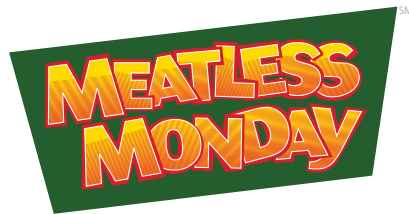


Meatless Monday in Your Community

How to get it started!



One day a week, cut out meat.

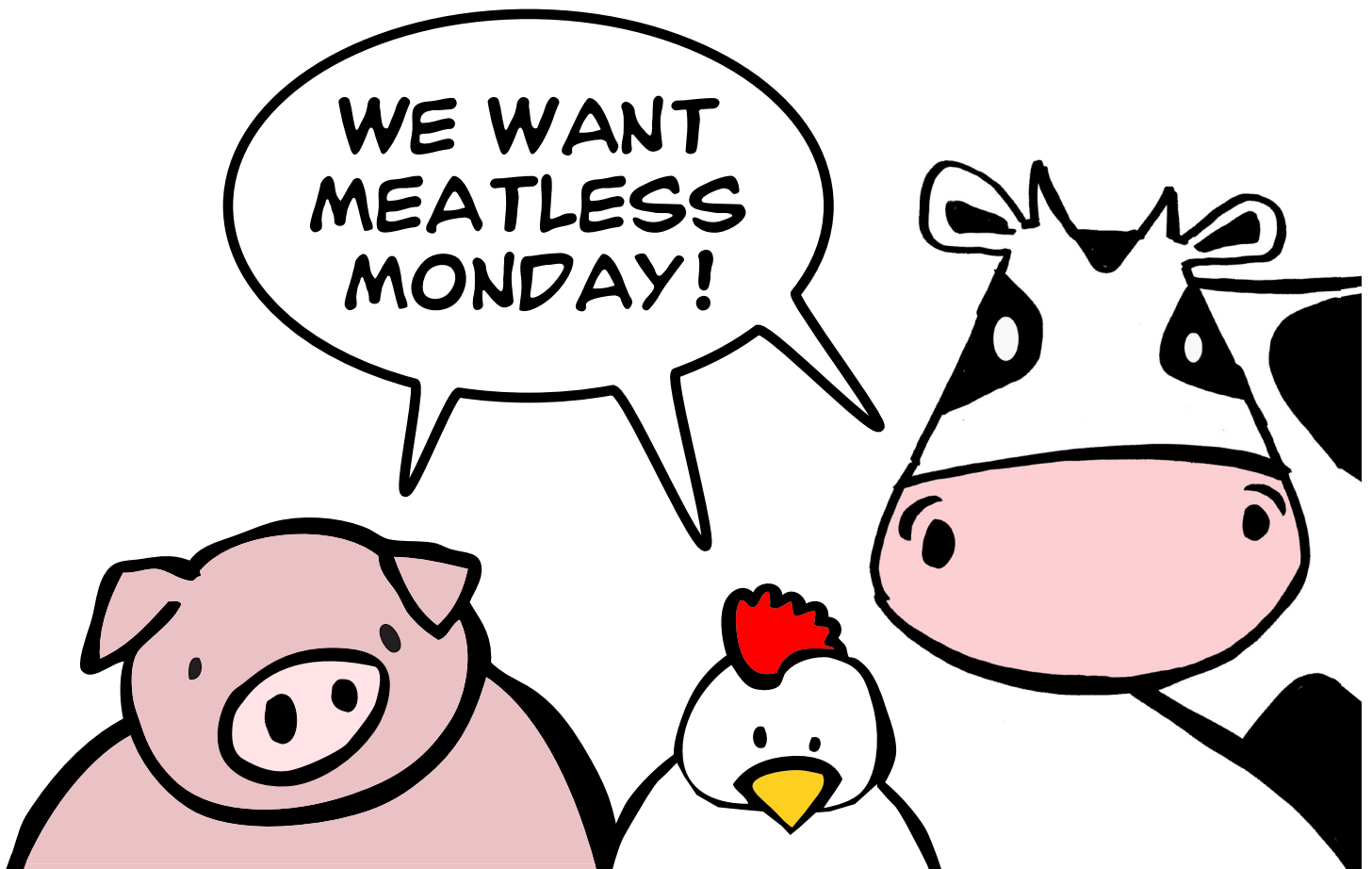


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ABOUT MEATLESS MONDAY

Meatless Monday is an international movement to help reduce meat consumption to improve personal health and the health of the planet. A non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health, we provide information and recipes needed to start each week with healthy, environmentally friendly meat-free alternatives.



WHY MEATLESS MONDAY

Going meatless once a week may reduce your risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help reduce your carbon footprint and save precious resources like fresh water and fossil fuel.

