Moving Food Forward: A Win-Win Proposition

Meatless eating has gained in popularity in recent years with 43 percent of Americans eating vegetarian meals at least once a week. Programs like Meatless Monday and Lean & Green Days have helped institutions bring and market meatless options to their guests. Some institutions are meeting this growing demand with meatless options or vegan stations in their dining programs.

Adding more plant-based options to your --- menus can help please guests seeking healthier meals, demonstrate the hospital’s commitment to sustainability, and spare animals from factory farms. In this toolkit you’ll learn why eating plant-strong is sweeping the nation, what to serve, and how to implement and market these programs.
The Business Case for Plant-Strong Menu Planning

Financial Benefits

Save Money While Meeting Customer Demand for More Meatless Options

Meat prices are rising and expected to continue rising. Reducing meat purchases by increasing meat-free fare can help meet the rising demand for meatless options while saving your dining operation money. Affordable favorites like three-bean chili and baja black bean burritos make hearty, protein-rich replacements for meat-based dishes.

“According to recent USDA projections, the country will see a sharp drop in meat consumption this year. Americans are expected to eat 12 percent less meat and poultry than they ate five years ago. More people, especially those over 65 and those under 30, are eating less and less meat and searching for high protein items to replace meat.”

—USA Today

Comparison of hospital meatless meals vs. animal-based meals from Adventist Health, Washington, D.C.

<table>
<thead>
<tr>
<th>Meal</th>
<th>Cost</th>
<th>Customer Price</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetable Stir Fry with Snow Peas</td>
<td>$0.89</td>
<td>$3.50</td>
<td>$2.61</td>
</tr>
<tr>
<td>Beef and Vegetable Stir Fry</td>
<td>$1.51</td>
<td>$3.50</td>
<td>$1.99</td>
</tr>
<tr>
<td>Pasta with Black Beans &amp; Artichokes</td>
<td>$0.84</td>
<td>$3.00</td>
<td>$2.16</td>
</tr>
<tr>
<td>Penne with Grilled Sausage</td>
<td>$1.03</td>
<td>$3.00</td>
<td>$1.97</td>
</tr>
<tr>
<td>Falafel Sandwich in Whole Wheat Pita</td>
<td>$1.03</td>
<td>$3.00</td>
<td>$1.97</td>
</tr>
<tr>
<td>Philly Cheese Steak</td>
<td>$1.23</td>
<td>$3.00</td>
<td>$1.77</td>
</tr>
</tbody>
</table>

St. Joseph Health System in Sonoma County, Calif. reports, “Vegetarian entrees cost about 50% less than meat entrees.” The hospital projects saving $5,000 a year by serving more meat-free meals.
Why Plant-Strong Menu Planning?

Community Health

Adding more plant-based options to your menus will help your community embrace healthy eating.

Diets rich in vegetables, fruits, whole grains, legumes, and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure. The Academy of Nutrition and Dietetics notes the benefits of eating more plant-based meals and says this type of diet is appropriate for all stages of life, including childhood, adolescence and athletes, and notes the benefits of eating more plant-based meals. These benefits include a lower risk of death from heart disease (the leading cause of death in the U.S.), lower overall cancer rates, lower rates of type 2 diabetes, and a lower body mass index.

The Scientific Report of the 2015 Dietary Guidelines Advisory Committee identifies a diet with primarily plant-based foods as “more health-promoting and associated with lesser environmental impact.”

“Reducing meat consumption and eating a balanced diet full of fruits and vegetables is a great way to combat chronic disease and improve overall health.”
—Melissa K. Li, M.D., at Providence St. Vincent in Portland, Ore.

Sodexo North America participates in Meatless Monday at thousands of healthcare institutions nationwide. After six months of participation, a survey conducted along with The Johns Hopkins Center for a Livable Future found Sodexo’s program “has been well received and successful in motivating customers to eat more plant-based meals. According to a survey of 245 food service sites, roughly 49% saw an increase in vegetable purchases and about 30% reported decreased meat purchases.”

Jason Lee, St. Vincent’s Retail Restaurant Manager, and Melissa Li, Gastrointestinal pathologist
Providence St. Vincent Medical Center, Portland, Ore. | Photo by Shawn Linehan
Sustainability

Animal agriculture has been implicated by the United Nations as one of the top contributors to global environmental problems, due to its vast use of water, land, and fossil fuels and high carbon dioxide and methane emissions. Prominent environmental organizations like the Natural Resources Defense Council, Sierra Club, and more advocate for reduced meat consumption. According to Environmental Defense Fund, “If every American skipped one meal of chicken per week and substituted vegetables and grains...the carbon dioxide savings would be the same as taking more than half a million cars off of U.S. roads.”

