Meatless Monday - resources for food service, businesses, schools and restaurants in the city

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Bringing Meatless Monday to Municipal Food Policy

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Meatless Monday’s 100 year history

Food will win the war
We observe Meatless days
Wheatless days - Porkless days
and carry out all conservation rules of the U.S. Food Administration
Human health, planetary health

“One day a week, go without meat”

1 day per week met 15% saturated fat reduction goal

Growing evidence for environmental impact of high meat diets
Impacts of High Meat Consumption

- Red and processed meat linked to cardiovascular disease, diabetes, cancer, and mortality
- Plant based diets associated with healthier weights and lower blood pressure and cancer rates
- Livestock has disproportionate draw on environmental resources: land, water, energy, and other inputs
- Animal source foods produce significant greenhouse gases
Livestock’s GHG Emissions

FIGURE 3.1 Evolving Food Systems: Modern, Traditional and Informal
Cities must address health and sustainability issues

- Farmland loss, urban sprawl
- Climate change & sustainability
- Production method concerns
- Water
- Changing diets
- Increase in diet related disease and health disparities
Meatless Monday as a tool for municipalities

- Health
- Environment
- Climate
- Animal welfare
- Food safety
- Food equity
Meatless Monday is an entry point

- Not attached to specific agenda
- Attracts those who have not been exposed to various issues
- Allows for multiple sectors
- Broad reach
- **Imperfect solution**
  - Production
  - Intake
  - Inequity
How people reduce meat

- 66% Buy less meat
- 56% Eat smaller portions
- 43% Eliminate it from one meal
- 32% Cut meat out one day a week
- 8.1% Cut meat out completely

Center for a Livable Future 2015
Different Levels of Policy

- International
- Federal
- State
- Local
- Institution/organization
Sectors where Meatless Monday works

- Municipal food policies (procurement, guidelines, etc.)
- Food policy and work groups
- Institutions – schools, healthcare
- Retail/Restaurant
- Work place health
- Individual/citizens
- Sustainability offices
Leveraging food choices through local policy

Types of policies

- Legally-binding local ordinances and executive orders
- Integrating climate-friendly procurement in an existing policy
- Non-binding resolutions, such as “Meatless Monday” proclamations, which can be a key step towards binding action in the future
Food Policy Council Top Priorities
Support strategies like Meatless Monday in institutional food
Expand plant based options in institutional food
Shift economic supports for feed and livestock production that artificially lower the price of animal products
Invest in R&D for meat alternatives and improved meat production methods
Align national dietary guidelines with long term population nutrition and sustainability
Expand plant-based options in federal meal programs (e.g., school lunches)
Incorporate food-related greenhouse gas emissions into carbon tax schemes
Getting Started

- **Adopt Meatless Monday in your government office** as well as in your home.
- **Sign an Official Meatless Monday proclamation**, calling on everyone to adopt this practice.
- **Actively encourage schools, companies and hospitals to add a Meatless Monday menu to their cafeterias.** Our **foodservice guides** provide useful, step-by-step instructions.
- **Recruit chefs and restaurants to offer weekly Meatless Monday specials.** According to Baum + Whiteman, a leading restaurant consultancy group, “[plant-based](#) will be the hottest food trend of 2018.”
- **Actively promote Meatless Monday on social media.** Highlight your support of Meatless Monday along with the health and environmental benefits of reducing meat consumption.
- **Recruit **Meatless Monday Ambassadors**
It’s good for you, good for us, good for the planet.

Thank you!
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