

# Meatless Mondays in the Cafeteria



## The Problem

On average most people consume 8 ounces of meat per day, which is 45% more than the USDA recommends. By joining the “Meatless Monday Movement in 2013, BIDMC committed to providing a meatless entrée option once a week to help reduce our carbon footprint and help save precious resources such as water and fossil fuel (which are highly consumed during the meat making/delivering process.) If chosen, customers can decrease the risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and obesity by limiting the amount of meat in their diet. However, when tracking food cost this initiative was not impacting how much meat purchased.

## Aim/Goal

By incorporating Meatless Monday into our menu, we are doing our part in the Healthy People 2020 Goal of reducing meat consumption by 15% in order to improve personal health and the health of the planet. Our goal is to better understand how often customers choose the Monday Meatless entrée options compared to rest of the week. Once baseline is measured, then we can work on ways to increase Meatless Monday choices in turn decreasing meat purchasing and better impacting our environmental/health.

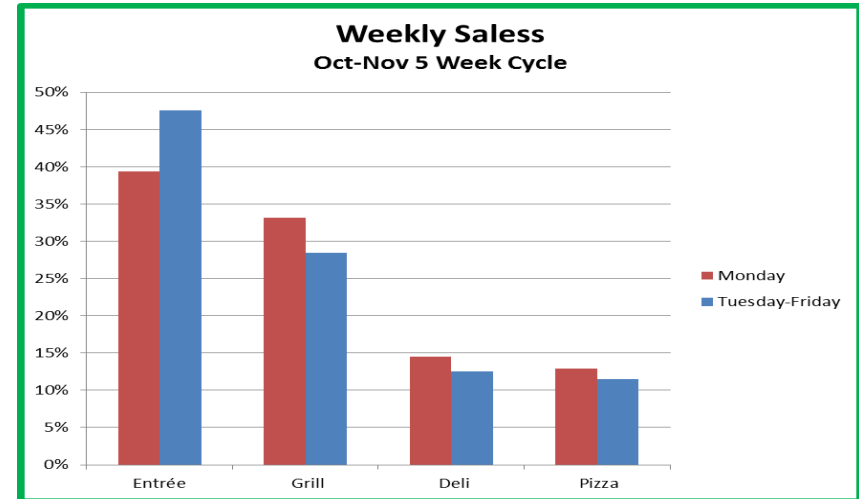
## The Team

Retail Managers - Charles Doucet, West & Daniel Schneiderman, East Campus  
Food Service Operations - Kristina DiMaggio, Michael Hanley, Roda Somera, RD, Nora Blake

## The Interventions

- Compared Sysco meat purchasing orders pre and post Meatless Monday initiative, revealing a neutral impact on meat consumption
- Measured Meatless Monday selection compared to rest of week
- Met with our production team and planned meatless menu options refresh meatless recipes for 2015.
- Discuss with marketing team how to better promote the impact of meat consumption on environment and health, informing the consumer on the influence of choice

## The Results/Progress to Date



## Lessons Learned

Whether due to bringing food from home or having less cash available sales trend lower on Mondays, specifically at the entrée station. The data proves that customers chose items from the grill, deli, or pizza on Mondays with averages on entrees being the lowest when Meatless.

We feel like this program can become more successful if we take better steps to educate the customers on why we implemented this meatless initiative (positively impacting our planet and individual health). We would like to work with our production team to incorporate more sustainable seafood options on Monday's, which may be more inviting to our clientele and refresh current recipes.

## Next Steps/What Should Happen Next

- Ensure customers this is not an attempt to convert them to vegetarianism
- Deploy new marketing efforts to highlight the benefits of meatless one day a week
- Continue to explore menu options, provide a customer focus group to better understand the clientele perspective
- Continue to educate our customer using social media