

How to Get Meatless Monday

Going at Your
University



**MEATLESS
MONDAY**

Good for You.
Good for the Planet.

Get Meatless Monday Going at Your University or College

Join the hundreds of campuses that offer Meatless Monday and make a big difference for your health and the health of our planet.

Meatless Monday is a global movement in over 40 countries and 22 languages. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and improve heart health. It conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

Now is a great time to get a Meatless Monday program introduced in your campus dining halls, as diner demand for vegetarian and vegan options continues to surge.

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

Why Your College or University Should Go Meatless Monday

- **Demonstrates commitment to diners' health.** By providing more plant-based choices on the menu, it shows dedication to helping people live [healthier lives](#).
- **Reduces environmental impact.** Decreasing meat consumption one day a week results in a significant reduction of [carbon and water footprints](#).
- **Projects a leadership role.** Meatless Monday places both the college and your foodservice at the forefront of promoting a healthier, more sustainable food system.
- **Meets growing demand for plant-based dishes.** [National trends](#) show that people are seeking meatless meals more often. In fact, offering a more diverse cafeteria menu is often seen as a motivating factor for students when choosing a particular college.
- **Provides more choice for greater diner satisfaction.** Meat can stay on the menu while plant-based options are promoted on Monday.
- **Saves money.** [Recent reports](#) indicate that plant-based foods may have more predictable prices and may cost less.



Who's Doing It?

Hundreds of colleges and universities across the United States – and around the globe – have added Meatless Monday to their weekly menu. Here are two examples:

United States: [Brandeis University](#)

Global: [Tel Aviv University](#)

[See more schools](#)

[Learn more](#)



Sample Email to Reach Out to University Leaders and Administrators

(When you send an email or letter, feel free to copy and paste from this document)

Dear [NAME]

I'd like your help to start a Meatless Monday program for our campus cafeterias. This will enable students and faculty 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 the 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, we can:

Demonstrate industry leadership. We'll join hundreds of other forward-thinking universities that are taking an active role in a healthier and more sustainable food system.

Show commitment to student and facility health. More plant-based choices on the menu means helping people live [healthier lives](#).

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

In short, Meatless Monday features dishes made without meat each Monday. Items with meat would still be offered on Mondays; simply highlight healthier, meatless options.

I hope you'll support me in this effort. Let me know if you'd like to meet to discuss Meatless Monday in further 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 on Meatless Monday – but continue to provide meat and seafood options on the menu.

Meatless Monday offers a detailed implementation guide written in collaboration with foodservice experts from the Johns Hopkins Center for a Livable Future. [Download it now](#) to share with **your school's cafeteria manager.**



Thank you.

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

Follow us on social



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 links below.

- [Posters](#) that feature the health and environmental benefits of Meatless Monday. meatlessmonday.com/free-resources
- Digital [assets](#) to use online or on social media. meatlessmonday.com/free-resources
- [Plant Protein Power!](#) Information and assets that help explain how Meatless Monday can provide ample protein, including 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.

Excessive consumption of red and processed meat has been linked with a variety of chronic diseases, including heart disease, type 2 diabetes, obesity and cancer. In comparison, substituting plant-based foods for meat has been shown to reduce these health risks, resulting in a better quality of life and increased longevity.

Raising livestock for our current level of human consumption requires an extraordinary amount of resources and takes a devastating toll on our planet. Meatless Monday helps conserve land, reduce greenhouse gas emissions, save water, and save energy.

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.