HEALTH BENEFITS

- **LIMIT CANCER RISK:** Hundreds of studies suggest that diets high in fruits and vegetables may reduce cancer risk. Both red and processed meat consumption are associated with colon cancer.
- **REDUCE HEART DISEASE:** Recent data from a Harvard University study found that replacing saturated fat-rich foods (for example, meat and full fat dairy) with foods that are rich in polyunsaturated fat (for example, vegetable oils, nuts and seeds) reduces the risk of heart disease by 19%
- **FIGHT DIABETES:** Research suggests that higher consumption of red and processed meat increases the risk of type 2 diabetes.
- **CURB OBESITY:** People on low-meat or vegetarian diets have significantly lower body weights and body mass indices. A recent study from Imperial College London also found that reducing overall meat consumption can prevent long-term weight gain.
- **LIVE LONGER:** Red and processed meat consumption is associated with increases in total mortality, cancer mortality and cardiovascular disease mortality.
- **IMPROVE YOUR DIET.** Consuming beans or peas results in higher intakes of fiber, protein, folate, zinc, iron and magnesium with lower intakes of saturated fat and total fat.



ENVIRONMENTAL BENEFITS



- **REDUCE YOUR CARBON FOOTPRINT:** The United Nations' Food and Agriculture Organization estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that are accelerating climate change worldwide... far more than transportation. And annual worldwide demand for meat continues to grow. Reining in meat consumption once a week can help slow this trend.
- **MINIMIZE WATER USAGE:** The water needs of livestock are tremendous, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef. Soy tofu produced in California requires 220 gallons of water per pound.
- **HELP REDUCE FOSSIL FUEL DEPENDENCE:** On average, about 40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. Compare this to the 2.2 calories of fossil fuel energy needed to produce one calorie of plant-based protein. Moderating meat consumption is a great way to cut fossil fuel demand.

MEATLESS MONDAY IN YOUR COMMUNITY



Meatless Monday is a rapidly growing global movement that can be found in 24 countries and has the support of celebrities, media, schools, restaurants and entire communities. Key to this growth has been committed community advocates from all walks of life – students, moms, politicians, chefs and more. Meatless Monday is a simple, weekly reminder to take saturated fat off our plates and replace it with nutrient-rich fruits, vegetables, beans and whole grains.

ANY COMMUNITY CAN GO MEATLESS MONDAY

Communities large and small have embraced the Meatless Monday campaign as a way to motivate citizens to improve their health and the health of the planet. Cities as diverse as Aspen, CO; Raleigh-Durham, NC; and Los Angeles, have all made tremendous efforts to their educate citizens about the benefits of Meatless Monday.

Aspen, Colorado: Known as a health-conscious resort town, Aspen puts Meatless Monday on the map with a suite of sophisticated dining options. Launched by prominent restaurateur Martin Oswald and supported by over 20 eateries, the campaign has since spread to the local hospital, K-12 school district, University of Colorado School of Medicine, Aspen Global Change Institute and the Cancer Survivor Center.



Raleigh-Durham, NC: The communities of Raleigh, Durham, and Chapel Hill have teamed up for Triangle Meatless Monday. Launched by Durham city-county sustainability manager Tobin L. Freid and an army of local volunteers, the campaign includes local restaurants, college clubs, pledge drives, giveaways, potlucks, public speakers, free resources and an official Meatless Monday resolution.

Covington, Kentucky: Meatless Mondays are part of a larger Healthy Monday fitness and nutrition initiative in Covington. The local health department, K-12 school district, senior center, health clubs, and dietary services have teamed up with Northern Kentucky University to form the Healthy Monday Coalition. Together, these groups are developing on programs to encourage wellness for community members of all ages.



HOW TO BRING MEATLESS MONDAY TO YOUR COMMUNITY

Here are some ideas to get you started on a Meatless Monday campaign in your community. For more information and tools for starting a campaign, check out the links provided:

SET UP A SOCIAL NETWORK

Create a Facebook page, Twitter handle, or other social media outlet for your community where neighbors can check-in each week, swap recipes and learn about upcoming events.



START A PLEDGE DRIVE

Get neighbors to pledge to go meatless on Monday! Place volunteers with [pledge sheets](#) at various high-traffic areas in town.



REACH OUT TO THE MEDIA

Local newspapers are always looking for stories! Encourage yours to run weekly [Meatless Monday recipes](#), or even start a recipe contest.

GET RESTAURANTS INVOLVED



Monday is typically a slow day at restaurants. Encourage local chefs to promote a Meatless Monday dish or menu to help them attract customers on Mondays. Get your [Meatless Monday Restaurant Kit](#) here.

