



Meatless Monday Indonesia Movement

PROMOTE HEALTHY EATING,
NUTRITIOUS AND BALANCED DIET,
AND SUSTAINABILITY OF THE PLANET

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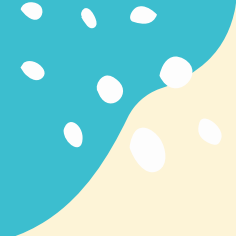
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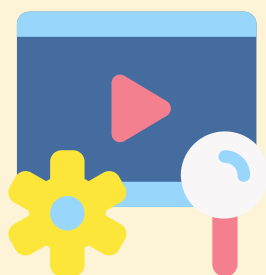
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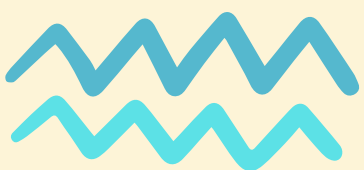
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How to use the Meatless Monday Indonesia interactive materials



- Click on: <https://meatlessmondayindonesia.com> or on the link that you receive on your mobile phone.
- You can view the materials on your mobile phone or on a computer/laptop.
- The material may display differently on a mobile phone and a laptop but the information presented is the same.
- View the menu available under each topic button by clicking on the topic button. On this page you can also visit Meatless Monday Indonesia social media accounts by clicking on the logo.
- To view the entire content of the material, select the “Interactive Material e-Book version” menu.
- The view mode of the e-Book version has the following facilities: Share, Download PDF, and Print.
- Under Topic 2 on page 16, you can determine your Nutritional Status by calculating your Body Mass Index (BMI) yourself – by clicking on the link to BMI Calculator provided at the bottom of the page.
- Under Topic 3 on page 28, you can calculate the impact of protecting the earth when you reduce your meat consumption every Monday – by clicking on the link to impact calculator.



Topic 1

Introduction to the Meatless Monday Indonesia Movement



Introduce Meatless Monday Indonesia (MMI) and give people understanding about the movement





About the Meatless Monday Movement in Indonesia



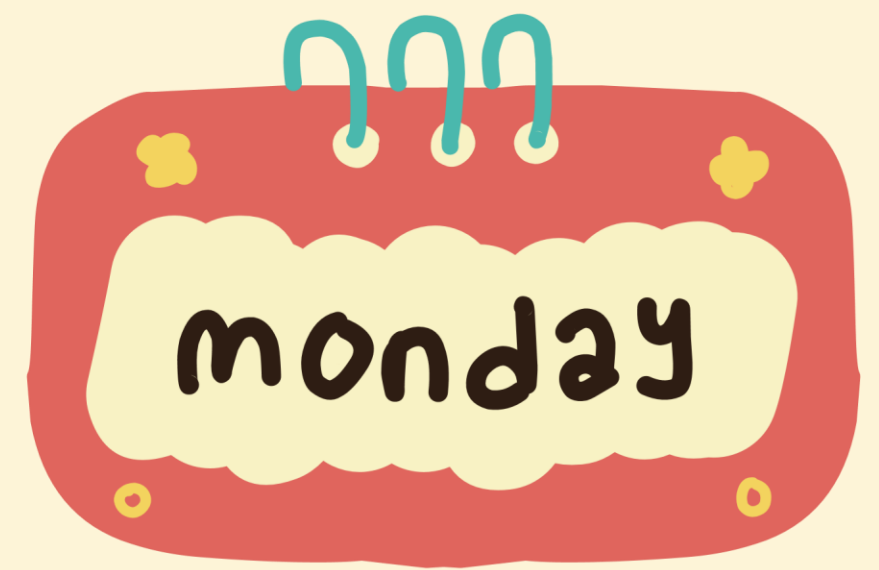
Established in 2021, Meatless Monday Indonesia is part of the Meatless Monday global movement that dedicates Monday to human health and a sustainable planet. The movement is part of the Meatless Monday Initiative first introduced in 2003 by the Johns Hopkins Center for a Livable Future (CLF). The movement has grown and is now being implemented in more than 40 countries in 22 languages.

The Meatless Monday Movement in Indonesia does not just call for no meat on Mondays.

It also encourages people to consume more of healthy, nutritious food and maintain a balanced diet by increasing their intake of fruits, vegetables, nuts, and legumes that come from Indonesia's rich and diverse food. MMI Movement also invites people to adopt a healthy lifestyle and care for the earth.



