



**LET'S GET
STARTED!**

**Our Starter Kit contains everything you need to kick start
your 31 day No Meat May Challenge! Ready to dive in?**



Day by day, go without meat, or cut down on how much you consume. Eventually we are all going to have to reduce our reliance on the world struggling to feed cereals to fatten animals to be eaten by rich countries, so why not start now? I am as fit as a very fit flea and I never eat meat or fish... so truly it will not harm your health. Try it, please. Just for May.

Dame Joanna Lumley

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Hi, hola, g'day

a huge welcome from us to you!

You've taken a huge step in signing up, and we're so glad you did. Eating more plant-based food packs a mighty punch: saving animals, improving our health, freeing up land and oceans for wildlife, and reducing our water and carbon footprints - it's a powerful action - joining a global movement to tackle some of the biggest issues we all face.

The best news is plant-based food has never been so damn good - so pack your sense of adventure and prepare your taste buds for a wild ride.

Changing up what we eat can be both exciting and challenging, kinda like discovering a new city, there is so much to try, experience, and learn, but what to do first? And what do I need to know to start exploring?



TOP TIP > There are so many reasons to participate in No Meat May, be it for your health, to take action for the environment, or maybe you just love those adorable furry and feathered friends. Our biggest tip is to find your 'why', keep it top of mind and it will help you stay the course.

To help you find your way we've created this guide packed full of information from the experts, and tips from those who've been there before, to help you sail through your challenge - no meat for 31 days - you've got this!

And if things ever feel like a struggle, connect with the incredible **No Meat May Community** for support - this crew of cheerleaders has got your back!

Whether this is the beginning of a lifestyle change, or just a fun challenge with some colleagues, it's all about having some fun in the kitchen, learning some new tricks and finding some new favourite foods along the way.

Most importantly - spice it up your way and enjoy your No Meat May!

The No Meat May Team x



Lizzo

"I just feel better when I eat plants!"



Sir Lewis Hamilton

"The cruelty is horrible, and I don't want to support that."



You've found your 'why' and you are ready to get stuck in!

So how does this thing work?

Sign up

When you officially register, not only will you become a No Meat May legend, but you'll receive support emails, nutrition tips, a free cookbook & lots of cracking recipes.

Indulge

Our cookbook, delicious daily recipes & meal plans make eating meat-free easy! Plus, our social feeds are bursting with colourful, plant-based foods - don't forget to follow!

Share

Encourage your friends, start a workplace team, plan some fun foodie events, and join the incredible [No Meat May Facebook community](#) for support & inspiration.

OUR TOP

TIPS

Check your email 'promotions' folder to ensure you don't miss any of our support emails. Adding our email address to your contacts will ensure you receive all of our emails in your main inbox, and that they don't get caught in overzealous filters. You don't want to miss the free mini-cookbooks or live cooking events we send you weekly during May.

Start a team and invite your family, friends and colleagues to join you for a month of good eating. They will get access to all the free recipes and cooking lessons, and as a team captain you will be in the running to win some brilliant prizes.

Remember there is no perfect - if you slip up, get back on the wagon and join us for the next cracking meal!



Join the No Meat May Community Group on Facebook for the most inspiring food and people. The incredible support in this group will carry you through.

Follow us on your social media to ensure you get our inspiring daily recipes and a tip each during No Meat May.

Follow and use the #NoMeatMay hashtag to share your kitchen hits, and connect with others from around the world.

EAT YOUR VEGGIES. EAT THEM OFTEN.

Food is the number one decision we make for our health each and every day.

And the simplest of actions - eating more fibre-rich foods daily - may turn out to be the most important nutritional recommendation of all.

No Meat May for your Health

Eliminating meat makes room on your plate for more of the good stuff! So, crowd out the meat with a broader and greater consumption of whole grains, vegetables, fruits, nuts and legumes (beans, split peas, chickpeas, and lentils etc) - and get ready to feel the many health benefits.

Most plant food sources are not just higher in fibre, they are also lower in saturated fat, free of cholesterol, and are good sources of phytonutrients - all of which may contribute to a reduced disease risk.

Eating food from plant rather than animal sources is the primary reason why vegetarians and vegans have a lower risk of being overweight, or developing heart disease, type 2 diabetes, certain cancers, and many other chronic diseases.

Prevention over Cure

Prevention can eliminate disease. Here's just a few examples:

Heart disease - Our biggest killer may be reversed with the simplest approach - diet and lifestyle. A low-fat, wholefood, plant-based diet is the only diet that has been shown to halt and reverse heart disease - in many cases opening up clogged arteries without drugs or surgery.

Type 2 diabetes - People who eat plant-based diets have been found to have a significantly reduced rate of type 2 diabetes compared with those who regularly eat meat.

Studies show as people eat more plant-based diets, there is a stepwise drop in type 2 diabetes rates.

**LIVE STRONGER,
LIVE LONGER!**

Watch our free
nutrition workshop
with the Doctors
for Nutrition by
clicking here.

Gut Health - The good bacteria that live in symbiosis with us are largely nourished by plant-based foods including: fruits, vegetables, grains, and beans. Pathobionts, the disease-causing bacteria that may disrupt our microbial balance, instead appear to be fed by meat, dairy, eggs, junk food, and fast food. Eating a diverse range of high-fibre plant foods leads to a well functioning gut microbiome. This means your gut is in a better position to support good health and fight off disease.

While a variety of genetic and lifestyle factors can be at play in causing chronic diseases, evidence clearly shows that the food we eat has the highest impact of all on our health and life expectancy.

- Doctors for Nutrition

Bowel Cancer - The second-leading cause of cancer death in Australia is food related. Worldwide it's the third most common cancer and at least 70% of bowel cancer cases are avoidable. Numerous studies suggest that eating processed meats increases risk, and that a plant-based diet may be beneficial for prevention of bowel cancer.



