

# MY PLANT-BASED GOALS

Plant-based eating has you curious. You are feeling ready to put curiosity into action. This activity is meant to help you set goals with plant-based eating in mind.

## GOAL WRITING GUIDANCE

### Common reasons “why”:

- To reduce environmental impact
- For health benefits
- To save money on groceries
- To increase variety in diet
- Concern for animals
- To meet nutrition needs or goals

**S** A goal such as “eat more plant-based food” is great, but a little too general. **Here are some examples to make it more specific:**

- I will have one meatless day
- I will replace red meat with plant proteins
- I will try a new plant-based recipe
- I will include beans or legumes at dinner

**M** Adding measurable details such as numbers or days will help you know if you are reaching your goal. **Here are some measurable goal examples:**

- I will have one meatless day **each week for 1 month**
- I will replace red meat with plant proteins **3 days each week for 6 weeks**
- I will try a new plant-based recipe **2 times this month**
- I will include beans or legumes at dinner **1 time a week for 2 months**

**A** Make sure your goals are practical and possible for you to accomplish. **Here are some things to consider to make a goal achievable:**

- What other resources do I need for success?
- How will I find the time?
- What things do I need to learn more about?
- Who are people I can talk to for support?

**R** Answering “My Why” above helps make goals that are most meaningful, which can increase success. **Here are some other things to consider to make a goal relevant:**

- Does this goal make sense for my life right now?
- How will achieving this goal contribute to my overall sense of well-being?

**T** Add dates or benchmarks to make your goal timely. **Here are some examples to make a goal timely:**

- I will reach my goal by (date): \_\_\_\_/\_\_\_\_/\_\_\_\_
- What are additional dates or milestones I’ll aim for?

## MY WHY

Why do I want to eat more plant-based?

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*If you have more than one reason, circle the one that makes you the most excited or is the most meaningful to you.*

**S** Set a **Specific** goal:

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**M** Make it **Measureable**:

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**A** Make it **Achievable**:

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**R** Make it **Relevant**:

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**T** Make it **Timely**:

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