Why Monday?



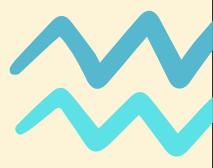
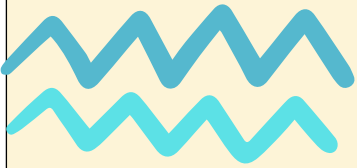
Monday is often considered a suitable day to make a change and start a new habit, including adopt a healthier lifestyle.

Why Meatless Monday?



Meatless Monday can make a big difference to our health and the health of our planet. Replacing animal-based protein with equivalent plant-based protein every Monday offers several health improvement benefits and helps combat climate change.





The Concept of Meatless Monday Indonesia

Reducing meat intake and increasing consumption of more healthy plant-based foods can help:



**Maintain health and reduce
the incidence of chronic
preventable diseases**



**Preserve land and water
natural resources, as well
as curb climate change**



**Introduce Indonesia's
diverse local plant-
based foods**



Meatless Monday Indonesia



Vegetarian/Vegan

The Meatless Monday Movement in Indonesia encourages people to refrain from eating meat (red meat, poultry, seafood, and dairy products) **only on Mondays**, which is different from a vegetarian or vegan movement. People with certain health conditions will need to consult a health professional first before practicing Meatless Monday.

Let's be part of Meatless Monday Indonesia

Invite your friends, family, and people around you to be part of #MeatlessMondayIndonesia in a fun way:



- Share your meatless recipes as inspiration for Monday menus.
- Share information about interesting restaurants/eateries that serve plant-based foods.
- Plan Meatless Monday menus together.
- Mention and tag your friends in the Meatless Monday content that you share on social media, remember to tag the Meatless Monday Indonesia account too.
- Keep following the latest development, and interesting information in Meatless Monday Indonesia social media accounts.



meatlessmondayindonesia



Meatless Monday Indonesia



Imeatlessmonday

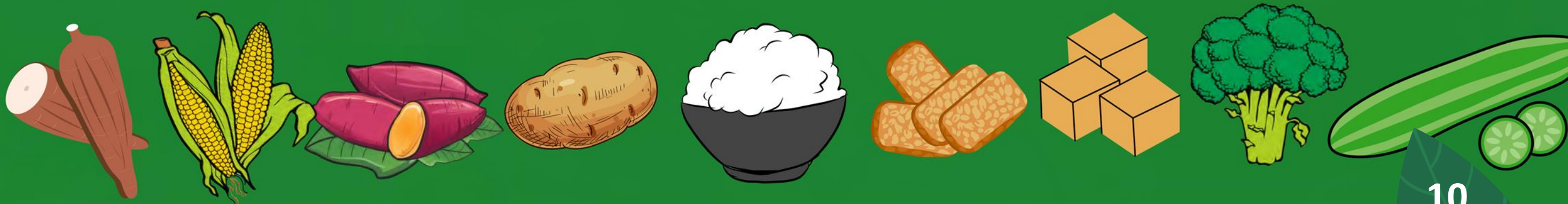


Meatless Monday Indonesia

Topic 2

Meatless Monday Indonesia And Healthy Lifestyle

Meatless Monday Indonesia provides good options for starting a healthy lifestyle, which includes eating various plant-based foods that are available in Indonesia.



Meatless Monday – Eat Less Meat and More Healthy Plant-based Food



Control Cholesterol

The fiber in fruits and vegetables helps control blood cholesterol levels.



Improve Digestion

The fiber in fruits and vegetables plays an important role in the digestion process, help prevent constipation, reduce the risk of colon cancer, and treat other digestive problems.



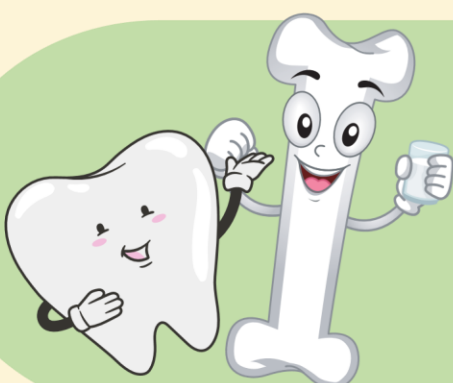
Control Body Weight

The fiber contained in fruits and vegetables contributes to fullness; so eating vegetables and fruits is a suitable and healthy choice to avoid overeating.