TAP INTO FARMERS' MARKETS

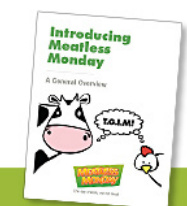
Locally and sustainably produced fruits and vegetables make perfect Meatless Monday ingredients. Encourage market organizers to support Meatless Monday to increase business and promote healthy eating with [their own recipes](#).

TALK TO YOUR LOCAL GOVERNMENT

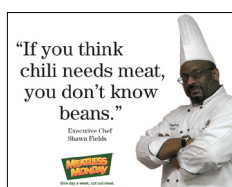
Ask your City Council or other local officials to declare each Monday a Meatless Monday in your area. Find a [sample letter](#) here.

ASK SCHOOLS TO GO MEATLESS ONE DAY A WEEK

Talk to your local schools about featuring meatless recipes each Monday. Some schools may also want to incorporate Meatless Monday messages about health and the environment into their lesson plans. Refer them to our [toolkits for schools](#).



Get your MM Kits
Lots of great resources!



CONNECT WITH HOSPITALS

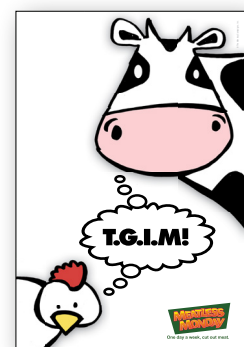
If you have a hospital in your area that serves food to its patients and/or has a cafeteria for patients, staff and visitors, ask the hospital food service provider to feature meatless dishes each Monday to encourage healthy eating. See this [report](#) for how it works.

DON'T FORGET WORKPLACES

People spend a lot of time at the office. Reach out to local employers and encourage them to spread the Meatless Monday message to their employees. If they have an on-site cafeteria, talk to the manager about featuring meatless dishes.

GROW YOUR COALITION

As you get more organizations on board with your campaign, make sure you stay in touch to see how they're doing.



MEATLESS MONDAY AT YOUR SCHOOL

Today, one out of every three Americans aged 10-17 is overweight or obese. At Meatless Monday, we recognize that healthy eating habits start young and require nurturing. That's why we offer easy, effective and fun solutions that any school can use, regardless of size, location or student population. Offering and promoting Meatless Monday meals creates a weekly opportunity to teach students about healthy eating, proper nutrition and overall well-being.

WHICH SCHOOLS ARE GOING MEATLESS MONDAY:

New York City Public Schools: "It teaches kids to be more careful about what they eat, to be more thoughtful and more green," said East Village Community School student Alexia S. "There is a need for students to be healthy and parents know that. We have some very active parents who are as interested as the staff in providing good nutritional options for students," said East Village Community School principal R. Williams.



Duke University: Students and staff at the Nicholas School are coming together for Meatless Monday potlucks. The monthly get-togethers promote healthy, sustainable meals while building a stronger campus community.

University of California: Meatless Monday is a network-wide event for the University of California. From student potlucks to campus-sponsored events and meatless meals in the cafeteria, the UC schools have a unified approach to health promotion.



Baltimore City Public Schools: Students responded positively to Meatless Monday in Baltimore schools. "It gives us a chance to pick different stuff instead of meat" noted 12 year-old Dajana Mills. The team at BCPS hopes



meatless meals will encourage students to experience the benefits of plant-based options, both at school and home too!

HOW TO BRING MEATLESS MONDAY TO YOUR SCHOOL'S DINING HALL

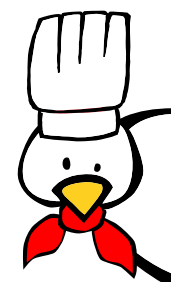
- Does your school already offer meatless options on Monday? If so, having a Meatless Monday is as simple as posting promotional materials.
- If your school doesn't offer meatless options on Monday, contact the person in charge of food service at your school to discuss adding Meatless Monday entrées.
- Partner with school wellness committees, faculty, staff and student groups so they can spread the word and show that your efforts have support throughout the school.
- Set up an information table to provide students with details about Meatless Monday, as well as a place to ask questions and maybe try a free food sample.
- Meet with your dining hall staff and brief them on the campaign. Encourage them to ask students if they would like to try the Meatless Monday entrée.
- For more ideas, download the K-12 School Kit and the Campus Kit.

Find out what Meatless Monday can do for your school.

For more information email us at: info@MeatlessMonday.org And visit us at: MeatlessMonday.com

MEATLESS MONDAY AT YOUR FAVORITE RESTAURANTS

Chefs and restaurateurs — from large chains to fine dining establishments — are discovering the many benefits of Meatless Monday. Creative, easy and affordable, the campaign is a way to keep business booming on a typically slow day and offer customers delicious, sustainable options. From delis in D.C. to five-star bistros in Santa Monica, Meatless Monday is a public health initiative that everyone can get behind!



ALL TYPES OF RESTAURANTS CAN GO MEATLESS MONDAY.



