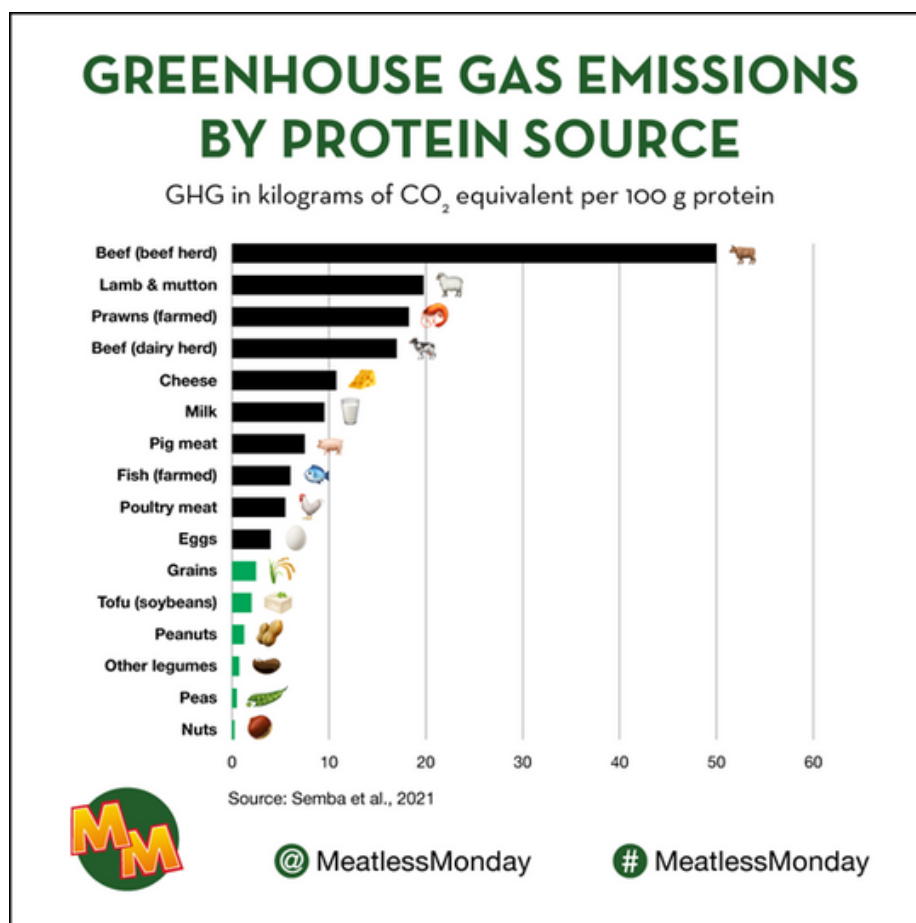


Meatless Monday Pledge

The Intergovernmental Panel on Climate Change (IPCC) reported a clear message about the environmental benefits of plant-based food: “Diets high in plant protein and low in meat and dairy are associated with lower greenhouse gas emissions.



- Livestock production creates more greenhouse gases than the entire transportation sector – all the cars, trucks, planes, and trains in the world
- Livestock production uses 75% of the earth’s agricultural land
- Producing ONE quarter-pound beef burger uses 425 gallons of water – enough water to fill 10 bathtubs
- Producing ONE quarter-pound beef burger uses up enough energy to power an iPhone for 6 months

Reducing meat consumption not only decreases the production of greenhouse gases, but also reduces the demand for precious environmental resources such as land, water, and energy.

How can your Rotary club help?

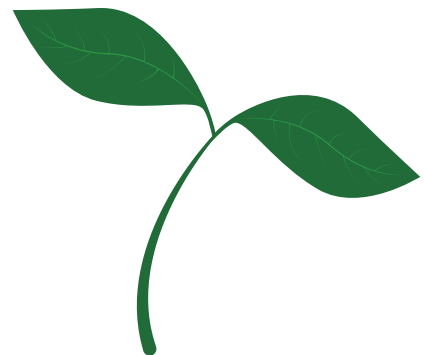
Encourage your members to embrace a diet that is focused more on plant-based meals, and reduce the consumption of meat and dairy products. A change like this can be challenging, so one way to introduce this concept is by creating a “Meatless Monday Pledge”.

The Meatless Monday Pledge

- Educate your club about the environmental (and health!) benefits of a plant-based diet as compared to a diet high in meat consumption. Sharing a video like this [one](#) might help.
- Ask members to commit to cutting down on meat consumption for just one day a week for a whole Rotary Year. See what percentage of members will make the pledge! Hopefully, it becomes a lifelong habit.
- Think of the environmental impact your club members can have over the full year:
 - Skipping one serving of beef every Monday for a year saves the equivalent emissions to driving 348 miles in a car.
- Share the Meatless Monday Pledge with your community to see how many people your club can influence to join in the effort as well.
- Make it fun and share plant-based recipes amongst members
- Hold a raffle for a prize (like a giftcard to a plant-based restaurant) for all members who stick to the pledge for the full year.

Resources:

- [Research on the Benefits of Meatless Mondays](#)
- [Starting a Meatless Mondays Program](#)



For questions about program implementation, contact the D7070 EAC Champion for this initiative:
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