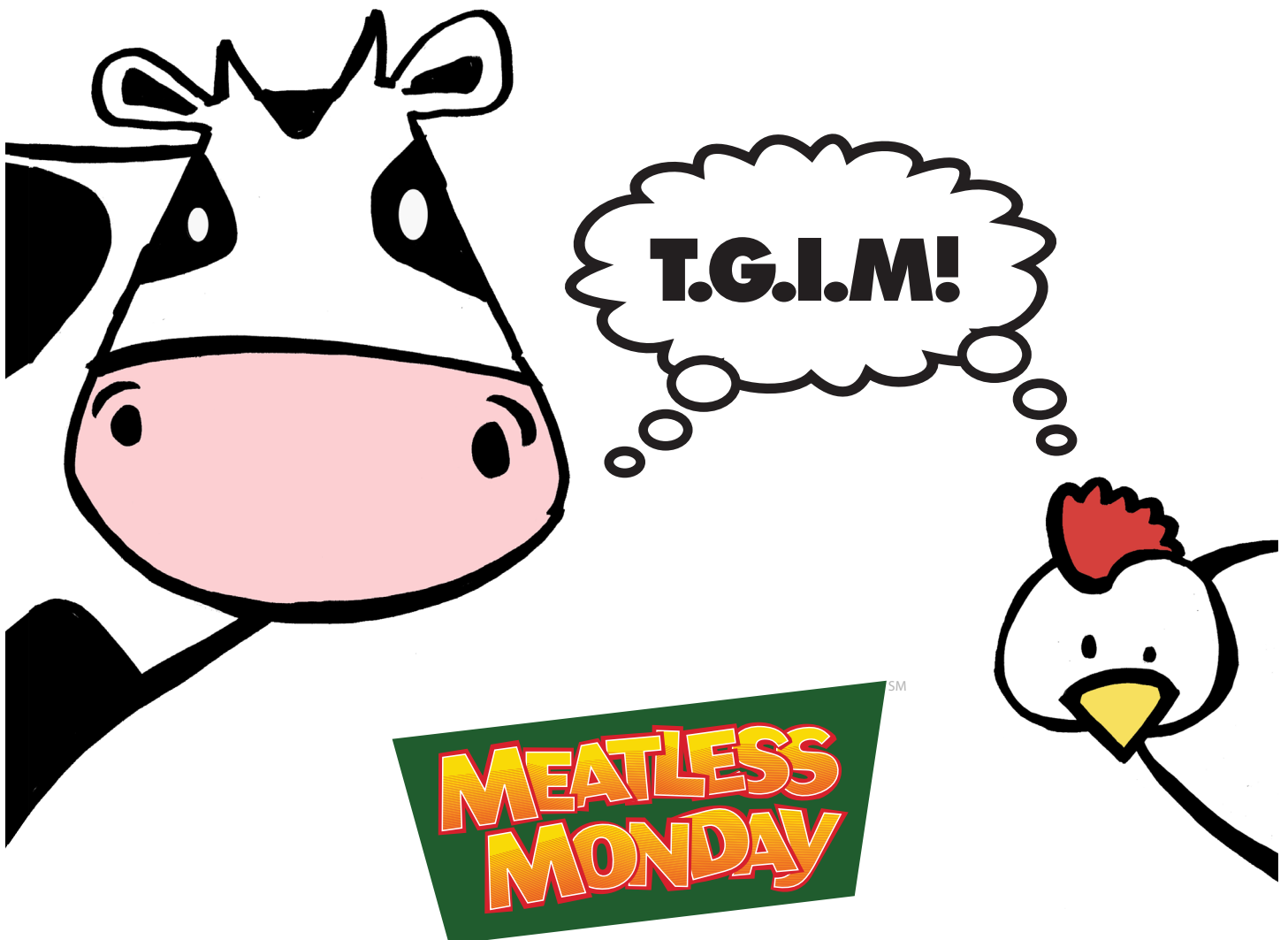


Introducing Meatless Monday

A General Overview



One day a week, cut out meat.