Strengthen the Body's Immunity

Vitamin A, C, and E that are contained in vegetables, fruits, nuts, and legumes help strengthen the body's immune system.



Maintain Healthy Bones and Teeth

Several vegetables and fruits such as avocado, orange, and spinach are sources of calcium that can help meet one's calcium requirements plus keep bones and teeth healthy.



Source of Vitamins and Minerals

Vegetables and fruits are sources of vitamins and minerals that a body needs; they contain a variety of vitamins, natural potassium, and folic acid. Our body needs folic acid to make red blood cells.



Help Decrease Risks of Disease

All non-preserved vegetables and fruits are high in potassium and low in sodium. Potassium helps stabilize blood pressure, prevent stroke, heart disease, kidney damage, and bone loss. Low-sodium food results in higher quality diet.



Source of Protein

Nuts, seeds, beans, and their derivative products, also fruits like avocado contain enough protein that they can become alternatives to animal-based protein one day a week for Meatless Monday.



Alternative Food for Increased Variety

Eating only one type of food can result in deficiency of important micronutrients; fruits and vegetables taste delicious and are available in a large variety such that they can become alternative foods.

Come! Let's participate in Meatless Monday by eating lots of vegetables, fruits, seeds, nuts, beans, and their derivative products!

Meatless Monday – Substitute Animal Protein with Various Protein-rich Plant-based Food Every Monday

Animal protein can be replaced with various plant-based proteins, for example:

- Edamame or kidney bean are equivalent to eggs
- Olive oil is equivalent to butter
- Cashews are equivalent to cheese
- Tempe or *oncom* are equivalent to meat
- Almond milk, cashew milk, or coconut milk are equivalent to dairy products.

Animal protein can be substituted with **2 (two)** servings of plant-based food in one meal

Remember, Meatless Monday menu should still be **complete**, consisting of breakfast, morning snack, lunch, afternoon snack, and dinner.

Maximize plant-based food!

Your daily protein need can still be met from plant-based sources. Come, let's practice Meatless Monday!

