

Presidents Wilson, Truman and Roosevelt galvanized the nation with voluntary meatless days during both World Wars.

We're revitalizing this American tradition – spearheading a grassroots movement that spans all borders and demographics.

Cut out meat just one day a week – it's something easy we can all do that has a huge impact!



World War I US Food Administration poster

“Meatless Mondays is a responsible and welcome component to a strategy for reducing global pollution.”

– Al Gore

GET INVOLVED

The movement we began in 2003 is spreading around the globe. From countries such as Brazil, Holland and Australia, to towns such as Ghent, Belgium and Tel Aviv, Israel, to school systems like Baltimore right here in the US, people are discovering the remarkable benefits of going meatless on Monday.

How can you get involved?

- Take the Meatless Monday Pledge
- Tell your friends, family and office mates about Meatless Monday
- Encourage your town, school, club or cafeteria to go meatless on Mondays

For health news, delicious meatless recipes and to learn more, visit

meatlessmonday.com

Meatless Monday is a project of

Healthy Monday

215 Lexington Ave, Suite 1001
New York, NY 10016

TEL 212 679 9606 FAX 212 679 9820
info@meatlessmonday.com

MEATLESS MONDAY

Once day a week cut out meat

Our goal is to help reduce meat consumption 15% in order to improve personal health and the health of our planet.

We're a non-profit initiative, in association with Johns Hopkins Bloomberg School of Public Health.

WHY MEATLESS?

Chronic preventable conditions kill 1.7 million Americans annually (70% of all deaths). Diets rich in meat have been linked to increased cancer risk; while diets high in fruits, vegetables and whole grains may reduce cardiovascular disease and diabetes. Further, the fuel, land and water needs of livestock are vast and unsustainable over the long-term.

WHY MONDAY?

Monday is the start of each week, when we set our intentions for the next six days. Studies suggest we're more likely to maintain behaviors begun on Monday. It's the perfect day to make a change for your health and the health of the planet.



“Even one meatless day a week – a Meatless Monday, which is what we do in my household – if everybody in America did that, that would be the equivalent of taking 20 million mid-size sedans off the road.”

– Michael Pollan

THE FACTS

- On average Americans consume 8 ounces of meat per day – 45% more than the USDA recommends, which increases the risk of chronic preventable diseases.
- The meat industry generates nearly 1/5 of man-made greenhouse gases, accelerating climate change worldwide.
- Soy tofu produced in California requires about 220 gallons of water per pound; whereas an estimated 1,800 to 2,500 gallons of water go into a single pound of beef!



At MeatlessMonday.com you'll find everything you need to start your week going meatless:

- Delicious meatless recipes
- Informative nutrition articles
- Expert interviews
- Cooking video demos
- Updated food + health news

“Having one designated meat-free day a week is a meaningful change that everyone can make... Above all, remember that the future begins with the actions we take now.”

– Paul McCartney