



## **Go Meatless – For animals, your health and the environment**

Thank you for your interest in joining the Meatless Monday movement! We've put together this toolkit to help you initiate Meatless Monday at your facility.

The following topics are covered in this toolkit:

- Overall goals of Meatless Monday
- Implementing & promoting your Meatless Monday initiative
- Communications guidelines & templates
- Sample volume recipes

We're helping businesses, organizations, schools and individuals take part in Meatless Monday and we can help you too! Contact Emily Pickett, VHS Program Coordinator, for help getting started – [emily@vancouverhumaneociety.bc.ca](mailto:emily@vancouverhumaneociety.bc.ca).

Best of luck,

The Vancouver Humane Society

[www.vancouverhumane.ca](http://www.vancouverhumane.ca)

[www.meatlessmonday.ca](http://www.meatlessmonday.ca)

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# Goals of Meatless Monday

Meatless Monday is a globally popular movement with a simple message: once a week, cut the meat. The benefits are many:

## Reduce Animal Suffering

- Every year in Canada, more than 700 million land animals are killed to satisfy our demand for huge quantities of cheap meat, dairy, and eggs. Over one million metric tonnes of fish and shellfish are also killed every year.
- The vast majority of farmed animals are raised in unnatural, filthy, barren environments, subjected to confinement and cruelty that would be illegal if we were to do it to a cat or dog, and ultimately slaughtered at a fraction of their natural lifespan.
- Every time we eat meatless, we're reducing the demand for cheap meat and sparing animals from a life of suffering on factory farms.

## Less Meat, Less Heat

- Meat production is a major contributor not only to climate change, but to air and water pollution, water use, land degradation and deforestation, biodiversity decline, and ocean degradation.
- In fact, animal agriculture is responsible for more greenhouse gas emissions than the entire transportation sector combined!
- It takes 660 gallons of water to produce one hamburger, which is the equivalent of two months' worth of showers.
- Going meatless even one day per week is better for the environment than eating local seven days per week.

## A Healthier You

- Canadians consume almost 100 kilograms of meat per capita per year – far more than double the global average.
- According to the Harvard School of Public Health, we are all eating too much meat and dairy and should instead be incorporating more healthy foods like fruits and vegetables, nuts and seeds, and legumes.
- Dietitians of Canada states: "A healthy vegan diet (no animal products or foods containing animal products) has many health benefits including lower rates of obesity, heart disease, high blood pressure, high blood cholesterol, type 2 diabetes and certain types of cancer. It can meet all your nutrient needs at any stage of life."

The overall goal of Meatless Monday is to raise awareness about the impact of our food choices and to create access to humane, healthy and sustainable food options.

Learn more at [www.meatlessmonday.ca](http://www.meatlessmonday.ca)

## Implementing Meatless Monday



Meatless Monday is a flexible initiative, which can be tweaked to suit your facility. **If food options are offered on-site**, participating in Meatless Monday can include any or all of the following:

- Adding plant-based options
- Reducing or eliminating meat options
- Promoting existing plant-based menu options

### **Meatless Recipes**

In menu planning, we recommend the “meatless” options be entirely plant-based (free of all animal products) – this ensures that those with allergies and dietary/ethical restrictions can also participate! See “Appendix A” for a list of plant-based recipes that also include nutritional information. For additional volume recipes or for recipes with smaller serving sizes please email VHS. Many of us are already consuming plant-based meals without even realizing it! Global cuisines from Indian, to Chinese, to Mexican, to Italian feature flavor-packed vegetarian recipes. Consider offering familiar dishes, such as pasta primavera, black bean burritos, stir fries, chili and coconut milk curry, which are vegetarian favourites among even non-vegetarians.

### **Ways to participate without on-site cafeteria:**

- **Online/Offline Meatless Monday campaign** – share recipes and Meatless Monday facts through online avenues (social media, email, websites, blog) and encourage coworkers, clients, etc. to take part by eating meatless on Mondays.
- **Meatless Monday pledge** – link your staff to our online pledge if you’d like, OR, you can create your own pledge and share a meatless recipe every week to help staff/clients in their commitment to healthy, humane and sustainable eating on Mondays. [Take our pledge](#) for inspiration!

## Promoting Meatless Monday



Consider the following tips for raising awareness of your Meatless Monday initiative:

- Contact VHS for a **free promo toolkit**, with signage, logos, social media templates, statistics, table tent cards, veg/vegan stickers or labels.
- **Hold a launch event!** Set up a table in the cafeteria and hand out information about Meatless Monday (VHS can provide this) while encouraging participation in Meatless Monday.
- Utilize **internal and external communications** to raise awareness – internal emails, bulletins, public announcements, websites, blogs, social media, traditional media, etc. See the communication templates included in this toolkit for talking points.
- Contact VHS to be featured in a **Meatless Monday blog**, promoting your initiative to a wider audience.
- **Share additional meatless recipes** online and on-location so people can get more involved at home. Contact VHS for more recipes!
- **Offer a loyalty program** to create incentive – punch cards, gift cards, food samplings, prizes.
- Encourage **cafeteria staff** to remind people about the meatless feature on Mondays.

