**TEMPLATE OPEN LETTER**

**[INSERT DATE] -** Open Letter to [INSERT COMPANY NAME]

To [INSERT COMPANY NAME] management,

This letter is to make a case for [INSERT COMPANY NAME] to change its company-provided daily milk offering to a plant-based alternative.

Consumers are increasingly purchasing and drinking plant-based milk – and those same consumer preferences and habits overflow into the workplace.

Over the last few years, as consumer demand has increased, employees have taken it upon themselves to bring their plant-based milk into the office. [INCLUDE any additional workplace observations or evidence]. Beyond this workplace observational evidence, the numbers on a broad scale paint the picture; the purchase of [plant-based milk has soared 61 percent](https://www.plantbasednews.org/post/plant-based-milk-sales-grow-61-last-5-years-new-report) from 2012-2016 as dairy-milk sales have witnessed declines.

It is worth noting that more than [65 percent of the world’s population is lactose sensitive](https://ghr.nlm.nih.gov/condition/lactose-intolerance) (according to the US National Library of Medicine), and science-based evidence suggests that we don’t need dairy to supply the proper amount of calcium and other essential nutrients. (There is much [history of government-backed programs and dairy lobbies](https://www.vox.com/2016/5/2/11565698/big-government-helps-big-dairy-sell-milk) that have used deceptive methods to make the general public believe they *need* milk.)

Dairy production as we know it today (via “factory farming”) is also a significant contributor to carbon emissions and utilize mass amounts of water (due to the water involved in everything from feeding cows, cleaning facilities, dealing with waste, etc.) Most dairy farming is not a bucolic scene with cows grazing in pastures; much of the factory farming industry today subjects cows to [systematic suffering](https://www.theguardian.com/commentisfree/2017/mar/30/dairy-scary-public-farming-calves-pens-alternatives).

[Almond milk is one of the fastest growing segments in](https://www.foodnavigator-usa.com/Article/2016/04/15/Almond-milk-sales-continue-to-surge-as-dairy-milk-contracts-Nielsen) the dairy alternative / plant-based milk market.

A proposed alternative to the current [COMPANY]-provided [INSERT WHAT THEY CURRENTLY PROVIDE] is [INSERT ALTERNATIVE].

This almond [OR PROPOSED ALTERNATIVE] beverage is shelf-stable and can be kept and stored for a long period, leading to less waste of unused, spoiled milk. This option is also more cost-effective and would lead to a nearly [X] percent reduction in cost:

[EXAMPLE:]

*   [Kirkland Signature Organic Vanilla Almond Beverage](https://www.costco.com/Kirkland-Signature-Organic-Vanilla-Almond-Beverage-Cartons-32-fl.-oz%2C-6-count.product.100314147.html): 6-pack, of 32 oz. containers = $9.29
*   [Kirkland Signature Organic Milk, 1% Low Fat](https://www.costcobusinessdelivery.com/Kirkland-Signature-Organic-Milk%2C-1%25-Low-Fat%2C-64-oz%2C-3-ct.product.11237341.html): 3-pack of 64 oz. containers = $14.05
* As a compassionate, healthful and environmentally conscious organization, this switch seems like a natural fit.  Please consider making the switch to contribute to a more humane, healthful, and sustainable world.
* **Thank you**
* ***-*** *Employees helping to ensure a compassionate and healthful workplace*