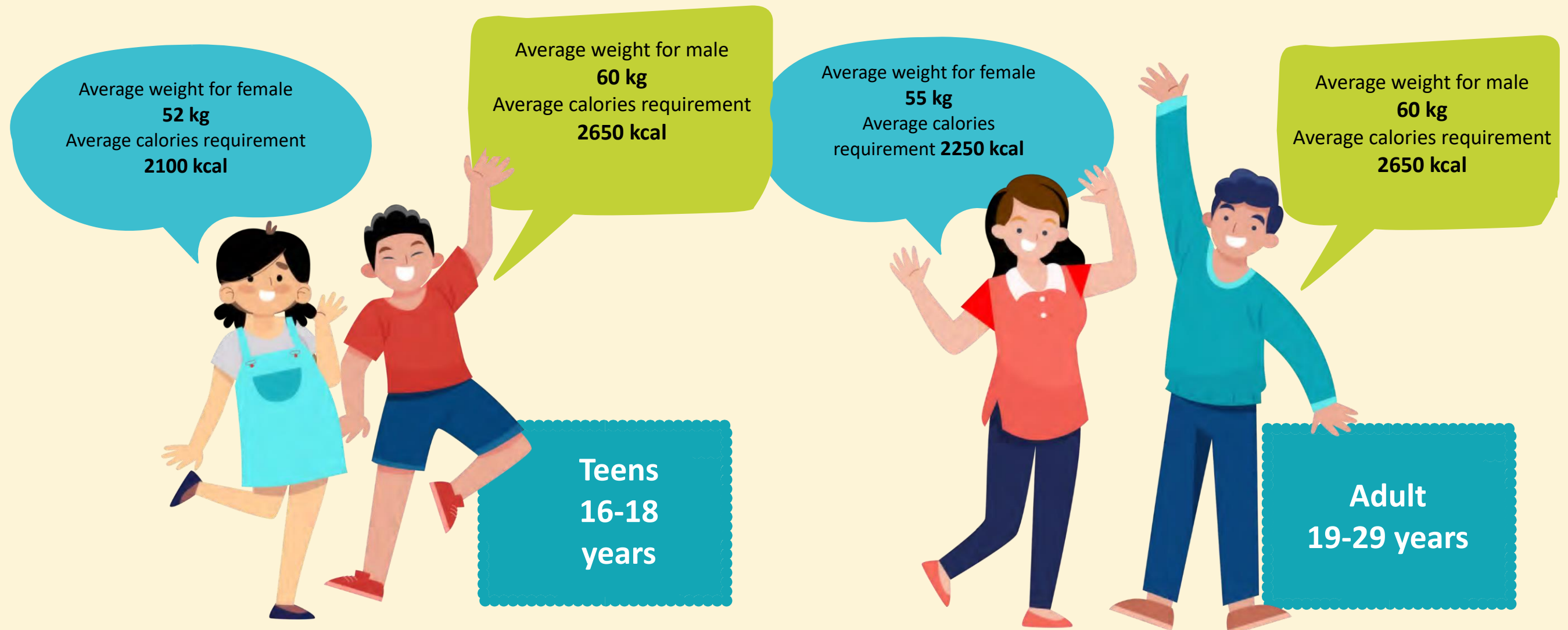


A Balanced Diet

Know your personal health and nutritional needs with a variety of safe and healthy plant-based foods



An Ideal Body Weight Reflects a Healthy Body and Lower Risks of Diseases



**Pay attention to Body Weight relative to the Height and Body Fat Composition.
For simplicity, calculate the BMI using a BMI Calculator.**

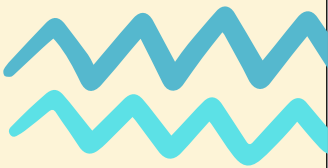
To be healthy, maintain an ideal weight and avoid excessive accumulation of body fat. We can adopt a healthy lifestyle by doing the following:

- Eat healthy food and maintain a balanced diet.
- Increase intake of fiber, protein, and complex carbohydrate from vegetables, fruits, nuts, and legumes.
- Limit foods that contain a lot of saturated fat or trans fat and cholesterol.
- Limit intake of fast food and ultra-processed food.
- Cut down on food high in sugar and salt.
- Exercise regularly.
- Control stress and take care of your mental health.

**Now we understand what a healthy weight is, and how to achieve it, right?
Let's practice Meatless Monday now!**



Determine Your Nutritional Status by Calculating Your Body Mass Index (BMI) Yourself



Calculate your BMI based on your body weight and height to determine your nutritional status

- You can measure your weight and height at home using a bathroom step-on scale and a microtoise.
- If you DO NOT have the devices, you can go to a puskesmas, clinic or pharmacy.
- Caculate your BMI by dividing your weight in kg by your height in meter squared.

Example: a person is 55 kg in weight and 160 cm in height. $BMI = 55 / 1.6 \times 1.6$ which is $55 / 2.56$ or 21.48 kg/m^2 . The person is in the normal category.

Note: 1.6 comes from $160 \text{ cm} / 100 = 1.6 \text{ meter}$.

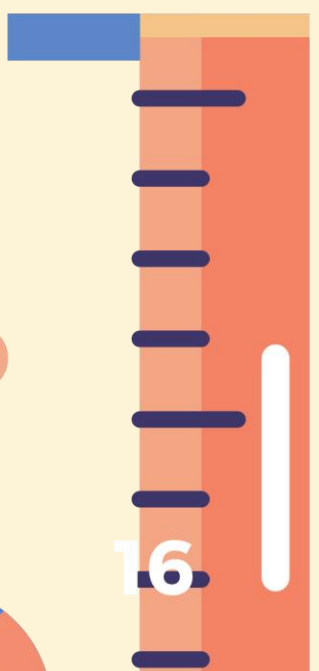


Sumber: P2PTM Kemenkes RI

Click on the BMI Calculator application found on the computer monitor/mobile phone screen.

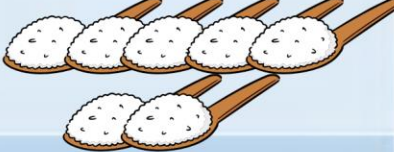
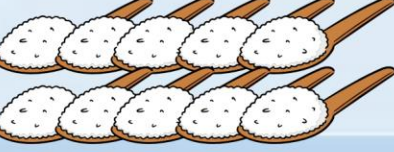
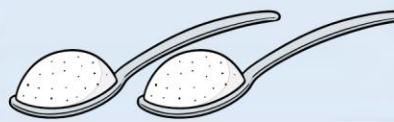
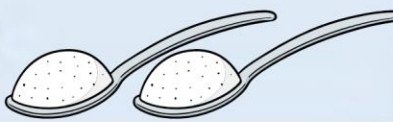
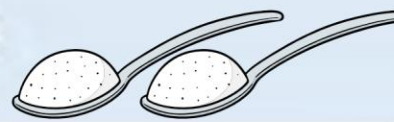
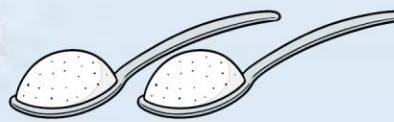