IF YOU'RE GONNA DO IT, DO IT RIGHT!

Thinking about going meat-free or vegan but worried about getting all the nutrition you need? How will you get enough protein? Where will you get your iron? What about vitamin B12?

Well-planned vegetarian or vegan eating can certainly meet your nutritional needs - during all stages of life - and provide health benefits for the prevention and treatment of certain diseases.

However, eating vegetarian or vegan isn't just about cutting out meat or animal products. It's important to replace animal protein with a variety of plant foods including a broad range of vegetables, fruits, legumes, wholegrains, nuts and seeds. And there are some nutrients that may need special attention.

Fibre

Adequate dietary fibre is essential for proper functioning of the gut and has also been related to risk reduction for a number of chronic diseases including heart disease, certain cancers and diabetes. Good sources of fibre include: wholegrain cereal and bread, wholewheat pasta, oats, berries, carrots, sweetcorn, peas, beans and pulses, nuts and seed, and potatoes with skins on!

Vitamin B12

B12 is an essential vitamin which is found almost exclusively in animal foods. We need it to form red blood cells and to maintain a healthy nervous system. Seek out foods fortified with vitamin B12, and take a B12 supplement if you eat plant-based long term.

Iodine

Required for healthy thyroid function, every cell in our body depends on thyroid hormones for regulation of their metabolism, hence the importance of adequate iodine in our diets. Good plant-based sources of iodine include iodised salt, wholemeal bread made with iodised salt, sea vegetables such as kelp, nori, kombu, wakame, and arame.

Tip: always buy iodised salt, bread made with iodised salt, and snack on nori sheets regularly to meet your daily iodine requirement. (1-2 nori sheets (4g) provides the recommended daily intake.)



Calcium

Important for healthy bones and teeth, calcium also plays a role in muscle contraction and relaxation, blood clotting, nerve function, and regulation of blood pressure. Good sources of calcium include almonds, sesame seeds, tahini, kale, collard greens, chickpeas, tofu, kidney beans and calcium fortified plant milks.

Vitamin D

Important for our immune system, and bone health as it helps the body to absorb calcium. Vitamin D deficiency has been associated with a number of diseases including diabetes & multiple sclerosis. Most of our vitamin D comes from exposure of the skin to sunlight rather than diet and many people can obtain adequate vitamin D from sensible sun exposure. About 15 mins of sunlight on your skin each day normally produces all the vitamin D you need.

Tip: Look out for cereals, grains, bread, juices, and plant-based milks fortified with vitamin D.

Omegas

Essential fats which are important in maintaining cell membranes, and which help to regulate metabolism, reduce inflammation, lower blood pressure and cholesterol, and may protect against heart disease. Good sources of omegas include walnuts, flaxseeds, chia seeds, hemp seeds, edamame, and seaweed.



Zinc

Zinc is essential for good health, as it's required for growth, reproduction, sexual maturation, wound healing, and maintaining a healthy immune system. Good sources of zinc include wholegrains, legumes, nuts & seeds, tofu, and tempeh.

Tip: Soak legumes before cooking, then drain and cook in fresh water to reduce phytates.

Protein

Protein is an essential nutrient required for many vital roles in the body, including building and repairing muscles and bones, and making hormones and enzymes. Good sources of protein include legumes, whole grains, nuts, seeds, seitan and soy products like soy milk, TVP, tofu & tempeh.



Source: Dr Kate Marsh BSc, MNutrDiet, PhD, Grad Cert Diab Edn & Mgt Advanced Accredited Practising Dietitian



Iron

Plays a vital role in forming haemoglobin, which transports oxygen around the body, assists in energy-producing chemical reactions & maintaining a healthy immune system. Good sources of iron include legumes, cereal grains, nuts, seeds and dark green leafy vegetables.

Tip: Increase iron absorption by including foods high in vitamin C in the same meal as iron-rich foods!



Add to Watchlist

Netflix documentary series "You Are What You Eat" follows eight participants of the [Stanford Medicine study](#) - an eight-week experiment with 22 pairs of identical twins. One twin from each pair was matched with either a healthy plant-based or healthy omnivore diet, both rich in vegetables, fruits, and whole grains. The results are fascinating and show how the foods we eat impact on our well-being, chronic disease risk, and lifespan.

DAILY PLANT-BASED GOALS

5+ Serves of Vegetables

Nutrient dense, low in kilojoules, veggies are life! They're packed full of minerals and vitamins (such as magnesium, vitamin C and folate), dietary fibre and a range of cancer-fighting phytochemicals including carotenoids.

4+ Serves of Wholegrains

Whole and intact grains - whole wheat, oats, brown rice, rye, barley, millet, and quinoa, and foods made from the whole grain, like whole wheat pasta, etc. Can be cooked and eaten whole, ground into flour to make foods like bread, pasta and noodles, or made into ready-to-eat breakfast cereals.

3 Serves of Fruit

Every day! Abundant in vitamins, minerals and phytochemicals - fruit is nature's candy! Vitamins such as vitamin C and different phytochemicals may reduce the risk of cardiovascular conditions. Potassium and magnesium found in fruit have also been linked to lower blood pressure.

2+ Serves of Protein

Protein-rich foods include **Legumes & Beans:** beans, lentils, chickpeas, split peas, and products made from legumes like tofu, tempeh and TVP. **Nuts & seeds:** Almonds, pine nuts, walnuts, macadamias, hazelnuts, cashews, peanuts, nut spreads, pumpkin seeds, sesame seeds, sunflower seeds, and brazil nuts.

1 Serve of Omegas

We love getting our omegas from **seeds**, like flax/linseeds, hemp hearts and chia seeds. Omega-3 fatty acids are essential for good health. Your body can't make them, so you need to get them from food. Omega-3 fatty acids are believed to help lower your risk for a number of health conditions, including heart disease, arthritis and cancer. They are also associated with brain health and cognitive function.

