



Meat Free Monday

www.meatfreemondays.com



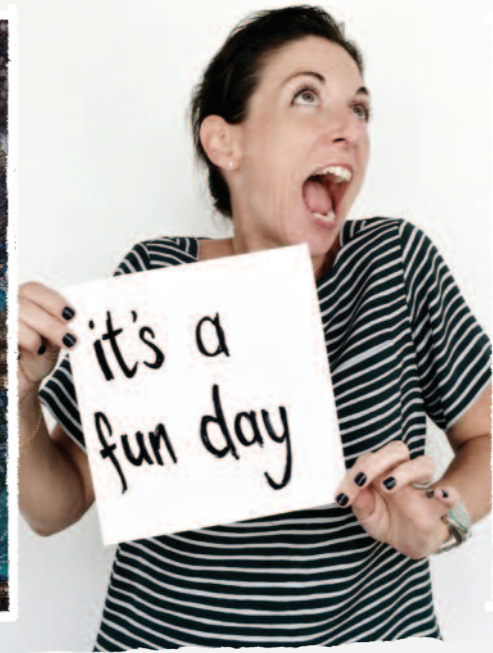
What is Meat Free Monday?

The McCartney family has a long history of interest in sustainable food – from Paul’s organic spelt farm to the Linda McCartney vegetarian food range – but it was a 2006 United Nations Food and Agriculture Organization report highlighting the environmental impact of meat eating, *Livestock’s Long Shadow*, which really drew Paul’s attention to the importance of making more environmentally and socially conscious food choices.

In 2009, Paul and his daughters, Mary and Stella, launched the Meat Free Monday campaign to raise awareness of the damaging environmental impact of eating meat, and to encourage people to help slow climate change, conserve precious natural resources and improve their health by having at least one meat free day each week.

What Paul says:

“We tend to think that what we have always done is what we always will do in the future. I say, ‘How boring is that?’ Can’t you look at your life and go, ‘You know what? I think I might fancy a change.’ I try to turn people onto that excitement. Say, for example, you’ve never done exercise and then suddenly you think, ‘I am going to get a bike. I am going to go riding!’ The minute you do this, you love it and feel good about yourself. Well it’s the same thing with your food choices: You make that choice and realise, ‘Wow, this is making a difference for me, the world, for people.’ I persuade people that it is a really exciting point in your life to say, ‘I’ve done X for all of my life up until now, and now I am going to do Y. I am going to make a change, and let’s see how it goes’.”



A global movement



Going meat free one day a week is not a new concept ... In the USA during World War 1 and 2, ‘Meatless Tuesday’ and ‘Wheatless Wednesday’ were introduced to encourage families to reduce their consumption of key foods and help the war effort.

The idea was revived in 2003 by former ad man turned health advocate Sid Lerner who, in association with the Johns Hopkins Center for a Livable Future, introduced Meatless Monday as a public health campaign.

The health benefits of skipping meat for one day a week were promoted in Australia too, but it was the United Nations Food and Agriculture Organization’s *Livestock’s Long Shadow* report that began to open people’s eyes to the environmental impact of meat and dairy, and sparked the growth of a global movement.

From Belgium (Donderdag Veggiedag) to Brazil (Segunda Sem Carne), Hungary (Húsmentes Hétfő) to Hong Kong (Green Monday), individuals, schools, hospitals, businesses and restaurants all around the world are experiencing how easy and enjoyable it is to skip meat for at least one day a week – for their health and the health of the planet.



For the planet

There's no getting around it: Livestock production creates harmful greenhouse gases and depletes precious resources, including land, water and energy, to increasingly unsustainable levels. It's a major contributor towards global environmental destruction and climate change. Enjoying a plant-based diet for one day each week is a simple but significant action that everyone can take to make a difference.

An area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle.⁵

100 PITCHES PER HOUR!



The average cow reared for meat contributes more to global warming per year than a family car driving 9000 miles, *five times* the distance from London to Moscow!⁴

According to research from the University of Oxford, a person moving from a diet high in animal products (100g a day) to a diet low in animal products (50g a day) would save as much carbon dioxide a year as their carbon footprint from an economy return flight between London and New York.³

Livestock production is responsible for 14.5 per cent of global greenhouse gas emissions, according to the United Nations Food and Agricultural Organization¹, with some scientists saying the percentage is much higher².