“*If Americans reduced meat consumption by just 20 percent, it would be as though we all switched from a sedan to a hybrid.*”
—The Sierra Club

Animal Welfare

The majority of the meat, milk, and eggs produced in the U.S. come from animals intensively confined in factory farms, their lives bearing no resemblance to the way most of us envision farm life. By increasing and highlighting meatless options even just one day a week, your schools can help spare animals from factory farms.
How to Implement Plant-Strong Menus

Plant-Strong Menu Planning

*Create Delicious Meatless Entrees with these Menu Planning Tips*

- Make meat-free versions of classic, popular dishes, like spicy three bean chili, spaghetti marinara, vegetable stir-fry, black bean burritos, and Sicilian vegetable lasagna.
  - To get you started just email us your address and we’ll send you a free copy of *Vegan in Volume*, which contains over 125 bulk quantity plant-based recipes, designed for cafeterias and written by a registered dietitian.
  - Visit our recipe database for more delicious recipe ideas.
- Go international: Try Indian, Chinese, Japanese, Mexican, Thai, and Italian foods. Not only are these options gaining popularity, they are often meat-free, or can easily be made without meat.
- Surprise your guests with a special lunch or demo event that features easy to make and popular items like; build your own nachos bar, make your own mushroom street tacos, or baked potato bar featuring popular toppings like chili and onions.

Get the recipe for this twenty-minute chili at humansociety.org/recipes.
Implementation: Do What Works for You

Getting more plant-based foods on your menus isn’t a one-size-fits-all program: Because every hospital is unique, with its own demographic, cafeteria, geography, and local traditions, it’s important to implement a program that will work for your hospital and community.

Most hospitals start by making up to 75 percent of their entrees, sides, and soups meat-free, but the program is flexible, and it’s important to start in a way that you think will work best for your community. Try highlighting the plant-based options at your retail and à la carte stations (more information about this is in the promotion section of this toolkit), or featuring it at one of the action stations in your food court.

Get the recipe for this pasta dish at humansociety.org/recipes.
Vegetarian or Vegan?

While “meat-free” and “meatless” suggest vegetarian, we recommend entirely plant-based dishes for several reasons:

1. *Everyone* can eat vegan food! If food is vegetarian but contains dairy or eggs, guests with allergies, religious adherences, or other dietary restrictions won’t be able to participate in the program.
2. Eggs and milk products are often high in fat and cholesterol, and removing them can make your meat-free options *even* healthier.

www.bringfoodforward.org
Marketing Plant-Strong Menus

There are endless options for promoting your plant-based options. Here are a few ideas to get you started:

- Send a news release, (use our sample, below), to the local newspaper. We can work with your team to develop and distribute one.
- Use Meatless Monday or Lean & Green [posters and logos](https://www.bringfoodforward.org) to raise awareness in the dining facilities. Put point-of-sale signs at each station promoting your plant-based meals.
- Gather [pledges](https://www.bringfoodforward.org) from staff committing to trying Meatless Monday. Not only does a pledge make people more likely to follow through and try the meat-free options, it can also make the program more community-driven as more and more people take the pledge.
- Social media: Use your hospital’s social networks (Twitter, Facebook, Instagram) to post weekly or regular reminders about Meatless Monday. See our examples below for ideas. **We can also add you to our free Meatless Monday Social Media Ideas email list**—just email meatlessmonday@humaneociety.org to ask! You’ll receive an email each week with ideas for promotional ideas like what to post on social media for Meatless Monday.
- Conduct meat-free food giveaways and samplings or have a guest chef event to get guests excited about your new program.
- Offer discounts and hold contests: Employees who take the pledge could be entered to win free dining vouchers, or perhaps for the first month, if employees purchase the meatless options each Monday, they’ll get $1.00 off their meal.
- Hand out copies of The Humane Society of the United States’ Guide to Meat-Free Meals or place in public areas of the cafeteria. Just let us know how many you need and we’ll send them free of charge.
- Put information about your plant-based options on the website, using our sample web text, below.

Staff at The Valley Hospital kick off Meatless Monday with a bang.

