



McGill's Living Lab

A database of sustainability-focused
Applied Student Research (ASR) projects

Meatless Monday and other Low-Hanging Fruit

Russell Vinegar

Supervising Professor: Caroline Begg

McGill Food Systems Project

2012

Categories



Community



Food



MEATLESS MONDAY

and other low-hanging fruit

RUSSELL VINEGAR – MCGILL FOOD SYSTEMS PROJECT – RUSSELL.VINEGAR@GMAIL.COM
APRIL 27, 2010

INTRODUCTION

The primary goal of this project was to reduce the environmental impact of the food service on campus via easily implemented institutional changes that had yet to be applied, so-called “low-hanging fruit.” Additionally it sought to improve student health and eating habits, promote discussion of food sustainability issues, and reduce costs to the administration. While the McGill Food Systems Project’s (MFSP) efforts to create a full-time food sustainability coordinator position and sustainable food criteria are sure to play a major role in the advancement of these same goals, this project follows a different route by focusing on concepts that will also have a direct impact, but require minimal research and planning.

My research was conducted in the context of the residence dining halls. While student initiated alternatives on campus (i.e. Midnight Kitchen, Happy Belly, Campus Crops, etc.) are integral to the development of a sustainable food system; and other university-operated retail locations on campus are equally, if not more, in need of improvement as the residence dining halls; the dining halls serve thousands of students, three meals per day. Thus, the impact of any changes instituted within the dining halls is bound to be great.

After some brainstorming, and a review of existing institutional-scale projects, some potential projects were identified. First, their applicability at McGill was accessed via discourse with the relevant stakeholders, most of whom were McGill Food and Dining Services (MFDS) administrators. MFDS is the organization responsible for managing most of the food on campus. Some projects proved worthwhile and feasible, while others were set aside.

The following is a description of the project that came to be the focus of my research and coordination efforts, Meatless Monday. Appendix A includes brief descriptions of some of other projects conducted (Local Food Day film screenings and workshops). A descriptions and critiques of the other project considered but avoided (waste management) as well as some other applied research, will be added to this report in the coming month.

MEATLESS MONDAY

<http://tinyurl.com/meatlessmcgill>

INTRODUCTION	2
I. PROCESS	2
II. WHY THIS PROJECT?.....	2
1. WHAT IS THE CAMPAIGN?	3
2. WHAT DOES A CAMPAIGN AT MCGILL ENTAIL?	3
2.1 THE MEAT AND POTATOES: EDUCATION AND PROMOTION	4
2.2 FACILITATING SELECTION OF A MEAT-FREE DIET	4
MARKETING	4
MENU CHANGES	4
2.3 STUDENT FEEDBACK AND INVOLVEMENT	5
WEBSITE AND PLEDGES	5
FEEDBACK FORMS.....	6
ROUNDTABLE DISCUSSIONS	6
SALES NUMBERS	6
3. THE MESSAGE: WHY MEATLESS, WHY MONDAY?	6
WHAT IS IT?	6
WHY MEATLESS?	6
WHY MONDAY?.....	7
FREQUENTLY ASKED QUESTIONS (FAQ)	7
WHO'S GOING MEATLESS?.....	9
4. PROMOTIONAL MATERIALS.....	9
5. TRIAL CAMPAIGN	10
5.1 TRIAL CAMPAIGN DESCRIPTION	10
5.2 METHODS OF EVALUATION.....	10
5.3 PLEDGE AND SURVEY RESPONSES.....	11
6. FUTURE	14
6.1 TIMELINE.....	15
6.2 BUDGET	15
APPENDIX A: OTHER PROJECTS.....	16
APPENDIX B: REFERENCES	18

INTRODUCTION

I. PROCESS

As I set off to begin this project in January, the first idea that came to mind was to eliminate meat from the dining halls on select days, inspired by the weekly program I had recently read about taking place in the Baltimore City Public Schools (Buzalka, 2009). The positive health and environmental impacts are well documented and understood, and it is simple enough to just cut meat from the menu, right? After some consideration, it soon became evident to me that forcing students into vegetarianism was not only harsh and misguided, but outside of MFDS's mandate, which is to offer students not only healthy choices, but the options they desire.

I later realized that the Baltimore City Public Schools were not acting independently in their action, but as part of a global movement, dubbed Meatless Monday. In most instances, the campaign simply seeks to inform people about the benefits of eating a meat-free diet one day per week, and leaves the decision making up to them.

A preliminary meeting with Oliver de Volpi, executive chef, and Monique Lauzon, marketing, of MFDS was held in mid-March to get the go-ahead on bringing Meatless Monday to their dining halls. We agreed to carry out a trial campaign in the new Royal Victoria College (RVC) dining hall, starting April 12th. A comprehensive proposal was written for MFDS detailing the campaign within a long-term context, although a majority of the ideas were implemented for the trial. This document serves as the basis for sections 1 to 3 of this report. The promotional materials created for the trial campaign are found in section 4.

A launch day took place April 12th at the RVC Dining Hall during the last week of class, and was continued the following Monday into exam period. Student feedback was gathered on-site and online to help to plan a long-term campaign. A brief report describing the trial campaign and student feedback was written for MFD; an adapted version is found in section 5.

I am of the strong belief that a Meatless Monday campaign can only be truly successful if continued week after week, giving students the opportunity to adjust and build habits. Based on the success of the trial campaign, an extended campaign will begin in three dining halls next fall. This summer offers the opportunity for MFDS staff and I to prepare for a smooth and successful transition into the following academic year. As well, a Sustainability Projects Fund application is currently under review for this project. The future of the campaign, including a budget and timeline, is discussed in section 6.