If you don't eat sufficient amounts of foods containing vitamin B12, take a B12 supplement.

OUR FAVE POWERHOUSE FOODS

Here are some foods we recommend adding to your regular shopping list - they tick so many of the essential nutrient boxes.

CRUCIFEROUS VEGETABLES

Low in calories, but high on flavour - this large and diverse group of plants is rich in folate, vitamins C, E, and K, and fibre: broccoli, kale, brussel sprouts, cabbage, cauliflower, collard greens, bok choy, rocket/arugula, watercress, and radishes. They are good sources of phytonutrients, and have been associated with reduced risk of heart disease and stroke, and are being studied widely for their potential role in cancer prevention. Eat some cruciferous veg daily for maximum health benefits.

Full of: Vitamin C, Fibre, Calcium

“Less than a single serving a day of broccoli, brussel sprouts, kale, cabbage or cauliflower may cut the risk of cancer progression by more than half.”

- NutritionFacts.org

ROOT VEGETABLES

Hello potatoes! And all the other vegetables that grow underground - carrots, sweet potatoes, turnips, beets, radishes, onions, garlic, ginger, turmeric. Low in calories, but high in antioxidants, each contains a wide variety of health-promoting vitamins and minerals.



LEAFY GREENS

Spinach, parsley, cilantro, swiss chard, beet greens, dandelion, endives, radicchio, wheatgrass, and seaweed! Eating a variety of greens, with at least one serving per day, may help lower your risk of heart disease, cancer, high blood pressure and slow the decline in cognitive abilities with older age. *Full of: Vitamin C, Fibre, Calcium*

WHOLE OATS

Oats are one of the healthiest grains on earth. They are an important source of vitamins, minerals, fibre and antioxidants and can help to regulate blood sugar levels and reduce the risk of heart disease. *Full of: Fibre, Protein, Iron, Zinc*

Tip: CHOOSE WHOLE GRAINS, and other less-processed, higher-quality sources of carbohydrates. Cutting back on processed carbs/refined grains improves health in so many ways. We've listed some of our favourites on this page, but also keep an eye out for whole wheat flour, barley, whole rye, bulgur, popcorn, farro, millet, whole-grain breakfast cereals, and whole-wheat bread, pasta or crackers.

WHOLE GRAIN BREAD

The easiest way to add healthy whole grains to your diet? Look out for whole grain bread made with whole wheat flour and iodised salt for the win-win.

QUINOA

Wheat-free and protein-full, quinoa is technically a seed, though is classified as a whole grain. Quinoa is a good source of plant protein and fibre and a hearty and healthy alternative to rice. *Full of: Fibre, Protein, Iron, Zinc*

BROWN, BLACK, RED OR WILD RICE

Contain the whole grain including the bran, germ and endosperm. The nutrient-rich bran and germ are removed to produce white rice. *Full of: Fibre, Protein, Iron, Zinc*



BERRIES

Packed with vitamins, minerals, and antioxidants to help fight off disease - fresh or frozen - these flavour bombs are the healthiest of fruits. Berries average nearly ten times more antioxidants than other fruits and vegetables. Not only can they lower your risk of heart disease and cancer, they are also anti-inflammatory. Berries are also rich in fibre and prebiotics—carbohydrates that help promote a healthy gut. *Full of: Vitamin C, Fibre, Antioxidants*

ALL THE FRUITS

What are the other best fruits to eat daily? All of them! Aim for three servings of different fruit each day, whatever is in season and readily available: apples, oranges, pears, melons, bananas, grapes, kiwi fruits, guava, pineapple, dates, figs, apricots, mangoes and nectarines. *Full of: Vitamin C, Fibre, Antioxidants*

Tip: When buying fresh fruit and vegetables, stick to what's in season and you'll pay less. For even more serious savings, head to the freezer section of your grocery store. Stock up on frozen greens, broccoli, berries, and your other favourite fruits and veggies. Believe it or not, frozen produce packs just as much nutritional punch as the fresh stuff, sometimes more!

FORTIFIED PLANT-MILKS

Soy, oat, almond, macadamia, rice, pea, and hemp. When choosing a plant-based milk, always reach for one that is fortified with calcium. *Full of: Protein, Calcium, Fats*

MUSHROOMS

From shiitakes to portobellos, and oysters to lion's mane you can't go wrong with the mighty mushies. Favoured by chefs and foodies for their umami flavours and their meat-like texture, mushrooms are versatile in a stir-fry, pasta, pate or hotpot. Seasoned with herbs and spices, their flesh cooked in a burger or steak can fool the most hardcore meat eaters. *Full of: Fibre, Vitamin D, Minerals*





Powerhouse Recipe

ROASTED CAULIFLOWER SALAD WITH TAHINI

We love this cauliflower salad from our friends at [VegKit!](#) The spiced roasted cauliflower is full of flavour, not to mention being full of health boosting vitamins and minerals, and is perfectly offset with fresh mint, cucumber and pomegranite, then topped with creamy avocado and a rich tahini dressing.

[CLICK HERE FOR THE RECIPE](#)

PULSES

The world's number one longevity food, pulses are the foundation of every Blue Zones diet in the world: black beans in Nicoya; lentils, chickpeas and white beans in the Mediterranean; and soybeans in Okinawa. People who live the longest and healthiest lives in these blue zones, on average, eat at least **four times** as many pulses as we do.

Rich in nutrients, protein, fibre, folate, potassium, energising iron, zinc and B vitamins, and with zero cholesterol pulses are a great choice for a healthy heart and for managing blood pressure and cholesterol. These versatile seeds including lentils, beans and chickpeas have been a part of human diets for thousands of years. *Full of: Protein, Fibre, Iron, Zinc*



BEANS

Try black beans cooked in burgers, or slow cook for extra creamy texture in your enchiladas; kidney beans in a spicy Chilli Con 'Carne' and white beans in a comforting soup.

