



BRIDGETTE SLATER

Matched with

BITE: Building Impact Through Eaters



Bridgette's Story

The origins of my moral ambition are rooted in stewardship. The first seeds were planted by my grandmother, who ensured I understood the significance of our family farm legacy in Arkansas and impressed upon me the importance of being a good steward of nature. The second seeds were planted during my 14 years at a Quaker school in D.C. absorbing the tenets of SPICES (Simplicity, Peace, Integrity, Community, Equality, and Stewardship) as a compass for how to treat others and live in balance with the world. The third seeds were planted by poetry, literature, theater, and song that stirred regular reflection upon my spiritual stewardship and how I was spending my one wild and precious life.

I have been fortunate to work, learn, and develop deep friendships at renowned organizations in stunning offices sitting in the sky. But sometimes, in the spellbinding allure of those spaces, it can become easy to float away from challenges on the ground (and IN the ground). In 2025, I felt a strong gravitational pull back to the Earth. In other times, I might have compartmentalized this feeling and promised myself I would revisit it later. But these are not normal times. We need to be more grounded than ever. More collective than ever. More courageous, empathetic, and morally ambitious than ever.

I choose to direct my moral ambition towards food & ag because it connects us to past, present, and future. Food is a sacred, universal language. I love that food conjures a portal to discussions about systems design, economics, health, labor, environment, access, history, and culture. We must remember simple, quality ingredients together can pack a powerful punch. It's time to get back to basics.

The Proposed Project

My host organization, Building Impact Through Eaters (BITE), recognizes that meaningful change doesn't start with technology or policies alone; it starts with eaters and the people who shape everyday food choices: chefs, line cooks, marketers, educators, and more. The team helps foodservice operators increase adoption and sales of climate-friendly foods through change

management, marketing consulting, and training of marketing and culinary teams. I will support BITE's work helping their partners implement these tested strategies in the real world and amplifying the knowledge that delicious, satisfying, on-trend choices can shape how food is experienced, discussed, and chosen.

An ongoing project at BITE is their Empowering Cities initiative in partnership with C40. The initiative is built on a key insight: many cities have the right programs, but they need help creating the narrative infrastructure to build buy-in across the stakeholders who determine whether those programs succeed or fail. The first phase of this initiative aims to address behavioral and communication challenges in implementing sustainable food policies at the city level and to improve residents' perception of city food programs. The second phase would continue this progress by working within a multi-city cohort to help municipal governments activate and advance their climate-smart food programs.

BITE is steadfast in its commitment to help partners frame climate-smart eating as a way to satisfy people's core human needs -- connection, identity, autonomy, and joy.

To support BITE, I first need your support. I invite you to partner with me and the School for Moral Ambition to fulfill a mission anchored in powerful food systems change that will help eaters, farmers & farmworkers, animals, planet, foodservice operators, and beyond.

The Potential Impact

The food we eat every day is deeply connected to human and planetary health. Also, its impact is profound: approximately a third of all global greenhouse gas (GHG) emissions can be linked to the food system. Most of the opportunity to reduce these GHG emissions lives within shifting diets and curbing food loss & waste.

Shifting people to more sustainable, plant-rich diets can reduce carbon emissions, improve nutrition, improve calorie availability on a global scale, reduce ocean acidification, and improve animal welfare, among many other benefits. Yet, sustainable eating remains niche instead of the norm.

BITE delivers impact on shifting diets through behavioral change, space & menu design, and messaging. The organization has seen great success with strategies such as offering plant-based meals as the default option in institutional dining settings (e.g. schools). A plant-default approach means that the most visible or first-presented option is a plant-based meal, though eaters can still request a meat version of the dish if they wish. The winning aspiration is to flip the script on how dishes are offered and where dishes are offered in foodservice settings. This systemic shift will make it easier for people to choose healthier options, normalize plant-rich diets for everyone, and advance progress on climate & animal welfare commitments.