II. WHY THIS PROJECT?

The Meatless Monday campaign presents an opportunity to help students eat both healthier and better for our environment. For many students, residence is the first time away from home, and hence a key time for developing eating habits. Education now will create conscious consumers for life. Also, it is a chance to actively engage students via their feedback and involvement. By placing emphasis on conscious food choices, we may spur students to begin taking part in the larger food system discussion. Additionally, many students in residence have already demanded better vegetarian and vegan options. Meatless Monday will help accommodate these students, in addition

to validating their dietary choices. For some, Meatless Monday may go beyond food: to challenge our ideas of entitlement as the wealthy and promote global citizenship; or, to actively assess their lifestyle decisions.

The MFDS has been very busy this past year dealing with many operational changes, which made them reluctant to take on any additional projects. Fortunately, joining the Meatless Monday campaign will require minimal commitment on the behalf of both MFDS staff, and student groups and volunteers, such as the McGill Food Systems Project.

Moreover, the timing is ideal given the expanding food and environmental movements around campus and beyond. Meatless Monday is rapidly spreading to more and more individuals and organizations worldwide. In fact, the Quebec campaign, dubbed Lundi sans Viande, was officially launched on March 19th, 2010, at the Expo Manger Santé in Montreal, the same day as the preliminary meeting between MFDS and I. As of yet, no Canadian universities have officially joined the campaign, though some universities offer excellent vegetarian and vegan options. This is a chance for McGill to continue to take leadership and gain recognition in the academic community. The growing public awareness of both food and climate change make this an opportune moment to garner support for such a campaign.

1. WHAT IS THE CAMPAIGN?

The Meatless Monday campaign is a public awareness program, organized in association with the John Hopkin's Bloomberg School of Public Health, and is quickly gaining traction around the world. The campaign encourages people to choose a meat-free diet one day per week for health (reduced heart disease, healthy weight maintenance, and improved overall diet) and environmental benefits (reduced carbon footprint, water usage, and fossil fuel dependence). These benefits and other elements of the campaign message are elaborated upon in section 3.

This campaign has been adopted in various ways around the world by different types of organizations: individuals, private and public educational institutions at all levels, private corporations, environmental organizations, the UN, culinary magazines, and even whole cities have joined the campaign. Some institutions, such as the University of California, Davis, have elected to give students the choice to go meatless by encouraging a Meatless Monday pledge while continuing to serve meat. Others, like the Baltimore City Public Schools, have chosen only to serve vegetarian options on Mondays. The options for implementation at McGill are discussed below. As well, esteemed schools such as Harvard and Oxford are amongst the dozen of universities that have joined the campaign and many popular celebrities have made a Meatless Monday pledge.

2. WHAT DOES A CAMPAIGN AT MCGILL ENTAIL?

Meatless Monday at McGill could range from a simple education and promotion campaign, to a more thorough campaign encouraging meat-free food choices with menu changes and special events, to even a university-wide effort reaching out to students and staff across campus. In any case, student feedback will be essential to choosing the most appropriate means to develop the campaign. The campaign thus far has been directed at the residence dining halls, but many elements are transferable to other areas of McGill, some of which are managed by MFDS.

2.1 THE MEAT AND POTATOES: EDUCATION AND PROMOTION

The focus of a Meatless Monday campaign at McGill should be educating students about the benefits of eating a meat-free diet one day of the week, in order to allow them to make informed decisions about their own diets. The proposal focused on the context of the residence dining halls, however, many of the same methods and materials have the potential for campus-wide application.

Billboards, table-tents (freestanding paper fold-ups), live tabling, websites, guest chefs, and pamphlets are all potential means to disseminate information to students and promote choosing meat-free options. Some of the promotional materials will ideally remain as permanent installations in the dining halls to constantly remind students about making good food choices, for example billboards and pamphlets. Other promotions could take place only for specific days, to better engage students and enable discussion, for example live tabling, the placing of informative table-tents through the dining areas, or guest chefs. Special days might include kickoff events, SSMU Green week, special menu days, or even every Monday.

Who will manage all of this? Solid, scientifically backed information has already been compiled and put into easily communicable language by the American Meatless Monday campaign. This information, combined with some additional independent research is presented in section 3. This information was used to create print materials, which I designed myself for the launch day. Links to these files online may be found in section 4. This summer, I will create high quality materials, possibly with the help of a designer, for use in a long term campaign, assuming the necessary funding for design and printing is granted. Student volunteers can table and set out table-tents for the special days. Further, MFDS staff should be educated about the campaign so that they can respond to student queries and encourage students to consider meatless options.

2.2 FACILITATING SELECTION OF A MEAT-FREE DIET

Though not integral to having an impactful campaign, facilitating meat-free choices could greatly improve student reception and participation. Marketing and menu changes are two ways to encourage students to choose meat-less options.

MARKETING

A simple way to promote the meat-free options would be through marketing, in the forms of product placement, advertising, pricing, and presentation. Vegetarian entrees could be listed first on meal boards or we could not list meat options while still offering them on request. Another easy option is to price vegetarian options at less than meat or to discount them further on Mondays. Finally, care should be taken to present dishes in an attractive manner, perhaps by including garnishes or having a display dish at the serving station, as sometimes seen in New Residence Hall.

MENU CHANGES

A comprehensive Meatless Monday campaign would include changes to the Monday menu. This has been done in many institutions and was also proposed by executive chef, Oliver de Volpi. The nature of the changes could include (in order of priority):

- a) offering popular vegetarian meals to create an easy transition for omnivores;
- b) providing more vegetarian options in place of or in addition to meat options;

- c) offering more vegan options;
- d) offering interesting new or ethnic meatless meals, many of which may already be popular (Indian, Thai);
- e) removing beef, all meat, or all animal-based products.

These changes could focus on the hot entrees and sides, but ideally would be as widespread as possible to include soups, prepared sandwiches, sandwich bar, salad bar, desert, and grab-and-go options. Appropriate changes to order numbers, for example to reduce the number of meat meals prepared, should be made over time and in response to demand. That is to say, students should not be forced to eat meat-free, but rather should choose to do so because they enjoy the food and appreciate the benefits. Student feedback and discussion could help shape menu offerings, as discussed in the following section (2.3). Naturally, the chefs will still be primarily responsible for making menu changes, and depending on the extent of the changes this may demand significant time of them.