14.5%

A third of all land on Earth is used for livestock production⁶



Skipping meat for one day a week is an easy way to help tackle climate change

It can take 2350 litres of fresh water to produce just one 150g beef burger⁷ – that's enough water to fill 30 bathtubs or have a five-hour shower⁸!



Agricultural intensification and expansion, and overfishing, are major factors in loss of species and biodiversity. If present trends continue, over the next 100 years or so there will be a global mass extinction of species.

In a world where nearly 800 million people are suffering from malnutrition, one third of all cereal crops, and more than 95 per cent of soya, is turned into feed for farmed animals.¹⁰ This could be fed to people instead!

What if you had to feed a family of four with a 2350 litre water limit per meal? Your choices might be:

- 1 beef burger pattie = 2350L
- 2 glasses of wine for the adults = 218L
- 2 glasses of orange juice for the kids = 400L
- 4 veggie burgers in burger baps with lettuce, tomato and a squirt of ketchup = 1116L
- An apple, an orange, a peach and a banana for everybody to snack on = 505L
- 2 litres of drinking water = 2L
- And for good measure, another glass of wine to share = 109L



Total = **2350L**^{7,9}

Thankfully we don't have to stick to a 2350L limit on our meals, but you get the idea!

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For our health

It's never too late to start eating healthily

According to the World Health Organization (WHO), we eat considerably more protein than is necessary or optimal for health – mostly from animal products. A meat-and-dairy-heavy diet is now being linked to some of the world's biggest killer diseases: cancer, heart disease and stroke.

As little as 50g of processed meat a day (the equivalent of one sausage or two bacon rashers) increases the risk of coronary heart disease by 42% and diabetes by 19%.²

Eating less meat, and more fruit and veg, can boost your lifespan.¹

A report for the WHO's International Agency for Research on Cancer categorised cured and processed meat as a Group 1 carcinogen – on a par with cigarettes and tobacco.³

High phosphate levels, caused by heavy meat eating, can increase the biological age of your body.⁵

Eating meat no more than three times a week could prevent 31,000 deaths from heart disease, 9,000 deaths from cancer and 5,000 deaths from stroke, as well as save the NHS £1.2 billion in costs each year.⁴

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- 1 Fields, H et al, *Is Meat Killing Us?*, The Journal of the American Osteopathic Association, 116, May 2016, pp.296-300.
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- 4 *Healthy Planet Eating: How lower meat diets can save lives and the planet*, Friends of the Earth, 2010, p.8.
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Because it's easy... and delicious

From high street chains to haute cuisine, restaurants are recognising that people want good meat free meals and will no longer settle for a sorry-looking lasagna or salad and chips! You can find great veggie products in all major supermarkets and meat free cookbooks are being published all the time.

World cuisine offers a wide variety of exciting meat free dishes featuring delicious dips, curries, coups and salads. Explore **Indian, Thai, Vietnamese, Malaysian, Ethiopian, Lebanese and Mediterranean.**



Due to the overwhelming rise in demand for vegetarian and vegan food, popular high street outlets are increasing their meat free fare and offering an array of plant-packed sandwiches, pizzas, wraps, salads and soups.

Sushi lovers don't have to go without! Japanese cuisine features plenty of meat and fish-free dishes, ranging from vegetable tempura and tofu steaks to veggie sushi. Edamame (salted soya beans) are a tasty, healthy snack.

If you enjoy cooking at home, use your **Meat Free Monday** as an opportunity to experiment with different dishes using flavourful spices, seasonings and sauces. Visit meatfreemondays.com for a selection of delicious and creative recipes from top chefs and celebrities.

Check out HappyCow.net, or download the HappyCow app, for a list of restaurants worldwide which have meat free options.

And there are so many options!

Wondering why someone going meat free on a Monday might want a meat replacement? It's simple!

... A lot of us like the taste of meat, but we want to have a kinder footprint on the planet. We really can have our cake and eat it!

Soya or wheat-based meat 'substitutes' including **tofu**, **tempeh** and **seitan** may sound exotic or even daunting, but they are packed full of nutrients, and are delicious when marinated or sautéed and integrated into your favourite meals.