LENTILS

These little nutrient bombs can be used in almost any cuisine you can think of. Red lentils cook down beautifully into a creamy dahl, black/beluga are delicious in soups, curries, salads and stews, and once cooked can be blended into a creamy, herby dip. Green/French lentils make delicious curries, hearty broths and thick tasty soups.

SOYBEANS, TOFU & TEMPEH

An excellent source of protein, fibre and omega-3's, soy beans and soy products have been a staple of Asian cuisines for thousands of years. They're a great addition to stir-fries, curries and wraps and can be processed into meat and milk substitutes. Soybeans contain plant compounds that may help prevent cardiovascular disease, stroke, coronary heart disease (CHD), breast and prostate cancer, and improve bone health.

CHICKPEAS

Roasted as snacks, blended into hummus, or ground into flour, chickpeas are the most versatile legume. They are a staple in all countries and regions of the Mediterranean. With a deliciously nutty flavour, they can be served hot or cold in stews, soups, casseroles, salads and pastas.

NUTS

As well as being rich sources of protein, nuts also contain fibre, iron, zinc, calcium and heart healthy mono and unsaturated fats. Some favourite nuts: brazil nuts, almonds, walnuts, cashews, pecans, peanuts. Contains good fats, not to mention they are creamy and delicious! *Full of: Protein, Calcium, Fats, Fibre, Omegas*

SEEDS

Seeds, glorious seeds are great for our bodies, and wherever possible, we recommend eating seeds daily. Full of protein and protective fatty acids, seeds are also packed with fibre, vitamins, minerals and antioxidants, and great for your skin and hair. Our favourites include flaxseed, hemp, sesame, sunflower, pumpkin and chia.

Eating a wide array of colourful whole plant foods (fruits & veggies, nuts, seeds, legumes and grains) is the best way to boost your overall health - so don't ignore other whole, healthy foods not on this page. Variety is key!



Add to Watchlist

Why not whip up one of these tasty powerhouse recipes, and settle down for a movie night.

We recommend "Live to 100: Secrets of the Blue Zones" - an absolute must watch for anyone keen to improve their health.

Travel around the world with author Dan Buettner to discover five unique communities where people live extraordinarily long and vibrant lives.

Powerhouse Recipe

SMOKEY BBQ BUTTER BEAN TACOS

Another recipe packed with goodness and flavour from our friends at [VegKit!](#) Smokey, sweet & savoury BBQ butter beans are complimented by crisp fresh salad and limey guacamole.

High in protein, fibre and good fats, this is a tasty dish that everyone will love!

[CLICK HERE FOR THE RECIPE](#)



PANTRY

STAPLES

Ready to be powered through No Meat May and beyond?

You may be surprised to find that many of your favourite foods are already plant-based. Though there are a few products that maybe new to you that you may want to test-drive.

To help you get started, here is a list of some of the products regularly stocked in our fridge and pantry. Focus on high-fibre, nutrient-rich whole foods, and try to avoid ultra-processed foods where you can.

Nutritional Yeast

Adds a cheesy flavour and a great source of B12!

Veggie Stock & Miso

Great for adding umami flavor to dishes.

Seaweed (nori)

A great source of iodine, we love crumbling some nori sheets into a homemade poke bowl, using to make chickpea 'tuna', or just snacking on some nori sheets.

Vinegar

Apple cider vinegar, balsamic, rice wine.

Dark/Dairy-free Chocolate

An absolute must!

Shopping List

TVP - Textured Vegetable Protein

A dried mince that can be kept in your pantry. You simply add hot water to rehydrate when you want to use it. Great for a low-fat, high-protein mince replacement. We love using it in tacos, bolognese and chilli!

Tofu, Tempeh & Seitan

You want to try all of these healthy proteins as part of your No Meat May - tofu in particular is an incredibly versatile ingredient that comes in many shapes and sizes.

Nuts & Seeds

Nuts, dried fruit, and granola make for filling snacks at home or on the go. Grab a handful between meals or toss them in a salad or your morning cereal. Have a teaspoon of chia, flax or hemp seeds for your daily omegas. Flax is great for baking and chia makes delicious puddings and jams.

Nut & Seed Butters

Branch out from the classic peanut butter and try out almond, cashew or pistachio butters. We also recommend tahini (made from sesame seeds), and trying other butters made from seeds like pumpkin, hemp, poppy and sunflower seeds.

Oats & Wholegrain Cereals

Kick your day off on the high-fibre right foot.

Frozen Fruit & Veg

No time to cook? All out of fresh produce? Reach for veggies, fruit, and ready-to-heat meals in the freezer aisle.

Whole-Wheat Pasta, Soba Noodles, & High-Protein Pastas

We love pastas made with chickpea, lentils or edamame for extra protein!

No Meat May, the frugal way!

You can save money following these simple tips...

Plan your meals ahead and bulk up on staples - pasta, rice, beans, and lentils are the keys to a thrifty plant-based meal plan. Buy them in bulk and they'll pack massive value into a small price tag. For extra savings go with the largest-sized bags you can find, and choose dried beans and lentils over canned ones. The "per unit" price on the shelf will show you which brands are the best-value.

Tips for eating out

These days many city restaurants offer a great range of plant-based options, but it can get a little tricky if you're not in a big city. When eating out, we always like to check the menu in advance to see the options available.

If you find yourself stuck with nothing on the menu, have a word with your waiter or waitress - you will find they can almost always create something awesome just for you!

We also love the Happy Cow App!

Happy Cow is an app you can download that lists meat-free dining options across the globe! A lot of the hard work is already done for you, so all you need to do is decide what's for lunch! And this way you can steer your friends and family towards a restaurant that everyone can enjoy!

