# Practice **Neatess** Nondays



#### Overview

What is it? History Why is it Important? How do you Participate? Ways to Learn More

#### **Meatless Mondays**

is a **global movement** that encourages people to **forgo** eating any type of **meat** on Monday's.

This idea has spread to over 40 countries.



# instead of for ONE day a week

this



## history



This idea was first introduced in WWI by Herbert Hoover to lower consumption of meat to help the war effort.

During November of 1917, 11 million American families signed the pledge.

USFA Poster ca. 1918. Artist A. Hendee. Source: Library of Congress

## 5 reasons to participate in meatless mondays

- 01 Start to Eat Healthier
- 02 Lower Risk of Chronic Preventable Disease
- 03 Save Money
- 04 Reduce you Carbon Footprint
- 05 Save Animals



#### Start to Eat Healthier



#### Food that does not contain animal products are....

- low in saturated fats and cholesterol
- high in fiber

Having food with these characteristics leads to a more nutritious and well rounded diet.



#### Lowers Risk of Chronic Preventable Diseases

#### **1. HEART DISEASE**

By eating less meat, your cholesterol and blood pressure will decrease.

By having these things drop, your chance of having coronary heart diease.

#### 2. OBESITY

Research has shown that there is a positive correlation between the amount of meat that a person eats and weight gain.

Reducing amount of meat = lowering risk of obesity

#### **3. CANCER**

Many plants contain phytochemicals that are imporant to your body.

Processed meat has also been linked to have the potentail to cause cancer.

#### **4. TYPE TWO DIABETES**

Consuming less animal products increases a persons glucose control which is beneficial to people who have type 2 diabetes and those that want to prevent it.



# MeatVegetarianProductsMeals\$\$\$\$

Meat Products tend to cost **more** then vegetarian meals, when you don't eat meat for one day you are **saving money**.

#### **Less Meat**

## **\$ More Savings \$**



The meat industry creates a lot of carbon dioxide that is harmful to our atmosphere through processes such as:

