MEATLESS MONDAY GOES TO SCHOOL

Guide for K-12

One day a week, cut out meat.
Congratulations on taking the first step towards a healthier student body! Schools across the country are implementing Meatless Monday as a simple way to encourage kids to try delicious, plant-based options and help them form healthy eating habits that can have lifelong health benefits. Offering and promoting Meatless Monday meals creates a weekly opportunity to teach students about nutrition and the health benefits of eating more fruits, vegetables, whole grains and legumes.

Welcome to the Meatless Monday Movement!

How Meatless Monday Works

There’s no need to remove meat entirely from your cafeteria to participate. Meatless Monday can be as simple as promoting a new or existing meatless entrée on Mondays.

School chefs can use Meatless Monday to experiment with cuisines from around the world and feature seasonal produce. Schools can also do fun Meatless Monday promotions and work with teachers to tie nutrition education into health or science lessons.

“Meatless Mondays does more for our children than help establish a lifetime of healthier eating...when children’s basic nutritional and fitness needs are met, they attain higher achievement levels.”
- Kevin Beiser, Vice President of the San Diego Unified District School Board

“[Meatless Monday] allows me to continue educating our students, teachers and community about the benefits of eating more plant-based foods and less meat.”
- Miguel Villarreal, Novato Unified School District Director of Food and Nutritional Services

“We have a community that is growing more and more diverse and the students are looking for more meatless entrees...[Meatless Monday] really has great health benefits.”
- Frank Castro, Pleasanton School District Director of Child Nutrition Services
How To Get Started

Use this collection of resources to help you launch and promote a Meatless Monday campaign at your school. Here are some suggested next steps:

• **Spread the word.** Get teachers, administrators and parents on board. Sample letters are here: mondaycampaigns.org/wp-content/uploads/2013/08/Sample-Meatless-Monday-Parent-Letter-Final.doc (will download immediately) mondaycampaigns.org/wp-content/uploads/2013/08/Staff-introduction-letter-final.docx (will download immediately)

• **Work with your food service team** to develop a menu of meatless options to promote each Monday. Recipes don’t have to be different every week. You can serve favorite dishes like bean burritos or veggie burgers as Meatless Monday staples. For recipe ideas, see our K-12 bulk recipe resources on page 6.

• **Develop a launch and promotion plan.** Use the promotional ideas and materials in this kit to get you started. You can also get creative and develop some of your own materials that would resonate with your students. If you are looking to launch a more interactive campaign, follow the 10 Simple Ideas on page 4.

• **Contact us for more ways to take your campaign to the next level.** We can provide you with lesson plans, evaluation materials, additional creative, and more. Contact Rachelle Reeder at rreeder@mondaycampaigns.org for more information.

The Meatless Monday team is eager to learn about your experiences and support you in any way we can. We hold regular K-12 Meatless Monday coalition calls where you can learn from other schools, and we send newsletters featuring case studies and new resources. To join the coalition, contact us at rreeder@mondaycampaigns.org.
10 Simple Ideas To Promote Meatless Monday In Your School

1. **Plan a launch event** to create excitement around the campaign. Have school organizations create posters, and contact your local newspaper, school newspaper and school website to get the word out.

2. **Organize a tasting event.** Fight the misconception that healthy food doesn’t taste good. It’s easy to persuade students to opt for meatless meals by offering them delicious samples.

3. **Hold a recipe contest.** Invite food service staff to develop meatless recipes to be served as new lunch options, or invite students and staff to submit their favorite dinner recipes to continue Meatless Monday at home. Let students vote on their favorite!

4. **Hold a cooking demo** that features local ingredients. Have chefs demonstrate step by step how to prepare the meatless dish and educate students about where their ingredients come from.

5. **Set up an information table** in your cafeteria before your campaign launch to provide students with information, a place to ask questions, and some free samples of an upcoming meatless entrée.

6. **Display Meatless Monday posters** in the cafeteria and around campus. Post a bulletin board in the cafeteria that displays food, diet and health-related news to remind students about the reasons to participate in Meatless Monday.

7. **Create a school-wide competition** to see which classroom can recruit the most friends and family members to join the Meatless Monday pledge. Track the progress in a public place, such as in the school cafeteria. Reward the class with the highest average at the end of each month with an extra 30 minute recess.

8. **Incorporate Meatless Monday into a class project** for your health, food science, nutrition, communications, or environmental science classes. Hold a Meatless Monday fair to give students a chance to display and explain their work. Provide a prize for the best project!

9. **Distribute a Meatless Monday “passport”** and provide students with a stamp for every time they participate in Meatless Monday. Use this as an opportunity to encourage students to try different meatless dishes from around the world such as Indian, Thai, Latin American or African.

