



Project: Meatless Monday

Statement of Need:

Not everyone understands the impact their eating habits have on carbon dioxide levels in the atmosphere. Eating a low-meat diet uses 41 percent less energy and generates 37 percent less carbon than a typical diet.*

*I. Hoffman, "Ecological Impact of a High Meat, Low-meat and Ovo-Lacto Vegetarian Diet," Presentation. 4th International Congress on Vegetarian Nutrition, April 8-11, 2002, Loma Linda University, School of Public Health.

Goal and Objectives:

Our goal is to educate and raise awareness of the meat -carbon connection. We will accomplish this by staging a Meat Free Monday campaign for the month of October.

Educational & Leadership Methods Used:

(Brainstorm Level-the list will be refined)

Posters

Restaurant table tents

Press releases for newspapers

Village Books sponsorship? Table featuring Michael Pollan, veggie cookbooks, etc., possible book talk.

Senior Center involvement

WWU

Tie in with Be Cool campaign

Radio interview/talk show

HTML E mail

Written Articles

Video (<http://www.youtube.com/watch?v=bpnKeYmR1NM>) and possibly Animoto

Expected Outcomes in the Community as a Result of this Effort:

We would like to get people to pledge that they will go meat free on Mondays for the month of October– and ideally continue to eat less meat even after the campaign.

Educate on meat-carbon connection

Measurement Strategy:

Have people pledge to try Meat Free Monday for the month of October – go to blog or possibly Be Cool website (will contact Be Cool to determine feasibility) - fill out simple form with name and contact info.

Steps to be taken with responsible person for achieving that step:

Listed below under Team Members & Assignments

Assets Needed:

Printing/paper

Team Members and Assignments:

Amy Vergillo- Develop web page-graphic design for the posters, table tents, press release, etc., content creation, contact potential sponsors.

Gail Nelson-, Fact find, content creation, contact potential sponsors, distribute posters, table tents, etc.

MariahRoss- Fact find, content creation, contact potential sponsors, distribute posters, table tents, etc.

Mary Jensen – Develop pilot presentation for Bellingham Senior Center, schedule and present prior to or during "Meatless Mondays October 2009"

Date of Expected Completion

November 15, 2009

Who can help support/sponsor?

Restaurants

Grocery stores – Public Market, Food Coop, Brown and Cole, Haggens, etc

Sustainable Connections

Be Cool

Farmers Market

ReSources

Radio -KGMI

Local newspapers- Weekly, Herald, Western Front, etc

Catering companies/cooking classes/chefs (Ciao Thyme, Food Coop)

Schools

WSU Carbon Masters

WWU

Printers

How can they support:

Restaurant specials on Mondays (no meat)

Cooking classes

Recipes

Article/ad in paper

Radio interviews/talkshow

Info in newsletter (food coop, Sustainable Connections)

Send e mail to database? (Sustainable Connections)

WSU Carbon Masters class help spread the word

Challenges:

Eat Local Week confusion (Restaurant specials on Thursdays)

Mass produced meat vs. local and sustainable meat

Bellingham or all of Whatcom County?

Does this happen every October?