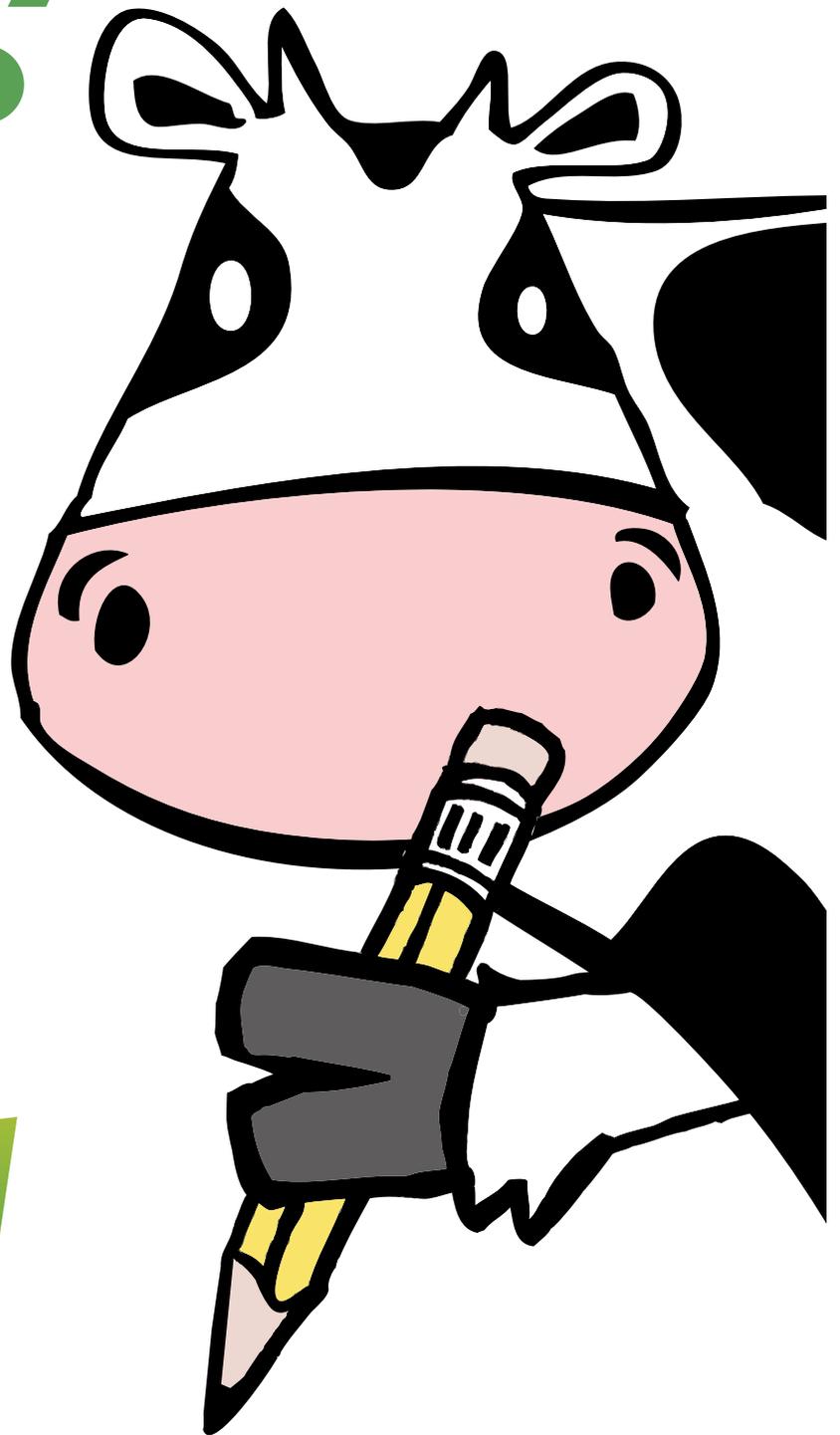


Meatless Monday goes to school.

Tools and
Resources
for K-12



One day a week, cut out meat.

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Welcome to the Meatless Monday movement!

Our nation's youth are struggling with the burden of obesity. Today, one out of every three Americans aged 10-17 is overweight or obese.¹ Excessive weight can gravely impact health, and has been connected to preventable conditions like asthma, type-2 diabetes, hypertension and heart disease. What's more, studies have shown that obesity and diet related issues correlate to poor school attendance and academic performance.²

There is no better place to educate our children about health and nutrition than in our nation's schools. Despite this, many fail to provide children with the foundation they need to lead a healthy life.

