

Meatless Monday

This year Champlain Valley Union High School Café joined the international Meatless Monday public health initiative. We hope the information below will answer any questions you might have and we invite you to join us by engaging in Meatless Monday at home.

What is Meatless Monday?

Meatless Monday's mission is to promote healthier, more sustainable, and compassionate choices by going meat-free one day a week. It's one of the easiest and more effective ways of getting people, especially children, interested in the numerous benefits associated with eating healthier plant-based meals. The benefits will improve both our community, and the planet and animals as well. It's our goal that our students and community at large (including faculty and parents) understand the great impact they can have by making one small change, one day a week.

Meatless Monday was started by the U.S. government during WWI as a resource-saving measure, and is now a nationwide movement that's gaining momentum each day. It's supported by the John's Hopkins Bloomberg School of Public Health and more than twenty other public health institutions. Celebrities from Oprah Winfrey to Paul McCartney are participating. K-12 schools, universities, hospitals, and restaurants across the country are getting on board. We are proud to become part of this growing list.

Why Meatless Monday?

For our Health

Meat is often heavy in cholesterol and saturated fats, unlike most meat-free foods. Compare the protein content on a package of veggie dogs and a package of hot dogs, and you'll see that plant-based products usually have the same—or even more—protein than their animal-based counterparts and little or no saturated fat and cholesterol. Saturated fat and cholesterol are associated with preventable chronic diseases like heart disease, cancer, stroke, diabetes and obesity. Going meat-free once a week can reduce saturated fat intake and lower the risk of these serious health issues.

For the Planet

Raising, transporting, slaughtering, and processing animals (and growing all the feed they need) is very resource-intensive. According to the Sierra Club, if Americans reduced our meat consumption by just 20 percent, it'd have the same environmental benefit as everyone switching from a standard sedan to a hybrid vehicle.

For Animals

The majority of the meat, milk, and eggs produced in the U.S. come from animals intensively confined in factory farms, their lives bearing no resemblance to the way most of us envision farm life. By increasing

and highlighting meat-free options even just one day a week, your schools can increase the welfare of millions of animals in factory farms.

For Education

Healthy bodies help create healthy minds and what kids eat in school cafeterias has far-reaching effects. Meatless Monday provides students with the opportunity to learn about new nutritious foods and exposes them to legumes and other vegetarian protein sources with which they may be unfamiliar.

Why Monday?¹For most Americans the week begins on Monday. On Monday we move from the freedom of the weekend back to the structure of work or school. We set our intentions for the next six days. We plan ahead and evaluate progress.

From an early age we internalize this rhythm. And studies suggest we are more likely to maintain the behaviors begun on Monday throughout the week. That makes Monday the perfect day to make a change for your health and the health of our planet.

Monday is the call to action built in to every calendar each week. And if this Monday passes you by, next week is another chance to go meatless!

What can we do at home?

Try Meatless Monday at home. Cook with your family on Mondays to acquaint kids with new healthy foods. Visit HumaneSociety.org/meatfree for recipes and more information on meat-free eating and [Fruits and Veggies More Matters](#) for ideas for getting kids involved at home.

What can we do at school?

Visit www.foodchamps.org for resources and activities.
