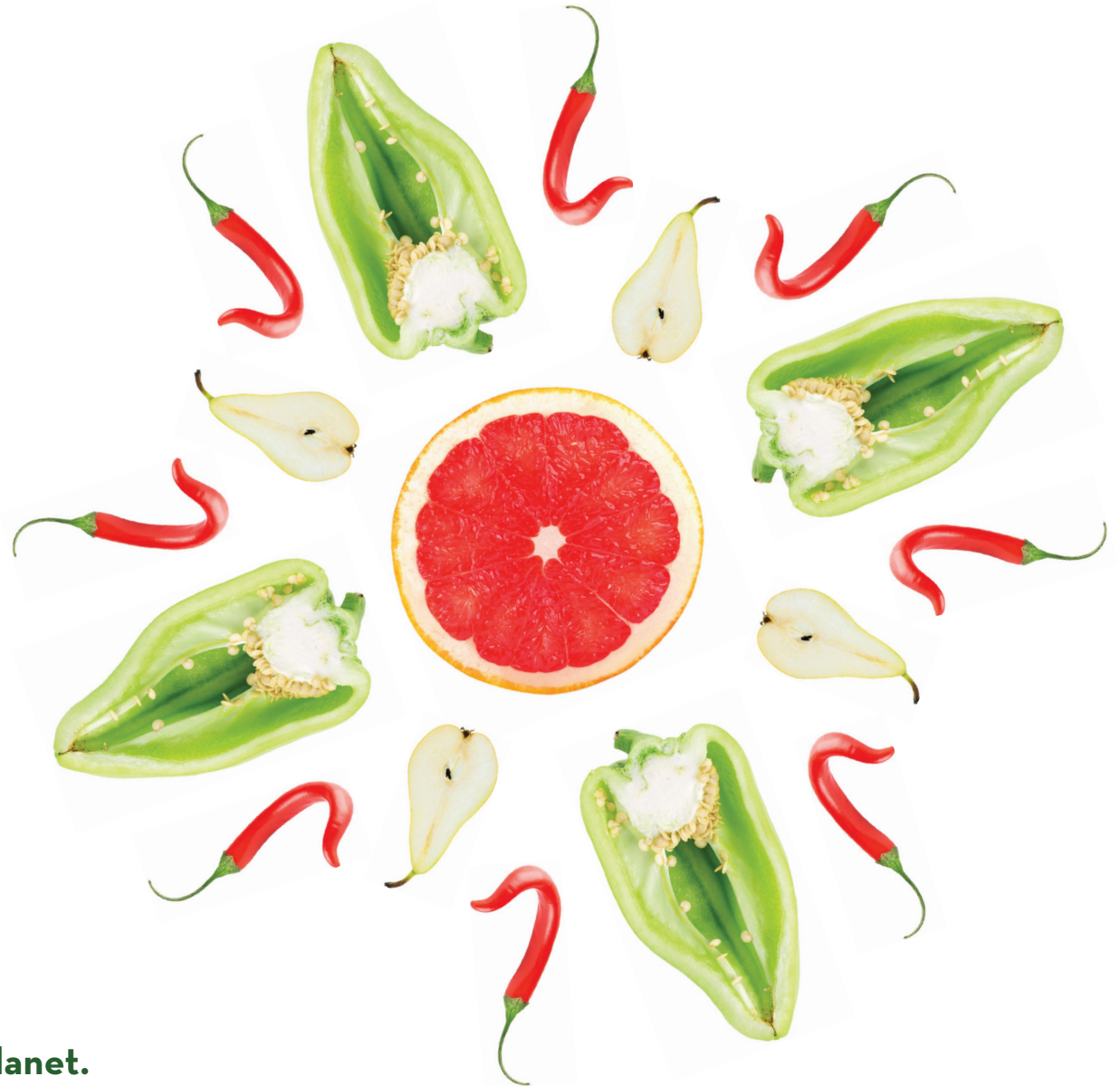


How to Get Meatless Monday

Going at Your
K-12 School



**MEATLESS
MONDAY**

Good for You.
Good for the Planet.

Join the thousands of schools that offer Meatless Monday and are making a big difference in our health and the health of our planet.

Meatless Monday is a global movement in over 40 countries. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and is nutritionally sound. It also conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

We greatly appreciate your interest in Meatless Monday. If you have any questions, please get in touch at: Info@MeatlessMonday.com



Why Your School Should Go Meatless Monday

There are many compelling reasons to add a Meatless Monday menu to your school's cafeteria.

Here are some points to share with the leaders of your school to help build enthusiasm and support among students, staff and your community:

- **To show its commitment to the health of students and staff.** By providing more plant-based choices on your menu, you're helping members of your school community live [healthier lives](#).
- **To reduce its environmental impact.** Decreasing meat consumption one day a week results in a significant reduction of the [carbon footprint](#) in the operation of the school's cafeteria.

