

FitFUTURE

Strategies for
Better Living.



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What is Meatless Monday?

It's a growing international movement to help people reduce their meat consumption by 15%. The goal is to improve personal health and the health of the planet. Meatless Monday is a non-profit initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health.

Why go meatless?

It's good for you; it's good for the environment! Each day, Americans consume about 45% more meat than the USDA recommends. Going meatless once a week ups your plant food intake and can reduce your risk of chronic preventable conditions. It can also help save precious resources like water and fossil fuel.

Why Monday?

Monday is the start of the week – a fresh start – it's the perfect time to reevaluate your choices and set good intentions. With a meatless Monday, you have a recurring reminder to start your week off on a healthy note.

What's in it for you?

- ❶ **Money:** Food prices continue to climb. Increases are especially steep for meat, since it requires extra expenses like feed and transportation. Forgoing meat once a week is a great way to save.
- ❷ **Health:** Treatment of chronic preventable diseases accounts for 70% of total U.S. healthcare spending. When communities reduce their risk for these conditions, they are healthier and can curtail healthcare spending nationwide.
- ❸ **Perks:** The Meatless Monday website offers four meat-free recipes each Monday, nutrition and health news, cooking demos, Twitter/Facebook communities and more. It also provides marketing tools and resources for schools, organizations and municipalities. Visit <http://www.meatlessmonday.com>.

What's in it for the Planet?

- ❶ The UN estimates the meat industry generates nearly one-fifth of man-made greenhouse gas emissions. The water needs of livestock are far above those of vegetables or grains.
- ❷ An estimated 1,800 to 2,500 gallons of water go into a single pound of beef.
- ❸ On average, about 40 calories of fossil fuel energy go into every calorie of feedlot beef in the U.S. (compared to 2.2 calories of fossil fuel for plant-based protein).

Who is involved?

Individuals and families just like you and yours! Multiple U.S. municipalities and college campuses have joined in. Meatless Monday has appeared internationally in Britain, Brazil, Holland, Canada, Finland, Taiwan and Australia.

For more information about Meatless Monday:
Meatless Monday, <http://www.meatlessmonday.com>