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A quick taste of Meatless Monday

WHAT IS MEATLESS MONDAY?

An international movement to help people reduce their meat consumption by 15% to improve personal health and the health of the planet. We are a non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

WHY MEATLESS?

On average, Americans consume 8 ounces of meat per day – 45% more than the USDA recommends. Going meatless once a week can reduce your risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help limit your carbon footprint and save precious resources like fresh water and fossil fuel.

WHY MONDAY?

Multiple studies have shown that periodic health prompts lead to positive behavior change. Monday is the beginning of the week, making it the perfect time to reevaluate our choices and set our intentions for the coming days. With a Meatless Monday, you have a scheduled, recurring reminder to start your week off on a nutritious note. And if this Monday passes you by, next week is another opportunity to focus on health!

WHAT DO WE OFFER?

We offer four delicious meat-free recipes every Monday, compelling interviews and reviews, relevant nutrition and health news, helpful meatless cooking demos, active Twitter and Facebook communities, and a weekly email newsletter. Additionally, we provide marketing tools and resources that schools, organizations and municipalities can use in their campaigns to go meatless on Monday.

WHO'S WITH US?

The city of San Francisco, Baltimore City Public Schools and Manhattan borough president Scott Stringer have all decided to make Mondays meatless. In the U.S., over 30 college campuses have also embraced the campaign. On top of that, Meatless Monday programs have popped up in Britain, Brazil, Holland, Canada, Finland, Taiwan and Australia. Further, major food personalities, celebrities and leaders such as Michael Pollan, Al Gore, Sir Paul McCartney, Gwyneth Paltrow and Mario Batali are backing the movement.



JOIN US!

Visit meatlessmonday.com and take our pledge, and then tell your friends, family, co-workers and community leaders how they can improve their health and the health of the planet by cutting meat one Monday at a time!

Key Benefits of Meatless Monday

FOR YOUR HEALTH



REDUCE HEART DISEASE

Beans, peas, nuts and seeds contain little to no saturated fats. Reducing saturated fats can help keep your cholesterol low, and cut risk of cardiovascular disease.

LIMIT CANCER RISK

Hundreds of studies suggest that diets high in fruits and vegetables can reduce cancer risk. Red meat consumption is associated with colon cancer.

FIGHT DIABETES

Research suggests that plant-based diets – particularly those low in processed meat – can reduce your risk of type 2 diabetes.

CURB OBESITY

People on low-meat or vegetarian diets have significantly lower body weights and body mass indices. A plant-based diet is a great source of fiber (absent in animal products). This makes you feel full with fewer calories, ie. lower calorie intake and less overeating.

LIVE LONGER

Red and processed meat consumption is associated with increases in total mortality, cancer mortality and cardiovascular disease mortality.

IMPROVE YOUR DIET

Consuming beans or peas results in higher intakes of fiber, protein, folate, zinc, iron and magnesium with lower intakes of saturated fat and total fat.

FOR YOUR WALLET



CUT WEEKLY BUDGET

Food prices continue to rise. Current increases are especially sharp in packaged items and meat, which require extra expenses like feed and transportation. Forgoing meat once a week is a great way to cut the weekly budget.

CURB HEALTHCARE SPENDING

Treatment of chronic preventable diseases accounts for 70% of total U.S. healthcare spending. By reducing our risk for these conditions, we can curtail healthcare spending nationwide.

FOR OUR PLANET



REDUCE CARBON FOOTPRINT

The UN estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that accelerate climate change.

MINIMIZE WATER USAGE

The water needs of livestock are huge, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef.

REDUCE FUEL DEPENDENCE

On average, about 40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. (compared to 2.2 calories of fossil fuel for plant-based protein).

Frequently Asked Questions

Do I need to worry about getting enough protein on Meatless Monday?

No. The latest USDA statistics show that men in the U.S. consume as much as 190% of their recommended daily allowance of protein, while women eat as much as 160%. Americans derive the majority of their protein from meat and other animal sources.