Check out the wide variety of mock meats available in health food shops, supermarkets, and Asian grocery stores, including **veggie 'mince'**, **'chicken' nuggets**, **'ham'** and **'turkey' slices**, **roast 'beef'**, **veggie 'haggis'**, **fishless fingers** and much more!



Have a meat free BBQ! Vegetable kebabs, meatless burgers, 'sausages' and 'hotdogs' taste great on a grill. The key is not to overcook them: you only need to heat them up for a few minutes. Try basting veggie burgers with BBQ sauce before cooking, to keep them moist and to add flavour.



Photo © Sgala Foods

Photo © Mary McCartney

A year of MFM: Supporter completes cooking challenge!

Janaina Fernandes Favato set out to cook all 312 recipes in *The Meat Free Monday Cookbook*. Mission accomplished – meals demolished!

Janaina Fernandes Favato started the challenge in December 2014 in her home city of São Paulo, Brazil, and completed it in January 2016. She says organising her life and meals around the cookbook – a present from her husband – opened a new horizon in her life and there wasn't a week that she completely disliked.

As well as developing her culinary skills, she has become far more creative in the kitchen and receptive to flavour combinations she might otherwise not have encountered. She says working through the 312 meat free recipes one by one has been life-changing in terms of how she and her husband eat.

"Now we buy our groceries according to the season, all organic, and eat less dairy. We don't need it in big quantities. It isn't so healthy for you and your body can find the nutrients it provides in other foods," she says. The challenge inspired thousands of people in their own bid to cut down on their meat intake and eat more healthily: 100,000 people made contact with Janaina on Facebook, almost 2,500 viewed the weekly posts on her blog and many others joined MFM as a result.

"We loved to discover dishes from all around the world, to make recipes that we weren't used to," she says of the challenge. "It was a learning experience, fun and delicious, but hard sometimes. I kept my purpose, though, and completed the challenge." Her favourite recipes included Fried Bananas with Pecans and Maple Syrup (spring), Mexican Bean Salad (summer), Split Pea Dhal and Cauliflower Curry (autumn) and Pappardelle with Cavalo Nero (winter).



The award-winning *Meat Free Monday Cookbook*, published by Kyle Books and now available in paperback, is divided according to the seasons and contains 312 recipes covering every Monday mealtime of the year: breakfast, lunch and dinner. Janaina served up her dishes on Sundays to friends and family, blogging about her efforts – successful and otherwise! – on Fridays.

Spring proved to be the best season, with plenty of fresh produce available and some delicious salads to complement the hot Brazilian days. Janaina, who bought her food from an organic street market, says cooking with so many vegetables was an education in itself, in terms of learning about food systems and how the world could be eating.



"You start to think about where vegetables come from, how difficult it was to bring the food to your table. It gives you a special feeling, eating so many vegetables, the combinations, the flavours ... We felt more alive as well as more responsible."

The purpose of the challenge was to inspire other people to work towards a future where less meat is eaten, she says, "where the animals, planet and people are respected and live in balance. I cooked 312 recipes but there are infinite possibilities – you just have to look at the world in a new way."

"When you see how disciplined you become; how creatively you can cook; how much you open your mind to using different ingredients; the abundant offerings of nature, you realise you do not need as much meat as you think."

With a Little Kelp From My Friends

"Try it, you might like it ... and the planet definitely will appreciate it."

Woody Harrelson



"The good thing about Meat Free Monday is that it takes little effort - you simply don't eat meat on Mondays. The greater number of people who support this, the greater the impact on the planet!"
Lauren Laverne



"I believe meat has so many toxins in it that your body never really manages to get rid of them. People believe that you have to have protein and bulk to give you energy, but fruit and vegetables are full of health. Your body processes these efficiently so they do the maximum good for you. You feel so well, light, supple, and full of energy."
Vivienne Westwood



"It is not something you would expect a French chef to say, but you do not need meat to make an excellent dish that is exciting and full of flavour. I passionately believe that vegetables can be the star of the show."
Bruno Loubet



"Just see how easy it will be not to eat meat for one day a week. Just think how the world will benefit from fewer trees being cut to make way for grazing animals. Just imagine how many lives, both animal and human you will help to save: and join the fab Paul McCartney and millions more, including me, in making Monday a Meat Free day."
Joanna Lumley



"Meat Free Mondays is a great idea. But if Mr McCartney and co try to initiate Chocolate Free Tuesdays I shall leave Britain."
Matt Lucas

"Meat Free Monday is the most brilliant excuse to focus on the incredible variety of veggies out there - the flavours, textures and wonderful dishes you can create are beyond belief. So here's to Meat Free Monday and frankly, meat free Wednesdays too."

