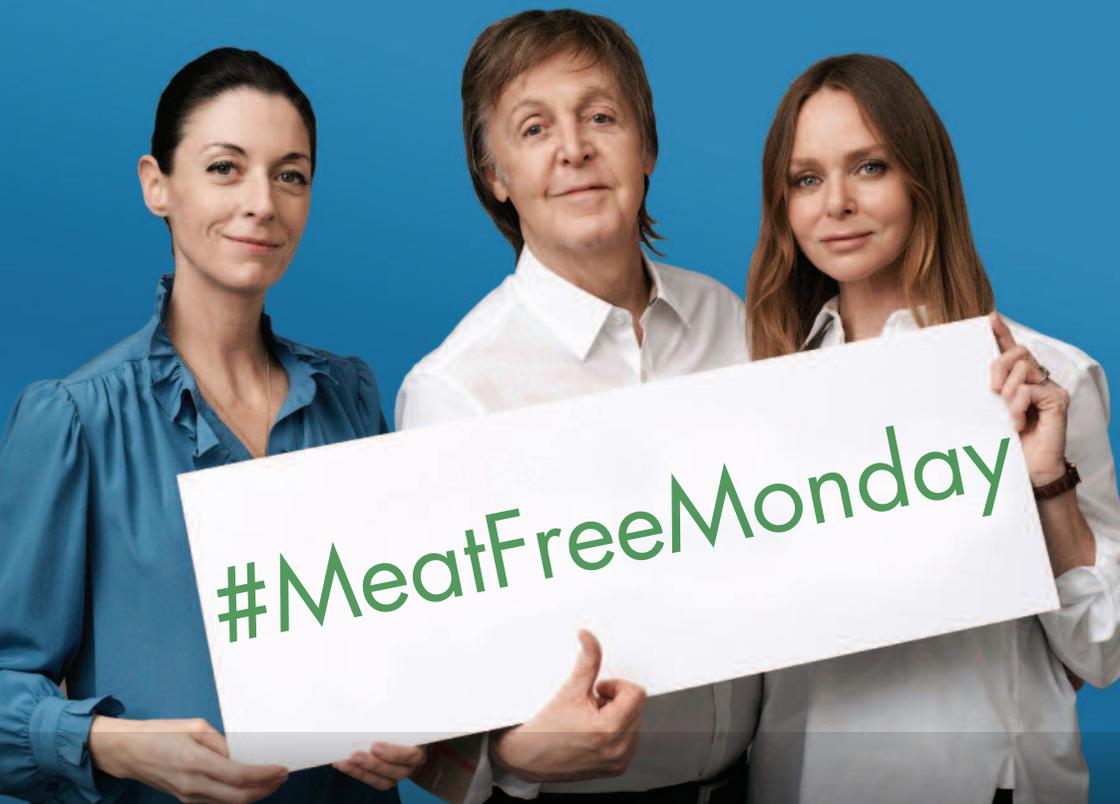


MEAT
Monday
FREE

One day a
week can
make a world
of difference



"Meat Free Monday aims to raise awareness of the detrimental environmental impact of animal agriculture and industrial fishing, and to encourage people to help slow climate change, conserve precious natural resources and improve their health by having at least one plant-based day every week. It's easy... Join us!"

Paul, Mary & Stella McCartney

To get involved go to meatfreemondays.com

Reducing the amount of meat we eat is a simple and effective way to help protect the planet and our future

- According to the United Nation's Food and Agriculture Organization, the livestock sector is "one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global".
- 33% of the world's cereal harvest, 97% of the world's soymeal and 30% of all the land on Earth is used for livestock and feed production.
- The amount of water used to produce one beef burger could be used to produce 15 veggie burgers.
- An area of Amazon rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle.

Skipping meat for one day a week can reduce your annual carbon footprint by as much as not driving your car for a whole month! Having a Meat Free Monday* is a simple way to make a difference.

It's healthy, tasty and easy!

Eating a plant-strong diet is an easy way for individuals to reduce saturated fat intake and improve their health.

Whether you are doing it on your own, with your family, at work or at school, we're here to help.

Help spread the word

Watch and share Meat Free Monday's documentary short 'One Day a Week', produced in collaboration with French film director Yann Arthus-Bertrand's Hope Production ...

Featuring Paul, Mary and Stella McCartney, Woody Harrelson and Emma Stone, the film describes how the beauty of the planet only

exists through a delicate balance of climatic conditions – a balance we are dangerously disrupting through our insatiable desire for meat.

"There's a simple but significant way to help protect the planet and all its inhabitants", says Paul to camera. "And it starts with just one day a week. One day without eating animal products can have a huge impact in helping maintain that delicate balance that sustains us all."



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For recipes, tips and updates, and to watch One Day a Week, visit meatfreemondays.com

* It doesn't even need to be a Monday, just go plant based at least one day a week!