Let's start your Monday meat free and be part of Meatless Monday Indonesia





Meatless Monday and Recommended Daily Allowance for Normal Nutritional Status

	Teens 16-18 years		Adult older than 19 years	
Daily Meatless Menu				
Main Food (Rice, Bread, Wheat, Noodles)	5 	7 	5 	8 
Nuts and Beans (animal protein substitute)	4 	3 	5 	3 
Plant Protein (tempe or tofu)	3 	3 	3 	3 
Vegetables	3 	3 	3 	3 
Fruits	4 	4 	5 	5 
Fat	5 	6 	5 	7 
Sugar	2 	2 	2 	2 



A complete menu of plant-based food one day a week can still meet our nutritional need

Alternative Sources of Carbohydrate, Protein, and Fats to Meet the Recommended Dietary Allowance



Sources of Carbohydrate: tubers, cereals, sago, corn; alternative staple food as substitutes for rice.



Animal Protein Substitutes – alternatives are nuts, seeds, and beans like: cashew, sunflower seed, kidney bean, mung bean, edamame, peanut, adzuki bean, black soybean, soybean milk, and sprouts.



Plant-based Protein: nuts, seeds, and beans, tubers, other fruits and vegetables can meet one's daily plant protein requirement.



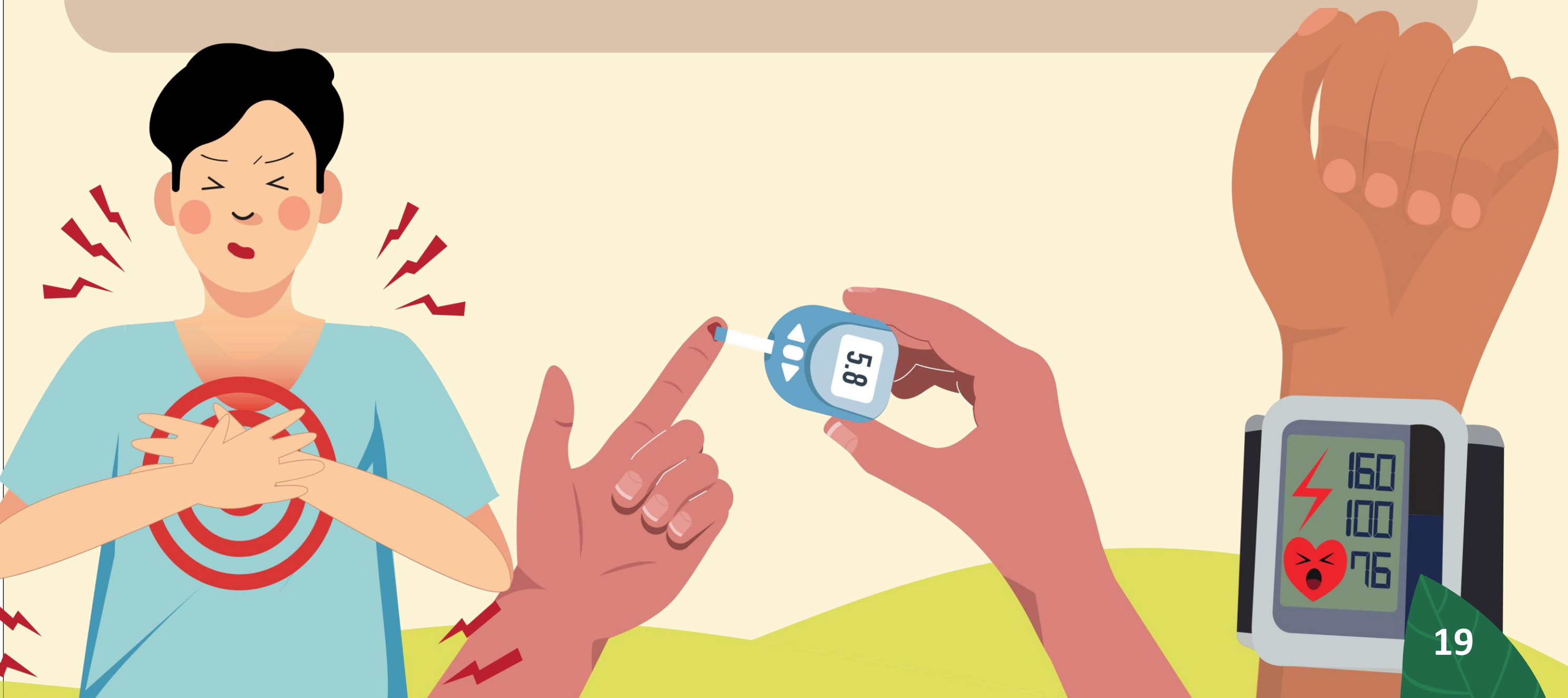
Fat Sources: vegetable oils like coconut oil, corn oil, olive oil, sunflower oil, and margarine.

