



Legislation Text

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Res. No. 551

Resolution to recognize “Meatless Monday” in New York City.

By Council Members Rosenthal, Johnson, Espinal, Eugene, Vacca, Koo, Lander, Levin, Chin Levine, Vallone, Reynoso, Dromm, Palma, Miller, Greenfield, Cabrera, Torres, Cohen and Ulrich

Whereas, Meatless Monday is a national and international campaign that encourages people to enjoy meat-free meals on Mondays to improve their personal and public health, animal welfare, wildlife protection, and environmental and agricultural sustainability; and

Whereas, The Meatless Monday campaign initially began as a nationwide war rationing effort in World Wars I and II and was revived as a health campaign in 2003 by The Monday Campaigns, and national nonprofit organization Compassion Over Killing has worked with elected representatives across the country to implement Meatless Monday proclamations and resolutions in several U.S. cities, including Los Angeles, South Miami, and Washington, D.C.; and

Whereas, Monday was chosen because several studies, including “What’s the Healthiest Day? Circaseptan (Weekly) Rhythms in Healthy Considerations,” *American Journal of Preventive Medicine* (2014), have demonstrated that people are more likely to try to quit smoking, begin a diet or exercise regimen, schedule a doctors’ appointment, or adopt other health behaviors on Monday than any other day; and

Whereas, According to the Johns Hopkins’ website, “In 2000, the Surgeon General released the Healthy People 2010 report outlining health objectives for the nation to serve as goals for the next decade. Healthy People 2010 specifically called for a 15% reduction in saturated fat in the American diet. Since saturated fat in the diet is almost exclusively of animal origin and one day of the week is just under 15% of the week, the campaign began by encouraging people to refrain from eating meat one day a week to help reach this goal”;

and

Whereas, Proponents of Meatless Monday argue that going meatless one day a week can reduce the risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity; and

Whereas, Proponents also argue that it can help limit one's carbon footprint and save precious resources like fresh water because the water usage for livestock is much greater than it is for vegetables and grains and according to the Intergovernmental Panel on Climate Change, livestock production accounts for 10-31% of global greenhouse gas emissions; and

Whereas, According to a 2012 FGI Research survey report, a nationwide online survey that tracks awareness and behavior related to the Meatless Monday campaign and that interviewed approximately 1,000 participants, awareness of Meatless Monday increased from 26% to 43% from November 2010 to July 2012, among adults living in the U.S., and 62% of respondents reported that health was the primary reason for cutting back or considering cutting back on meat; and

Whereas, This survey also found that of those influenced by Meatless Monday to cut back on meat, 62% said tried to incorporate Meatless Monday in their weekly routine and 40% said it has led them to incorporate more meatless meals the rest of the week; and

Whereas, Approximately 40 schools in New York City have participated in Meatless Monday, including public, private and charter schools at all grade levels, and New York City colleges and universities have also participated in Meatless Monday, including Barnard College, Brooklyn Law School, Columbia University, Fordham University, LaGuardia Community College and Manhattan College and

Whereas, Reputable restaurant owners in New York City such as Bill Telepan, Mario Batali, John Fraser, and Marisa May among others, participate in Meatless Mondays by offering vegetarian options to their customers; and

Whereas, According to a 2013 article in *Nation's Restaurant News*, restaurateurs find that Meatless Mondays can be beneficial to business because Meatless Monday choices entice people to dine out on Monday,

a day of the week that can be slow for business; and

Whereas, Given the health and environmental benefits from participating in Meatless Monday, it would be advantageous for more New Yorkers to participate in Meatless Monday through greater participation in Meatless Monday at New York City schools, at city cafeterias and dining services, at local restaurants, and by community organizations; now, therefore, be it

Resolved, That the Council of the City of New York recognizes “Meatless Monday” in New York City.

8/7/14
LS 2177
3:20 p.m.
TC