Photo by The Valley Hospital

www.bringfoodforward.org
Suggested Timeline for Implementation and Marketing Plant-Based Options, i.e., Meatless Mondays

Leading up to the launch

- Teaser on web site: “Meatless Mondays are coming!”
- Memos sent out to staff and faculty asking for support
- Facebook and Tweet: “Meatless Mondays are coming!”
- Produce and display tent cards on cafe tables
- Display posters and/or banners at all locations
- Market your loyalty program: Everyone who purchases meatless meals will receive a sticker or button and value card (The value card could say, “Buy five meatless meals on Monday, get your sixth Meatless Monday meal free”).

First few weeks

- Post this video clip on your web site along with text like, “What is Meatless Monday, why are we doing it, who else is doing it?”
- Post to Facebook and Twitter using our ideas. Be sure to tag #MeatlessMonday or #LeanandGreenDay
- Display tent cards on cafe tables.
- Display banners at all locations.
- Market your loyalty program around the hospital.
- Send out a news release announcing the program kickoff and any associated special events. We can help!

Next several weeks

- Post a bigger article on the web about Meatless Monday/Lean & Green and promote featured entrées.
- Post to Facebook and Twitter using ideas from The Humane Society of the United States, tagging #MeatlessMonday or #LeanandGreenDay
- Take photos of kick-off event and post to Facebook and Twitter.
- Ask students to “tag” themselves on the Facebook photos.
- Staff can wear costumes, i.e. pigs, chickens, cows, or veggies.
- All dining staff can wear Meatless Monday/ Lean & Green aprons and buttons.
- Distribute samples of meat-free options.
- Hand out copies of The Humane Society of the United States’ Guide to Meat-Free Meals or display by the register/entryway.
- Market your loyalty program.

Ongoing/future events

- Post to Facebook and Twitter using our ideas.
- Gather pledges.
- Host talk by The Humane Society of the United States.

www.bringfoodforward.org
Offer cooking demonstrations, film screenings, and more to encourage thoughtful attitudes about eating.

Questions? Email us at meatlessmonday@humanesociety.org.
Sample News Release

FOR IMMEDIATE RELEASE
Contact: [name, phone number, email address]

[Name of Hospital] Joins the International Meatless Monday Movement

[City, State] (Date) – As part of its commitment to provide patients, customers, and staff with healthy, sustainable fare, [Name of Hospital] has joined the Meatless Monday movement.

Meatless Monday was started by the U.S. government as a resource-saving measure during World Wars I and II. In 2003, it was revived by The Monday Campaigns in association with the Johns Hopkins Bloomberg School of Public Health to reduce meat consumption by 15 percent for our personal health and the health of the planet. [Name of Hospital] offers meat-free meals daily and will participate in Meatless Monday by increasing meatless options and encouraging diners to eat more meat-free meals.

“[Name of Hospital] Dining Services is committed to ensuring the good health of our community and being a good steward to our planet and animals, which is why we’re participating in Meatless Monday,” said [name, title].

“Americans eat too much meat, and we pay a heavy price for it. Eating more meatless meals can help us look and feel better, lighten our impact on the planet, and help animals,” said Kristie Middleton, senior food policy director at The Humane Society of the United States. “We’re pleased that [Name of Hospital] is the latest hospital to show that being socially responsible can also be delicious.”

Meatless Monday was started by the U.S. government as a resource-saving measure during World Wars I and II. In 2003, it was revived by The Monday Campaigns in association with the Johns Hopkins Bloomberg School of Public Health to reduce meat consumption by 15 percent for our personal health and the health of the planet.

Facts
• Meatless Monday raises awareness about the animal welfare, environmental, and public health impacts of industrial meat production.
• According to Environmental Defense Fund, “If every American skipped one meal of chicken per week and substituted vegetables and grains...the carbon dioxide savings would be the same as taking more than half a million cars off of U.S. roads.”
• Public figures, celebrities and athletes—including President Bill Clinton, Oprah Winfrey, Ellen DeGeneres, Beyoncé, Jennifer Lopez, JayZ, Russell Simmons, Russell Brand, Carl Lewis, Tony Gonzalez, and more—have touted the advantages of eating less meat.

###

www.bringfoodforward.org
Sample Text for Web Site

[Name of hospital] is proud to join the international Meatless Monday public health initiative. We hope the information below will answer any questions you might have and we hope you’ll join us by participating.

What is Meatless Monday?

