



GET YOUR  
WORKPLACE  
TO TAKE ON THE

**NO MEAT MAY  
CHALLENGE!**

[WWW.NOMEATMAY.ORG](http://WWW.NOMEATMAY.ORG)

# what is the No Meat May challenge?

The No Meat May Workplace Challenge is a free & inclusive event that challenges organisations and their employees to go meat-free during the month of May, and share and enjoy incredible plant-based food from all corners of the globe.

A plant-rich diet has proven health benefits, including increased energy levels, lower blood pressure, lower cholesterol levels, and can also help in maintaining a healthy weight.

And did you know - it's the most environmentally friendly diet: using less water, land and energy and emitting less greenhouse gases.

With so many great plant-based options now available it's never been easier to give No Meat May a go.

Whether you're an employer committed to wellness and sustainability or a No Meat May participant who wants to get your co-workers involved, we have everything you need to run your No Meat May workplace challenge!



You can get involved in this fun, foodie challenge from 1 - 31 May by signing up at [www.nomeatmay.org](http://www.nomeatmay.org)



**we bring  
people  
together**



**from all  
around  
the world**



**to discover  
incredible  
food**



**health is the  
primary reason  
people sign up**



**participants report:**  
**33% ^ fruit & veg**  
**96% ^ legumes**  
**61% ^ nuts & seeds**



**more than 65,000  
people registered  
from 50+ countries  
in 2021**



**98% report  
a positive or  
'life-changing'  
experience**



**93% reduce or  
eliminate meat  
after taking part**



# what are the benefits?

Registering a workplace team is an easy way to help reduce our impact on the environment, improve workplace wellness and increase employee engagement.

## good for the environment

We all have a responsibility to protect the natural world and reduce our impact on the environment. No Meat May is a great opportunity to show leadership and enable and support staff to make positive changes.

In the last 50 years the number of people on the planet has doubled, and the amount of meat we eat has tripled. Animal agriculture is a leading contributor to global warming, species extinction and habitat destruction.

## good for your people

A healthy plant rich diet, which minimises or eliminates meat, is associated with some of the lowest rates of chronic disease and a longer and healthier life. Yet most of us are consuming unhealthy amounts of meat and are not consuming anywhere near enough fibre.

Eliminating meat for a month makes room for more of the good stuff. Your employees will discover delicious plant-based food from all corners of the globe and learn to fill up their plates with more heart healthy whole foods: fruits, vegetables, whole grains, nuts & seeds.

## good for team culture

The No Meat May workplace challenge is a great way to build positive culture across teams, show your commitment to workplace wellness and social responsibility, and help attract and retain good people.

Food is a great connector. Bring your people together around a fun foodie challenge with a purpose. Recipe swaps, team cooking lessons, food safaris, pot-lucks and team picnics are just a few ways that No Meat May brings people together.

**Eating less meat and more plant-based foods is a positive and empowering change we can all make, and it's never been easier!**



**less meat  
and animal  
products =**



**fewer  
farmed  
animals**



**reduced  
greenhouse  
gas emissions**



**reduced  
water use**



**less  
deforestation**



**less  
species  
extinction**



**less  
poisonous  
effluent**



**less  
overfishing**



# So, how does it work?

## 1. SIGN UP

It's time to grab your teams and co-workers and set the challenge of not eating meat during the month of May. Sign up at [nomeatmay.org](http://nomeatmay.org) All those officially registered will receive support emails, nutrition tips, and our free community cookbook, filled with delicious plant-based recipes to make eating meat-free easy!

## 2. INDULGE IN SOME GOOD FOOD

Recipes, free cooking demos, tasty meal plans - we have everything you need to run your workplace challenge. Our champions will support and motivate your teams during the challenge to help everyone succeed!

**Taking part in No Meat May promotes staff health and wellbeing, shows your workplace is taking action to protect our environment and helps build a healthy workplace culture.**

## 3. SHARING IS CARING

Encourage your team to stay the course with some fun foodie events that bring people together. Join the No Meat May Community online for support and inspiration. Use the hashtag #NoMeatMay

## 4. BE INCLUSIVE

Staff who may not want to sign up for the full 31 days can still get involved on Meat Free Mondays, join in the free cooking demos and workplace events.

## 5. GET THOSE SPONSORS

Optional - buuuut the more funds raised, the more people we can get involved in this planet-saving challenge.





**HEALTHIER  
PEOPLE  
ON A HEALTHIER  
PLANET?**



**HELLS  
YEAH!**



# Join a growing global community

It's time to motivate your team to get involved! Taking on the No Meat May Challenge together is a great team builder and helps everyone stay motivated throughout the month.

Along with the delicious recipe's and weekly meal plans we'll send you, there are so many different ways to get everyone involved, and most importantly, keep everyone motivated throughout the challenge.

Why not organise some events at your workplace and help to build a positive team spirit...

## host a picnic

You can't beat a team lunch where everyone brings a plate to share. Whether homemade or shop bought, it's a fun way to bring the team together. And if your colleagues can cook this maybe the best lunch you have all year!

## arrange a food safari

Join your colleagues and go hunting for the best veggie burger, salt and pepper tofu or eggplant dumplings in town. Team lunches and food safaris are a great way to get out and about and explore the exciting new world of plant-based cuisine.

## team recipe swaps

Start a library of plant-based cookbooks & recipes and put them in staff breakout areas. Staff can photocopy a ramen recipe, or borrow a book to cook a feast at home. Why not set up a Slack or Whatsapp group for sharing recipes, photos of your kitchen wins, exciting supermarket finds and tasty meals out.