Additionally, guest chefs or restaurants could be invited to serve their foods in the residence dining halls, as Crudessence did for Local Food Days this year. Besides offering an exciting change, this is a way to introduce students to new types of food and test the student reception to foods not normally on the menu (i.e. ethnic foods). Dining hall chefs could then work with guest chefs to adapt recipes for regular inclusion in the menu.

Oliver de Volpi has committed to planning menu changes for the first several weeks of the coming fall semester, with the option to make further changes depending on student response. This planning will take place over the summer to avoid the last minute scrambling that was required for Local Food Days this past year.

2.3 STUDENT FEEDBACK AND INVOLVEMENT

It will be important to test the reception of students to the campaign, to gauge success, and to work in cooperation with them to move the campaign forward. Means of communication include student pledges to eat meatless diets on Mondays, written feedback received in the dining halls and online, roundtable discussions, and sales numbers. Some of these mechanisms were useful to evaluate the success of the trial campaign (discussed in section 5), but all will prove more effective over an extended campaign.

WEBSITE AND PLEDGES

I created a website for Meatless Monday at McGill, hosted free using Google Groups, at <http://tinyurl.com/meatlessmcgill> or <http://groups.google.com/group/meatlessmondaymcgill> (TinyURL.com is a site to shorten website addresses). The site includes info on the trial campaign, including [student feedback](#), a [frequently asked questions page](#), [the materials used for promotion](#), [scientific articles on food and the environment](#), recipes, vegetarian restaurants in Montreal, and other informative links. Most Meatless Monday campaigns encourage individuals to make a pledge to follow a meatless diet on Mondays. Similarly, we could ask students (and staff) to pledge by writing down their names and emails, and then emailing them with links to our websites. This would allow us to follow the number of pledges, as well as providing a venue for communicating with interested students. Another way to encourage pledges would be to have paper cut-outs or

stickers for each pledge, with their name on it (if they like), and to gather these cut-outs on a wall or board in the dining halls, as seen for charity fundraising campaigns in supermarkets or drugstores.

FEEDBACK FORMS

Feedback forms or surveys for students can be made available and collected in the dining halls. As well, the same forms may be made available on the website for online submission. Both written and online feedback would give students a venue to voice opinions about the campaign, their personal response to the campaign and reasoning, their regular eating habits, menu preferences, and even recipe suggestions. By collecting this data we can learn more about student preferences in general, and help advance the Meatless Monday campaign.

ROUNDTABLE DISCUSSIONS

An interesting idea from the University of California, Davis, is to hold monthly “Vegan Council” roundtables over dinner in one of the dining halls. Omnivorous, vegetarian, and vegan students are all invited to these meetings to “audit the ease of eating vegan/vegetarian” in that location. Students and chefs are invited to bring in ideas for new menu items in the form of ideas, recipes, or even prepared dishes for sampling. There is no commitment for these meetings and they rotate amongst dining halls to give more students a chance to participate. Similar roundtable meeting could be held in the McGill dining halls, or incorporated into the existing dining hall discussions, to help better accommodate students making dietary choices (not necessarily limited to vegan/vegetarian), facilitate the Meatless Monday program, and build community.

SALES NUMBERS

Sales numbers should also be examined. If there is a significant shift in student purchasing to vegetarian options, ordering and menus should be adjusted to reflect that. Such changes are expected to be gradual, as students require time to absorb information, discuss, and adjust habits, thus, the importance of having an extended campaign.

3. THE MESSAGE: WHY MEATLESS, WHY MONDAY?

The following is an assortment of the information included in promotion materials and on the website. The goal of this information is to inform people about the Meatless Monday campaign and the benefits of following a Meatless Monday diet. This information mostly originates from the American Meatless Monday website, though I have made some significant modifications and additions based on independent research. All of the information is based on scientific.

WHAT IS IT?

Meatless Monday is a non-profit initiative, in association with the Johns Hopkins Bloomberg School of Public Health. The goal is to help reduce meat consumption 15%, by following a meatless diet each Monday, in order to improve personal health and the health of our planet.

WHY MEATLESS?

Going meatless once a week may reduce your risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity. It can also help reduce your carbon footprint and save precious resources like fresh water and fossil fuel.

Read about these benefits below, but keep in mind that selecting healthy, environmentally friendly meat-free alternatives is as important as going meatless.

Health Benefits

- **REDUCE RISK OF HEART DISEASE.** Beans, peas, lentils, nuts and seeds contain little to no saturated fats. Reducing your intake of saturated fats can help keep your cholesterol low and reduce your risk of heart disease.
- **MAINTAIN HEALTHY WEIGHT.** A plant-based diet is a great source of fibre, which is absent in animal products. Foods rich in fibre make you feel full with fewer calories, resulting in lower calorie intake and less overeating. On average, Americans get less than half the recommended daily quantity of fibre.
- **IMPROVE OVERALL QUALITY OF DIET.** Consuming dry beans or peas results in higher intakes of fibre, protein, folate, zinc, iron and magnesium with lower intakes of saturated fat and total fat.

Environmental Benefits

- **REDUCE YOUR CARBON FOOTPRINT.** The United Nations' Food and Agriculture Organization estimates the meat industry generates nearly one-fifth of the man-made greenhouse gas emissions that are accelerating climate change worldwide . . . far more than transportation. Worldwide demand for meat continues to grow each year, but by reducing our meat consumption once a week, we can help slow this trend.
- **MINIMIZE WATER USAGE.** The water needs of livestock are tremendous, far above those of vegetables or grains. An estimated 1,800 to 2,500 gallons of water go into a single pound of beef. Soy tofu produced in California requires 220 gallons of water per pound.
- **HELP REDUCE FOSSIL FUEL DEPENDENCE.** On average, about 40 calories of fossil fuel energy go into every calorie of feed lot beef in the U.S. Compare this to the 2.2 calories of fossil fuel energy needed to produce one calorie of plant-based protein. Moderating meat consumption is a great way to cut fossil fuel demand.