**Complete nutrition can be achieved with plant-based food.
Be excited to start practicing Meatless Monday!**

Diet for People with Non-Communicable Diseases



Meatless Monday also reminds us, including those who have non-communicable diseases, to maintain a healthy diet.



Am I Obese?

Generally, you are Overweight or Obese if your

- BMI is >25 and/or body weight is >64 kg (teenage girl) or >68 kg (teenage boy).
- BMI is >25 and/or body weight is >61 kg (adult female) or >68 kg (adult male).

How can you Lose Weight?

- Reducing your intake of staple food, fat and sugar by 1-2 servings daily can help you lose weight (refer to slide 21).
- Meatless or plant-based food can be alternative foods to develop a healthy dietary habit.
- Reducing meat intake and substituting it with plant-based food can help you maintain an ideal weight.



Let's adopt Meatless Monday for a healthier body



If I Have Hypertension



To maintain normal blood pressures, we can:

- Eat more fruit and vegetables.
- Decrease consumption of instant, preserved, and ultra-processed food.



Let's match your daily menu with Meatless Monday. Don't forget to consult a nutritionist or a specialist doctor!



If I Have Diabetes



- Nutritional recommendations need to be developed by a nutritionist based on the individual's age, sex, type of diabetes (insulin-dependent or non-insulin-dependent), level of disease severity, blood glucose level, food choices and daily intake, also presence of any complication.
- Three principles that people with diabetes should optimally follow in their diet are called 3-Rights (3J in Indonesian language): the right time, the right quantity (portion), and the right food type.
- Choose foods with a low glycemic index to prevent a spike in the blood sugar level, for example choose corn over rice; eat apple instead of watermelon; and go for colorful fruits and vegetables.
- Choose more complex carbohydrates like fruits, instead of snacks that contain high levels of carbohydrate such as rice and instant noodle.
- Maintain an ideal weight and engage in regular physical activity.
- Avoid smoking and alcohol that can inhibit the body's absorption of nutrients. Excess alcohol also has a harmful effect on digestion and health in general.

Remember the 3-Rights (the right time, quantity, food type) to keep blood sugar levels in a safe range.

Let's start practicing Meatless Monday!

Don't forget to still consult a doctor or nutritionist about your nutritional need.



I Keep My Heart Healthy



- The best diet for a healthy heart is one that contains lots of vegetables and fruits, whole grain, nuts, seeds, beans, and their derivative products.
- Avoid ultra-processed food or processed food with added preservatives, sugar, salt, and saturated fat.
- Meatless Monday reminds us how we need to take special care of our heart through a heart-healthy dietary practice.



**Let's do Meatless
Monday!**
Your heart will love it.

Staying Healthy Without Anemia

Women, especially teenage girls, need to eat breakfast and consume vegetables and fruits to avoid anemia.

Women are prone to anemia which is associated with their menstrual cycle.

Anemia can be managed or prevented by eating iron-rich foods namely:

- Dark green vegetables like spinach, kale, and broccoli which are food sources that contain high levels of iron,
- Several types of legumes like peas and soybeans that also contain iron,
- Tofu and tempe. These are iron-rich foods that can help meet one's daily iron needs, also
- Ensure adequate intake of vitamin C to increase the absorption of iron from green vegetables, nuts, and beans, aside from soy-derived products such as tofu and tempe.