# Communications Guidelines & Templates

## Talking Points

### Key talking points:

- Meatless Monday is a powerful way for anyone to make a meaningful difference for animal welfare, individual and public health, and the planet.
- Reducing our intake of meat and increasing our consumption of plant-based meals helps reduce the demand for factory farming, reduces our contribution to climate change and other major environmental ills and helps protect against preventable health conditions like heart disease, stroke, cancer, and diabetes.
- Meatless Monday aims to educate people about the impact of our food choices. The goal is empower students and help them make informed food choices that help protect their health, the environment and animal welfare.

### What is Meatless Monday all about?

Meatless Monday is a globally popular movement with a simple message: once a week, cut the meat. It began as a public health awareness program in 2003 by the John Hopkins School of Public Health, and it's now active in over 30 countries today. The overall goal of Meatless Monday is to raise awareness about the impact of our food choices and to create access to humane, healthy and sustainable food options.

### How does it work?

Meatless option(s) are made available/featured in the cafeteria on Mondays and are paired with educational information highlighting the benefit of going meatless, even just once per week.

### Can you really tell people what to eat?

Meatless Monday is about educating people about the impact of their food choices, providing them with the tools to make informed decisions, and empowering them to make a difference! People love Meatless Monday for opening their eyes to the vast, mouth-watering world of vegetarian eating, and showing them that with simple changes they can have a meaningful, positive impact on the world.

### REMEMBER

- Don't restate the negative. For example, if someone says, "can you really tell people what to eat?" *don't* say, "Meatless Monday isn't about telling people what to eat." Instead, say what Meatless Monday *is*.
- Focus on the positive – Meatless Monday is about educating, raising awareness and empowering people to make a difference!

# Templates

## Internal Email to Staff:

Dear [Company/Organization Name] Staff,

I'm pleased to share with you that [Company/Organization Name] will be joining the growing list of organizations participating in Meatless Monday. Our cafeteria will be hosting Meatless Monday on a weekly basis, beginning [Date]. The goal of our initiative is to come together as an organization to raise awareness of the impact of our food choices and to encourage healthier, more sustainable and humane eating by trying plant-based one day per week.

To provide a bit of background – Meatless Monday was initiated as a measure for saving resources during World War I and II. It was re-introduced in 2003 by the Monday Campaigns and John Hopkins School of Public Health as a health initiative, geared towards reducing our society's overconsumption of meat by 15% - equivalent to one day per week.

As Canadians, our per capita meat consumption is among the highest in the world. Trying plant-based eating, even once per week, can reduce our risk of preventable health conditions including cardiovascular disease, diabetes and obesity. The Canadian Cancer Society also recommends lowering our intake of meat, noting that a diet high in red and processed meat has been linked to an increased risk of colorectal cancer.

[Company/Organization Name]'s Meatless Monday initiative aims to help empower not only staff, but the larger community and to reflect our commitment to corporate social responsibility by helping achieve a kinder, cleaner and healthier world.

Sincerely,

[Name]

## Staff Bulletin/Public Announcement Template:

[Company/Organization Name] is joining the growing list of organizations participating in Meatless Monday! Our cafeteria will be hosting Meatless Monday on a weekly basis, beginning [Date]. The goal of the initiative is to come together as an organization to raise awareness of the collective impact of our food choices. Help protect individual and public health, animals and the environment by opting for the delicious meatless special(s) every Monday in the cafeteria. Learn more: [www.meatlessmonday.ca](http://www.meatlessmonday.ca)

## **Website Text Template:**

### [Company/Organization Name] joins the Meatless Monday movement

[Company/Organization Name] will be offering [a meatless special/meatless specials/meatless menu items] on Mondays in an effort to raise awareness of the impact of our food choices and to do our part to help protect individual and public health, animal welfare and the environment.

### Meatless Monday History:

Meatless Monday was initially promoted as a measure for saving resources during World War I and II. It was re-introduced in 2003 by the Monday Campaigns and John Hopkins School of Public Health as a health initiative, geared towards reducing our society's overconsumption of meat by 15% - equivalent to one day per week.