WHY MONDAY?

For most Canadians the week begins on Monday. On Monday we move from the freedom of the weekend back to the structure of work or school. We plan ahead and evaluate progress. In a way, Monday is the call to action, to live healthier for yourself and the environment, built in to every calendar each week. And if this Monday passes you by, next week is another chance to go meatless!

FREQUENTLY ASKED QUESTIONS (FAQ)

1. Why is there still meat on the menu?

Dining services will not take meat off the menu in the dining room because there are still people who want meat. We do not force you to go Meatless on Mondays, as we want you to make an active decision as a consumer to eat meat or not. We will never take meat off the menu on Mondays, or any day, until students demand an entirely meat-free day.

2. Do I need to worry about getting enough protein on Meatless Monday?

No. Protein deficiency is very rare, even in full-time vegetarians. Electing to eat a meat-free diet one day per week has been found to be both safe and beneficial for health in scientific studies. As long as you're eating enough calories to maintain a healthy weight, and following Health Canada's Food Guide, you're almost certain to get enough protein.

3. Do I need to combine certain foods during meals to ensure protein quality?

No. Although most vegetarian protein sources provide only some of the essential amino acids, it isn't necessary to combine foods to create "complete proteins." If you follow Health Canada's Food Guide, your body will have all the amino acids (and complete protein) it needs.

4. What about iron or B12?

Going meatless for one day a week is unlikely to create iron or B12 deficiencies. Iron is present in high quantities in many vegetables (dark greens, lentils, beans) and deficiency is rare, even among full-time vegetarians. People who never consume animal products of any kind (i.e. vegans) may need to supplement with B12. For more on nutritional considerations of a vegetarian or vegan lifestyle, contact one of our dietitians Monique Lauzon (monique.lauzon@mcgill.ca) or Suzana Bubic (suzana.bubic@mcgill.ca).

5. Is a meatless diet automatically healthier?

No. Eliminating meat doesn't automatically make your diet healthier. It's still important to eat the right balance of healthy foods and to limit your intake of unhealthy foods.

6. Is a diet including fish, eggs, or dairy considered meatless?

Yes and no. All of these foods, on average, have greater environmental impacts than vegetables. While many fish are certainly healthy, the current fishing of many types of seafood has been deemed unsustainable. As well, eggs and dairy products both require more resources and are more polluting than a vegetable-based diet.

Granted, it can be difficult for some people to remove all animal-based foods from their diets. You can make the Meatless Monday pledge and continue to eat these foods, knowing you are still gaining many of the health and environmental benefits of excluding other meat. Take an extra step by choosing Marine Stewardship Council (MSC) label or other sustainable seafood and reducing your consumption of other animal products.

7. Will going without meat cause me to lose weight?

Not necessarily. Depending on how they're prepared, vegetarian protein sources like beans and legumes can be lower in fat and calories and people who eat less meat tend to have a lower body weight. However, meatless diets aren't necessarily lower in calories. Follow Health Canada's Food Guide to manage your calorie intake.

8. Should I avoid exercising if I'm not eating meat?

There's no need to avoid exercise with Meatless Monday. A healthy meatless diet will provide more than enough energy, protein and other nutrients to fuel all of your usual activities— including your workouts.

9. What about eating out?

As more and more people are choosing meatless lifestyles, it's getting easier to find meatless options on restaurant menus. Most restaurants now offer at least one vegetarian entrée. Indian, Asian, Lebanese, and Mexican restaurants usually have many meatless options. Montreal has many excellent and affordable restaurants catering to vegetarians. See www.veganmontreal.com for a great listing of omnivore and vegetarian restaurants also offering veg and vegan options.

WHO'S GOING MEATLESS?

Who else is eating meat-free on Mondays?

- Paul McCartney, music artist
- Michael Pollan, author
- Simon Cowell, host American Idol
- Kate Moss, model
- Andre 3000, music artist
- Joaquin Phoenix, actor
- Joe Namath, former NFL quarterback

You too can join the growing community of people pledging to go Meatless on Mondays!

4. PROMOTIONAL MATERIALS

Of course, it is necessary to present the information in a creative and aesthetic fashion if anyone is going to read it. Informative brochures, table-tents and a large poster were designed and printed on a short budget (\$50) for the trial campaign. Also, flyers to build hype for the launch day were put up around the RVC dining hall the week before April 12th. These designs will be improved upon over the summer, and used to create long-lasting high-quality materials for continued use in the campaigns beginning this fall.

The promotional materials are all [available for download online](#).

The flyers were printed single-sided on standard 8.5" x 11" paper in colour. The brochures were printed double-sided on standard 8.5" x 11" paper in colour, and folded. The table-tents were printed single-sided on standard 8.5" x 11" paper in colour, folded, and secured with tape. The poster measured 22" x 25.5", but was printed on 9 separate 8.5" x 11" sheets, trimmed, and secured together with tape.

To increase the sustainability of this project, it is hoped that funds will be granted to allow for the lamination of the table-tents and the printing of posters on proper paper, which will allow them to be easily reused each week.

5. TRIAL CAMPAIGN



Representing the Meatless Monday campaign, I speak to students about making informed food choices on April 12th in the RVC Dining Hall.

On April 12th at the RVC Dining Hall, the Meatless Monday trial campaign at McGill was launched. This document includes a selection of the student feedback gathered throughout the day. This feedback may be used to gauge the potential of Meatless Monday for the extended campaigns planned for next year and to better plan for these events.

Students exhibited significant interest and support, based upon the feedback gathered. I believe that an extended campaign will have an even greater impact, by encouraging students to develop good eating habits over time.