[Name of hospital] started participating in Meatless Monday to promote healthier and more sustainable choices by going meat-free one day a week. The benefits will improve our community’s health, decrease our environmental impact, and spare animals from factory farms. It’s our goal that our community understands the great impact they can have by making one small change, one day a week.

Meatless Monday was started by the U.S. government as a resource-saving measure during World Wars I and II. In 2003, it was revived by The Monday Campaigns in association with the Johns Hopkins Bloomberg School of Public Health to reduce meat consumption by 15 percent for our personal health and the health of the planet. Celebrities from Oprah Winfrey to Paul McCartney are participating. K-12 schools, universities, hospitals, and restaurants across the country are getting on board. We are proud to become part of this growing list.

Why Meatless Monday?

Diets rich in vegetables, fruits, whole grains, legumes, and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure. The Academy of Nutrition and Dietetics says this type of diet is appropriate for all stages of life, including childhood and adolescence and for athletes, and notes the benefits of eating more plant-based meals including a lower risk of death from heart disease (our leading cause of death in the U.S.), lower overall cancer rates, lower rates of type 2 diabetes, and a lower body mass index.

“The American Heart Association recognizes the role of plant-based foods in a healthy dietary pattern. Use Meatless Mondays as another opportunity to eat a well-balanced diet.”

— Nancy Brown, CEO of the American Heart Association

Meat is often heavy in cholesterol and saturated fats, unlike most meatless foods. Compare the protein content of a 52g hotdog at approximately 5g of protein and 52 grams of black beans (4 tbsp) at approximately 11g of protein, and you’ll see that plant-based products usually have the same—or even more—protein than animal-based foods and little or no saturated fat and cholesterol. Saturated fat and cholesterol are associated with preventable chronic diseases like heart disease, cancer, stroke, diabetes, and obesity. Choosing meatless meals once a week can reduce saturated fat intake and lower the risk of these serious health issues.

www.bringfoodforward.org
For the Planet
Animal agriculture has been implicated by the United Nations as one of the top contributors to global environmental problems, due to its vast use of water, land, and fossil fuels and high carbon dioxide and methane emissions. Prominent environmental organizations like the Natural Resources Defense Council, Sierra Club, and more advocate for reduced meat consumption. According to Environmental Defense Fund, “If every American skipped one meal of chicken per week and substituted vegetables and grains...the carbon dioxide savings would be the same as taking more than half a million cars off of U.S. roads.”

“If Americans reduced meat consumption by just 20 percent, it would be as though we all switched from a sedan to a hybrid.”
—The Sierra Club

For Animals
The majority of the meat, milk, and eggs produced in the U.S. come from animals intensively confined in factory farms, their lives bearing no resemblance to the way most of us envision farm life. By increasing and highlighting meat-free options even just one day a week, you can spare animals from factory farms.

Why Monday?¹
For most Americans the week begins on Monday. On Monday we move from the freedom of the weekend back to the structure of work or school. We set our intentions for the next six days. We plan ahead and evaluate progress.

From an early age we internalize this rhythm. And studies suggest we are more likely to maintain behaviors begun on Monday throughout the week. That makes Monday the perfect day to make a change for your health and the health of our planet.

Monday is the call to action built in to every calendar each week. And if this Monday passes you by, next week is another chance to go meatless!

Visit humanesociety.org/meatfree for recipes and more information on meat-free eating.

¹ Available at meatlessmonday.com/why-monday/.
Sample text for emails to hospital staff promoting Meatless Monday

*Initial Email*

[Name of hospital] is proud to join the international Meatless Monday public health initiative. We hope the information below will answer any questions you might have and we hope you’ll join us by participating on [Beginning Date].

Meatless Monday is designed to promote healthier and more sustainable choices by going meat-free one day a week. The benefits will improve our community’s health, decrease our environmental impact while increasing our sustainability efforts, and spare animals from factory farms. It’s our goal that our community understands the great impact they can have by choosing to make one small change, one day a week.

Meatless Monday was started by the U.S. government as a resource-saving measure during World Wars I and II. In 2003, it was revived by The Monday Campaigns in association with the Johns Hopkins Bloomberg School of Public Health to reduce meat consumption by 15 percent for our personal health and the health of the planet. Celebrities from Oprah Winfrey to Paul McCartney are participating. K-12 schools, universities, hospitals, and restaurants across the country are getting on board. We are proud to become part of this growing list.

We encourage you to participate by signing this electronic pledge sheet. Join [Name of hospital] by choosing Meatless Monday!

