

Action For Life

Alternative Diet Task Force

National Training and Mobilization Conference
for Animal Protection and Vegetarian Action

P.O. BOX 5888, WASHINGTON, D.C. 20014

Tel 301-530-1737



FACT SHEET ON TARGETED FOOD CHAINS

ARA Services, Inc. - ARA is a diversified company with two areas of operation that are of prime importance to us as activists--the health care services area and the food and refreshment services area. In the first area, ARA serves over 850 hospitals and health care institutions and 268 nursing homes, providing meals and dietary guidelines to 350 of the facilities. It is the leading provider of hospital food services in the United States. In the second area, ARA provides food service to clients in business, education, government, and other facilities that cater to the public. ARA provides food service to over 50 airlines and has a leading position in the public school food service market. ARA appears to be committed to the idea of more nutritious eating habits as evidenced by their nutrition program in public schools served and by their PHYSFOODS™ program which offers healthy alternatives (such as pita sandwiches and salads) to the standard burger and fries fare in client cafeterias.

Marriott Corporation - Marriott is heavily involved in food distribution in the restaurant business and in contract food services. Their restaurants include more than 1,500 company owned and franchised outlets (Roy Rogers, Hot Shoppes, Big Boys, and Farrell's Ice Cream Parlors and Restaurants), as well as the restaurants in the Marriott Hotels. In addition, Marriott is the world's largest airline caterer (serving 75 airlines) and a leading caterer for company dining rooms, cafeterias, and snack shops, hospital, nursing, and retirement homes, colleges and other educational institutions, and airline terminal and toll highway restaurants. Given Marriott's innovative and aggressive marketing policies and their claimed flexibility to adapt to changing consumer preferences, we need to impress upon them the importance of the vegetarian constituency.

McDonald's - With over 5,200 domestic and 1,000 international outlets in 26 countries and territories, McDonald's needs little introduction. Each year, half a million head of cattle are slaughtered to satisfy America's appetite for McDonald's hamburgers. Although 1980 was an unusually difficult year in economic terms, the McDonald's corporation experienced "outstanding growth" in sales, revenues, and earnings. In line with the goal of creating new products to increase McDonald's appeal to the individual customer, three new meat products entered major test markets in 1980. Over \$280 million was spent on advertising. With McDonald's aggressive marketing techniques and large volume of business, even the smallest concession to vegetarianism would be a major gain. Also, McDonald's tries hard to foster good community relations and to present a charitable public image. Nineteen Ronald McDonald Houses located near children's hospitals, provide free or low cost shelter for families of ill children, and individual restaurants support thousands of community projects and charities. McDonald's underwrites many public television series and will be a sponsor of the 1984 Olympic games to be held in Los Angeles.