

# MEATLESS MONDAY

One day a week, take a holiday from meat!



THE HUMANE SOCIETY  
OF THE UNITED STATES

## Meat-Free Eating: A National Trend

Americans are eating less meat today than we did just a few years ago, with more and more people going meat-free at least one day a week. With the wide variety of meat-free options available in schools, restaurants and grocery stores, eating a healthier, more humane diet has never been easier.

## What is Meatless Monday?

Meatless Monday, now a popular international movement, was created by the U.S. government as a resource-saving measure during World War I. In 2003, Johns Hopkins Bloomberg School of Public Health re-launched the effort with The Monday Campaigns to promote replacing meat one day a week for our health and the health of the planet.

## Why Meatless Monday?

Choosing even one day a week to enjoy meat-free foods is a great way to gain energy, look and feel better, and prevent disease. Studies show that those who eat less meat weigh less. They also have a lower risk of heart disease, type 2 diabetes, stroke and cancer. According to the Academy of Nutrition and Dietetics, eating more meat-free meals can prevent and even treat these and other common diseases. Going meat-free on Mondays can also help limit your carbon footprint and save precious resources like fresh water and fossil fuel.

## Why Monday?

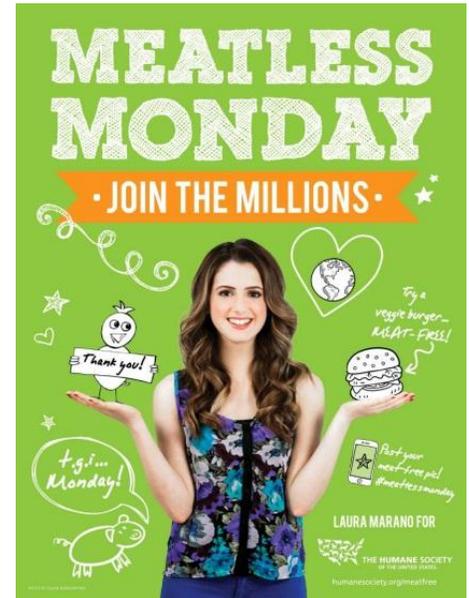
Monday is the day when people often seek to start and sustain behavior change. Just as we look to the New Year to wipe the slate clean, we look to Monday as our recurring opportunity to set good intentions for the coming week.

## How Can We Participate in Meatless Monday?

You probably already serve lots of meat-free foods right now. If you want to make Meatless Monday part of your institution's routine, try adding plant-strong favorites like spicy three bean chili, spaghetti with tangy marinara sauce, savory bean and rice burritos, and sizzling vegetable stir-fries. Keep guests satisfied with easy snacks like hummus and carrots, chips and salsa, and fresh fruit. You can always encourage guests to try new proteins, too. Your distributor stocks protein-packed veggie burgers and meat-free versions of chicken patties, nuggets, hot dogs and more.

Some of the nation's largest school districts, including Los Angeles Unified, Detroit Public Schools, Buffalo Public Schools; prestigious universities like Harvard and Georgetown; and hospitals like Sloan Kettering Cancer Treatment Center and Beth Israel Deaconess, and many more participate in Meatless Monday. Even Sodexo, the international food service company, has introduced Meatless Monday at thousands of its corporate, government, school, and hospital sites.

Visit [HumaneSociety.org/MeatlessMonday](https://www.HumaneSociety.org/MeatlessMonday) free delicious recipes, toolkits to get you started, and more!



Laura Marano, Star of The Disney Channel's *Austin & Ally* promotes Meatless Monday