## boss on board

It's great for team morale if senior staff get involved too. But don't worry if they don't, they might be ready for No Meat May next year.

## workplace cinema

Order in some meat-free pizza and organise film screenings at your workplace to motivate staff. Some thought-provoking documentaries include David Attenborough's *A Life On Our Planet*, *Eating our Way to Extinction*, *The Game Changers*, *Cowspiracy* and *Forks Over Knives*, all available on Netflix. They're sure to provoke some lively discussions! If your team are working from home, you can organise film screenings to watch together by using [netflixparty.com](https://netflixparty.com)

## cooking lessons

Book your team in for the free [No Meat May online cooking lessons](#) or organise your own event - bring the team together to make a cracking Pad Thai.

## get sponsored

Create some healthy competition by asking family and friends to sponsor you to do No Meat May. Start a corporate team that your colleagues can join, then get your hustle on around the office and do some fab fundraising. The more funds raised, the more people we can get involved in this planet-saving challenge.

## zoom potluck

If you aren't able to do it face to face, hold a team lunch over a video call instead. You might not be able to taste one another's dishes, but you can show off your teriyaki tempeh burger and exchange recipes! Combine it with a team trivia session for greater engagement.

## meat-free canteen

If your workplace has a canteen, maybe they can add some plant-based options to the menu during May. Need inspiration? We'll have lots of different foods and recipes to share with you! But make sure you ask in advance so they have time to prepare.

## feel-good PR

Proudly share the news that your company is making a difference by taking part in the No Meat May workplace challenge. Contact us at [hello@nomeatmay.org](mailto:hello@nomeatmay.org) for details on more PR opportunities.





Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> No Meat May <u>Facebook Live cook-along launch!</u>	<b>2</b> Meat Free Monday - all staff in!	<b>3</b> No Meat May <u>Online Nutrition Workshop</u>	<b>4</b> 	<b>5</b> No Meat May <u>Facebook live cook-along</u>	<b>6</b> Movie of the week: A Life on our Planet	<b>7</b> 
<b>8</b> 	<b>9</b> Meat Free Monday - all staff in!	<b>10</b> Food Safari	<b>11</b> 	<b>12</b> 	<b>13</b> Movie of the week: Game Changers	<b>14</b> 
<b>15</b> <b>Half-way point!</b>	<b>16</b> Meat Free Monday - all staff in!	<b>17</b> No Meat May <u>Online Nutrition Workshop</u>	<b>18</b> 	<b>19</b> No Meat May <u>Facebook live cook-along</u>	<b>20</b> Movie of the week: Seaspiracy	<b>21</b> 
<b>22</b> 	<b>23</b> Meat Free Monday - all staff in!	<b>24</b> 	<b>25</b>	<b>26</b> <u>Meat-free BBQ</u>	<b>27</b> Movie of the week: Forks over Knives	<b>28</b>
<b>29</b> 	<b>30</b> Meat Free Monday - all staff in!	<b>31</b> 	<b>Go you good thing!!</b> 31 days of No Meat May completed! Ready for 31 more?!			

The No Meat May challenge calendar offers daily ideas for individuals as well as activities to get involved as a team, a small group or the whole organisation. Build your own challenge calendar around your teams and the official No Meat May calendar of events.



A FUN FOODIE CHALLENGE

**GOOD FOR YOU**

**GOOD FOR THE**

**PLANET**



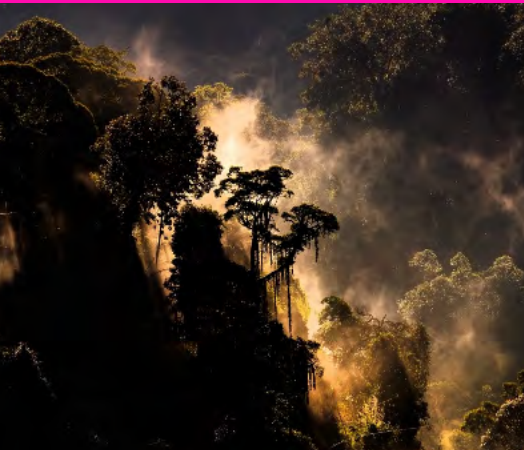
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**after taking part  
in No Meat May  
participants are  
eating healthier  
diets, reducing  
their risk of  
chronic diseases**



**91% of participants  
better understand  
the environmental  
impact of meat &  
animal products  
after taking part**



**the average No Meat  
May participant  
has reduced their  
food related GHG  
emissions equivalent  
to a min 0.6 tonnes of  
CO2 each year**



**an estimated  
1,984,178 lives  
spared in May 2021  
- read full 2021  
impact report [here](#)**



**reduction in  
consumption of fish  
& other sea animals  
results in a 31%  
decrease in by-catch**



**17.8 billion  
litres of water  
saved each year**



**an estimated  
50% reduction  
in animal feed  
required each year**



**27,650 tonnes of  
crops saved annually  
to help shore up  
food security**



# Let's make this the **BIGGEST** and **BEST** ever **No Meat May!**

## contact

hello@nomeatmay.org

## follow

facebook.com/NoMeatMay

instagram.com/No\_Meat\_May

twitter.com/NoMeatMay

**#NoMeatMay**

If your workplace takes on the  
challenge we'd love to hear about it!

Email us at [hello@nomeatmay.org](mailto:hello@nomeatmay.org)