Let's start practicing Meatless Monday and keep our body healthy without anemia by choosing various plant-based protein, nuts, beans, and vitamin C!

Topic 3

Good for You, Good for the Planet

Meatless Monday not only makes you healthy but also contributes to protecting the earth.



Contribute to Saving the Planet

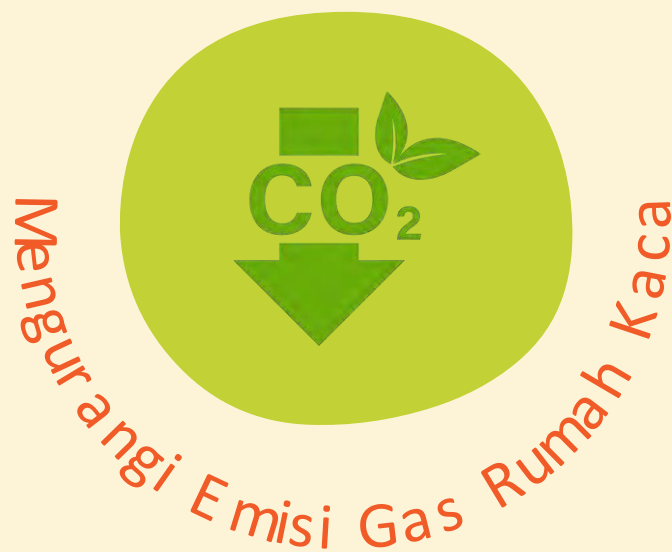
By consuming more plant-based food we can:



Save water – by varying the planting pattern and implementing intercropping of crops to reduce water usage.



Conserve forests – by utilizing forest products as a source of food.



Reduce greenhouse gas emissions – by reducing methane gas production from the livestock sector, reducing world meat consumption, and eating just enough to lower and prevent food waste.



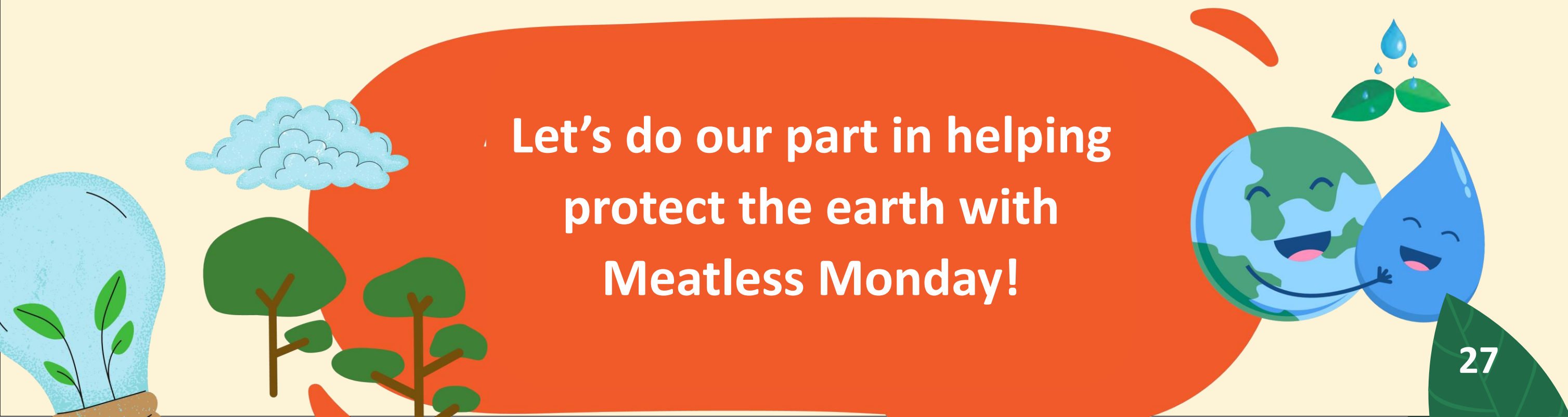
Protect biodiversity - by increasing the production and consumption of diverse local plant-based foods.