At Meatless Monday, we recognize that healthy eating habits start young and require nurturing. That's why we offer easy, effective, and fun solutions that any school can use, regardless of size, location or student population. Offering and promoting Meatless Monday meals creates a weekly opportunity to teach students about healthy eating, proper nutrition and overall well-being.

"In too many schools, the connection between service of meals...and the responsibility to educate, enable and motivate healthful nutrition habits is weak or non-existent.

Nutrition education interventions, if well designed and effectively implemented, can improve dietary behaviors."

— White House Task Force on Childhood Obesity, 2010

In this toolkit you'll find the information, materials, steps and suggestions you need to start a Meatless Monday on your campus. We congratulate you on taking this initial step towards a healthier student body.

¹ Levi, J, S Vinter, R St. Laurent, and L M. Segal. *F as in Fat 2010: How the Obesity Crisis Threatens America's Future*. N.p.: Trust for America's Health, 2010. 6-28. Web. 22 July 2010. ² Taras, Howard. "Obesity and Student Performance at School." *Journal of School Health* 75.8 (2005): 291-95. Web. 22 July 2010.

Bringing Meatless Monday to your cafeteria is as easy as 1-2-3!

STEP 1: GET THE GREEN LIGHT

If your school already offers meatless options on Monday (or everyday), having a Meatless Monday is as simple as posting the promotional materials! If your school is new to meatless entrées, check out the “Try This” section included in this toolkit for some easy alternatives.

Does your school have a contract with a food service provider? Contact the liaison between the school and the food service provider (this person is usually part of housing & dining services) and the director of food service operations. OR—

Does your school operate its own food service program (without outside help)? Contact the director of food service operations.

Arrange a meeting with the appropriate people to present them with Meatless Monday materials:

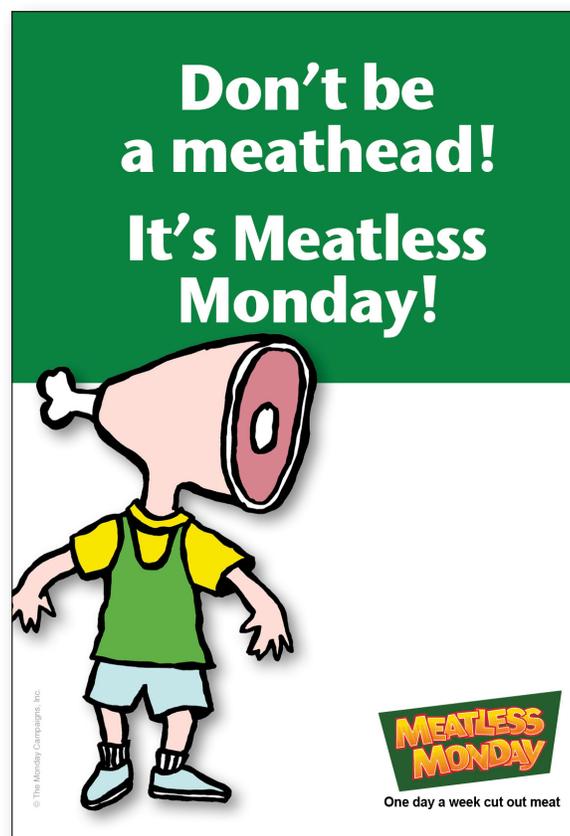
- One-page introduction
- One-page benefits list
- Tips and promotional materials included in this toolkit

STEP 2: SPREAD THE WORD!

Partner with school wellness committees, faculty, staff and student organizations from the very beginning so they can spread the word and show that your efforts have support at your school.

Here are some ways to get others involved:

- Incorporate Meatless Monday into a project for your food science, nutrition, communications, or environmental health classes.
- Invite students, faculty and staff to submit recipes to be chosen as a lunch or dinner entrée. (You may want to let students vote on their favorite!)
- Involve students in a Meatless Monday committee to help run the campaign. Ask interested faculty members or existing student organizations to help.
- Fight misperceptions that food needs to be unhealthy to taste good – get students to opt for meatless meals by offering them a sample.



STEP 3: FOLLOW THESE 10 EASY TIPS FOR SUCCESSFUL MEATLESS MONDAYS!

