
OUR 2026 IMPACT
ONE MONTH.
A WORLD OF DIFFERENCE.
No
MEAT
MAY



> **No Meat May is a brilliant idea because it makes trying something different feel achievable rather than all-or-nothing. Even if somebody only carries a few new meat-free meals into the rest of the year, that's still a change worth making.**

Gráinne B - No Meat May participant

ABOUT US

No Meat May is a fun foodie event that challenges people to eat no meat, or no animal products, for 31 days, for 4 big reasons.

We dream of a world free from chronic disease, hunger or factory farming - where our food systems keep us all healthy, without hurting animals or destroying the planet.

We work to inspire and support more people to shift to plant-rich eating, so we can build a healthier, kinder, more sustainable world.



2026 RESULTS

2026 was one of our biggest No Meat Mays yet.

73,839 people across 50+ countries signed up to give meat a miss - and what happened next went well beyond May.

Nine in ten participants surveyed told us they continued reducing or eliminating meat and animal products beyond May.

One month. Tens of thousands of people. And a ripple of change that keeps travelling.



4 BIG REASONS



Health

Prevent chronic disease & welcome many health benefits with a broader and higher intake of plant-rich foods.

#ImproveYourHealth



Animals

Legalised cruelty and grand-scale violence is the real cost of eating cheap meat, eggs and dairy - you can help end it.

#EndFactoryFarming



Planet

Reducing or eliminating meat and animal products is an action you can take that will help save our shared home.

#SaveThePlanet



People

Feeding 8+ billion people without destroying our planet means we must eat a lot less meat and animal products.

#FeedTheWorld



I did the whole month with 34 children each week in school. They loved it!

RUKMINII A

I'm more mindful of what goes into my body, as well as how my food choices influence others.

ROBERT B

We usually ate meat in every meal - now we are at 50%, which is a huge improvement for us as a family.

ALISON P

2026 AT A GLANCE

73,839

people from 50+ countries took the challenge this year — joining a global community of 413,000+ since 2013.



75%

of participants indicated **HEALTH** was a key motivation for taking part.

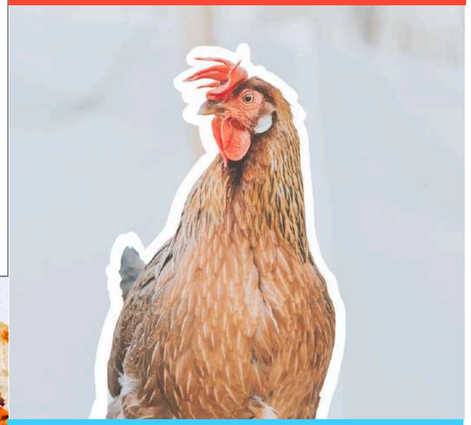
90%

of participants continued to reduce or eliminate meat and animal products beyond May.

21% cut out red & processed meat, while 25% cut out chicken beyond May.

20.2 billion

litres of water saved annually - enough to fill 8,080 Olympic swimming pools.



2.3 million

land and sea animals spared in May 2026.



60%

the average increase in consumption of heart-healthy legumes & pulses.

Participants are eating 38% more fruit & veg! And 38% more nuts & seeds. Healthy habits that last!

