

# meatless MONDAY

## **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 school.

We've included the following materials:

- Step by step Meatless Monday guide
- Sample letter of support from club(s)/organization(s)
- Factsheets to help raise awareness
- Sample petition to help rally support for your Meatless Monday campaign
- Volume recipes to share with dining manager/administrators
- Sample poster for promoting Meatless Monday in your school's cafeteria – VHS will help design and print posters for you

Contact Emily Pickett, VHS Program Coordinator, for help getting started – [emily@vancouverhumaneociety.bc.ca](mailto:emily@vancouverhumaneociety.bc.ca). We've already helped several schools implement their own Meatless Monday initiatives, including Langara College, Trinity Western University, British Columbia Institute of Technology and Eric Hamber Secondary. VHS will be happy to do a Meatless Monday presentation to your student club/classroom/school or meet with school administrators to discuss starting an initiative in your cafeteria. We're here to support your efforts, so put us to work!

Best of luck,

The Vancouver Humane Society

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

604-266-9744

# Step by step guide to bringing Meatless Monday to your school

**\*Get in touch with VHS at any point for support with your Meatless Monday campaign – we're here to help!**

## **Step One:**

- Reach out to student council or any appropriate student clubs (animal welfare/environmental/health clubs) to express interest in bringing Meatless Monday to your school. Partnering with any existing clubs/organizations in your school is an effective approach for implementing Meatless Monday!

## **Step Two:**

- Arrange a meeting with your school's food service manager or appropriate administrator to pitch the initiative – use the sample letter in this toolkit. In your meeting, be sure to utilize the factsheet and recipe examples to reflect the benefits of Meatless Monday and how easy it is to implement.

## **Step Three:**

- Once approved, work with student clubs/organizations and staff to promote your new Meatless Monday campaign. Make use of internal communications at your school to help spread the word – school newspapers/blogs, school announcements/bulletins, social media accounts, etc. Contact VHS for poster design and printing support.

## **Step Four:**

- Evaluate your Meatless Monday campaign – Check in with cafeteria staff and students to determine what's working and if changes need to be made to any aspect of the campaign. If menu changes are needed, consider polling the student body to gain a sense of interest in other menu options.

## **Tips:**

- Encourage cafeteria staff to recommend/remind students about the meatless feature on Mondays.
- We recommend the “meatless” options be entirely plant-based – this ensures that those with allergies and dietary restrictions can also participate!

[Name of Club/Organization]  
[Contact Info]

[Date]

To Whom It May Concern:

Re: Support of Meatless Mondays on Campus

I am writing on behalf of [Club/Organization], which represents [Number] of students, to express our support for adopting Meatless Mondays at [Name of School].

Reducing our meat consumption is a simple way to reduce animal suffering. Undercover investigations of factory farms in Canada have shown that cows, pigs, turkey and chickens are routinely subjected to abuse and neglect, and in many cases are deprived of virtually everything that makes life worth living.

Animal agriculture depletes our environment; raising plant crops to feed animals is far less efficient than eating plant crops directly. The most effective way for each of us to combat climate change, air pollution, land degradation, energy use, deforestation and biodiversity decline is to reduce or eliminate our consumption of meat.

Many dieticians and health professionals agree that we eat too much meat, dairy and eggs, and too few fruits and vegetables. Vegetarians have lower rates of heart disease, high blood pressure, stroke, obesity, type 2 diabetes and cancer.

As hubs of learning, schools are ideally placed to educate students about the impact of our food choices on ourselves, our community and our planet. Schools also have the power to demonstrate by example how delicious and healthful vegetarian food choices can be.

We urge you to join schools like Eric Hamber Secondary, Langara College, British Columbia Institute of Technology, McGill, Dalhousie, John Hopkins and Oxford and adopt Meatless Mondays at [Name of School].

Thank you for your time and consideration.

Sincerely,

[Signature]

[Name]

[Title]

[Name of Club/Organization]

# Meatless Monday – The Facts!

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

## It's a flexible initiative - Bring Meatless Monday to your school

It can include any or all of the following:

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

## 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.
- 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.
- For every single person who adopts a diet free of meat, including fish and shellfish for just one day per week, more than 58 animals will be spared.

## 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!
- Going meatless even one day per week is better for the environment than eating local seven days per week.
- It takes 660 gallons of water to produce one hamburger, which is the equivalent of two months' worth of showers.