5.1 TRIAL CAMPAIGN DESCRIPTION

The launch day at RVC featured menu changes, educational/promotional materials, and student representatives. Flyers put up around the dining hall informed students of the event the week before. On April 12th there were considerable changes to the menu, with only vegetarian dishes being served for the 'hot meals' and new vegetarian offerings at the grill and sandwich bar. Educational table-tents were placed on most tables and brochures were made available. Student representatives (three lovely volunteers came out to help me for portions of the day) engaged students eating in the dining hall by informing them of the campaign and discussing its merits with them, and responding to student comments and questions. We did our best to encourage feedback from all students and to validate students' opinions and food choices, regardless of their nature. All students who included their email addresses were sent an email directing them to the website.

The following Monday, April 19th, saw the return of the table-tents and poster to the dining hall, but no tabling. Even though most of the students dining were moving out of residence the following week, they will still make decisions about the foods they eat, three times every day. Thus, this day served as a reminder about the ongoing impact of their food choices.

5.2 METHODS OF EVALUATION

In order to estimate student response to the campaign, student representatives asked diners to make an open statement about their food decisions in the form of a pledge to eat meat/meatless. As well, many students completed a short survey, which allowed for more accurate examination of the effects of the campaign. Finally, some qualitative observations were made. Sales numbers from the trial have been deemed unsuitable to evaluate the trial campaign, since new options (besides those for Meatless Monday) had recently been added to the menu, and the campaign only lasted for two weeks.

Google Documents was used to create the surveys used. Most surveys were completed on a laptop made available in the dining hall on April 12th, though some pledges were made on paper while the laptop was in use. The original survey data is online on Google Documents, and may be made available to select individuals on request. The original data will not be made public, as student names and emails were gathered under the pretext of privacy being maintained. Anonymous comments and survey statistics, however, are found below. Some of this content has been made public on the Meatless Monday McGill website, on a page titled [What You Said](#).

5.3 PLEDGE AND SURVEY RESPONSES

To date, 49 students completed the pledge form, while 48 completed the survey form. Only 6 students did both, thus 91 individual responses were gathered. Both forms are online on the [Feedback](#) page of the website, and are still active.

CAMPAIGN EFFECTIVENESS

Besides stimulating food discussion and promoting active consumerism, the primary goal of Meatless Monday is to reduce meat consumption by 15% by encourage a “Meatless Monday” diet. The effectiveness of the campaign in this aspect has proven significant.

The multiple-choice pledge question, *“Would you like to pledge to eat a meat-free diet on Monday?”* was included in both forms. A cumulative tally of responses from both campaigns may be found in the table below. The 6 duplicate responses have been excluded.

Q: “Would you like to pledge to eat a meat-free diet on Monday?”

RESPONSE	# of responses	% of total
Yes, I will eat meatless every Monday	40	44%
Yes, I will eat meatless this coming Monday and see how it goes	23	25%
Yes, I will try to eat meatless this coming Monday, but I'm not making any promises	4	4%
<u>‘YES’ total</u>	67	74%
No, I need more time to think about it	10	11%
No, I will keep eating meat like I always have	14	15%
<u>‘NO’ total</u>	24	26%
Grand total	91	100%

In addition to the pledge question, the survey asked students more specifically about how the campaign impacted them. Immediate impact was seen judged by the question:

Q: “Did Meatless Monday influence the foods you chose/will choose to eat on Monday (April 12)?”

RESPONSE	# of responses	% of total
Yes, I ate meatless all day	10	21%
Yes, I ate one or more meals without meat than I normally would	13	27%
Yes, I ate vegan all day	1	2%
Yes, I ate one or more vegan meals than I normally would	2	4%
Yes, I ate less red meat than I normally would	2	4%
<u>‘YES’ total</u>	28	58%
No, I ate meat, like I normally do	6	13%
No, I already eat vegetarian	5	10%
No, I already eat vegan	3	6%
<u>‘NO’ total</u>	14	29%
Other	6	13%
Grand total	48	100%

It is worth noting that over half of the “No”-type responses to this question came from individuals already eating vegetarian or vegan diets.

Q: “If you answered yes to [the previous question], what influenced your decision?”

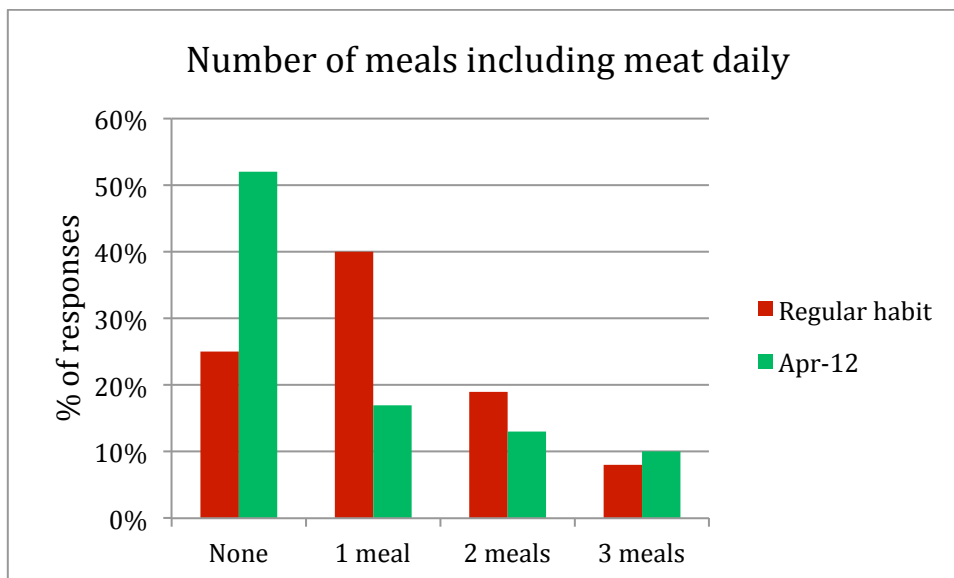
The leading responses were “**information on health benefits**” and “**information on environmental benefits**” with 40% each (multiple selections were allowed for this question).