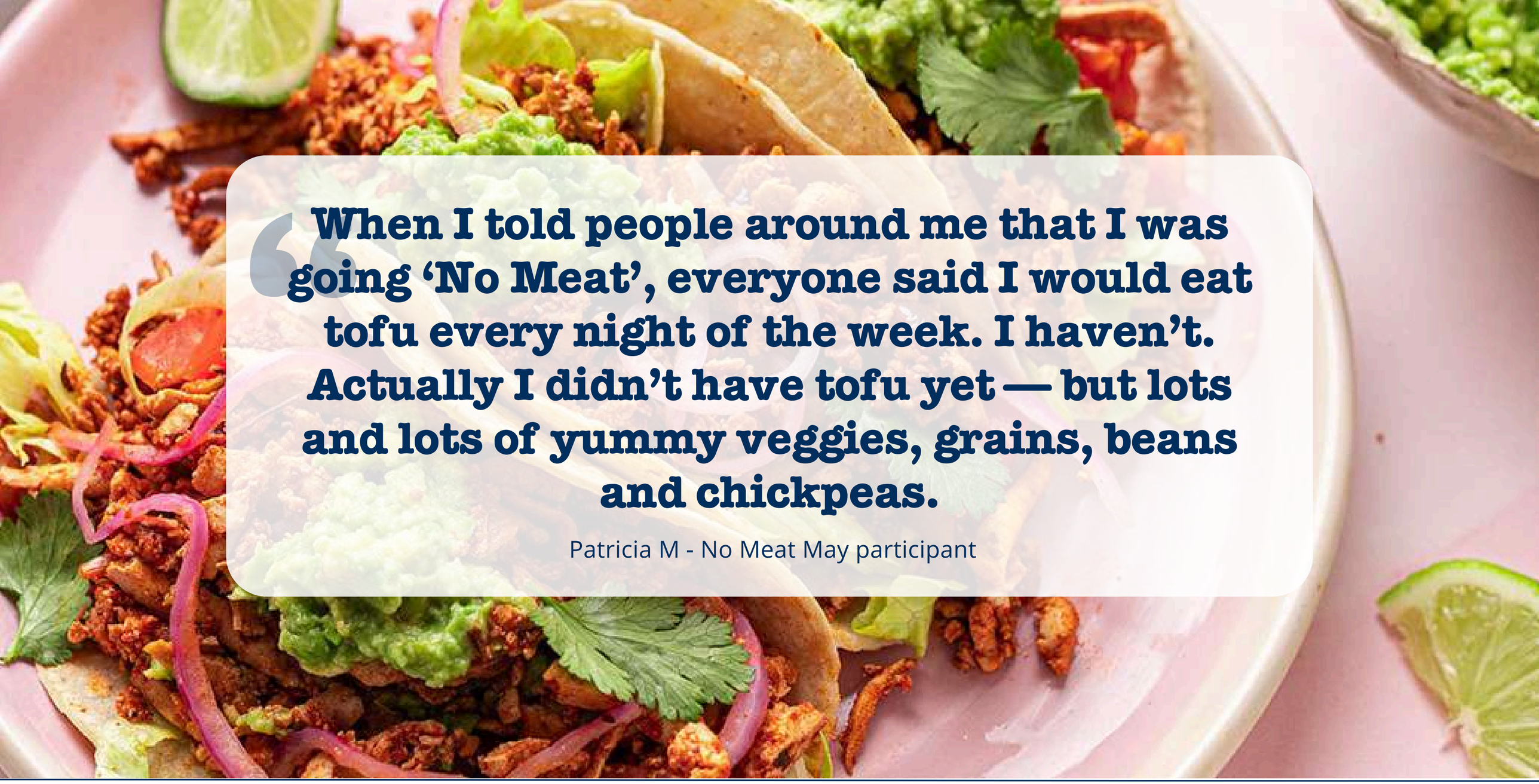


44,303

tonnes of CO_2e saved annually - equal to taking 10,300 cars off the road for a year.



[* Read more on our 2026 impact - click here to access.]



> **When I told people around me that I was going ‘No Meat’, everyone said I would eat tofu every night of the week. I haven’t. Actually I didn’t have tofu yet — but lots and lots of yummy veggies, grains, beans and chickpeas.**

Patricia M - No Meat May participant

OUR 2026 REACH

26k

inspiring members in the No Meat May Community Facebook Group, supporting each other year round.



63.5k

Instagram followers - a growth of 14% from last year.



39%

of our website users are from Australia, followed by 22% from the USA, 9% from the UK and 7% from Canada.

4.16k

subscribers to the No Meat May YouTube Channel - an 11% increase from 2025.



42%

of our website traffic comes direct, with 40% from our social media channels.



528k

Facebook followers.

Our daily support posts reached 21 million people in 2026 - sharing meat-free inspiration across the globe.

