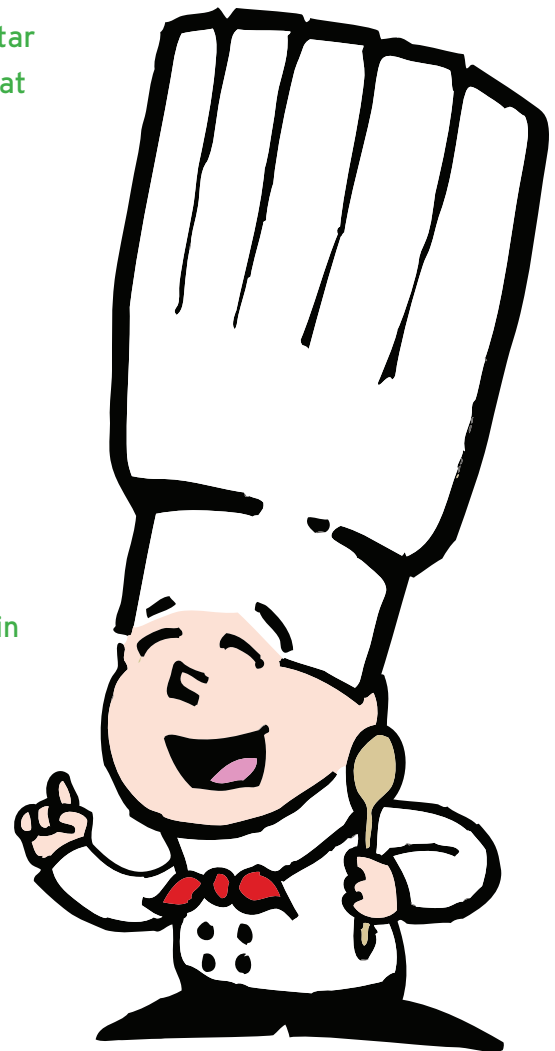


## Why introduce Meatless Monday?

### There are so many great reasons why restaurants should have Meatless Mondays:

- 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 and window flyer and voilà!
- 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. Highlighting vegetarian entrees means an increase in profits from each dish sold. Low costs also mean restaurants can offer attractive discounts and specials without breaking the bank.
- By signing onto Meatless Monday, restaurants are joining forces with eateries nationwide! From delis in D.C. to five-star bistros in Santa Monica, this is a public health campaign that everyone can get behind. Even celebrity chefs like Mario Batali, John Fraser and Wolfgang Puck now have Meatless Monday specials.
- Remember, you don't have to stop serving meat to join the movement. Meatless Monday is an awareness campaign – simply highlighting plant-based options is enough. Many restaurants have also found success with Meatless Monday set menus – a few pre-selected courses available for a set price.
- 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.



# MEATLESS MONDAY

Meatless Monday is **fun**, **free** and **fits** into your goals for a healthier diet to your school, workplace or community.

One day a week cut out meat

Use this suite of info to learn more about the campaign and to see how Meatless Monday can be integrated into your organization's unique culture:



**AN INTRODUCTION**  
Learn more about the facts and faces behind the movement to cut meat one day a week.



**BENEFITS**  
Find out how Meatless Monday can benefit your health, the environment and your wallet!



**FAQ**  
Have questions about Meatless Monday? Check out our answers to some common queries.



**HIGHLIGHTS**  
The Meatless Monday movement is a fast-growing network of individuals, organizations and counties that are committed to better health. See the most recent folks to join.

info@meatlessmonday.com  
**MeatlessMonday.com**

a project of

## Healthy Monday

in association with

 **Columbia University**  
MAILMAN SCHOOL  
OF PUBLIC HEALTH

 **JOHNS HOPKINS**  
BLOOMBERG  
SCHOOL OF PUBLIC HEALTH

 **Newhouse**  
School  
SYRACUSE UNIVERSITY



## AN INTRODUCTION

One day a week cut out meat

### WHAT IS MEATLESS MONDAY?

An international movement to help people reduce their meat consumption by 15% to improve personal health and the health of the planet. We are a non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

### WHY MEATLESS?

On average, Americans consume 8 ounces of meat per day – 45% more than the USDA recommends. Going meatless once a week can reduce your risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help limit your carbon footprint and save precious resources like fresh water and fossil fuel.