Q: “How did/will eat this Monday (April 12)?”

52% answered that they **ate meatless all day** (6% ate vegan). In order of popularity, others reported: eating two meatless meals (17%), one meatless meal (13%), meat at every meal (only 10%).

REGULAR EATING HABITS

Compare students eating patterns on April 12 (from the previous question) to their responses to “*On average, how often do you eat meat each day?*” (displayed as “regular habit” below):

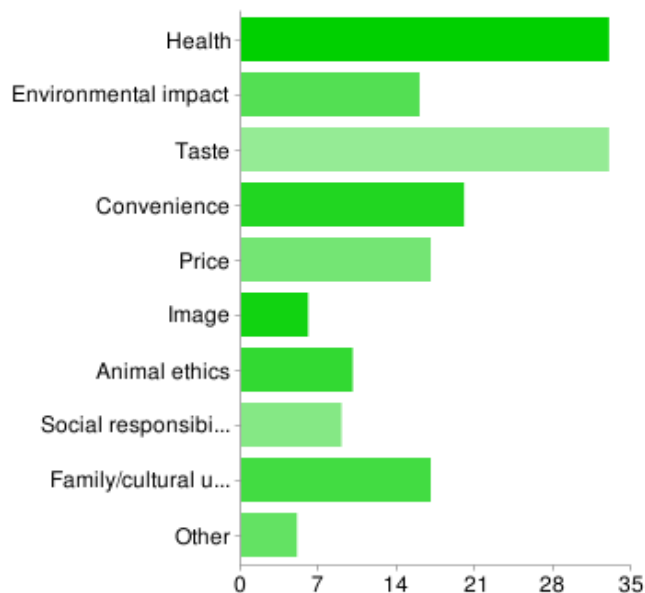


It is evident that many individuals normally eating 1 meat dish daily went meatless, as did some eating 2 meat meals normally.

Q: "Which factors most influence the foods you eat on a regular basis?"

This question was to examine food decision-making patterns. Students were allowed multiple selections, up to a maximum of 4. Responses, in order of popularity: "**health**" (69%), "**taste**" (69%), "convenience" (42%), "price" (35%), "family/cultural upbringing" (35%), "environmental impact" (33%), "animal ethics" (21%), "social responsibility" (19%), "image" (13%), and "other" (10%). A graph of response numbers is found below.

Which factors most influence the foods you eat on a regular basis?



WRITTEN FEEDBACK

Students were invited to write personal comments regarding vegetarian meals, and the dining hall in general. Almost all students provided their email addresses, so if you would like to respond to individual comments, the original survey data may be made available.

Q: "Are there any changes you would like to see in the dining halls related to vegetarian or vegan meals?"

Common requests included:

- **More vegetarian and vegan options in general**
 - Vegan options and salad bar ingredients especially
- **Healthy, balanced, vegetarian options**
 - Diversity, good protein sources, and ethnic dishes were mentioned
- **Less fake meat**
 - (very few students liked these options and there was a lot of criticism on April 12)

Q: "Are there any other changes you would like to see made in the dining halls?"

Amongst a variety of responses, a dominant theme was: **more local food**

6. FUTURE

The next step for Meatless Monday at McGill will be the long-term campaigns beginning next fall. Oliver de Volpi has "agreed to begin the school year 2010 with Meatless Mondays on our calendar of activities for September in all of the residential dining locations run by McGill [Bishop Mountain Hall, Douglas Hall, and Royal Victoria College]", in a written letter of support. Oliver will be making modifications to the Monday menus, to encourage the selection of meat-free options. As well, Mathieu Laperle, director of MFDS, has given voiced his support of an extended campaign on multiple occasions.

Currently, the plan is to start extended campaigns in the fall and depending on student response after several weeks, either continue the campaigns as planned, or decrease their scale to include only the education and promotion aspect. The fall campaigns will be planned by myself and Oliver de Volpi in May and June.

The work done this summer will be critical to the success of the long-term campaign. Sustainability Project Fund (SPF) money would greatly aid the progress of the campaign, by providing me the time to commit to coordinating and designing materials for next year, and the funds with which to print them. Without SPF support, the project may continue, however, as most things have already been taken care of, and need only be improved upon. Talks with SPF coordinators have indicated that it is likely that this project will receive the relatively minimal funding requested (\$1500).

Another important step in the future of Meatless Monday will be the promotion of the campaign outside of the residences, even if it is only being affected there. Unfortunately, the trial campaign launched the same day that the last issue of the McGill Daily was published. Advance communication will ensure coverage of the coming campaigns by the student papers. Currently, the McGill campaign is listed as a supporter and linked to on [Lundi sans Viande's website](#).

Communication with the administrators of the other sites linked to on the Meatless Monday McGill page will help direct traffic to the site and build solidarity within the food sustainability movement.

6.1 TIMELINE

The following is a proposed timeline for the project:

May/June: Complete review of trial campaign with MFDS staff; prepare high quality promotional materials and menu for the following year; continue to develop website; plan long-term campaign

Late August: Students and MFDS staff meet to finalize plans for fall campaign, begin campaign

September/October: Continue campaign, gauge campaign success and collectively make decisions about long-term future of the campaign

Beyond October: Given a successful fall campaign, continue dining hall campaign into indefinite future and explore other venues (food retailers on campus, in SSMU, etc). If unsuccessful, analyse experience and consider ending or adapting campaign.

6.2 BUDGET

A breakdown of the necessary tasks was used to estimate the time and budget required to carry out the project as planned. This information was submitted as part of the SPF application.