*Second Email*

Meatless Monday is almost here! On [Beginning Date], [Name of hospital] café will be offering up great-tasting, meatless fare like [offer several menu options].

[Name of hospital] is proud to be setting the example for good health initiatives within our community.

Diets rich in vegetables, fruits, whole grains, legumes, and nuts are consistently linked to lower obesity rates, blood cholesterol levels, and blood pressure. The Academy of Nutrition and Dietetics says this type of diet is appropriate for all stages of life, including childhood and adolescence and for athletes,
and notes the benefits of eating more plant-based meals including a lower risk of death from heart disease (our leading cause of death in the U.S.), lower overall cancer rates, lower rates of type 2 diabetes, and a lower body mass index.

“The American Heart Association recognizes the role of plant-based foods in a healthy dietary pattern. Use Meatless Mondays as another opportunity to eat a well-balanced diet.”
— Nancy Brown, CEO of the American Heart Association

Meat is often heavy in cholesterol and saturated fats, unlike most meatless foods. Saturated fat and cholesterol are associated with preventable chronic diseases like heart disease, cancer, stroke, diabetes, and obesity. Choosing meatless meals once a week can reduce saturated fat intake and lower the risk of these serious health issues.

Third Email

Meatless Monday begins today! Today’s Meatless Monday menu includes:

MEATLESS MONDAY

[Enter meal options here]

For choosing to participate in Meatless Monday, we want to reward you. Upon purchasing your first Meatless Monday meal, you will receive the “Meatless Monday Meal Card,” which tracks your meatless meal purchases. After acquiring five Meatless Monday meal stamps, you will receive your sixth meal free. Be sure to hold onto this card and bring it with you every Monday.
We hope to see everyone for lunch today!

Fourth Email

Thank you to everyone that supported [Hospital name]’s first Meatless Monday! It was our pleasure to serve all of you. We are always looking for feedback and would welcome suggestions for menu items you would like to see in the café.

You may be wondering, why Monday?

On Monday we typically move from the freedom of the weekend back to the structure of work or school. We set our intentions for the next six days. We plan ahead and evaluate progress.

From an early age we internalize this rhythm. Studies suggest we are more likely to maintain behaviors begun on Monday throughout the week. That makes Monday the perfect day to make a change for your health and the health of our planet.

Monday is the call to action built in to every calendar each week. And if this Monday passed you by, next week is another chance to go meatless!

Fifth Email

Don’t forget to join us today in the café for Meatless Monday.

Not only is Meatless Monday a great way to focus on plant-strong meals for your health, it is a way to decrease our carbon footprint.

Recently, the Dietary Guidelines Advisory Committee recommended a “population-wide ‘culture of health’;” by reporting “A diet higher in plant-based foods, such as vegetables, fruits, whole grains, legumes, nuts, and seeds, and lower in calories and animal-based foods is more health promoting and is associated with less environmental impact than is the current U.S. diet.”
Animal agriculture has been implicated by the United Nations as one of the top contributors to global environmental problems, due to its vast use of water, land, and fossil fuels and high carbon dioxide and methane emissions.

According to Environmental Defense Fund, “If every American skipped one meal of chicken per week and substituted vegetables and grains...the carbon dioxide savings would be the same as taking more than half a million cars off of U.S. roads.”

[Hospital Name] is leading by example, embracing Meatless Monday as a way to help conserve resources not only for our generation, but for generations to come.

Sixth Email

You know what day it is…..Meatless Monday! We will be featuring [new item], based on your feedback. Be sure to try it today.

Did you know?

On average, Americans eat about 33% more meat than is recommended. This amount of overconsumption paired with the resources needed to produce the meat, equals demand that is not sustainable for our population over the years. The majority of the meat, milk, and eggs produced in the U.S. come from animals intensively confined in factory farms, their lives bearing no resemblance to the way most of us envision farm life. Trying to increase these numbers more will
lead to unnecessary animal suffering and increased food safety concerns. By choosing meatless options even just one day a week, you can spare animals from factory farms and help the demand balance out.

---

**Seventh Email**

Enjoying Meatless Monday at work? It is a great tradition to begin at home too! Whether you are preparing a meal for one or for the whole family, there are plenty of resources to appeal to all taste buds.