### WHY MONDAY?

Multiple studies have shown that periodic health prompts lead to positive behavior change. Monday is the beginning of the week, making it the perfect time to reevaluate our choices and set our intentions for the coming days. With a Meatless Monday, you have a scheduled, recurring reminder to start your week off on a nutritious note. And if this Monday passes you by, next week is another opportunity to focus on health!

### WHAT DO WE OFFER?

We offer four delicious meat-free recipes every Monday, compelling interviews and reviews, relevant nutrition and health news, helpful meatless cooking demos, active Twitter and Facebook communities, and a weekly email newsletter. Additionally, we provide marketing tools and resources that schools, organizations and municipalities can use in their campaigns to go meatless on Monday.

### WHO'S WITH US?

The city of San Francisco, Baltimore City Public Schools and Manhattan borough president Scott Stringer have all decided to make Mondays meatless. In the U.S., over 30 college campuses have also embraced the campaign. On top of that, Meatless Monday programs have popped up in Britain, Brazil, Holland, Canada, Finland, Taiwan and Australia. Further, major food personalities, celebrities and leaders such as Michael Pollan, Al Gore, Sir Paul McCartney, Gwyneth Paltrow and Mario Batali are backing the movement.

### JOIN US!

Visit [meatlessmonday.com](http://meatlessmonday.com) and take our pledge, and then tell your friends, family, co-workers and community leaders how they can improve their health and the health of the planet by cutting meat one Monday at a time!

[info@meatlessmonday.com](mailto:info@meatlessmonday.com)

[MeatlessMonday.com](http://MeatlessMonday.com)



# MEATLESS MONDAY

One day a week cut out meat

## KEY BENEFITS

### FOR YOUR HEALTH



#### REDUCE HEART DISEASE

Beans, peas, nuts and seeds contain little to no saturated fats. Reducing saturated fats can help keep your cholesterol low, and cut risk of cardiovascular disease.

#### LIMIT CANCER RISK

Hundreds of studies suggest that diets high in fruits and vegetables can reduce cancer risk. Red meat consumption is associated with colon cancer.

#### FIGHT DIABETES

Research suggests that plant-based diets – particularly those low in processed meat – can reduce your risk of type 2 diabetes.

#### CURB OBESITY

People on low-meat or vegetarian diets have significantly lower body weights and body mass indices. A plant-based diet is a great source of fiber (absent in animal products). This makes you feel full with fewer calories, ie. lower calorie intake and less overeating.

#### 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.

### FOR YOUR WALLET



#### CUT WEEKLY BUDGET

Food prices continue to rise. Current increases are especially sharp in packaged items and meat, which require extra expenses like feed and transportation. Forgoing meat once a week is a great way to cut the weekly budget.

#### CURB HEALTHCARE SPENDING

Treatment of chronic preventable diseases accounts for 70% of total U.S. healthcare spending. By reducing our risk for these conditions, we can curtail healthcare spending nationwide.

### FOR OUR PLANET



#### REDUCE CARBON FOOTPRINT

The UN estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that accelerate climate change.

#### MINIMIZE WATER USAGE

The water needs of livestock are huge, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef.

#### REDUCE FUEL DEPENDENCE

On average, about 40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. (compared to 2.2 calories of fossil fuel for plant-based protein).



## (In)frequently asked questions

One day a week cut out meat

### Do I need to worry about getting enough protein on Meatless Monday?

No. The latest USDA statistics show that men in the U.S. consume as much as 190% of their recommended daily allowance of protein, while women eat as much as 160%. Americans derive the majority of their protein from meat and other animal sources.