SWAP THIS FOR THAT

Our favourite meaty swaps!

The following suggestions are great substitutes for replacing meat in your meals. Whilst we advocate for a predominantly whole food approach for good health, there are some excellent meaty swaps in the supermarkets these days!



Chicken & Pork

For the protein content try substituting shredded seitan, crispy baked tofu or chickpeas. For the look or texture of chicken or pork try shredding jackfruit and/or oyster mushrooms and cooking them in your favourite sauces, herbs and aromatic spices. Button mushrooms minced with ginger and garlic make a very chicken-like wonton. And try shiitake mushrooms in a sweet-savoury stir fry or pan fried with a soy or miso sauce for an incredible pork-like flavour.

Add the flavours, herbs & spices you associate with meat dishes to your plant-based sauce or seasoning, this can really tap into the taste bud memories!

Beef & Lamb

For the protein and texture try plant-based mince, TVP (textured vegetable protein) mince, and beans. Black beans and portobello mushrooms make a very beefy-like burger. For a similar texture and flavour try [barbequing a marinated portobello](#) or a lion's mane seasoned in garlic, thyme, sage, and smoked paprika - and plate up an incredible textured steak.



Sausages

This one's easy - plant-based sausages are everywhere these days - even IKEA! We dare you to give them a go. Just head to the meat-free section in your supermarket. Or if you're feeling clever, why not try and make your own? We love this [Bratwurst Sausage Recipe](#) from Ela Vegan - the sausages are made from white beans!

Delicious Dairy-Free Swaps

If you've opted to go the whole way with No Meat May, and cut out all animal products including dairy, these swaps are for you!

Cow's Milk

Reach for the calcium-fortified plant milk. Soy milk (great for cakes), coconut milk (for curries), almond milk (good for warm drinks), oat milk is fab for coffee. There are also some other great alternatives like rice milk, macadamia, hemp and even pea! Give them a try and find your favourites.

Eggs

Egg replacer, chickpea flour & tofu are great high-protein alternatives for making an omelette or scrambled eggs - check out our Community Cookbook for a great scrambled egg recipe! Silken tofu blends beautifully into sauces to replace egg, a la carbonara! For baking you can use flaxseed to make a flax egg, banana, chia seeds and even Aquafaba - the water strained from a tin of chickpeas - it's perfect for a plant-based pavlova.



Butter

Extra virgin olive oil (great drizzled on your toast and for dipping bread), plant-based spread & avocado are great options.

Cheese

Reach for the nutritional yeast (Nooch) - it's full of B12, and a great to sprinkle onto all your dishes. Roasted potato or roasted cauliflower are great for using as a base to a cheese sauce (see [our fave recipe here](#)), with blended cashews, water, herbs and spices. Supermarket vegan cheeses are an easy option and nut cheeses are next-level decadence and perfect for a cheese board!

WHY IS IT SO HARD TO STOP EATING CHEESE?

Did you know cheese is actually addictive! It contains a chemical called casein (found in dairy products), and can trigger the brain's opioid receptors - the brain then releases dopamine, leading to a sense of reward and pleasure. So we just want more & more!

We recommend weaning yourself off cheese over a few weeks, and then having a few weeks without, before delving into the world of vegan cheeses!

WHAT DOES THE SCIENCE SAY?

Replacing livestock products with plant-based alternatives may be our best strategy for reversing climate change. With just 31 days of plant-based eating, one person could save...



46,000
GALLONS
OF WATER

930 SQ FT
OF FOREST



629 LBS
OF CO²

Stats from Eat for the Planet Cookbook



Add to Watchlist

In *The Game Changers*, former UFC Fighter James Wilks challenges (and debunks) the myth that only meat-based protein can make you strong.

Following elite athletes, special ops soldiers and visionary scientists, *The Game Changers* seeks to find the optimal diet for human performance and health, whilst changing the way we view eating for strength.

READY, SET, PREP!

You're all stocked up and ready to go - so let's get meal prepping. It's so easy to build an easy, nutritious meal if you follow these simple steps...

Build a Smoothie

START WITH SOME FRUITS

Start with a base of ½ banana then add 1 cup of berries (or other fruits of your choice) - we love blueberries, cherries, strawberries and raspberries for high antioxidant properties.

ADD A CUP OF VEGGIES

Add in a cup (or more) of spinach or kale, fresh herbs like mint, or even frozen cauliflower for some sneaky veggies!

SOME HEALTHY FATS

Peanut or almond butter, ¼ avocado, or a handful of your favourite nuts - go easy on the portion size here.

DONT SKIP THE PROTEIN

A serving of good quality plant-based protein powder or some silken tofu are essential for keeping you full.

LIQUIDS

Add a calcium-fortified plant-based milk of your choice, or even just good old fashioned tap water.

EXTRA NUTRIENTS & FIBRE

We love adding in oats. Hemp seeds, chia seeds, or flaxseeds, and cacao or matcha (green tea) powder for some extra nutrients, omegas and gut healthy fibre.



Adding a healthy fibre source along with fruit is an absolute must to help stabilise blood glucose and keep hunger at bay!

Build a Poke Bowl

BASE IT ON WHOLEGRAINS

Start with choosing a wholegrain base for fibre and fullness - we love brown rice, quinoa, or soba noodles.

ADD SOME GREENS

Kale, spinach, broccoli, bok choy, collard greens, brussel sprouts - pick 1-2 of your faves. Dark leafy greens contain a significant amount of antioxidants, and B vitamins that promote heart health.

ADD THE RAINBOW

Layer on some colourful veggies - carrot, radish, capsicum, red cabbage, tomato, zucchini, mushrooms, eggplant - a variety of colour increases your intake of different nutrients.

PICK YOUR PROTEIN

We love tofu, tempeh, chickpeas, lentils, black beans, or falafel. Seitan is a great option for extra protein!

