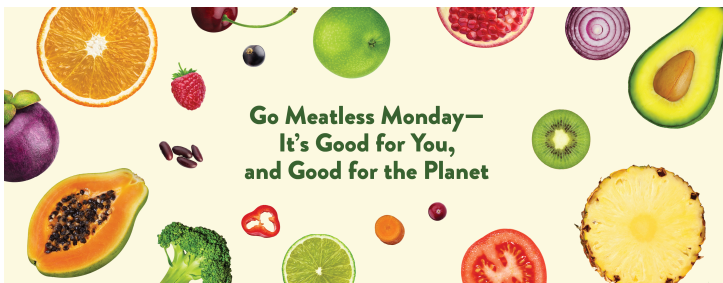


Meatless Mondays advocates consumption of plant-based meals to enhance health

19 April 2024 | News

In 2024, Meatless Monday will be launching a new open-access, web-based resource centre hosted by the School and curated by CLF



In 2024, Meatless Monday will be launching a new open-access, web-based resource centre hosted by the School and curated by CLF

Bare Food Global, a pioneer in promoting health and environmental stewardship, is introducing the Meatless Mondays initiative in 20 schools across the UAE, seven of which are in partnership with one of its catering partners, Benâ??s Farmhouse. This groundbreaking campaign, celebrating its 20th anniversary, is now catalyzing positive dietary changes in the UAEâ??s education sector.

The Meatless Monday movement has experienced steady growth since its inception in 2003, spurred by advocacy from food writers, talk show hosts, and celebrity chefs, as well as active participation from schools, cities, restaurants, corporations, and institutions globally. Notable milestones include adoption by school systems such as Baltimore City Public Schools in 2009 and New York City Public Schools in 2019, as well as the launch of the Meat-Free Monday campaign by Paul McCartney and his daughters in the United Kingdom in 2009. The Humane Society of the United States also played a pivotal role in advocating for Meatless Monday, helping to institute it in 200 US school systems. From 2003 to 2023, Meatless Monday spread to over 40 countries and gained traction in public schools worldwide, including those in Brazil, Ireland, and Belgium.

In 2024, Meatless Monday will be launching a new open-access, web-based resource centre hosted by the School and curated by CLF. look forward to sharing this new tool when itâ??s available, and we will continue to draw on Meatless Monday as an effective public health approach and valuable resource.

Meatless Monday is a global movement that encourages people to reduce meat consumption for the betterment of their health and the planet. Founded in 2003 by Sid Lerner, in association with the Johns Hopkins Center for a Livable Future, the campaign advocates for eating less meat and more healthy plant-based foods to reduce the incidence of chronic preventable diseases, preserve land and water resources, and combat climate change.

The simplicity of Meatless Monday's message, "skip meat once a week," resonates because it provides a regular cue for action on Monday, a day when research shows people are most open to making positive changes. By starting each week with Meatless Monday, individuals are encouraged to incorporate more fruits, vegetables, and plant-based meals into their diet throughout the rest of the week.

The campaign offers a wealth of free resources, including marketing materials, how-to guides, and recipes, to support individuals, schools, hospitals, restaurants, and entire communities in practising Meatless Monday. Since its inception, the initiative has been embraced by participants across more than 40 countries worldwide.

In 2018, Meatless Monday launched an initiative in collaboration with the Johns Hopkins Center for a Livable Future and the Johns Hopkins Center for Communications Programs to further support the global movement to reduce meat consumption. This effort includes engaging with stakeholders worldwide and providing a web platform for advocates to connect, share ideas, and collaborate toward the shared mission of reducing meat consumption.

Feedback from schools regarding Meatless Mondays has been overwhelmingly positive, with nearly 100 per cent participation among children since partnering with Bare Foods. This success is attributed to the quality of ingredients, with plant-based options closely resembling traditional non-vegan favourites such as meatballs, bolognese, and parmigiana. This progress reflects a growing understanding among future generations of the importance of food security, sustainability, and plant-based diets for the future.

In the UAE, where most schools rely on external catering, Bare Food Global's Tolga Soytekin aims to expand the initiative and invites more members of the UAE catering and education communities to join them in supporting this transformative journey, reshaping how future generations perceive food and its environmental impact.

Meatless Mondays, initially a movement originating in the US and now active in over 40 countries, advocates for the consumption of plant-based meals every Monday to enhance personal health and reduce environmental impact. This initiative aligns with a holistic approach to promoting student and staff well-being while conserving vital resources and mitigating emissions.