



Hey, there!

Thanks for your interest in getting Meatless Mondays implemented at your workplace.

To help make sure that you're armed with everything you'll need to plan a successful campaign, we've included the following materials in this pack:

- Sample menus to deliver to dining managers in order to remind them that vegan options are more popular than ever
- Information about vegan food distributors and manufacturers so that administrators can see how easy it is to implement the program
- Customizable petitions (Just type in the name of your employer, print out the petition, and start rallying support for your campaign.)
- Printable "Meat's Not Green" leaflets to let coworkers and administrators know why ditching meat is the best thing that they can do to help the environment
- Printable factsheets to place around your workplace to encourage coworkers to support the campaign

To get started, contact the decisionmakers at your workplace and gauge their interest in implementing a meat-free policy on Mondays, even if it's just for a trial run. Be sure to provide the sample menus and food distributor information so that they'll have no excuse for denying your request. If the head honchos seem resistant to the idea, place the factsheets around your workplace, hand out the leaflets, and gather petition signatures in order to show the company that the staff supports Meatless Mondays.

At every step of the campaign, be sure to keep us in the loop (e-mail us at **ActionTeam@peta.org**) so that we can help publicize your efforts.

We look forward to hearing from you soon!

PETA

Sample Menu from *the Veg Advantage*

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
Veggie Burger With Lettuce & Tomato on a Whole-Wheat Bun Carrot Sticks With Hummus Watermelon Slices Zucchini Bread Vanilla Soy Milk Apple Juice	Black-Bean Enchilada Baked Tortilla Chips With Salsa & Guacamole Seasoned Spinach Mango Slices Vanilla Soy Milk Orange Juice	Veggie Riblet Corn Bread Mashed Potatoes With Mushroom Gravy Collard Greens Orange Slices Vanilla Rice Milk Grapefruit Juice	Tofurky Sandwich Lettuce & Tomato Baked Potato With Vegan Toppings Alphabet Soup Fruit Cocktail Vanilla Soy Milk Apple Juice	Spaghetti With Soy Meatballs Whole-Wheat Garlic Bread Mixed-Green Salad Lemon Sorbet Apple Slices Vanilla Rice Milk Orange Juice
BBQ Soy Beef Sandwich Gingery Baked Beans Cucumber & Tomato Salad Cantaloupe Slices Vanilla Soy Milk Apple Juice	Meatless Chik'n Nuggets Steamed Veggies Mashed Potatoes With Mushroom Gravy Carrot Muffin Dried Fruit Mix Vanilla Soy Milk Orange Juice	Soy Chicken Teriyaki Kebabs Over Steamed Brown Rice Asian Green Bean Salad Tropical Fruit Cocktail Vanilla Soy Milk Grape Juice	Vegan Ravioli Whole-Wheat Garlic Bread Mixed-Green Salad Orange Slices Chocolate Pudding Vanilla Rice Milk Orange Juice	Soy Chicken Parmesan Green Salad Seasoned Potato Wedges Watermelon Slices Blueberry Muffin Vanilla Soy Milk Pineapple Juice

Breakfast

Soy Sausage Patties
 Tofu Scramble
 Vegan French Toast
 Tofu Scramble Burritos
 Vegan Frittata
 Hash Browns
 Fresh Fruit
 Whole-Grain Cereal
 Soy Milk

For help adding these and other menu
 items to your dining service, visit
VegAdvantage.com

List of Distributors and Manufacturers

Free Menu Advice: VegAdvantage.com

VegAdvantage.com is an online resource designed to help schools, universities, and workplaces learn more about available vegan options. It includes hundreds of product and recipe recommendations. The website also includes contact information for food-service providers to help make delicious meatless options available every day.

Distributors

Aramark

A popular distributor with many vegetarian items
www.aramark.com

Sysco Foods

Offers the largest all-vegetarian line, called MoonRose
www.sysco.com

United Natural Foods

Distributor of natural and vegetarian food products
1-800-451-2525

Manufacturers

ADM

Offers an all-vegetarian line called Soy 7, including vegan meatballs, pepperoni burger crumbles, and faux sausage
1-800-637-5843
www.admworld.com

American Oats, Inc.