ADD SOME CRUNCH

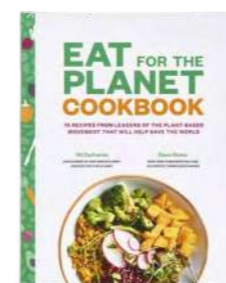
Add some tasty toppings - nori, sesame seeds, pumpkin seeds, ginger, fresh herbs, or spring onions.

DRESS IT UP!

Finally, let's add a little fat or dressing - choose from options like avocado or olive oil, miso, tahini, soy sauce, apple cider vinegar, or hummus.

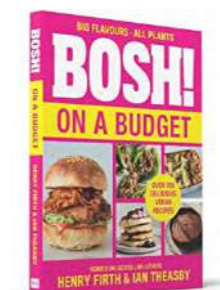


OUR FAVE VEGGIE RECIPE BOOKS



Eat for the Planet Cookbook

75 easy-to-make, planet-friendly recipes that can help us all to eat a little more responsibly.



Bosh! on a Budget

Over 100 recipes of outrageously tasty, super satisfying food that won't break the bank.



LEON Fast Vegan

150+ recipes from around the globe, with an emphasis on great flavour and keeping things simple.



No Meat May Cookbook

Our free e-book bursting with 90+ recipes from our community - sign up at nomeatmay.org for your copy.

THAI

TOFU CAKES

WITH SWEET & SPICY SAUCE

VegKit
.com

We love this tasty recipe from our friends at VegKit! Keen for more? Head to their website for 100s of free recipes.

A plant-based version of the Thai fishcake, these flavour-packed patties are a scrumptious snack on their own, or as part of a wholesome meal!

Ingredients

For the fishcakes:

- 200 grams firm tofu
- 100 grams silken tofu
- 1 tbsp chia seeds
- 2 tbsp rice flour
- 1 tbsp ginger, sliced
- 1 1/2 tbsp vegan fish sauce or coconut aminos
- 2 tbsp red curry paste
- 8 lime leaves
- 3 string beans, chopped
- 2 spring onions, chopped
- Salt and white pepper

For the dressing:

- 5 fresh long red chillies
- 3 garlic cloves
- 1 tsp ginger, chopped
- 4 tbsp vegan fish sauce
- 6 tbsp caster sugar
- 4 limes, juice only

For serving:

- 400g rice noodles
- 1 cucumber, sliced
- 3 long red chillies, sliced
- Bunch Thai basil, chopped

Method

STEP ONE

In a blender, add all dressing ingredients and blend until fine. Set aside.

STEP TWO

In a pot, blanch the noodles in boiling water until soft.

STEP THREE

Chop the string beans and spring onions and place in a large bowl.

STEP FOUR

In a blender, add the remaining tofu cake ingredients and blend until a sticky dough is formed. Add the dough to the string beans and spring onions and mix until combined.

STEP FIVE

Using your hands, mould the dough into small flat discs. (Hot Tip: wet your hands before handling the dough to avoid it sticking to them)

STEP SIX

Fry in a pan on medium heat until golden brown on both sides.

STEP SEVEN

To serve, place the noodles in a bowl and top with the tofu cakes, cucumber, chilli, and Thai basil. Serve the dressing on the side to spoon over the dish to taste.

TOGETHER, WE CAN END FACTORY FARMING

Intensive factory farming of animals is the number one cause of animal cruelty. You can help to end it.

We are grossly abusing our power over other animals. Pigs, cows, chickens, fish, and other animals raised for food suffer miserably on modern farms. Laws that protect dogs and cats specifically exclude farmed animals from most protection. As a result, blatant abuse is now standard practice on farms both large and small.

Factory farming has been so well hidden, that the straight-up facts can be unexpected and shocking.

Knowledge is the single greatest threat to factory farming. Factory farmers don't want us to know that most eggs, chicken, and pork products come from factory farms. They realise these products wouldn't sell if shoppers were told exactly where and how they were produced.

By changing our behaviour, and educating those around us, we can create positive change for animals.



Meet LADYBIRD from Lefty's Place

Ladybird was rescued from a Werribee cage egg farm. As soon as she put her feet on the ground, she was off and running. No one can stop Ladybird now. She hates to stand still and insists on exploring everything, everywhere! I have no idea how she didn't go insane standing in a small cage for almost two years. Even making her stand in this spot for this photo was a challenge and you can see by the look on her face that she is not at all pleased.

"Freedom, it's all she wanted." - Tamara Kenneally, Founder of [Lefty's Place](#)



Meet LATEFA from Edgars Mission

Hi, I'm Latefa! I was rescued from the saleyards 16 years ago today and have called [Edgar's Mission](#) home ever since. I love the outdoors, slow walks around the paddocks, and fresh bales of hay.

I also enjoy relaxing and listening to the soothing tones of classical music. My other interests include watching the sunrise, eating weetbix, and receiving chin scratches.

Meet MISS TAKEN from Edgars Mission

Despite being taken by an eagle and dropped from some height, which caused a brain injury that has left her blind, nothing was able to take away little Miss Taken's will to live or her ability to touch the lives of all who meet her.

In fact, it is from Miss Taken's take on life that we daily take our inspiration. Despite this most unfortunate hand life has dealt her, she simply gets on with the business of living joyously each day. And in doing so she reminds us to do likewise.



Meet MARIO from the Last Pig film

Mario was rescued in 2014 when a former pig farmer had a change of heart after repeatedly noticing the intellectual and emotional capabilities of the animals he was raising for slaughter. He retired from pig farming and sent his last pigs to sanctuary, including Mario and his friend Audrey. His transition away from farming was captured in the 2017 documentary, [The Last Pig](#).

Mario is a lovebug who absolutely adores belly rubs, back scratches, luxurious mud baths, and pumpkins! He is one of the kindest pigs we know, and we're so grateful Mario got to keep his life instead of winding up on someone's plate.



