

LET'S GO! MEATLESS MONDAY



One day a week, cut out meat. Good for you, good for the planet.

Join the hundreds of schools that offer Meatless Monday and make a big difference in your health and for the health of our planet. Encourage your school to highlight plant-based meal choices on Mondays to help reduce dangerous greenhouse gases and conserve precious resources. You'll also get healthier food options!

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.

Why Meatless Monday

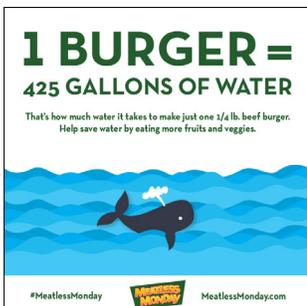
For the Planet

-  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 in the world
-  Producing ONE 1/4 lb. beef burger uses enough water to fill 10 bathtubs
-  Producing ONE 1/4 lb. beef burger uses enough energy to power an iPhone for 6 months

For Your Health

-  Eating less meat and more plant-based foods can boost your heart health and your ability to fight off diseases
-  Skipping a serving of meat each day and replacing it with a plant protein like beans or tofu can decrease your chance of getting diabetes
-  Beans and other vegetables can give you all the protein you need each day
-  Eating more plant-based foods, instead of meat, helps you keep a healthy body weight

Here are a few examples of Meatless Monday posters to display at school.



Research Sources: (1) <http://www.meatlessmonday.com/research/environment> (2) <http://www.meatlessmonday.com/research/health/>

Why Your School Should Go Meatless Monday

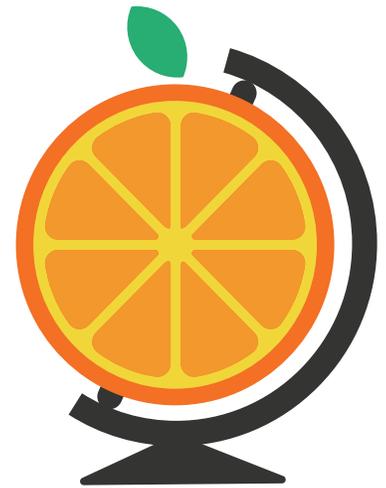
- To show its commitment to the health of students and staff
- To teach nutritious eating habits that can last a lifetime
- To teach kids about healthy food choices that are also environmentally friendly
- To improve its sustainability efforts by helping to conserve land, water and fossil fuels

Who's Doing It? Here are a Few Schools that Support Meatless Monday

Almost 100 school districts in the Northeast U.S. through The **Whitsons Culinary Group**; schools in **New York City, NY**; **Los Angeles, CA** and **Sarasota, FL**.

Key Steps You Can Take Right Now

- Let staff and students know about the health and environmental benefits of Meatless Monday. Be sure to tell them that the cafeteria doesn't have to remove meat from the menu on Monday- just highlight the delicious plant-based options.
- Spread the Meatless Monday message by hanging posters, handing out fliers, adding it to the school website and promoting it in the morning announcements.



We have everything you need to get started right away.

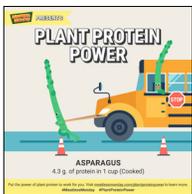
It's all downloadable and all available for free!



K-12 Foodservice Implementation Guide For Staff

Everything your school's foodservice team needs to run a successful Meatless Monday.

Download it now at: meatlessmonday.com/meatless-monday-k-12



Posters, Social Media Posts, Website Images, Fun Facts and More

Choose whatever you need.

Download it now at: meatlessmonday.com/start-a-campaign

For questions or more information, please get in touch: info@MeatlessMonday.com