Offers several flavors of vegan ice cream that can be used in soft-serve machines
18338 Minnetonka Blvd.
Wayzata, MN 55391
www.americanoats.com

Carla's Pasta

Offers vegan ravioli and tortellini
860-436-4042

Daiya Foods

Offers nondairy cheese that's great on pizza, sandwiches, and lots more
www.daiyafoods.com

Fabe's All Natural Bakery

Offers vegan baked goods, including brownies and cookies
818-838-6633
www.fabesnatural.com

Follow Your Heart

Offers nondairy cheeses, Veganaise, and soy chicken
818-725-2820
www.followyourheart.com

Galaxy Foods

Offers soy cheese
www.galaxyfoods.com

Gardein

Offers many varieties of soy chicken and soy beef products
www.gardein.com

Gardenburger

Offers a wide selection of meatless burgers, cutlets, riblets, and breakfast sausage
1-800-636-0109
www.gardenburgerfoodservice.com

Mon Cuisine

Offers a large variety of meatless options, including vegan ravioli, falafel, pot pies, "egg" rolls, and meat analogs such as kebabs, cold cuts, and faux steak
www.moncuisine.com

Turtle Island Foods

Offers vegan deli slices, Tofurky roast, vegan gravy, kielbasa, and brats
1-800-508-8100
www.tofurky.com

Veggie Land

Offers meatless burgers, patties, and nuggets
www.veggieland.com

White Wave

Soy milk, tofu, tempeh, and seitan
www.whitewave.com

YoCream

Vegan soft serve
1-800-YOCREAM
www.yocream.com



Factory farming of animals is the number one cause of climate change, and eating meat contributes to health problems and supports cruelty to animals. Our company can do its part to combat these issues by serving only eco-friendly, healthy, and delicious meat-free meals for one day each week.

I support adopting Meatless Mondays at

PLEASE PRINT CLEARLY

[illegible]

By supplying your e-mail address, you are acknowledging that your contact details may be shared with PETA's international affiliates and that you may receive a follow-up message. Please return completed petitions to: PETA, 501 Front St., Norfolk, VA 23510.

PETA

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Support
meatless
Monday
at 

**SIGN THE
PETITION**

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MEAT'S NOT GREEN



Save the Planet—Go Vegan!

According to the United Nations, raising animals for food does more to contribute to climate change than all the cars, planes, ships, trains, and SUVs in the world combined. Find out what you can do to save the planet from the damage caused by the meat industry.

PETA

Why Meatless Monday?

WHY? The reason is simple: Feeding massive amounts of grain and water to animals on factory farms, trucking the animals around, slaughtering them, and refrigerating their bodies so that they don't rot wastes a ton of energy. In fact, producing 1 calorie of meat uses more than 10 times the amount of fossil fuel that it takes to produce 1 calorie of plant foods, like beans, veggies, and grains. Eating meat is like driving a whole fleet of SUVs around the block every time you sit down to eat.

According to the United Nations, raising animals for food is "one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global."

That's why we're letting people know that meat production is the number one cause of climate change. People need to know the truth about what they're eating—and the truth is that not eating animals is the single best thing that you can do for the planet.

And of course, eating meat isn't just bad for the planet. On factory farms, chickens have their beaks cut off with a hot blade, pigs have their tails cut off and their teeth clipped off with pliers, and cows are branded and castrated—all without any painkillers. We wouldn't do that to a cat or dog—so why do it to anyone else?

NEED MORE INFO?

- **Land:** Animal agriculture uses 70 percent of the world's agricultural land and 30 percent of the planet's total land area.
- **Water:** It takes 5,000 gallons of water to produce 1 pound of meat—but only 25 gallons to grow 1 pound of wheat.
- **Rain forests:** An area of rain forest the size of seven football fields is destroyed every minute to make room for grazing cattle.
- **Pollution:** Every second, animals raised for food in the U.S. produce 89,000 pounds of waste—130 times more than that of the human population of the country.

MORE WAYS THAT YOU CAN HELP

- Go to PETA.org/MeatsNotGreen to learn more about the meat industry's impact on the environment.
- Try going vegan! It's the single best thing you can do to help animals and the environment.
- Encourage your friends, family, and coworkers to go cruelty-free and adopt a meatless diet seven days a week!



People for the Ethical Treatment of Animals
501 Front St., Norfolk, VA 23510 • 757-622-PETA • PETA.org
[Facebook.com/OfficialPETA](https://www.facebook.com/OfficialPETA) • [Twitter.com/PETA](https://twitter.com/PETA) • [MySpace.com/PETA](https://myspace.com/PETA)

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