Title
Meatless Mondays

Short description
Meatless Monday is a global social movement which aims to encourage people to avoid eating meat one day a week. By substituting meat-containing meals with plant-based and nutrient balanced meals people are taking a step towards a diet that is not only potentially healthier but also more sustainable. Individuals, schools, hospitals, workplaces and restaurants implement the practice in 44 countries. In the UK the campaign for skipping meat one day a week is known as Meat Free Mondays.

Topic
Consumption – food

Characteristics (type, level)
Global social movement

Country/Countries of implementation
44 countries including US, UK, Belgium

Aims and Objectives
To encourage people to eat less meat by giving up eating meat one day a week

Target Group
The whole population of meat eaters

Status
Ongoing

Start and Completion dates
The movement was initiated in the US in 2003, other countries joined at different times. Ghent, Belgium joined as a meatless Monday city in 2009. The UK joined in 2009.

Lifestyle and Behavior Change
By substituting meat-containing meals with plant-based and nutrient balanced meals people are taking a step towards a diet that is not only potentially healthier but also more sustainable.

Effects on:

Health and Wellbeing	Diets that include less meat and more vegetables and fruits can reduce the risk of chronic diseases.

Vulnerable populations	One meat-free day a week can potentially contribute to a healthier diet for everyone, provided a balanced diet is maintained. Evidence shows that low SES groups are more likely to have less healthy diets than high SES groups.
Environment	Reducing meat consumption helps conserve water, energy and reduces greenhouse gas emissions that are accelerating climate change.

Initiated and/or implemented by

Meatless Monday was initiated after World War I when U.S. citizens were asked to reduce consumption of key staples to aid their armed forces. In 2003, it was reintroduced as a public health campaign by, Sid Lerner, a former advertising executive, in collaboration with the Johns Hopkins Bloomberg School of Public Health Center for a Livable Future (Source: Meatless Monday Global Toolkit)

Stakeholders and sectors involved

Individuals, hospitals, schools, worksites and restaurants implement the practice. N/A

Financial support

N/A

Evidence-base

Extensive scientific evidence underpins the health and environmental benefits of practice of eating less meat. Researchers estimate that globally a 30% reduction in meat consumption would contribute to a 15% reduction in heart disease (Friel et al 2009). Agriculture contributes approximately one fifth of global total emissions with about 80% of this from livestock production (McMichael et al 2007) Other evidence in the Meatless Monday global toolkit at http://www.meatlessmonday.com/the-global-movement/

Main activities

The main activity is to reduce meat consumption by not eating meat or providing meatless meals once a week.

Evaluation

Main results

Key success factors and barriers

INHERIT Perspective

This practice was included in INHERIT because it has the capacity to have a major impact on health and the environment. Consuming a large amount of meat is detrimental to health compared to eating more fruits and vegetables. In addition, meat production requires a disproportional amount of resources, and creates a large portion of the global greenhouse

gas emissions. By reducing meat consumption, this will reduce the amount of meat that needs to be produced, reducing the effects it has on the environment.

More information

UK campaign: https://www.meatfreemondays.com/about/

Global campaign: http://www.meatlessmonday.com/the-global-movement/

Contact

UK campaign: info@meatfreemondays.com
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