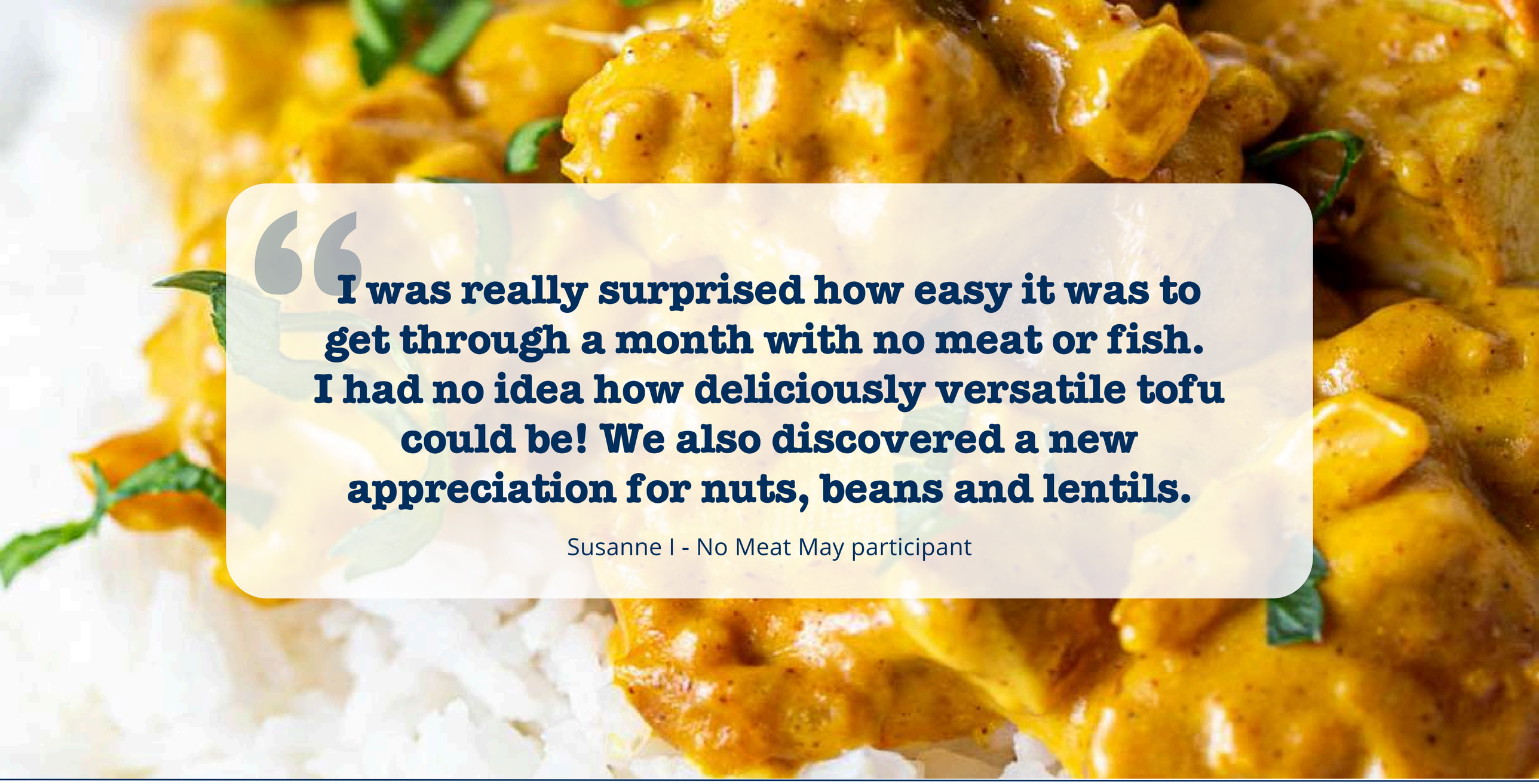
1.5m

the organic reach of our Instagram posts in 2026.



