

# Practice Meatless Mondays



# 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.



**this**



**instead**



**of**

**for ONE**

**day a**

**week**



# 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

**01**

**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.



**02**

**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 disease.

## 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 important to your body.

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

## 4. TYPE TWO DIABETES

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

03

*Save Money*

**Meat  
Products** > **Vegetarian  
Meals**  
**\$\$\$** **\$**

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

**Less Meat**

**=**

**\$ More Savings \$**

04

**Reduce Your  
Carbon  
Footprint**

**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





# transportation

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**

**=**

**Saving Important  
Resources**

05

Save  
Animals

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

**28** Land Animals

**175** Aquatic Species

**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.

## AMBASSADOR

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](http://MEATLESSMONDAY.COM) TO FIND IMPORTANT RESOURCES ON HOW TO GET YOUR CAMPAIGN STARTED.



# to learn more...

go to [meatlessmondays.com](https://meatlessmondays.com) to get more  
useful information on how you can  
become involved



*Thank You*

FOR BEING A PIONEER OF  
CHANGE AND CREATING A  
WORLD THAT IS KIND TO ITS  
PEOPLE AND ITS HOME

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CLIMATE  
*Pledge*

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