



Meatless Monday

Just one day a week - For your Health, for the Animals, for Planet

Join the hundreds of schools that offer **Meatless Monday** and make a powerful stand for health, animals, and the planet. By encouraging your school to highlight plant-based meal choices just once a week, you will be helping reduce dangerous greenhouse gases and conserve resources.

Meatless Monday is supported by millions of people in over 40 countries and is backed by science and research from the [Johns Hopkins Bloomberg School of Public Health Center for a Livable Future](#).



Through Meatless Monday Your School Can...

- Show its commitment to the health of students and staff
- Teach nutritious eating habits and lifestyles
- Teach students about healthy food choices that are also environmentally friendly
- Become more sustainable by helping to conserve land, water, and fossil fuels
- Save money, recent reports indicate that plant-based foods have more predictable prices and may cost less

Why?

We all have the power to make a world of difference every time we sit down for a meal. Whether it's for our health, the animals, or the planet - the choices that we make can have a huge impact on the world around us.



Health

- Eating more plant-based foods can boost your heart health and your ability to fight off diseases
- Eating more plant-based foods can decrease your chance of getting diabetes
- Beans and other vegetables can give you all the protein you need each day
- Beans and other vegetables can give you all the iron you need each day



Animals

- Animals used for food suffer some of the greatest forms of animal cruelty
- Pigs are one of the smartest animals in the world and can even play simple video games
- Cows form meaningful relationships and can even have best friends
- Chickens have a variety of different ways that they communicate with each other



Planet

- Studies show that one of the best things you can do to fight climate change is to not eat meat
- Livestock production (such as cows, pigs and chickens) uses 33% of the land on earth
- Livestock production creates more greenhouse gases than all the cars, trucks, planes and trains combined
- It takes 1,859 gallons of water to create 1 pound of beef



Getting Started

Being a change leader can seem daunting but, luckily, many other schools have been through this before! Here is a quick step by step guide to get you started.

- 1) Let staff and students know about the health and environmental benefits of Meatless Monday.
- 2) Start gathering signatures from students, staff, and parents who support Meatless Monday.
- 3) Identify a supportive teacher that wants to be your sponsor/advisor.
- 4) Meet with your school principal to let them know about the many benefits of Meatless Monday. With their permission, you can begin to publicize it.
- 5) Provide your school with successful examples: In the United States the Whitsons Culinary Group launched a Meatless Monday initiative in over 95 school districts. In Scotland, 80 primary schools in the capital city of Edinburgh are also doing Meatless Monday.
- 6) Check out your school's current menu items. If they already have some plant-based options, talk to them about highlighting these items on Mondays. If they do not have any meat-free items, work with a teacher/principle to give them some ideas.
- 7) Determine your Meatless Monday launch date and the dining areas that will offer this menu — both student and employee locations are recommended.
- 8) Find fun ways to promote the meatless dishes. Give others a reason to try something new, like fun facts about plant-based protein.
- 9) Get the Meatless Monday message out: hang up posters, hand out fliers at school and at events, get it mentioned on the school website and in the morning announcements.
- 10) **Stay positive! Change can sometimes take longer than we think. The important thing is to keep trying.**



Sample Letter for School Leaders



Dear [Name],

I would like your help to start a Meatless Monday program at our school. This effort comes with many benefits. Meatless Mondays will enable our school staff and students to make healthier choices when eating – as well as improve the health of the planet. By adopting Meatless Monday at our school, we can:

- Show commitment to the health of our students and staff. By providing more plant-based choices on our menu, we are helping our community live a healthier life.
- Become more sustainable. By decreasing our meat consumption just one day a week we can significantly reduce our school's carbon footprint.
- Promote healthy eating habits that can last a lifetime. Meatless Monday helps to highlight nutritious foods and healthy lifestyles.
- Save money. Recent reports indicate that plant-based foods have more predictable prices and may cost less.

I hope you'll support me in this effort. Please let me know if you'd like to meet to discuss Meatless Monday in more detail. Many thanks for your interest and consideration.

Sincerely yours, [SIGNATURE]

