



Linda McCartney Foods Applauds the Success of the Meat Free Monday Campaign

It's been a busy summer for Linda McCartney Foods. The brand continues to be the fastest growing in the meat free market, and it has also provided start-up funding for the Meat Free Monday campaign fronted by Sir Paul, Stella and Mary McCartney.

The campaign was launched in London in June in response to growing scientific evidence of the link between meat production and consumption and climate change. In fact, according to the United Nations Food and Agriculture Organization, livestock production is responsible for more climate-changing greenhouse gas emissions globally than transportation - up to 18 per cent of emissions as opposed to 13 percent for transport. Environmental group Greenpeace estimates that every kg of beef we eat represents roughly the same GHG emissions as flying 100km and in compassion in World Farming estimate that if the average UK household halved its consumption of meat, this would cut more emissions than if they cut their car use in half.

As a practical and inspiring response to such startling data, Meat Free Monday is encouraging everyone to do their bit to help slow climate change by having one meat-free day a week.

Sales of vegetarian food have been increasing over the last year as consumers realise that a vegetarian option is better for their health and better for the planet. In Belgium the Town of Ghent has recently declared itself meat-free one day a week, the Swedish government has recently announced new healthy eating guidelines which include lower meat consumption and other European cities are expected to follow suit.

Given the groundswell of support for meat reduction, the campaign has been a runaway success. So far it has generated glowing press reports in all the major UK newspapers such as the Telegraph (www.telegraph.co.uk/.../Paul-McCartneys-Meat-Free-Monday-mission.html), the Guardian (www.guardian.co.uk/.../paul-mccartney-meat-free-monday), the Independent (www.independent.co.uk/.../mccartney-urges-meatfree-days-to-tackle-climate-change-1705289.html), the Daily Mail (www.dailymail.co.uk/.../JANET-STREET-PORTER-OK-Stella-McCartney-III-swallow-meat-free-Mondays--lamb-chop-Tuesdays.html) and the Times (www.timesonline.co.uk/tol/life_and_style/.../article6609110.ece), and gained thousands of supporters and fans on its official website (www.supportmfm.org) and facebook (www.facebook.com/pages/Meat-Free-Monday/85068389629) pages.

It has also been featured on popular TV programme CountryFile and Mary McCartney will be a guest on the programme Market Kitchen on October 6th to talk about the benefits of having a meat free day once a week.

Along the way Meat Free Monday has also gained an impressive list of celebrity supporters from the worlds of entertainment, politics and the environmental sciences including Chris Martin, Jeff Koons, Alec Baldwin, Woody Harrelson, Doris Day, Sheryl Crow, Kevin Spacey,

Kelly Osbourne, Zac Goldsmith, Gillian Anderson, Jake and Dinos Chapman, David de Rothschild, Monty Don, Sam Taylor Wood, Sharleen Spiteri, John Frieda, Ricky Gervais – and even Queen Beatrix of the Netherlands!

Several of the UK's most renowned chefs - Skye Gyngell, Giorgio Locatelli, Arthur Potts Dawson, Yotam Ottolenghi, Simon Rimmer and Bryn Williams – are also supporting the campaign.

Campaign Director Pat Thomas comments: "The support of Linda McCartney Foods has really helped to get the Meat Free Monday campaign off to a great start. We have been bowled over by its initial success with thousands of people joining our online community on facebook and thousands more signing up as supporters via the official Meat Free Monday website. We even have our first corporate supporter: sports company Puma is officially asking its 10,000 employees to go meat-free on Mondays - or any other day of the week they choose. We hope to inspire more companies to follow that example over the next year, as well as attracting more individual supporters and taking the campaign into schools to help educate children about the connection between food choices and climate change."

The Linda McCartney brand, of course, is an ideal option for those who want to have great food on their meat-free day but don't have the time or energy to prepare meals from scratch. An innovator and creative free thinker, Linda McCartney was a food pioneer, inspiring those from all walks of life and all generations to enjoy meat-free meals.

The Linda McCartney range, however, goes beyond vegetarianism; the delicious and tempting dishes can be part of a meat-reducing diet available for everyone for any occasion. The range is committed to producing food packed full of taste using quality ingredients, and has a conscience too.

Hain Celestial the makers of the Linda McCartney brand and key sponsor of the Meat Free Monday campaign continue to do all they can to support its philosophy, from running one of the only fully meat free facilities in the UK, to our continued focus on green issues, as evidenced by its status as The UK's Greenest Food Company*

For further details on the brand visit www.Lindamccartneyfoods.co.uk and the campaign www.supportMFM.org



The Hain Celestial Group, owners of the Linda McCartney range, is the largest natural and organic food company in the world, and was named the **Greenest Company in the UK food and drink industry (*according to The Sunday Times Green List published on 24th May 09)**. Based in New York, the company manufactures, markets, distributes and sells natural and organic food products. The company's UK headquarters are in Luton, with a factory in Fakenham, Norfolk.

www.hain-celestial.co.uk