What about fish?

Fish are friends, not food... remember that famous line from Finding Nemo!? Well, we say if you wanna go all the way with No Meat May, you gotta give our friends from the seas a break.

Fishes, and all sorts of other weird and wonderful sea creatures, are animals. And when caught from the ocean or farmed in fish farms, they are essentially turned into meat - most commonly called white meat, or seafood.

There are also a lot of **big issues with the overfishing of our oceans** for profit and the impact of fish farms on our environment. If you are interested in knowing more we recommend watching the documentary Seaspiracy.

We recognise everyone is different when it comes to this challenge, and that some may not be ready to go 100% no meat and no fish. For some, pledging no land animals is a HUGE step. You make your rules, you make a realistic pledge for you, and we back you - 100%.

However, we will be sharing some fun, fishy-free recipes throughout May, so we urge you to give them a try!

If we keep fishing at the current rate
all species of wild seafood
will collapse within 50 years

Our Fave Fishy Swaps

Fish To get your Omegas be sure to add a tbsp of flax, chia or hemp seeds to your daily meals. For the fishy flavours and textures try **smashed chickpeas** or **jackfruit** as a great substitute for tuna - check out our beany tuna recipe below. Adding nori, capers, dill, lemon and lime and other herbs associated with eating seafood really brings out those fishy flavours. We also love using tofu to make tofish - we've got you covered here in our meal plan!

Seafood **King Oyster mushrooms** scored and marinated in citrus, chilli and herbs, make a wonderful scallop like dish. Try oyster or chanterelle mushrooms cooked in a little vegan butter, dill, garlic, and wine sauce and served with capers for seafood like flavours and textures.

CHICKPEA PASTA BAKE

Creamy sauce with a delicious chickpea mixture stirred through, all topped with a crunchy coating makes the perfect 'tuna' pasta bake!

[Click here for the recipe.](#)



Add to Watchlist

Once you've got your sandwich whipped up, we recommend watching Seaspiracy for an eye-opening look into the fishing world!

The film explores the environmental issues affecting oceans, including plastic pollution, ghost nets and overfishing, along with challenging the concept of sustainable fishing, the dolphin-safe label and the sustainable seafood certifications.

Fish-free Recipe

BUTTER BEAN 'TUNA' SALAD SANDWICH

SERVES 2

- 1 tin butter beans or chickpeas, drained
- 4 tablespoons vegan mayonnaise
- 1 teaspoon Dijon mustard
- 1/4 small red onion, diced
- 1 teaspoon maple syrup
- Salt & pepper to taste
- Bread, lettuce, tomato, cucumber

Method:

Add all the ingredients into a bowl and mash together.

Spread your 'tuna' onto a slice of bread, add some crunchy salad and another slice of bread!

Enjoy!

NO MEAT MAY

FOR

THE PLANET

Raising 80 billion animals for food each year is not-so-slowly killing our planet.

Industrial animal agriculture currently occupies more than half of the world's arable land, uses the majority of our freshwater stores, and expels more greenhouse gases than the entire transport sector. It is also causing widespread air and water pollution, land degradation, and deforestation, and is pushing countless species to extinction.

Plant-rich diets are much more environmentally sustainable than diets rich in animal products because they free up land and water, use fewer natural resources and are associated with much less environmental damage. A [recent study](#) published in the American Journal of Clinical Nutrition found a plant-based diet emits less than a quarter of the greenhouse gasses (GHGs) from a typical Keto diet.

Reducing or eliminating meat and animal products has been found to be the single biggest way to reduce your environmental impact on the planet.

Here's a few examples of how:

SAVES WATER (50%)

Saves water (50%) – What we eat and drink makes up about half of our water footprint. Producing food for a meat-based diet typically requires twice the amount of freshwater as compared to a healthy plant-based diet. Eating a plant-rich diet could allow the same volume of water to feed two people instead of one, with no loss in overall nutrition.

RISK OF PANDEMICS

Increased demand for animal protein is the number one risk factor for the emergence of zoonotic diseases. Many destructive diseases have come from animals including ebola, SARS, HIV, measles, and Covid-19.

SLOWS OCEAN ACIDIFICATION

Coral reefs, shellfish, and top predators such as tuna could be devastated as human carbon-dioxide emissions continue to acidify the world's oceans. Ocean acidification is occurring because too much carbon dioxide is being released into the atmosphere. 30–40 percent of the carbon dioxide produced from human activity dissolves into oceans, rivers and lakes.

REDUCES GHG EMISSIONS

Shifting to a mostly vegetarian diet, or even simply cutting down meat consumption to within accepted health guidelines, would make a large dent in greenhouse gases. Reducing methane emissions from all major sources, including animal agriculture, is our best chance to slow climate change over the next 20 years. Livestock — even in a best-case scenario — is a major emitter of methane and a net contributor to the climate problem. Good grazing management cannot even offset its own emissions, let alone those arising from other systems of animal agriculture.

REDUCES LAND USE

Livestock takes up 80% of global agricultural land through a combination of grazing land and land used to grow animal feed. Yet it produces less than 20% of the world's supply of calories. Analysis of global agricultural yields shows that better use of existing croplands could feed 3.5 billion more people simply by shifting away from growing crops for animal feed and instead growing crops for direct human consumption. Switching to more plant-rich diets will free up massive amounts of grazing land that we must repurpose for the drawdown of greenhouse gases via land regeneration, forest protection, and other strategies. Returning forests, wetlands, and savannahs are likely to absorb far more carbon than even the most sophisticated forms of grazing.

LESS DEFORESTATION

One of the quickest and cheapest ways to reduce the annual emissions of greenhouse gases is to stop the destruction of our forests. A leading cause of deforestation is our unsustainable and growing demand for meat and animal products because of the land required to farm and to feed livestock.

