

Sarasota County Schools' Meatless Monday Timeline of Events

July 2014

- Meatless Monday concept brought to Sarasota.

August 2014

- Food & Nutrition administration presented the Meatless Monday idea to a group of the school-based managers.
 - Used the Meatless Monday toolkit (at <http://humanesociety.org/mmtoolkit>)
 - Discussed initial menu ideas
 - Asked for thoughts, suggestions, concerns
- Follow-up meeting in August was held with all school-based managers discussing solutions to the concerns addressed at initial meeting.
- October Meatless Monday lunch menu was finalized.

September 2014

- Meatless Monday a la carte options were tested with students for acceptability and orders were placed for October deliveries.
- Posters ordered through HSUS and distributed at the monthly manager meeting. Free posters are available at <http://humanesociety.org/mmresources>.
- Press release developed from template created by HSUS.
- Marketing material posted on department website and back of menus.

October 2014

- Press release sent out by district marketing team the week before initial Meatless Monday.
- First Meatless Monday on October 6th.
- Great press response the first two weeks following launch of Meatless Monday.
- Participation remained steady.

November 2014

- Participation continues to remain steady on Mondays and in some schools increases.
- Continued menu and recipe development for Meatless Monday in future months.

December 2014

- Article on Meatless Monday featured in department print and electronic newsletter sent home to all district families.

January 2015

- School board voted in favor of keeping Meatless Monday on the menu for Sarasota County Schools.