



PRESENTS...

HOME CHALLENGE

MOOOOOOVE

OVER MEAT



FOOD CHALLENGE

ANOTHER
WAY



REDUCE YOUR MEAT INTAKE TO
HELP THE PLANET!

Try our steps inside as a start and
then go for more...

ONCE YOU SWAP YOU JUST CAN'T STOP

HOME CHALLENGE

MOOOOVE OVER MEAT

THE MEAT INDUSTRY ACCOUNTS FOR

1/4 OF ALL GLOBAL
GREENHOUSE GAS
EMISSIONS

WHAT?

Try our 3-month challenge to reduce your meat intake.

This guide has some simple swaps to help you make healthier, greener choices.

Whether you end up continuing or not, this challenge will show you just how easy and enjoyable a non-meat diet can be.

WHY?

Food accounts for 14% of our individual carbon footprint. The meat industry is the single biggest driver of deforestation.

By choosing to eat less meat you can help change this.

Choosing meat alternatives can be healthier, cheaper and give you more energy too.

So, give it a try!



MONTH 1:

1 MEAT-FREE DAY EACH WEEK

MEAL IDEAS

Try our ideas for hearty meals - you won't even realise that you're not eating meat!

VEGGIE MINCE BOLOGNESE

Or try it with diced aubergine or mushrooms



SHAKSHUKA

Enjoy with crusty bread and a side of spicy beans and green vegetables for a full meal



HALLOUMI PITTAS

Use halloumi as a chicken substitute. Enjoy with a side of chips, tzatziki and salad



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MEAL IDEAS : DINNER

BEAN TACOS OR FAJITAS

Or try a meat substitute like Quorn pieces or Quorn mince



NOODLE SOUP

Add some tofu or a meat substitute to fill it out. Add coconut milk for a creamier version



VEGGIE SAUSAGE AND MASH

There are many brands out there with different tastes. Try the, and see which ones you like.



MEAL IDEAS : LUNCH

CASSOULET OR MINESTRONE SOUP

Use veggie sausages for a cassoulet-style dish or beans for a minestrone-inspired soup



BAGUETTE

Add some deli meat alternatives which can be found in most supermarkets, or choose roast vegetables or a hearty cheese



QUICHE

You can add any veggies that you like into a quiche. They can be seasonal too



MORE MEAL IDEAS

CURRY

Use paneer, potato, chickpeas or a meat substitute, as well as vegetables



PASTA

Classic pasta dishes can be delicious with just veggies. Try mushroom carbonara, aubergine parmigiana or vegetarian lasagne or spinach and ricotta cannelloni



BURGERS

You can make burgers or buy meat-free versions



MORE MEAL IDEAS

STIR FRY

Add in any veg that you like and tofu or meat substitutes for a heartier meal



COURGETTE "MEATBALLS"

Use courgettes to make a fake meatball, or use a meat substitute. Serve with spaghetti



CHILLI "SIN" CARNE

You can make it with beans or with plant-based mince





MOOOOVE OVER MEAT

PLAN YOUR MEALS TO MAKE
THE TRANSITION EASIER



MOOOOVE OVER MEAT

PLAN WHAT YOU NEED
BEFORE SHOPPING

MY PLANNER

LUNCH

DINNER

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

SHOPPING LIST



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MOOOOVE OVER MEAT

WRITE DOWN YOUR OWN
FAVOURITE RECIPES TO
REMEMBER



MY RECIPES

JOIN THE MOVEMENT..

EMAIL

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For more info and downloadable packages

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