who graduate from this program will be the Plant-based Industry leaders of the future.

## Academic Scholarship Goal

**Goal: \$75,000** for the CSU Plant Power Scholarship

CSU Tuition is \$5,000 x 15 students = \$75,000

## Professor Funding

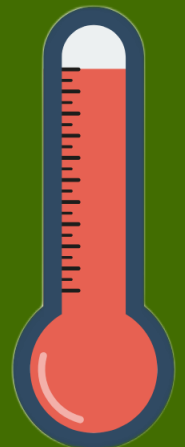
**Goal: \$250,000** covers  
3 Adjunct Professors  
provided thru HBCU\_CPLM

## Plant Powered Meal Plan Scholarships

To fuel the success of the academic program, HBCU-CPLM seeks to provide all 15 Plant Powered Scholars with a Plant Powered Meal Plan Scholarship as well. The Plant Powered Scholars will become ambassadors and story tellers regarding the benefits of having a campus Plant Powered Meal Plan. Scholarship sponsors will have a student assigned to the donor to write monthly blogs highlighting the benefits of a plant-based lifestyle that will be sponsored by the donor.

**Goal: \$75,000** x \$5K meal plan x 15 Plant Powered Scholars

**Note:** The HBCU –CPLM seeks replicate the Summit on the other 50 HBCU campuses. Estimated ticket sales of 300 tickets x \$450 x 35% will raise an estimated 9 academic scholarships just through ticket sales.



**Total Goal:**  
**\$500K**



# SPONSOR BENEFITS



To start the Plant Powered Scholar program, we need 70 donors to at least become "Green Friend Supporters to implement both the academic and/or meal plant powered scholarship. When you donate, donors receive the following benefits that provide opportunity for engagement with the student awardees and reach the larger community on each campus. See the benefits below. Student Scholars will be required to post 2 blogs a month during their scholarship year sharing their thoughts about the benefits of a plant-based lifestyle and sponsors logos will be branded as a blog advertiser.

Benefits	Platinum Asparagus \$100,000 Sustaining	Golden Broccoli \$55,000	Silver Apple \$35,000	Bronze Carrot \$25,000	Green Friend \$15,000	Game Changer Supporter \$5,500
Logo featured monthly on member electronic newsletter & micro site on HBCU-CLP Network website	•	•	•	•	•	•
Logo featured on Press Release for Student Scholarships & Student Ambassador Assigned to post monthly blogs	• 7 Student scholarships	• 5 Student scholarships	• 3 Student scholarships	• 2 Student scholarships	• 1 Student academic & meal plan scholarship	• 1 academic scholarship
Unlimited posting of job opportunities on the job board <a href="http://www.HBCUPlantbasedlifestyle.com">www.HBCUPlantbasedlifestyle.com</a>	•	•	•	•	•	•
Full-page in fundraiser program	• Inside front cover	• Back Cover	• Inside back cover			
Half-page handout & digital program booklet				•		
Quarter-page ad in program booklet					•	
Logos displayed on jumbo conference screens under sponsor level	•	•	•	•	•	•
Plant Powered Food Taster Exhibit Table	•	•	•	•	•	•
Summit Tickets Included	10 Tickets	9 Tickets	7 Tickets	5 Tickets	4 Tickets	1 Ticket
Food Donor Sponsor Only	\$900 Table Fee + Food Donation					



# HBCU Plant Powered Scholar Certified

Would your company like to drive sales to the over 15 Million HBCU alumni consumer market and the over 40 Million broader African-American consumer market interested in quality plant-based products to improve their health?

Does your company seek brand loyalty from its customers?

Donate to the HBCU Plant Powered Scholar Fund and pledge 3% of gross revenues in the U.S. annually to the Fund and your company can place the HBCU Plant Powered Scholar Certified logo on your product packages to drive sales.

When you give to HBCUs, HBCU alumni will reward your philanthropy with brand loyalty.

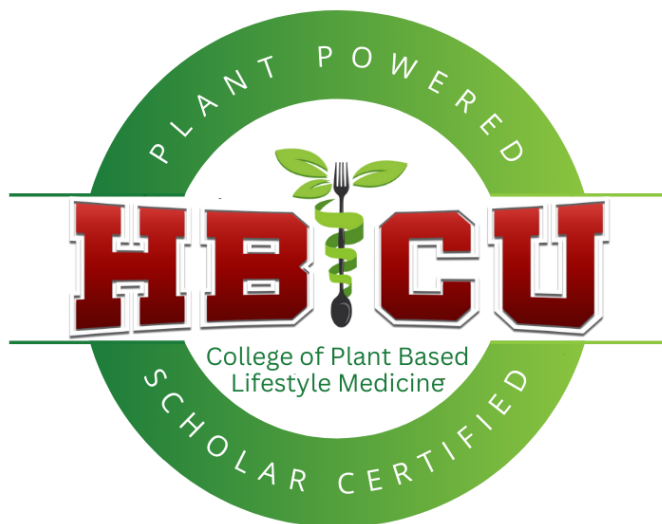
Our media partner, FHG Media Enterprises developers of the HBCU Plant Powered Network will work exclusively with PBFA members to develop affordable and cost effective “crowd” funded marketing campaigns to provide targeted advertisement in:

- print ( Black newspaper, HBCU Plant Based Lifestyle Magazine and HBCU cafeteria print advertisement),
- HBCU sports digital billboard or banner advertisement,
- social media and cable TV & TV podcast marketing campaigns

We want to tell your company’s “Plant Powered” story in culturally relevant campaigns that include HBCU Plant Powered Student Scholars on the 107 HBCU campuses that communicate to the 15 Million HBCU Alumni and 40 Million African-American supporters.

Contact: [steven@fhgmediaent.com](mailto:steven@fhgmediaent.com) to join the HBCU Plant Powered Network to donate and obtain your HBUC Plant Powered Scholar Certified logo.

*Note: Quarterly revenue reporting is required so that stories can be generated for social media, press release, blogs, TV podcasts cable TV can be issued to share the success of sales and to encourage more purchases quarterly by HBCU alumni and friends.*



**When your company gives to HBCUs, you transform lives and improve health outcomes!**

One time minimum first donation level based on gross U.S. sales as listed below, and then annually 3% of gross sales donated quarterly.

- |                        |                   |
|------------------------|-------------------|
| • Start-ups - \$ 9.5 M | - Game Changer    |
| • \$10 M - \$80 M      | - Green Friend    |
| • \$80.5M - \$100M     | - Silver Apple    |
| • \$101M - \$200M      | - Golden Broccoli |
| • \$201 and above      | - Platinum        |

Note: This donation program is over above, i.e. separate from the HBCU Plant Food As Medicine sponsorship, although the donor levels from the Summit are used.

Companies who only seek to participate in the “Plant Powered Taster” & “Scholar Certified” programs will receive mentions during the Summit.



## Bright Innovations For Better Health Outcomes

Custom sponsorship & marketing packages available.

### DONATION/SPONSORSHIP SUBMISSION

[Click here](#) to complete the sponsorship registration before making a payment.

[Click to Register For Plant Food Donation](#)

All deliveries must be made by April 22nd

### Payments

### Wire Instructions

Truist Bank  
Routing Number: 121000690675  
Account No: 061000104

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[www.HBCUPlantbasedLifestyle.com](http://www.HBCUPlantbasedLifestyle.com)

Contact: Jo Saint-George, Esq., CEO & Chair

### Credit Card Payment

Pay online with a credit card at this link:

<https://give.cornerstone.cc/hbcu>

Please cover the credit card charge of 2%