

Hello and welcome to our Meat Free Monday Supporter Pack

This pack covers everything you need to know in order to activate Meat Free Monday!

The history

Launched by Paul, Mary and Stella McCartney in 2009, Meat Free Monday is a not-for-profit campaign intended to create a simple and accessible way for everyone beginning the journey to greener and healthier eating.

Today Meat Free Monday lives beyond the family – it's an idea, a movement, a weekly moment which thousands of people make their own!



Now, in the midst of a climate emergency, the need and desire to embrace more sustainable lifestyles is greater than ever. But research shows that this desire does not always translate into action because people find it hard to make changes on a day-to-day basis. (Kantar data: 92% of people want to live a more sustainable lifestyle but only 16% are actively changing their lifestyle.)

"Many of us feel helpless in the face of environmental challenges, and it can be hard to sort through all the advice and find what we can do to help make a cleaner and more sustainable world. One designated meat free day is an easy change that everyone can make." - Paul McCartney



How does eating meat free help?

Skipping meat for a day may be a small change but it has a surprisingly significant impact.

Almost a third of all land on Earth is used for livestock production, and an area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle. It can take 2,350 litres of fresh water (30 bathtubs!) to produce just one beef burger.

In terms of your annual carbon footprint, skipping meat for one day a week has the same impact as not driving your car for a whole month!

If all of us in the UK did Meat Free Monday for a year, we would collectively:

- Save an area of the world's forest the size of all the national parks in England and Wales combined (16,689 km²)
- Save the same amount of greenhouse gases as emitted by driving 20 billion km - 134 times the distance to the Sun
- Effectively create a marine reserve twice the size of Wales (41,613 km²)

Check out our calculator to help you measure your planetary impact! meatfreemondays.com/calculator





How you can help us make this change

Be part of our campaign!





OR JUST SKIP MEAT ON A MONDAY



START TAKING YOUR DAILY BATHS IN A LOCAL DUCK POND

OR JUST SKIP MEAT ON A MONDAY



VOW TO NEVER TURN THE HEATING ON EVER AGAIN

OR JUST SKIP MEAT ON A MONDAY



'The easiest way to help save the world'

materials here







Offer consumers meat free solutions





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Instagram

lindamccartneyfoods Check this out for a #meatfreemonday special! @thelittlelondonvegan has come up with the most delicious and tempting Vegan Sausage Pasta recipe using our Vegetarian Red Onion and Rosemary Sausages. Full recipe is on our website ⊌

#kindnessforever #vegan



What we can offer you

We'll spread the word far and wide!

We'll shout about you to our 200K followers









We'll feature you in our newsletter

Since first opening its doors in High Street
Kensington in 2007, Byron set out on a mission
to break the beloved hamburger out of the
temtory of fast food chains. With the addition
of new award-winning vegan ice-loillies and
vegan Truffler and Call Cheese burgers, the
new summer menu reflects Byron's
commitment to bring healthier and more
sustainable alternatives to a market where
there is a growing consciousness around food
choices.

VISIT SITE





Starting out in 2014 selling hot dogs on the streets of Manchester, Fat Annie's now has a permanent home in the Food Hall of Leeds Kirkgate Market. After seeing that the amount of meat being eaten in the developed world is not sustainable, they made the decision to go completely meat free last year – and the response has been amazing! Fat Annie's points out that the world doesn't need another meatly food joint and they're proud to be part of the solution, not the problem.

VISIT SITE

We'll run promotions with you



Win a vegan meals bundle from COOK!

Contact

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More information at meatfreemondays.com/businesses

Meat Free Monday is headed by Paul, Mary and Stella McCartney and run by a small team in London. This pack and our 'The easiest way to help save the world' campaign have been supported by a group of creative industry experts.