Jamie Oliver



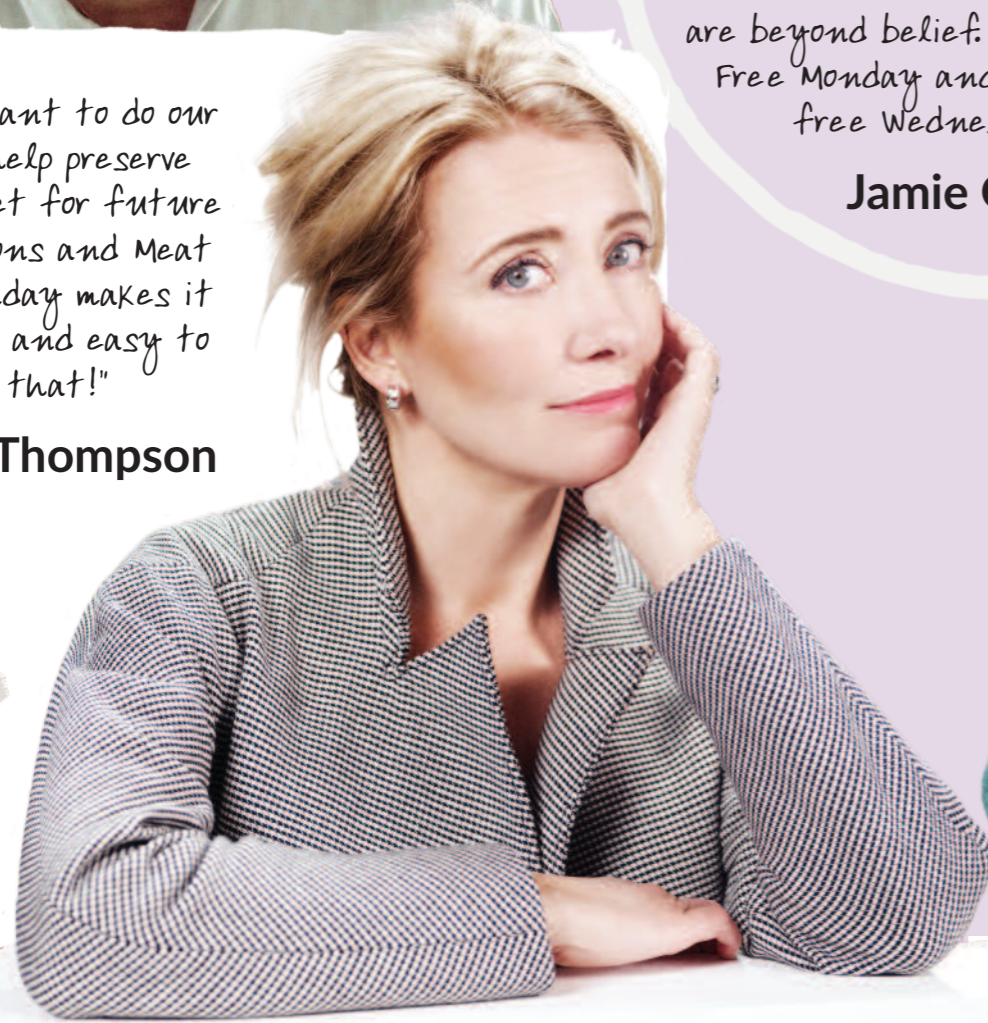
"Taking part in Meat Free Monday is a great way to improve our own health as well as the health of the planet."

Twiggy



"We all want to do our bit to help preserve the planet for future generations and Meat Free Monday makes it so simple and easy to do that!"

Emma Thompson



"By following Meat Free Monday, you not only help the planet but also eat in a more compassionate and health conscious way."




Leona Lewis



**One day a week can make
a world of difference**



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