- **To promote a leadership role.** Meatless Monday places both the school and the foodservice operation at the forefront of promoting a healthier, more sustainable food system.
- **To meet the growing demand for plant-based dishes.** Look at the [national trends](#) and you'll see that people are seeking meatless meals more often.
- **Saves money.** Recent [reports](#) indicate that plant-based foods may have more predictable prices and may cost less.

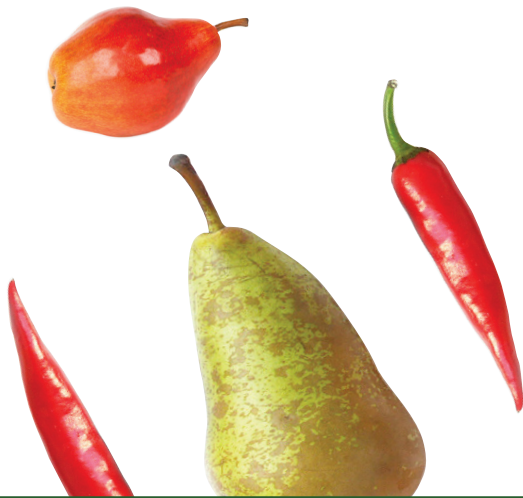


Who's Doing It?

Thousands of schools across the U.S. and around the globe have added Meatless Monday to their weekly menu. Here are just two examples. Feel free to share these with your school administration.

United States: Northeastern States [The Whitsons Culinary Group](#) is launching a Meatless Monday initiative in over 95 school districts.

Global: Scotland
All [80 primary schools](#) in the capital city of Edinburgh are going meatless on Monday. They're served by **Edinburgh Catering Services** (ECS), which prepares 18,000 meals daily.



Sample Email to Reach Out to School Leaders

(Here's an example of an email or letter you can use to get in touch with school decision makers. Feel free to cut and paste as well as customize it.)

Dear [NAME]

I'd like your help in starting a Meatless Monday program in our school cafeteria. This effort will enable our school staff and students to make healthier choices when eating – as well as improve the health of the planet.

Meatless Monday is a science-based public health initiative associated with Johns Hopkins Bloomberg School of Public Health. Its goal is to reduce chronic preventable diseases by encouraging less consumption of meat.

By adopting Meatless Monday at our school, we can:

- **Demonstrate industry leadership.** We'll join hundreds of other forward-thinking schools and organizations that are guiding the U.S. towards a healthier, more sustainable food system.

- **Show commitment to the health of students and staff.** By providing more plant-based choices on your menu, you're helping members of your school community live [healthier lives](#).

- **Reduce environmental impact.** Decreasing meat consumption just one day a week results in a significant reduction of our [carbon footprint](#).

- **Promote healthy eating habits** that could last a lifetime.

Meatless Monday highlights dishes made without meat each Monday. Items with meat would still be offered on Mondays.

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]

Talking to Your School's Cafeteria Staff and Foodservice Leaders

Meatless Monday doesn't mean meat can't be served on Monday - it can!

Simply highlight meatless items as the preferred choices for Meatless Monday, but continue to provide meat and seafood options on your menu.

Meatless Monday offers free posters, displays, PLUS meatless recipes that meet the requirements of the **National School Lunch program**.

Meatless Monday created a detailed K-12 Foodservice Implementation Guide written in collaboration with foodservice experts from the Johns Hopkins Center for a Livable Future. [Download it now](#) and share it with your school's cafeteria manager.

Thank you.

Stay positive and persistent and please keep us posted on your efforts!

Follow us on social



Key Steps You Can Take Right Now

- Meet with your school principal and teachers to let them know about the many benefits of Meatless Monday. With their permission, you can begin to publicize it.
- 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 and gather signatures from students, staff, and parents.

Getting Meatless Monday Started Is Easy!

We have everything you need to get started right away It's all downloadable and all available for free! Just click on the following links:

- [Posters](#) that feature the health and environmental benefits of Meatless Monday. meatlessmonday.com/free-resources
- Fun [images and animations](#) to share online or on social media. meatlessmonday.com/free-resources
- [Meatless Monday Plant Protein Power!](#) Information on how Meatless Monday can provide ample protein. It includes fun posters, social media graphics, and animated GIFs: meatlessmonday.com/PlantProteinPower/Resources

About Meatless Monday

Meatless Monday is a global movement with a simple message: one day a week, cut the meat. It can make a big difference in our personal health and the health of the planet.

Meatless Monday is a non-profit initiative of [The Monday Campaigns](#), working in collaboration with the [Center for a Livable Future](#) (CLF) at the Johns Hopkins Bloomberg School of Public Health.