



# GLOBAL MEATLESS MONDAY

## OVERVIEW

The goal of the Meatless Monday Campaign is to encourage people to refrain from eating meat one day a week. Meatless Monday seeks to reduce the prevalence of preventable illnesses and environmental impacts associated with meat production and excessive meat consumption.

Worldwide, people are eating more meat. To some this sounds like progress—but ongoing research shows that the increasing global production of meat has consequences for our health, environment, climate and communities.

High-meat diets, especially those low in vegetables and fruits, are associated with adverse health outcomes such as cancer, heart disease, obesity and type 2 diabetes. In addition, meat production accounts for nearly 15 percent of global greenhouse gas emissions, making it a major driver of climate change, and livestock agriculture uses a disproportionate amount of the world's fresh water, arable land and fossil fuel. The increasing global demand for meat drives the livestock sector, furthering intensive animal confinement and misuse of antibiotics and thus contributing to the

growing public health crisis of antibiotic resistance and animal-to-human spread of diseases.

The evidence continues to grow. Reducing the amount of meat we consume globally is necessary—but shifting towards more plantcentric diets will require multiple approaches. In the food service industry, one approach being integrated into schools, hospitals, work sites and restaurants is reducing meat and incorporating more vegetables into menus. Policies that incentivize shifts away from meat production and toward growing fruits and vegetables for human consumption are also a good start. Individual choices can make a difference, too.

Meatless Monday began in 2003 and has grown into a global movement powered by a network of participating individuals, hospitals, schools, worksites and restaurants around the world. The simplicity of the Meatless Monday approach has enabled the campaign to be embraced, talked about and practiced by people in over 40 countries around the world from Croatia to China and Brazil to Bhutan.

### ABOUT THE JOHNS HOPKINS CENTER FOR A LIVABLE FUTURE

The Johns Hopkins Center for a Livable Future (CLF) leverages research, education, policy, and communications to build a healthier, more equitable, and resilient food system. Established in 1996, CLF is the only academic center of its kind, committed to exploring the relationship between the food system and public health.

CLF provides technical assistance and serves as a science advisor to the Meatless Monday Campaign. The Center harnesses expertise from throughout Johns Hopkins University to conduct activities that contribute to the scientific foundation of the campaign. This includes a range of work that builds upon the Center's comparative strengths as an interdisciplinary academic center within a school of public health, and includes: research projects, literature reviews, communication and science translation activities, educational programming, as well as outreach activities that engage selected public health and nutrition science communities.