The World Health Organization recommends that men and women obtain 5% of their calories as protein. This would mean 38 grams of protein for a man burning 3000 calories a day and 29 grams for a woman using 2300 calories a day. This quantity of protein is impossible to avoid when daily calorie needs are met by unrefined starches and vegetables. For example, rice alone would provide 71 grams of highly usable protein and white potatoes would provide 64 grams of protein.

In short, protein deficiency is very rare, even in full-time vegetarians. As long as you're eating enough calories to maintain a healthy weight, and following the FDA's healthy diet guidelines, you're almost certain to get enough protein.

### Do I need to combine certain foods during meals to ensure protein quality?

No. Although most vegetarian protein sources provide only some of the essential amino acids, it isn't necessary to combine foods to create "complete proteins." Dr. Marion Nestle, renowned food expert and professor of nutrition, food studies and public health at New York University, agrees that a proper nutritional balance can be easily obtained through plant-based meals:

"All proteins are made up of the same amino acids. ALL. No exceptions. The difference between animal and vegetable proteins is in the content of certain amino acids. If vegetable proteins are mixed, the differences get made up. Even if they aren't mixed, to get the right amount of low amino acids, all you need to do is eat more of that food. There is no "need" for animal proteins at all."

### What about iron or B12?

Going meatless for one day a week is unlikely to create iron or B12 deficiencies. Iron is present in many vegetables and deficiency is rare, even among full-time vegetarians. People who never consume animal products of any kind (i.e. vegans) may need to supplement with B12.

### Is a meatless diet automatically healthier?

No. Eliminating meat doesn't automatically make your diet healthier. It's still important to eat the right balance of healthy foods and to limit your intake of unhealthy foods. People who eat less meat tend to have lower body weight. But it all comes down to managing your calorie intake – please follow the FDA's guidelines.

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# MEATLESS MONDAY

## RECENT HIGHLIGHTS

One day a week cut out meat



Celebrity chef **Mario Batali** gained national media buzz by now offering Meatless Monday options at all 14 of his restaurants. Batali demonstrates to his carnivorous clientele that plant-based options are not only healthful, but delicious.

**HUFFPOST FOOD**

**Huffington Post**, the world's most powerful blog, boasts multiple Meatless Monday features, including weekly articles by nationally syndicated author Ellen Kanner, and bi-monthly features in HuffPo Food.



**The Johns Hopkins Hospital** touts the health benefits of cutting meat by bringing Meatless Monday to their cafeteria.

They join the many being introduced to corporate and hospital cafeterias nationwide.



The city of San Francisco has proclaimed that every Monday is to be meatless. The resolution passed by **San Francisco's Board of Supervisors** will "encourage restaurants, schools and grocery stores to offer plant-based options".



**The Baltimore City Public School System** became the first Meatless Monday school system in the U.S., serving 85,000 students a healthy,

meatless menu. This initiative drew international media attention, spurring spirited debate by Glenn Beck on Fox News, Lou Dobbs on CNN and Charlie Gibson on ABC News.



**New York City public schools** are also considering a Meatless Monday. Manhattan borough president Scott Stringer recently proposed that schools city-wide make the switch in his "Food NYC" report. Several NYC schools already do Meatless Monday, and parents are encouraging other schools to join the movement.



Sir Paul McCartney went before the European Parliament to encourage all European cities to adopt a meatless day. His **Meat-Free Monday** campaign has received worldwide attention, including endorsements from celebrities such as Gwyneth Paltrow, Moby and Alec Baldwin.



Al Gore formally endorsed the campaign at the same event, stating "Meatless Monday is a responsible and welcomed component to a strategy for reducing global pollution". Gore now lists Meatless Monday as one of the *Top 12 Things You Can Do For a Better World* on his influential **Climate Crisis** blog.



Meatless Monday programs have popped up around the globe – Britain, Brazil, Croatia, Japan, Holland, Canada, Finland, Taiwan and Australia. Cities such as Ghent Belgium, Tel Aviv Israel, and Sao Paulo Brazil go meatless on Monday.

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