### The benefits:

#### Health:

As Canadians, our per capita meat consumption is among the highest in the world. Trying plant-based eating, even once per week, can reduce our risk of preventable health conditions including cardiovascular disease, diabetes and obesity. The Canadian Cancer Society also recommends lowering our intake of meat, noting that a diet high in red and processed meat has been linked to an increased risk of colorectal cancer.

#### Animal Welfare:

Our society's overconsumption of meat has led to a rise in factory farming – characterized by unnatural, intensive and cruel conditions that subject animals to significant suffering. Reducing our high demand for meat can help spare farmed animals from life on a factory farm and in turn reduces the need for such intensive farming practices.

#### Sustainability:

The United Nations Food and Agricultural Organization reports that animal agriculture is one of the leading contributors to climate change. It's also a major source of air and water pollution, water use, land degradation and deforestation, biodiversity decline, and ocean degradation. Reducing our meat consumption by just 15% - the equivalent of roughly one day per week - would have profound effects for the planet, too. For example, global adoption of Meatless Monday would be similar to taking 240 *million* cars off of the road each year.

[Company/Organization Name]'s Meatless Monday initiative will serve as a positive and impactful opportunity to do our part to create a cleaner, kinder and healthier community. Please feel free to join us by trying out Meatless Monday at home! Visit [www.meatlessmonday.ca](http://www.meatlessmonday.ca) to learn more and take the pledge to receive a weekly recipe you can enjoy at home.

## Social Media Post Templates:

Contact VHS for the template post below (facebook, twitter and Instagram) and edit to include your own meatless message!



- We're joining the growing #MeatlessMonday movement! Learn more: [meatlessmonday.ca](http://meatlessmonday.ca) (or link to your own Meatless Monday webpage)
- Going meatless, even one day a week, helps animals, the environment and our health! Join us for #MeatlessMonday.
- Try out our #MeatlessMonday special – [recipe name]
- Every time we eat meatless, we're reducing the demand for factory farming! #MeatlessMonday
- Help tackle climate change by taking part in #MeatlessMonday! #LessMeatLessHeat
- #MeatlessMonday can help reduce the risk of preventable health conditions. Try it for your health!
- Happy #MeatlessMonday! How will you be celebrating healthy, humane & sustainable eating today?



# Appendix A

## Sample Recipes

### Tempeh Salad

Yield: 25 two-ounce servings

\*Be sure to allow prep time for this recipe. It can be made up to two days ahead of time and kept refrigerated until ready to serve.

#### Ingredients:

4 pounds of tempeh  
3 ounces of tamari  
2 ounces of lemon juice  
18 ounces of vegetable stock  
2 ounces of poultry seasoning  
1 pint of vegan mayonnaise  
1 ounce of mustard  
1 ounce of vinegar  
½ ounce of granulated garlic  
½ ounce of black pepper  
1-1/2 pounds of green cabbage, shredded  
12 ounces of red cabbage, shredded  
6 ounces of carrots, shredded  
4 ounces of bell pepper, diced

#### Instructions:

Chop tempeh into 1-inch pieces and steam 5-7 minutes in a commercial steamer or 10-12 on a stove top steamer. Drain and cool.

In a large bowl, mix tamari, lemon juice, veg stock, and poultry seasoning. Add tempeh and allow to marinate for at least 4 hours.

In a medium bowl, mix mayonnaise, mustard, vinegar, garlic, and pepper. Chill.

Remove tempeh from marinade and place single layer on a baking sheet. Bake for 10 mins at 325 degrees or until golden. Allow to cool.

Toss cabbages, carrots, and bell pepper together. Mix in dressing and gently mix in tempeh. Serve chilled.

**Variations:** For a Southwestern flavour, omit the poultry seasoning and use red pepper flakes; for a Mediterranean flavour, omit poultry seasoning and add dried basil and oregano in equal parts; and for an Indian flavour, omit poultry seasoning and add curry powder and cumin in equal parts.

Total calories per serving: 217    Total fat as % of daily value: 15%    Protein: 15 gm    Fat: 10 gm  
Carbohydrates: 19 gm    Calcium: 114 mg    Iron: 3 mg    Sodium: 408 mg    Dietary Fiber: 1 gm

## Four Bean Chili:

Yield: 25 three-ounce servings

### Ingredients:

Vegetable oil spray  
2 ounces of red pepper flakes  
1 ounce of ground cumin  
1 ounce of cracked black pepper  
1 pound of bell pepper, chopped  
4 ounces of fresh chili, chopped  
4 ounces of chili powder  
1 pound of canned tomatoes, chopped  
3 pounds of cooked white beans, rinsed  
2 pounds of cooked black beans, rinsed  
1 pound of cooked pinto beans, rinsed  
1 pound of cooked kidney beans, rinsed  
6 ounces of fresh cilantro, chopped

### Instructions:

Heat a large stock pot and spray with oil. Add red pepper flakes, cumin, and black pepper. Sauté for 1 minute.