Here are some of our favorites:
- [HSUS Meatless Monday Recipes](#)
- [The Vegetarian Resource Group](#)
- [VegWeb](#)
- [The Monday Campaigns Meatless Monday Recipes](#)

Meatless meals are more mainstream than ever before with plenty of options available at restaurants everywhere. If you don’t see anything on the menu, it’s easy to just let the server know and virtually all will be happy to give your heart and body the plant-strong meal they thrive on.

**Thanks to Meatless Monday I eat more...**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits</td>
<td>65%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>73%</td>
</tr>
<tr>
<td>Beans</td>
<td>42%</td>
</tr>
<tr>
<td>Whole grains</td>
<td>47%</td>
</tr>
<tr>
<td>Nuts</td>
<td>38%</td>
</tr>
</tbody>
</table>

---

**Eighth Email**

Oftentimes, participating in Meatless Monday allows us to try out dishes we may not be as accustomed to. It definitely allows for the opportunity to explore high quality plant-based proteins.

[Common sources of Protein](#)
In 2015, The Academy of Nutrition and Dietetics released a position paper touting vegetarian diets as “providing health benefits in the prevention and treatment of certain health conditions....and are appropriate for all stage of the life cycle.” The position paper further describes plant proteins as “providing the same protein quality as diets that include meat...and supplies an adequate quantity of essential amino acids when caloric intake is met.”

Check out these comparisons collected from the USDA Nutrient Database:

<table>
<thead>
<tr>
<th>Plant-Based Protein</th>
<th>Calories</th>
<th>Total Fat (grams)</th>
<th>Protein (grams)</th>
<th>Fiber (grams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progresso Lentil Soup (1 can)²</td>
<td>320</td>
<td>4</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Lightlife Smart Dog³</td>
<td>50</td>
<td>2</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Peanut Butter and Pumpkin Spread Sandwich¹</td>
<td>350</td>
<td>18</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Gardein Beefless Burger, plain¹</td>
<td>243</td>
<td>7</td>
<td>20</td>
<td>3.5</td>
</tr>
<tr>
<td>Bean &amp; Rice Burrito with Salsa¹</td>
<td>368</td>
<td>5.5</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>

VS.

<table>
<thead>
<tr>
<th>Animal-Based Protein</th>
<th>Calories</th>
<th>Total Fat (grams)</th>
<th>Protein (grams)</th>
<th>Fiber (grams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progresso Chicken Corn Chowder (1 can)²</td>
<td>400</td>
<td>9</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>Oscar Mayer Angus Hot Dog²</td>
<td>170</td>
<td>15</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Sausage Biscuit, Fast Food Style¹</td>
<td>420</td>
<td>27</td>
<td>11</td>
<td>0.5</td>
</tr>
<tr>
<td>Hamburger, Fast Food Style, plain¹</td>
<td>232</td>
<td>9</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Chicken Pot Pie, Frozen Entree¹</td>
<td>616</td>
<td>36</td>
<td>15</td>
<td>3</td>
</tr>
</tbody>
</table>
Marketing Materials

Meatless Monday and Lean & Green Posters
Contact us for copies of the poster images or download higher resolution images.
Meatless Monday Pledge

Download the pledge sheet as a PDF.

By signing, you will receive a weekly meat-free recipe. The Humane Society of the United States will not share your email address or contact information. Every recipient of our electronic communications can quickly and easily ‘opt-out’ of future such communications by following the instructions on any electronic communication we send.
Social Media Ideas

**Meatless Monday / Lean & Green Day Model Tweets & Facebook Posts**

Tweets:
- Mondays just got better! It’s #MeatlessMonday. Check out our Asian noodle stir-fry, a delicious way to get your veggies.
- Why #MeatlessMonday? Your health, animals, & the environment.
- It’s that time of week! #MeatlessMonday. What will you eat?
- Have you tried #MeatlessMonday? Share your food pics and tag #MeatlessMonday.
- Who else is doing #MeatlessMonday? Watch this short video and find out! http://youtu.be/tpziz8cJMaI

Facebook posts:
- What’s #MeatlessMonday? (post image, top right)
- Have you tried #MeatlessMonday? What’s your favorite meat-free meal?
- We love #MeatlessMonday because of the food. What’s your reason? (post image, middle right)
- Who else is going meat-free on Mondays? Watch this fun video to find out: http://youtu.be/tpziz8cJMaI
- It’s #MeatlessMonday. What will you have for lunch today? (post image, bottom right)

Email meatlessmonday@humanesociety.org to sign up for weekly Meatless Monday / Lean & Green Day social media ideas.