“The fact is, most people in the U.S. eat way more meat than is good for them or the planet. Asking everyone to go vegetarian or vegan isn’t a realistic or attainable goal. But we can focus on a more plant-based diet That’s why I’m such a big believer in the Meatless Monday movement!”

Mario Batali – Chef and restaurateur

“We’ve always been pretty health conscious about what we do... so the Meatless Monday Movement was such a natural fit for us. It’s probably the best received promotion we’ve done.”

John Kunkel - CEO/Founder – Lime Fresh Mexican Grill



“Meatless Mondays have been great. We basically book out every Monday night as a result. It’s become kind of an event and its interesting because, as a restaurateur, you see a very different demographic in the restaurant than what you would on Tuesday or Saturday.”

Chef John Fraser - Head Chef and owner of Dovetail, NYC

“We started off with very strong stances and we’ve been able to maintain them... when I heard about Meatless Monday I thought that this was a simple way to promote a very simple ideology. It’s good for us, good for the environment, just good for everything!”

Greg Koch – CEO, Stone Brewing



GET YOUR FAVORITE RESTAURANT TO GO MEATLESS MONDAY:

- Meatless Monday is an opportunity for restaurants to show customers they care about their customers’ health and are responsive to their wishes.

“I am so excited! A local restaurant, H-dogs Chicago, added a Meatless Monday option to their menu because I asked for one and because I’m a patron of the establishment and because I’m a frequent commenter on their facebook page. Who says that one hungry Meatless Monday fan can’t make a difference?” – Katherine Miller, via Facebook

- Offering a Meatless Monday special couldn’t be easier! Most restaurants (especially those that specialize in ethnic cuisine) have vegetarian options every day. Just add a Meatless Monday menu icon, a window sticker and voilà! You don’t have to stop serving meat — simply highlighting plant-based options is enough.
- Mondays are a notoriously slow day in the restaurant industry. Meatless Monday specials are a great way to increase traffic.



- Meatless dishes are usually much cheaper to produce and take less time to prepare.
- Meatless Monday offers restaurateurs invaluable marketing opportunities. The campaign is a great hook to get publicity in local news outlets. Aside from special entrees, eateries can participate by DONATING food to a Meatless Monday event, hosting a campaign event, or by offering Monday cooking demonstrations.
- Download a free Restaurant kit with more talking points, information, and helpful hints.

Find out what Meatless Monday can do for your favorite restaurant.
For more information email us at: info@MeatlessMonday.org And visit us at: MeatlessMonday.com



MEATLESS MONDAY IN YOUR OFFICE CAFETERIA

Hospitals, worksites and other large-scale dining services across the country are using Meatless Monday to share healthy, inspired dishes with their clientele. No matter the type or size of business, Meatless Monday is an easy way to help patrons partake in more nutritious choices.

ALL TYPES OF CAFETERIAS CAN GO MEATLESS MONDAY:



“Sodexo is proud to combine our culinary expertise with the knowledge of our clinical dietitians to integrate meatless meal options that meet the nutritional needs of students learning in schools, patients recovering in hospitals, and employees engaging worksite wellness programs. Meatless Monday provides a healthy and tasty alternative for people looking to implement a healthy diet change, which explains why it has been so popular.”

Nitu Gupta — Vice President of Brand Management for Sodexo Health Care

“Providing an opportunity for eating meatless one day a week is a simple way for us to address the dietary concerns of our customers and in part advance our own environmental objectives. Meatless Monday has been successful here because... it's about taking easy steps to guard our health and be good stewards of our environment”

Will Nicklas - Corporate Manager for Corporate Services at Toyota Motor Sales, Inc.

“I'm looking forward to helping customers learn that they're not sacrificing taste by eating vegetarian meals”

Shawn Fields — Executive Chef, Johns Hopkins Hospital



HOW TO BRING MEATLESS MONDAY TO YOUR OFFICE OR HOSPITAL CAFETERIA

- Does your office already offer meatless options on Monday? If so, having a Meatless Monday is as simple as posting promotional materials.
- If your office doesn't offer meatless options on Monday, contact the person in charge of food service to discuss adding Meatless Monday entrées.
- Set up an information table to provide employees with details about Meatless Monday, as well as a place to ask questions and maybe try a free food sample.
- Meet with dining hall staff and brief them on the campaign. Encourage them to ask customers if they would like to try the Meatless Monday entrée.
- For more ideas, download a free toolkit. Need delicious and healthy meatless recipes designed for large groups that are sure to satisfy? See: meatlessmonday.com/category/bulk-recipes

Learn more about bringing Meatless Monday to your food service site at the [Meatless Monday Food Service Programs page](#) – plus, download a [free toolkit](#).

Read how international food service provider Sodexo successfully implemented Meatless Monday: [Sodexo Surver Results](#).