Add bell pepper, chili, and chili powder. Cook for 5 minutes or until pepper is soft.

Add tomatoes and beans. Allow to simmer, covered, for 30 minutes or until flavours are well combined.

Before serving, stir in cilantro.

Total calories per serving: 205      Total fat as % of daily value: 3%      Protein: 13 gm  
Fat: 2 gm      Carbohydrates: 37 gm      Calcium: 105 mg      Iron: 5 mg  
Sodium: 113 mg      Dietary Fiber: 8 gm

## Quinoa Casserole:

Yield: 25 servings

### Ingredients:

5 large garlic cloves, minced  
3 quarts of vegetable stock  
1 pound of carrots, small dice  
1-1/2 pounds quinoa, rinsed  
1 pound of red beans, cooked  
1 tablespoon of ground cumin  
2 ounces of fresh oregano, chopped  
1 ounce of fresh cilantro, chopped  
8 pounds of prepared mashed potatoes

### Instructions:

Spray a medium stock pot or small steam-jacketed kettle with enough oil to cover the bottom and heat. Sweat garlic until it glistens. Add stock and bring to a boil. Add carrots and quinoa and return to a boil.

Lower heat and allow to simmer for 5 minutes.

Add beans and herbs and allow to simmer until quinoa is soft and mixture has started to thicken.

Remove from heat.

Stir in mashed potatoes and scale into half 200 pans.

Bake in a 325 degree oven for 15 minutes or until casserole is firm.

Garnish with chopped tomatoes and peppers.

Total calories per serving: 264      Total fat as % of daily value: 3%      Protein: 8 gm

Fat: 2 gm      Carbohydrates: 55 gm      Calcium: 44 mg      Iron: 4 mg

Sodium: 24 mg      Dietary Fiber: 5 gm

## Mediterranean Pockets

Yield: 50 servings

### Ingredients:

8 1/3 qt beans, garbanzo, cooked or canned  
5 cloves of garlic, pressed  
1 at of bread crumbs  
3 cups of onions, chopped  
5 tsp of cumin, ground  
5 tsp of turmeric

### Sauce ingredients:

4 cups, plus 3 tbsp of tahini  
2 cups of lemon juice  
2 cups of water  
¾ 12bsp. of black pepper  
¾ 12bsp. of basil  
25 whole-wheat pita bread, halved  
1 ½ gal of lettuce  
100 tomato slices

### Instructions:

Mash the chickpeas. Mix well with garlic, bread crumbs, celery, onions, cumin, and turmeric. Roll into golf-ball size falafel balls and place on parchment-lined baking sheets. Spray with olive oil cooking spray and bake in a 350 degree oven for 30 minutes, or until golden. Blend sauce ingredients until creamy paste is formed. Fill each half pita with two falafel balls, 2 ounce ladle (1/4 cup) sauce, ½ cup of lettuce, and 2 tomato slices.

Total calories per serving: 457   Fat: 2.16 gm   Protein: 17.83 gm   Carbohydrates: 65.54 gm  
Calcium: 196 mg   Iron: 5.43 mg   Sodium: 361 mg   Fiber: 13.13 gm

## Sweet Potato Burgers

Yield: 25 burgers

### Ingredients:

3 pounds of raw sweet potatoes, peeled

12 ounces of quinoa

1-1/2 pints of low sodium vegetable broth

1 pint of water

1 pound of onions

3 ounces of garlic

½ ounce of ground cumin

¼ ounce of ground turmeric

2 pounds of chopped cashews

6 ounces of bread crumbs (\*Use additional bread crumbs if mixture is too loose to form burgers)

### Instructions:

Preheat oven to 375 degrees. Steam potatoes until tender. Allow to cool.

In a small stock pot, bring quinoa, broth, and water to a boil.

Reduce heat, cover, and simmer until quinoa is fluffy (about 10 mins). Allow to cool.

Spray sauté pan and heat. Sweat onions and garlic.

Add cumin and turmeric and stir to combine. Remove from heat.

In a food chopper, combine potatoes, quinoa and veggies. Process until well blended.

Add cashews and bread crumbs and process again to blend well.

Shape into ¼ –inch thick burgers. Put on a sprayed baking sheet and bake for 30 minutes, turning once.

Total calories per serving: 356      Total fat as % of daily value: 30%      Protein: 10 gm

Fat: 18 gm      Carbohydrates: 42 gm      Calcium: 66 mg      Iron: 4 mg

Sodium: 74 mg      Dietary Fiber: 5 gm