



Global Meatless Monday - for Health and Wellness

Many chronic health problems are associated with higher intake of animal products, particularly red meat and high-fat dairy, as well as lower consumption of vegetables and fruit. As diets shift toward eating more meat around the world, health consequences will continue to rise. Chronic diseases are expensive to treat, adding a significant burden to stressed healthcare systems. Globally, chronic or non-communicable diseases (NCDs) are the leading cause of death, contributing to 67 percent of all deaths. Chronic diseases are not limited to higher income countries; 80 percent of NCD deaths occur in low- and middle-income countries. Roughly a quarter of these deaths are people under the age of 60, part of the active workforce.

Heart disease

Increased consumption of red and processed meats is associated with an increased risk of heart disease. Studies have found that a higher consumption of fruit and vegetables lowers risk of mortality, cardiovascular disease and stroke. Overall, consuming less meat and more fruits and vegetables appears to have a favorable effect on cardiovascular disease risk factors such as high blood pressure and cholesterol.

Obesity

Global obesity has doubled since 1980, and 13 percent of adults were obese in 2014. Several large studies in Europe and the United States have demonstrated that people consuming diets with less

meat and a larger volume of vegetables and fruits tend to have a significantly lower body weight and body mass index than others. This may be in part because plant-based diets are often rich in fiber (which is not found in animal products). Fiber contributes to fullness, resulting in lower calorie intake and less over-eating.

Type II diabetes

The number of adults with diabetes worldwide has quadrupled since 1980, increasing faster in low- and middle-income countries than in high-income countries. Research suggests that diets with more vegetables and fruits, and less meat, particularly processed meat, can reduce the risk of type 2 diabetes. Eating a diet with less meat and

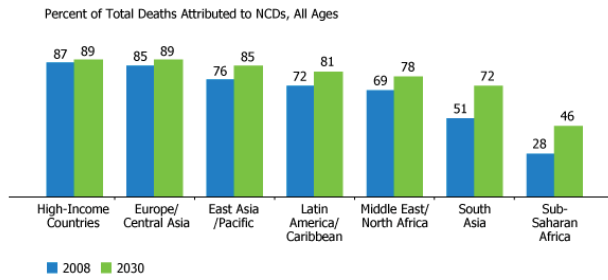
Why go global?

Reducing our intake of animal products across the world can have positive global impacts: improved health, more stable ecosystems and climate, and safer food. The simple, easy-to-execute message of Meatless Mondays can foster collaboration—and create change—among diverse groups, ranging from nonprofit organizations, local institutions, and influential figures such as chefs, celebrities, and politicians. Even a small change—like cutting meat from your diet once a week—can make a difference!

What is Meatless Monday?

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 the environmental impacts associated with meat production and excessive meat consumption. Meatless Monday was originally promoted by the U.S. government during both World Wars by urging families to reduce consumption of key staples. It was reintroduced as a public health awareness campaign in 2003 by former ad man turned health advocate Sid Lerner, in association with the Johns Hopkins Bloomberg School and the Center for a Livable Future. Since 2003, Meatless Monday has grown into a global movement powered by a network of participating individuals, schools, hospitals, worksites and restaurants around the world.

NCDs Account for a Growing Share of Total Deaths, Especially in Developing Regions.



Source: Irina A. Nikolic, Anderson E. Stanciole, and Mikhail Zaydman, "Chronic Emergency: Why NCDs Matter," *World Bank Health, Nutrition and Population Discussion Paper* (2011).

more plant-based foods can also decrease total calorie consumption, which helps with reaching and maintaining a healthy weight, a key component to preventing diabetes.

Cancers

Red meat and processed meat have been classified by the World Health Organization as "carcinogenic to humans," based on evidence for colorectal cancer.^{xvii} There is also limited but suggestive evidence that red meat increases the risk of esophageal, lung, stomach, and prostate cancers. In contrast, a diet rich in fruit, vegetables and fiber appears to be protective and decreases the risk of several types of cancers, including mouth, pharynx, larynx, esophagus and stomach.^{xviii}

Cost of non-communicable diseases

Not only do NCDs have a huge impact on our health and quality of life, but they also have enormous economic consequences. It is estimated that the cost of NCDs in low- and middle-income in countries will surpass \$7 trillion between 2011 and 2025 (an average of \$500 billion per year).^{xix} Each year in the United States, chronic diseases like heart disease, stroke, cancer and diabetes cause 7 in 10 deaths and account for 75 percent of the \$2 trillion spent on medical care.^{xx} By reducing our risk for these conditions, we can curtail healthcare spending globally.

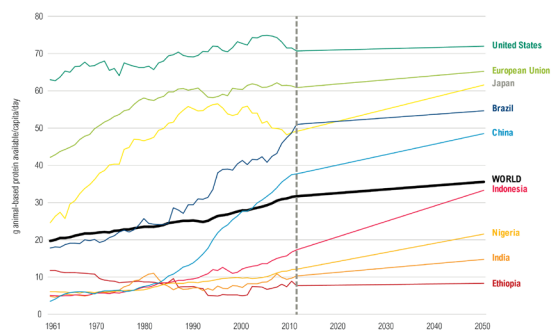
Plant-based meals

Meals that are built around vegetables, beans and grains tend to be cheaper than meals built around meat. This is partly because producing meat requires extra expenses like feed and transportation.^{xxi} One study found that a low-cost version of a diet consistent with the United State's MyPlate costs \$746.46 more per year than a plant-based diet with olive oil.^{xxii,xxiii} Though it can be challenging to serve healthy meals on a budget, going meatless once a week can save money for the purchase of more of fruits and vegetables.

Food security

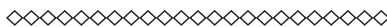
Animals convert plant protein and energy into meat protein and energy, but they are inefficient. In fact, it can take up to 12 kg of grain to produce 1 kg of beef.^{xxiv} Some 800 million people on the planet suffer from hunger or malnutrition, yet an amount of cereal that could feed three times this number of people is fed to cattle, pigs and chickens.^{xxv} One study concluded that, "if current crop production used for animal feed and other nonfood uses (including biofuels) were targeted for direct consumption, some 70 percent more calories would become available, potentially providing enough calories to meet the basic needs of an additional 4 billion people."^{xxvi}

People Are Consuming More Animal-Based Protein



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