## A Healthier You

- Canadians consume almost 100 kilograms 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.”



# Sample Recipes

## Chicken-less 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  
¼ tsp of black pepper  
¼ tsp. 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 against to blend well.

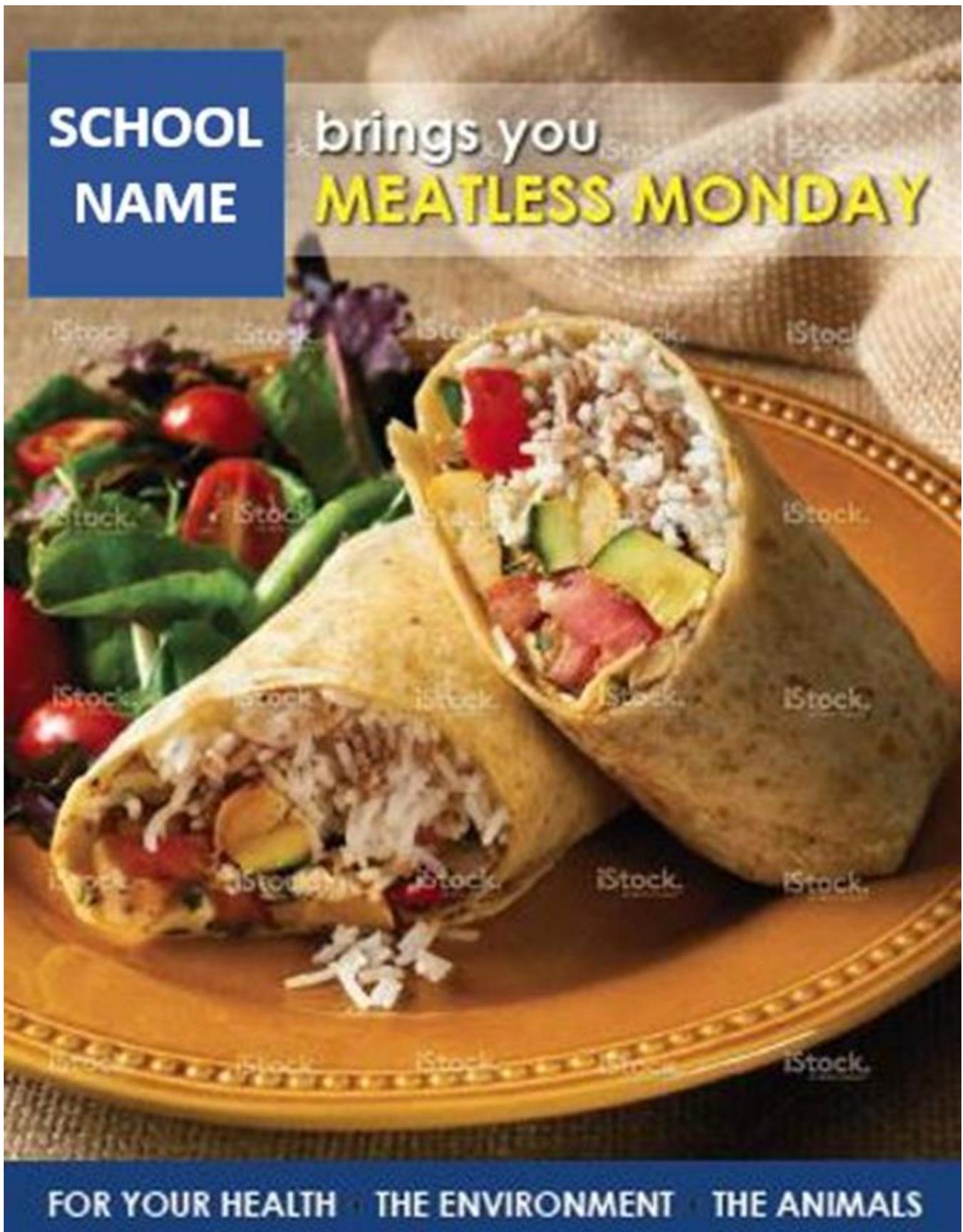
Shape into 1/4 –inch thick burgers. Put on a sprayed baking sheet and bake for 30 minutes, turning once.

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

**Sample poster** – Contact VHS for poster design and printing support.



**SCHOOL  
NAME**

brings you  
**MEATLESS MONDAY**

**FOR YOUR HEALTH · THE ENVIRONMENT · THE ANIMALS**