TASKS AND RESPONSIBILITIES

Type of Activity - Task	Estimated Time Required	Persons in Charge
Project management (making necessary dining hall contacts, orchestration of events, press-releases)	20 – 30 hrs	Russell Vinegar
Design and production of high quality, reusable promotional materials (posters, pamphlets, table tents)	15 – 25 hours	Russell Vinegar, though more experienced student or professional designers may be enlisted
Website development	15 – 20 hours	Russell Vinegar
Website administration	0.5-1 hrs/week in fall	Russell Vinegar
Feedback review and analysis	4 hours/month	Russell Vinegar, some review may be in collaboration with MFDS
Special event tabling (ie. launch days)	8 hours/day	Russell Vinegar, w/ various student volunteers
Special menu planning and development	? (MFDS will cover the cost of the time and human resources necessary)	Oliver de Volpi, in collaboration w/ other chefs, and using student feedback
Distribution and collection of printed materials at the start and end of each Monday	10 minutes/residence/week	Russell Vinegar, aided by student volunteers. In time, this responsibility may be transferred to MFDS staff

DETAILED EXPENSES

Expense Description	Estimated Cost
<u>Promotional materials</u>	Subtotal = \$590 - \$725
<ul style="list-style-type: none"> Large posters <ul style="list-style-type: none"> Printing (2' X 3') Professional design (optional) Pamphlet printing (colour double-sided, A4) Tabletents (colour, laminated, one-sided A4) 	= \$200 - \$300 = \$40/ea * 5 = \$200 = \$0 - \$100 = \$1 * 200 = \$200 = \$2.50-\$3/ea * 75 (15/hall) = \$190 - \$225
<u>Stipends</u>	Subtotal = \$500 - \$1000 - ?
<ul style="list-style-type: none"> Coordinator, including¹: <ul style="list-style-type: none"> Promo materials design Website design and administration 	= \$10/hr * 50-100 hrs = \$500 - \$1000
<u>Staff training</u> ²	?
TOTAL	\$1090 - \$1725+

1: Roles could be shared amongst students. If so, stipends should be distributed appropriately for each task.

2: This must be discussed further between MFDS and I, but I believe that it will be important for MFDS staff (those on the service end in particular) to be informed about the campaign so that they may appropriately represent it to students. Training may be as simple as distribution of a printed briefing, or could involve a short training session (which would necessitate extra wages).

APPENDIX A: OTHER PROJECTS

LOCAL FOOD DAY FILM SCREENINGS AND WORKSHOPS

In order to increase the publicity of this year's monthly Local Food Days (LFDs) in the residence dining halls, a group of students from the MFSP, including myself, presented some films and ran a number of interactive workshops. These efforts were supported by the MFDS administration, who provided some of the necessary materials and funded the purchase of others, in addition to encouraging our presence in their dining halls.

FILM SCREENINGS

The day before January's LFDs, we showed the film *Food, Inc.* in BMH and the New Residence Dining Hall, to make students more conscious about the origins of their food and consider the possible benefits of local food. Originally we had intended to show the film *Fresh*, a celebration of the rising sustainable food movement. Unfortunately, this film became unavailable at the last minute and so we decided to screen *Food, Inc.*, a critical look at the American industrial food system. Like the reality of the industrial food system, this film is quite shocking and repulsive at times. While the

film did succeed in engaging and educating many students, I believe it would have been more beneficial to focus on the positive alternatives.





WORKSHOPS



Sarah Archibald, MFSP volunteer, explains to students how to grow delicious sprouts of their own in New Rez.

knowledge of how to produce seed/bean/grain/nut sprouts in their rooms in residence. Sprouting is a cheap and easy way to produce fresh, nutritious food and share in the joy of growing plants. Between both days, over 100 students were taught to sprout. I created a simple guide to sprouting, seen below, which was distributed to students. The guide was printed double-sided; three to each 8.5" x 11" page. It may also be [downloaded online](#) from the MFSP website.

Sprouting: Four simple steps to sprouting success

<p><u>1. Gather your materials</u></p>  <p>A container, porous doth, elastic. And SEEDS! Check out the back for more info on different types of containers and seeds.</p>	<p><u>2. Soak</u></p>  <p>Soak yer seeds overnight in excess water. Some water will be absorbed; you can't have too much.</p>	<p><u>3. Rinse and drain</u></p>  <p>Rinse the seeds twice daily. Repeat until sprouts are as desired. Allow your container to rest upside down between rinses for drainage.</p>	<p><u>4. Enjoy</u></p>  <p>By tasting your sprouts at each step (even after soaking) you can find out how you like them best. See the handy chart on the back for timing of some common sprouts.</p>
--	--	--	---

Created by the McGill Food Systems Project

The sprouting and plant potting workshops we ran helped to add an element of participation and community to LFDs, beyond the pleasure of sharing a delicious locally-produced meal amongst friends. As well, the workshops gave MFSP volunteers an opportunity to engage in a food system discussion, and explain some of the benefits of local food.

Sprouting workshops were held at BMH on January's LFD and at New Residence on March's LFD. Students were given the materials and basic

Sprouting Basics		Seed	Soak Time	Sprout Time
<u>Why Sprout?</u> Fresh: produced right at home Nutritious: scientific studies have found that sprouting releases all kinds of extra nutrients, along with making foods easier to digest Easy: save time cooking, sprouts are great raw or cooked Cheap: plenty of sprouts cost only a couple dollars a week	<u>Sources for seeds</u> Most dry seeds, beans, and grains can be sprouted. Make sure your seeds are unprocessed and not roasted. Some hulled seeds will work. You can find these at Marche Lobo, Provigo, Frigo Vert , and most other grocers. Packaged sprouting mixes also exist, though they are usually more expensive. Look for organic and local seeds.	Alfalfa	8 hrs	2-5 days
	<u>Possible set ups</u> It is important to ensure your container can drain between rinses. The simplest set up is to place your container upside down in a bowl.	Almonds	8-12 hrs	12hrs
<u>Containers</u> Jars work well, but any clear glass or even plastic cup will work. Make sure your container has been cleaned well first	<u>For more info</u> Sprouting: sproutpeople.com Food sustainability on campus and to get involved: mfsp.wordpress.com	Barley	6-8 hrs	2 days
		Chickpeas	12hrs	12hrs
		Clover	4-6 hrs	4-5 days
		Green	12hrs	2-3 days
		Peas		
		Lentils	8 hrs	12hrs
		Mung	1 day	2-5 days
		Beans		
		Mustard	8 hrs	2-7 days
		Quinoa	2 hrs	1 day
		Radish	8 hrs	2-4 days
		Many thanks to Adrienne Wu for the illustrations!		