The World Health Organization recommends that men and women obtain 5% of their calories as protein. This would mean 38 grams of protein for a man burning 3000 calories a day and 29 grams for a woman using 2300 calories a day. This quantity of protein is impossible to avoid when daily calorie needs are met by unrefined starches and vegetables. For example, rice alone would provide 71 grams of highly usable protein and white potatoes would provide 64 grams of protein.

In short, protein deficiency is very rare, even in full-time vegetarians. As long as you're eating enough calories to maintain a healthy weight, and following the FDA's healthy diet guidelines, you're almost certain to get enough protein.

Do I need to combine certain foods during meals to ensure protein quality?

No. Although most vegetarian protein sources provide only some of the essential amino acids, it isn't necessary to combine foods to create "complete proteins." Dr. Marion Nestle, renowned food expert and professor of nutrition, food studies and public health at New York University, agrees that a proper nutritional balance can be easily obtained through plant-based meals:

"All proteins are made up of the same amino acids. ALL. No exceptions. The difference between animal and vegetable proteins is in the content of certain amino acids. If vegetable proteins are mixed, the differences get made up. Even if they aren't mixed, to get the right amount of low amino acids, all you need to do is eat more of that food. There is no "need" for animal proteins at all."

What about iron or B12?

Going meatless for one day a week is unlikely to create iron or B12 deficiencies. Iron is present in many vegetables and deficiency is rare, even among full-time vegetarians. People who never consume animal products of any kind (i.e. vegans) may need to supplement with B12.

Is a meatless diet automatically healthier?

No. Eliminating meat doesn't automatically make your diet healthier. It's still important to eat the right balance of healthy foods and to limit your intake of unhealthy foods. People who eat less meat tend to have lower body weight. But it all comes down to managing your calorie intake – please follow the FDA's guidelines.

MEATLESS MONDAY

The Meatless Monday General Overview

Meatless Monday Highlights

One day a week, cut out meat.



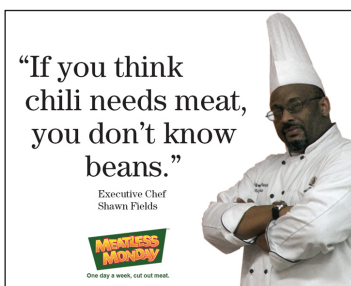
Oprah Winfrey enthusiastically instituted Meatless Mondays at Harpo Studios in February 2011. She also encouraged her 40 million weekly viewers to embrace the campaign and make conscious choices about their diet.



Moe's Southwest Grill, with over 400 locations across the U.S., is the largest franchise to embrace the Meatless Monday movement. Other individual restaurants and chains have popped up nationwide. From five-star bistros to food trucks, chefs and restaurateurs have found that Meatless Mondays are a great green way to boost sales.

Food service provider Sodexo

touts the health benefits of cutting back on meat by offering Meatless Monday to their clients in hospitals, universities, worksites, senior centers and government offices nationwide.



Huffington Post, the world's most powerful blog, offers multiple Meatless Monday columns, including bi-monthly features in HuffPo Food and weekly posts by nationally syndicated columnist Ellen Kanner.



Author and activist Michael Pollan has supported the Meatless Monday movement since April 2009, touting the campaign online, in radio interviews and on The Oprah Winfrey Show.



More than forty university cafeterias and eight K-12 school districts nationwide have Meatless Monday meal options. The Baltimore City Public School system was the first to adopt the campaign, offering healthy, plant-based meals to over 85,000 students each week.



Celebrity chef Mario Batali gained national media buzz by offering Meatless Monday options in all 14 of his restaurants. Batali demonstrates to his carnivorous clientele that plant-based options are not only healthful, but delicious.

Sir Paul McCartney went before the European Parliament to encourage cities to adopt a meatless day. His Meat-free Monday campaign has received worldwide attention, including endorsements from celebrities such as Gwyneth Paltrow, Moby and Alec Baldwin.



Meatless Monday programs have popped up around the globe – over a dozen countries from Croatia to Indonesia have taken on the campaign in order to raise awareness about the health and environmental impact of excessive meat consumption.



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The Monday Campaigns

The day all health breaks loose.

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