Livestock consume
77% of the
soy crop

No Meat May For Food Security

To feed 10 billion people by 2050 we will need to double our current food supply. Yet, as our population increases, available land, water, energy, and other finite resources decrease.

To meet the growing demand under our current diets and food systems, we would have to clear most of the world's forests, empty the oceans, and use all of our fresh water reserves - which sadly is currently happening.

“To feed the world we need to produce more food in the next 40 years than we have produced in the last 10,000 years combined. And it will require producing 70% more food that we currently do now”

- Eat for the Planet

Feeding the world without destroying our planet will require nothing short of a new agricultural & cultural revolution - with us eating a lot less meat and animal products.

Of the world's almost 8 billion people, nearly 10% - an estimated 768 million of us - were counted as undernourished in 2020.

Children suffer the most severe consequences of our broken food system, with more than 6,000 dying every day of malnutrition and hunger-related causes.

By using more than their 'fair share', animal-based foods are a form of redistribution that exacerbate food scarcity, especially in low-income countries.

The search has begun for new ways to ensure food security, including the supply of alternate protein sources, vitamins, essential minerals, and a much-needed global shift to more plant-rich eating!



Add to Watchlist

Sir David Attenborough's latest film hits hard, and we urge you to watch it.

Sir David shows us why we need to reduce the space we use for farmland to accommodate returning wilderness, and to protect our planet for future generations.

The easiest way to do this is to change what we eat.

“If we all had a largely plant-based diet, we would need half the land we use now.”

- Sir David Attenborough

FAQS

WHAT CAN I EAT IN NO MEAT MAY?

No Meat May encourages people to give up meat or animal products for the month of May, and raise funds to support more people to shift to plant-rich diets.

CAN I EAT FISH?

You make your pledge and we back you 100%! Though if you wanna go all the way with No Meat May, we say you gotta give our friends from the seas a break for the month. There are a lot of big issues with the overfishing of our oceans and the impact fish farms are having on our environment.

We won't share or post food that includes any animals from the sea.

HOW ABOUT EGGS & CHEESE?

Make your pledge to choose no meat, or no animal products - the latter includes no eggs and no cheese.

If you want to find out more about the animal cruelty in the egg and dairy industry, head to our website > www.nomeatmay.org/about/why

IS NO MEAT MAY HEALTHY?

Swapping out animal protein for plant protein during No Meat May means that you're consuming more foods that are lower in saturated fat, cholesterol, and carcinogens, and higher in fibre, antioxidants, and phytonutrients.

SHOULD I TAKE SUPPLEMENTS?

Certain nutrient requirements may be difficult to achieve through diet and fortified foods alone. This is especially true for vitamin B12 and vitamin D. Head to our nutrition pages to make sure you are getting the right nutrients from your food, and always consult your doctor.

HOW DO I ACCESS THE MEAL PLANS AND COOKBOOK?

When you officially sign up, not only will you become a No Meat May legend, but you'll receive support emails containing your free cookbook & meal plans. Can't see the emails? Check your spam. You can also access your freebies in your dashboard on our website.

DO YOU HAVE A FACEBOOK GROUP I CAN JOIN?

We have the most incredible group on Facebook filled with the most inspiring people and food! You can join the No Meat May Facebook Community by [clicking here](#).

Connect with others from all around the world who have signed up, as well as those who took part last year who are there to support you.

You will also be the first to hear about some exciting prizes and competitions coming up!

WHAT IS THE ANARCHY A IN YOUR LOGO?

No Meat May is a little bit punk, a little bit political, and a big bit about empowering people to change things up for the better. At No Meat May, we aim to inspire personal revolutions - and a universal one.

We start by asking people to question what they're being fed - so they can opt out of chronic lifestyle diseases, the cruelty of intensive factory farming, environmental destruction, and an unjust food system that leaves millions going hungry. This is because we want more free-thinking people to engage with the big issues of food production, and not be told what to eat by governments in the pockets of big meat, dairy and sugar industries.

Rebellion is needed in a world where baby animals are slaughtered and forests and oceans destroyed for corporate profits. It's not right that people die every day from malnutrition, while others die prematurely from meat-laden diets that drive world hunger.

No Meat May taps into the spirit of both anarchy and kindness, as we empower people to reject the food status quo, and change things up for the better.

RECOMMENDED READS



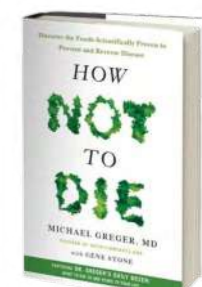
Eating Animals
by Jonathan Safran Foer



Eat for the Planet
by Nil Zacharias & Gene Stone



This is Vegan Propaganda
by Ed Winters



How Not to Die
by Michael Greger MD

We have a responsibility to act now to minimise our impact on this planet – for our children and future generations who will inherit what we leave behind.



Paul McCartney



Add to Watchlist

Enter the world of Okja, a masterpiece from the mind of Academy Award-winner Bong Joon-ho, addressing themes of the environment, animal rights and capitalism.

The fictional film follows Mija on her journey to protect her 'superpig' companion Okja from a powerful, multinational corporation. The film is a satirical, creative take on the destructive nature of corporate greed.

WHAT HAPPENS NEXT?

Now you are armed with all the knowledge it's time to get started! Download your meal plans and cookbook. Get prepped and decide what you are going to cook. Check out some of the recommended movies and podcasts, Try a new ingredient and have some fun in the kitchen. Explore local restaurants. Join the No Meat May Facebook group and reach out if you have any questions, we have an amazing supportive community of past challenge participants who are keen to help. And most importantly, tell your friends and get them to sign up with you - it's so much better with a friend cheering you on! We're ready to get stuck in, are you?



**YOU'VE
GOT THIS!**

WWW.NOMEATMAY.ORG