February's LFD at BMH was marked by a potting workshop. Students were provided containers, soil, and seeds to grow herbs in their rooms. They also helped to seed containers that were spread throughout the dining hall. Unfortunately, a lack of communication with MFDS staff led to the plants in BMH being left uncared for and eventually dying. As well, the types of plants selected required more light than is available in many students rooms, which led to poor results for some students.

SUGGESTIONS

Workshops were great fun for both volunteers and participants. I would recommend their continuation next year in the residences, whether in collaboration with LFDs or otherwise. To better involve students and reduce the workload placed on the MFSP, I suggest that the Environmental Residence Council (ERC) run the workshops and oversee their subsequent progress (i.e. the continued care of plants). Increasing the regularity and breadth of the workshops would certainly help reach more students, but will only be possible with increased student involvement. Finally, to reduce the environmental footprint of the workshops, students should be encouraged to bring their own materials in promotion leading up to the events, as most of the materials purchased are easily gathered from what would otherwise turn into waste. Given the receptivity of students, as well as dining hall chefs and directors, to these types of student initiatives, I think workshops are a great way for students in residence to start getting involved within their communities.

APPENDIX B: REFERENCES

MEATLESS MONDAY

It's the Meat, not the Miles. (2009). *Science News*. Retrieved from <http://vegclimatealliance.org/science-news-its-the-meat-not-the-miles/>
 Meatless Monday: One day a week cut out meat. (2010). from <http://www.meatlessmonday.com/>
 Miratel joins Meatless Monday to Improve Personal and Planetary Health. (2010). Retrieved from <http://www.miratelinc.com/blog/miratel-meatless-monday-improve-personal-planetary-health/>

- Price of Meat. (2010). from <http://priceofmeat.com/>
- Proposals Submitted for Consideration by the Cambridge Climate Congress.* (2010). Cambridge Climate Congress.
- UC Davis Dining Services Sustainability Practices. (2010). from <http://dining.ucdavis.edu/sustainability.html>
- Barbassa, J. (2010). San Francisco's Meat-Free Mondays gets a shrug. *MercuryNews.com*. Retrieved from http://www.mercurynews.com/breaking-news/ci_14838682
- Baroni, L., L. Cenci, M. Tettamanti, and M. Berati. (2006). Evaluating the environmental impact of various dietary patterns combined with different food production systems. *European Journal of Clinical Nutrition*, 1-8.
- Buzalka, M. (2009). FM Innovator: Field of Dreams. *Food Management*.
- Carlsson-Kanyama, A., and M. Faist. (2000). Energy Use in the Food Sector: A data survey.
- Carlsson-Kanyama, A., & Gonzalez, A. D. (2009). Potential contributions of food consumption patterns to climate change. *Am J Clin Nutr*, 89(5), 1704S-1709.
- Epstein, J. (2010). Campus Services Bring "Meatless Mondays" to Dining Commons. *Daily Nexus*. Retrieved from <http://www.dailynexus.com/2010-03-08/campus-services-bring-meatless-mondays-to-dining-commons/>
- Fernandez, C. (2008). Everyone should have one meat-free day a week to tackle climate change, says UN. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/news/article-1053270/Everyone-meat-free-day-week-tackle-climate-change-says-UN.html>
- Fitzsimmons, C. (2010). Think Cheese Is More Eco + Humane Than Meat? Think Again. *EcoSalon*. Retrieved from <http://www.ecosalon.com/cheese-vs-meat/>
- Hanks, J. (2010). Meat Free Mondays - surely some mistake? *Cherwell*. Retrieved from <http://www.cherwell.org/content/9661>
- Harris, J. (2008). Meat's Effect on the Environment. Retrieved from http://vegetarian-issues.suite101.com/article.cfm/meat_and_the_environment
- Lalonde, M. (2010). Quebec joins Meatless Mondays. *The Gazette*. Retrieved from <http://www.montrealgazette.com/health/Quebec%2Bjoins%2BMeatless%2BMondays/2704843/story.html>
- Lee, D. (2009). Dining Services Vegan Council.
- Loder, N., E. Finkel, C. Meisner, and P. Ronald. (2008). The Problem of What to Eat. *Conservation*, 9.
- Mitchell, D. C., Lawrence, F. R., Hartman, T. J., & Curran, J. M. (2009). Consumption of Dry Beans, Peas, and Lentils Could Improve Diet Quality in the US Population. *Journal of the American Dietetic Association*, 109(5), 909-913.
- O'Connor, N. (2009). Meatless on Monday. *Vancouver Courier*. Retrieved from <http://www2.canada.com/vancouvercourier/news/story.html?id=b85ec938-9f8a-4204-bd2f-34c86dda90b1&p=1>
- Prime, G. (2008). *Why it's green to go vegetarian*: The Vegetarian Society.
- Steinfeld, H., et al. (2006). *Livestock's long shadow: Environmental issues and options*.: Food and Agriculture Organization of the United Nations.
- Vries, M. d., & Boer, I. J. M. d. (2010). Comparing environmental impacts for livestock products: A review of life cycle assessments. *128*(1), 1-11.
- Weber, C., & Matthews, S. (2008). Food-Miles and the Relative Climate Impacts of Food Choices in the United States. *Environmental Science & Technology*, 42(10), 3508-3513.