- 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** Set up an information table at the campaign launch to provide students with information, a place to ask questions and maybe a free sample.
- 3** On subsequent Mondays, post a bulletin board in the cafeteria that displays food, diet and health related news to remind students that Meatless Monday is about health.
- 4** Have a Meatless Monday table at your next school or community wellness fair.
- 5** Market Meatless Monday selections as the “special” of the day.
- 6** Meet with your cafeteria staff and brief them on the campaign. Encourage them to ask students if they would like to try the Meatless Monday entrée.
- 7** If your cafeteria works on a pay-per-item system, offer additional incentives for trying the Meatless Monday meal. A discount on water, fruit or a side salad further demonstrates that Meatless Monday is part of a healthy diet.
- 8** Many traditional diets have a wide array of vegetarian options. Try culturally themed meal days, such as Indian, Thai, Latin American or African.
- 9** Make your meals creative. Offer **Vegged Out Lasagna** (vegetable lasagna), a **Couch Potato Bar** with fixings, or similar spins on meatless entrees.
- 10** Customize the campaign so that it fits in with your school’s culture. Be aware of local comfort foods and campus events; even your school’s mascot can be a source of inspiration!

Meatless Menu Ideas

Need help with meatless meals for Mondays?
Here are some suggestions to get you started:



American

- Baked beans
- Baked potato (built your own with salsa, veggies, low-fat cheese & sour cream)
- Chickenless Caesar salad wrap
- Cottage cheese with fruit
- Eggplant or zucchini casserole
- Garden burgers
- Grilled vegetable panini
- Stuffed tomatoes or bell peppers
- Three bean salad
- Portobello stuffed with wild rice
- Vegetable wraps
- Vegetarian chili

Mediterranean

- Falafel in a pita
- Greek salad
- Lentil soup
- Sandwiches with hummus & sprouts
- Spanikopita (Greek spinach pie)
- Stuffed grape leaves

Indian

- Curries to accompany rice & vegetables
- Dal (lentils served with rice & vegetables)
- Pulao (rice pilaf) with vegetable broth
- Suji/ savory vegetable pancakes

Italian

- Eggplant parmesan
- Panzanella (tomato salad with white beans on Italian bread)
- Pasta primavera
- Ravioli stuffed with sweet potato, butternut squash, mushroom, pumpkin or spinach
- Risotto
- Spaghetti with marinara
- Spinach tortellini
- Stuffed shells with spinach & low-fat ricotta or tofu
- Vegetable lasagna
- Veggie meatball or eggplant subs with low-fat mozzarella

Asian

- Pad Thai
- Sesame noodles
- Szechuan tofu
- Tofu & vegetable stir-fry
- Vegetable fried rice (low oil)
- Vegetable spring rolls (low oil)

Latin & Mexican

- Bean & vegetable burritos
- Black or red beans with rice
- Grilled tofu & veggie fajitas (build your own)
- Vegetable quesadillas
- Vegetarian tacos

Try a Meatless Spin on Some Old Favorites

Instead of... try...

| | |
|--------------------------------|---|
| BEEF TACOS | Black beans mixed with taco seasoning or salsa. Take it easy with the cheese and use low-fat sour cream. |
| MEAT LASAGNA | Use part-skim ricotta cheese and tomato sauce. Pile in veggies like squash, spinach, peppers, mushrooms, and eggplant. |
| HAM & CHEESE QUICHE | Use egg substitute, low fat milk and sautéed or roasted onions, peppers, mushrooms and other veggies. Instead of fattening pre-made pie crust, line the pie pan with bread crumbs. Use cooking spray to set and bake. |
| CHEESE PIZZA | Opt for low-fat cheese or no cheese at all! Offer a build-you-own bar with lots of vegetables. |
| CHICKEN CAESAR SALAD | Mexican salad – add dark mixed greens, tomatoes or salsa, onions, peppers and veggies. Sprinkle in low-fat cheese, baked tortilla chips, black beans, chili powder, taco seasoning and a bit of skim cheese or sour cream. |

**IT'S SO EASY TO START
EACH MONDAY WITH THESE
KID-FRIENDLY OPTIONS!**



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.

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.

FIGHT DIABETES

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

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, ie. lower calorie intake and less overeating.

LIVE LONGER

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

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.

FOR YOUR WALLET



CUT WEEKLY BUDGET

Food prices continue to rise. Current increases are especially sharp in packaged items and meat, which require extra expenses like feed and transportation. Forgoing meat once a week is a great way to cut the weekly budget.

CURB HEALTHCARE SPENDING

Treatment of chronic preventable diseases accounts for 70% of total U.S. healthcare spending. By reducing our risk for these conditions, we can curtail healthcare spending nationwide.

FOR OUR PLANET



REDUCE CARBON FOOTPRINT

The UN estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that accelerate climate change.

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 go into a single pound of beef.

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).

Online Resources

Download posters, sticker and magnet designs and web graphics to get your school, community, workplace or organization excited about Meatless Monday!

<http://www.meatlessmonday.com/spread-the-movement>

Contact Info:

Email: info@meatlessmonday.com

Website: <http://www.MeatlessMonday.com>