10. **Celebrate local produce.** Instead of simply promoting the “meatless” message, use Meatless Monday as an opportunity to spotlight local produce farmers. Display information about what the local fruit or vegetable of the day is and where it came from.
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. 1,2

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. 3

FIGHT DIABETES
Research suggests that plant-based diets, particularly those low in processed meat, can reduce your risk of type 2 diabetes. 4

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, i.e., lower calorie intake and less overeating. 5,6,7,8

LIVE LONGER
Red and processed meat consumption is associated with increases in total mortality, cancer mortality and cardiovascular disease mortality. 9

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. 10

{FOR OUR PLANET}

REDUCE CARBON FOOTPRINT
The United Nations estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that accelerate climate change. 11

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 are required to produce a single pound of beef. 12

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). 13
**Bulk Meatless Recipe Resources**

It’s simple to get creative with your Meatless Monday dishes! Below are just some of the existing resources that provide bulk kid-friendly meatless recipes that fit into the meal pattern requirements of the National School Lunch Program.

**RECIPES FOR HEALTHY KIDS**
The USDA and Let’s Move! hosted a contest to create this collection of 30 kid-approved recipes featuring dark green and orange vegetables, dry beans and peas, and whole grains. Each is based on the new school meal patterns and many are meatless.


**USDA RECIPES FOR SCHOOLS**
This updated collection features recipes from the National Foodservice Management Institute, the Healthy School Meals Resource System, and Team Nutrition. The alphabetical collection features many meatless recipes.

http://www.nfsmi.org/Templates/TemplateDefault.aspx?qs=cElEPTEwMiZpc01ncj10cnVl

**THE LUNCHBOX**
Founded by Chef Ann Cooper, The LunchBox is a non-profit dedicated to providing tools and recipes to help schools transition to serving fresh, healthy foods. The site offers a searchable recipe database with more than 120 kid-and school-tested recipes.

http://www.thelunchbox.org/menus-recipes

**NEW SCHOOL CUISINE: NUTRITIOUS & SEASONAL RECIPES FOR SCHOOL COOKS BY SCHOOL COOKS**
Developed by Vermont FEED, the School Nutrition Association of Vermont, and the Vermont Agency of Education the cookbook features dozens of meatless recipes as well as tips for introducing a new recipe in your school.


**NY COALITION FOR HEALTHY SCHOOL FOOD**
The New York-based non-profit offers a PDF of 13 school food recipes that use only plant foods.


**RECIPES FOR SCHOOL FOODSERVICE**
Even more recipe resources are available from:

http://healthymeals.nal.usda.gov/recipes/recipes-school-food-service
Graphic Resources

PRINT - ALL AVAILABLE AT MEATLESSMONDAY.COM/START-A-CAMPAIGN

Barnyard Friends Posters 11x17 PDFs

Fresh! Posters 11x4 PDFs

Kids Posters 8.5x11 PDFs

Resources Posters 11x17 PDFs

Colors Posters 11x17 PDFs

DIGITAL - ALL AVAILABLE AT MEATLESSMONDAY.COM/START-A-CAMPAIGN

Graphic Veggies 403x403 JPGs

Resources 403x403 JPGs

Logo High Resolution EPS
Additional Resources

MEATLESS MONDAY INTRO VIDEO
http://youtu.be/Jv8u9VOgkiQ

MEATLESS MONDAY FREE EVALUATION KIT
The Evaluation Kit includes step-by-step guidelines to help you demonstrate the impact of Meatless Monday at your school. For more information or to receive evaluation materials, contact rreeder@mondaycampaigns.org.

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE (PCRM)
PCRM is a non-profit that promotes a plant based diet. Their toolkit helps food service professionals introduce vegetarian meals while maintaining USDA requirements.
pcrm.org/pdfs/health/School_Lunch_Guide.pdf

THE HUMANE SOCIETY
The Humane Society advocates for participation in Meatless Monday as a simple and effective way to help animals, the environment and your health. Their website provides recipes and meatless tips.
humanesociety.org/issues/eating/facts/meatless_mondays.html?gclid=CK_SyvDj17gCFel90godwiEAYg

JOHNS HOPKINS UNIVERSITY CENTER FOR A LIVABLE FUTURE
The Center serves as a science advisor to the Meatless Monday campaign. The Center promotes research about the interrelationships between diet, food production, environment and human health in order to advance public health and protect the global environment.
jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future

KAISER PERMANENTE PLANT-BASED DIET RECOMMENDATIONS
Kaiser Permanente recommends that physicians in its managed care consortium promote plant-based diets as a cost-effective, low-risk way for patients to improve health and reduce the risk of chronic disease.

JOIN THE MEATLESS MONDAY K-12 COALITION!
Connect with other K-12 schools from around the nation. By joining the coalition, you will be able to share best practices, discuss how to deal with challenges, and receive support to help Meatless Monday continue to flourish at your school. To participate in the K-12 Coalition, contact rreeder@mondaycampaigns.org.

11 Carlsson-Kanyama A, Gonzalez A. Potential contributions of food consumption patterns to climate change.1 J Clin Nutr 2009;89(suppl):1704S–9S