4.7m

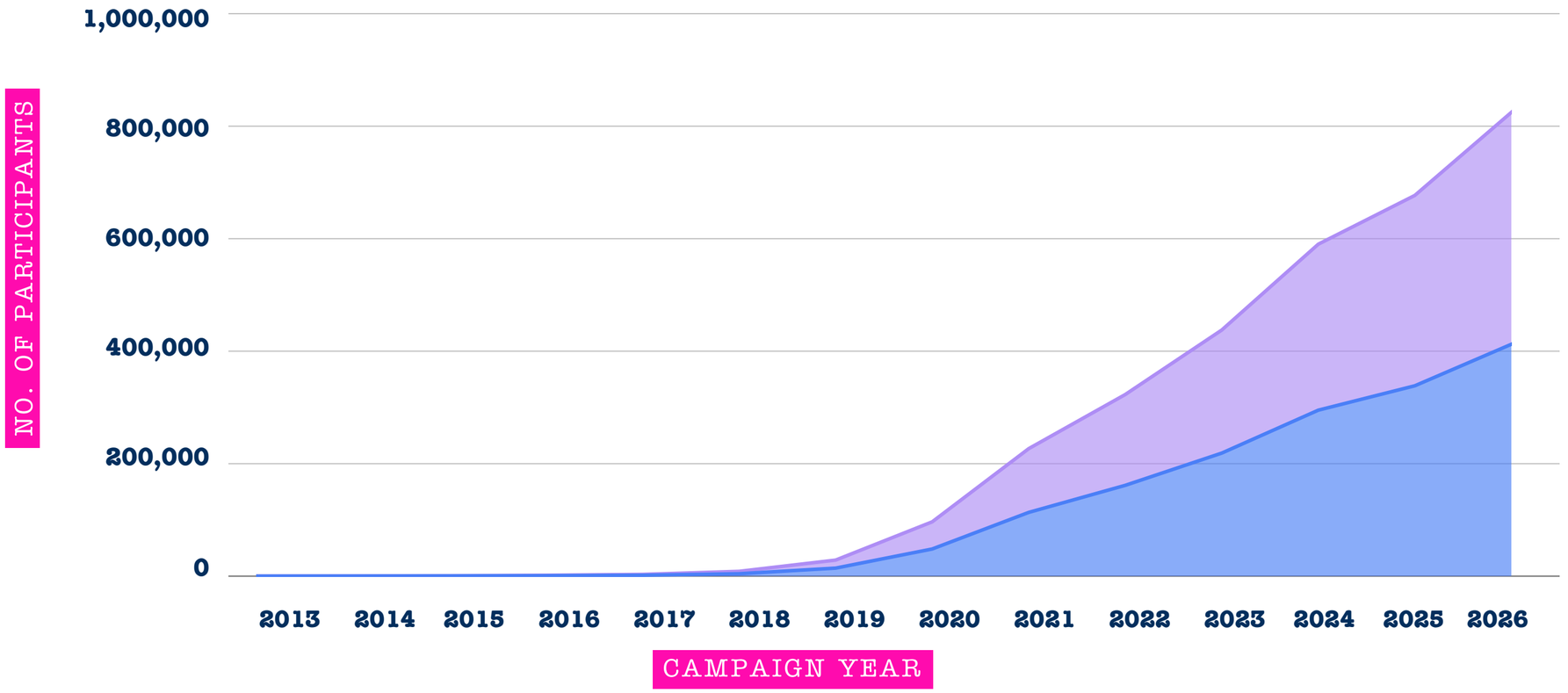
people reached with our engaging social media ads, promoting plant-rich eating.



I was really surprised how easy it was to get through a month with no meat or fish. I had no idea how deliciously versatile tofu could be! We also discovered a new appreciation for nuts, beans and lentils.

Susanne I - No Meat May participant

800,000+ ESTIMATED PARTICIPANTS SINCE 2013



413,000+ people have registered since 2013 - creating a ripple effect through family and friends that has reached millions more worldwide. Our data shows that, on average, each person who registers inspires another friend or family member to take part in the challenge - taking estimated participation beyond 800,000.

Participation grows with awareness - every dollar invested in promotion brings more people to No Meat May, and multiplies our impact.

TOP 10 SIGN-UP COUNTRIES

1. UNITED STATES
2. AUSTRALIA
3. CANADA
4. UNITED KINGDOM
5. SOUTH AFRICA
6. PHILIPPINES
7. INDIA
8. NEW ZEALAND
9. ARGENTINA
10. COLOMBIA

No Meat May welcomes everyone - including people who are already vegetarian or vegan and take part to expand their cooking repertoire, strengthen their commitment or inspire others.

They're included in our participation numbers, but excluded from behaviour-change calculations where they were already not eating the food being measured.



> It worked out great. I have acquired a taste for tofu and buy it regularly... I am thinking of becoming a vegetarian!
>
> SHIRLEY B

> I feel I have walked around life not thinking of how meat got to my plate. And now I know, I'm horrified.
>
> ALISON M

> It's changed my life. I now realise how easy it is to eat good, healthy food that can be simple, easy to make, but with fabulous flavours.
>
> ANNE W



No Meat May encouraged me to become a vegetarian for life. I have always loved animals. I can’t believe I kept eating them for so long. Never again.

Tess M - No Meat May participant

THANK YOU...

For being part of this global movement where **every meal matters**, and every choice counts, and one month of change can have an impact that lasts a lifetime.

With your support, we'll inspire millions more and keep growing this ripple of change.





I felt good knowing the little contribution I was making helped the animal world, my health and the planet too. If we all do our little bit with what's on our plate, we can make a big change.

Jeanne R - No Meat May participant



CONTACT US

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