

MEATLESS MONDAY



WE ARE PLEASED TO ANNOUNCE THAT WE WILL BE INTRODUCING “MEATLESS MONDAY” TO YOUR SCHOOL DISTRICT’S FOOD SERVICE OPERATIONS!

Meatless Monday is a science-based public health initiative associated with Johns Hopkins University Bloomberg School of Public Health. Its goal is to reduce chronic preventable diseases by encouraging less consumption of meat. This campaign will enable school staff and students to make even more nutritious choices – as well as help improve the health of the planet. By adopting Meatless Monday, we demonstrate industry leadership while joining in with hundreds of other forward-thinking foodservice operations that are guiding the U.S. towards a more sustainable food system and healthier eating habits that last a lifetime.

In short, Meatless Monday will feature meal options made without meat each Monday. **To be clear, dishes with meat would still be offered on Mondays; we are just providing new meatless options.** I hope you will support us in this effort to promote more mindful eating habits.

A recent study conducted by Voucher Codes Pro, a UK based voucher/coupon company, showed that 1 in 12 children are being raised vegetarian/vegan. That poll was the result of multiple searches on their site for customers looking for coupons and discounts on vegan/vegetarian food. We also recommend “The Monday Campaigns” website for information on the study of the Meatless Monday program that supports many of the reasons we choose to embrace this program. Below are some links to resources that you may also find interesting.

[Meatless Monday Best Practices Guide](#)

[Food Newsfeed Report on Meatless Monday](#)

[Food Matters Report on The Effects of Meatless Monday](#)

You can also follow the buzz on social media:

[TWITTER: Meatless Monday](#)

[FACEBOOK: Meatless Monday](#)

[INSTAGRAM: Meatless Monday](#)

Please let me know if you’d like to meet to discuss this topic in detail. I’ll be happy to answer any questions you may have.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Kelly Friend'.

Kelly Friend, Chief Operating Officer

CELL: 631-805-8226