deforestation

• transportation

methane production

#### deforestation

forest gets cleared to create more grazing areas for cows

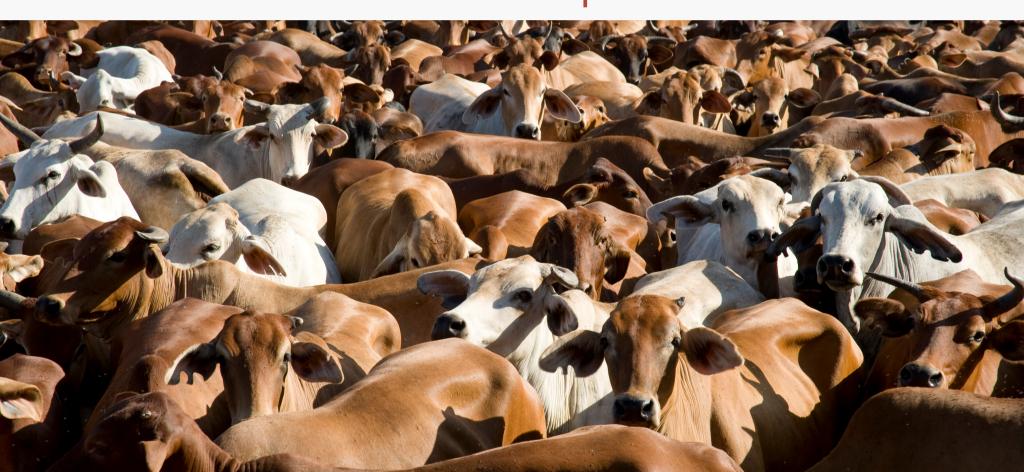


#### transporation

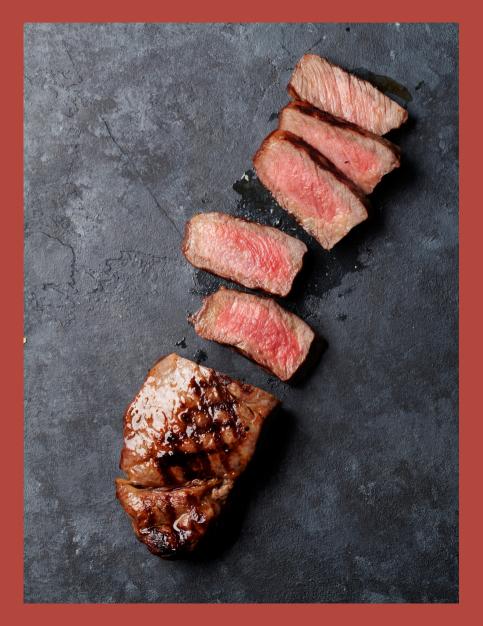
#### moving animals from place to place



#### methane production cows produce a large amount of methane which is very impactful to our atmosphere



## One 8 oz steak =



#### 38 gallons of gas

AND

#### 920 gallons of Water

## Participating in Meatless Mondays





## By participating in Meatless Monday's you alone are saving....





# Eating less meat per week

#### **Saving More Animals**

#### **How to Participate**

#### YOURSELF

OBSERVE HOW MUCH MEAT YOU EAT EACH MONDAY AND LOOK INTO RECIPIES THAT WILL REDUCE YOUR CONSUMPTION.

MAKE A FOOD THAT YOU LIKE TO EAT AND MAKE ALREADY. START TALKING TO FRIENDS AND FAMILY ABOUT THE BENEFITS OF PARTICIPATING IN MEATLESS MODNAY'S.

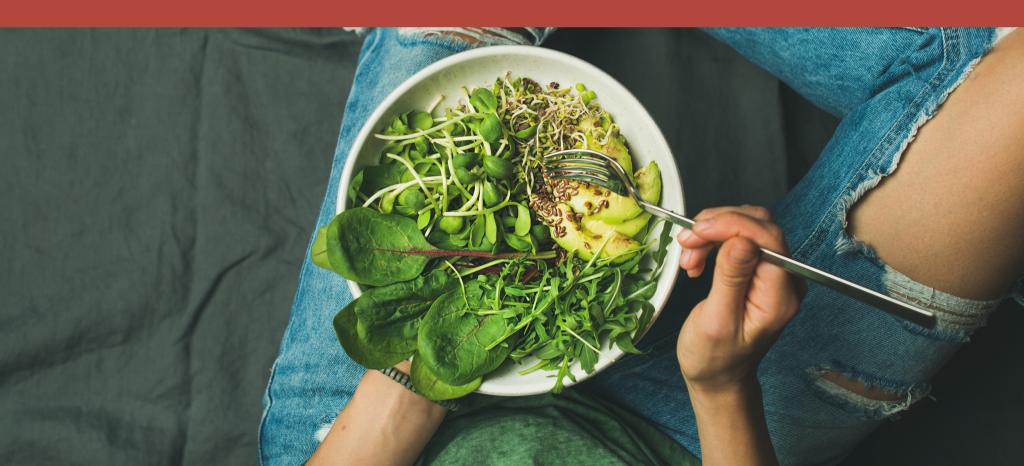
TELL THOSE WHO ARE CLOSE TO YOU WHAT YOU KNOW AND LET THEM DECIDE. CAMPAIGN

TRY TO GET YOUR COMPANY OR LOCAL RESTAURANTS INVOLVED.

GOT TO MEATLESSMONDAY.COM TO FIND IMPORTANT RESOURCES ON HOW TO GET YOUR CAMPAIGN STARTED.

#### to learn more...

go to meatlessmondays.com to get more useful information on how you can become involved





# Keep updated by following us on social media!







<u>@globalpledge</u>

#### And use our hashtags!!

#2BillionPledges

#GlobalClimatePledge #meatlessmondays



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