Meat and Climate on Our Plate

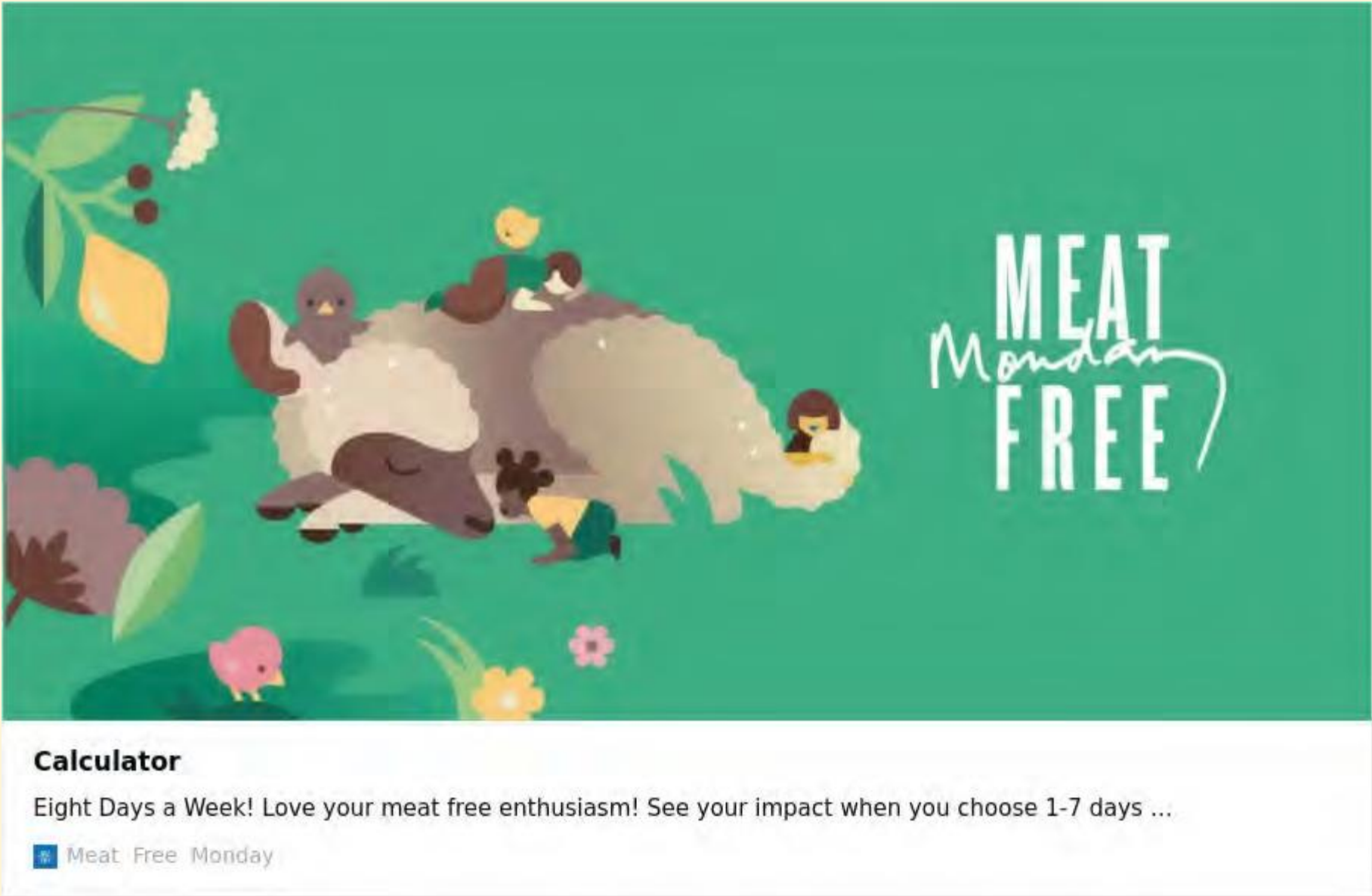
- Reducing meat consumption can help decrease the production of methane gas, one component of greenhouse gases. Curbing the growth of large livestock industries also helps reduce the demand that is put on precious environmental resources such as land, water, and energy.
- Livestock production produces more greenhouse gases than all modes of transportation in the world combined (cars, trucks, planes, trains, and ships).
- Livestock production uses 75% of the earth's agricultural land.
- Producing a hamburger that has 120 grams of beef requires a total of 1,600 liters of water (enough to fill 10 bath tubs), and energy that is enough to charge a mobile phone for 6 months.
- Foregoing one serving of beef every Monday for a year will reduce emission that is equivalent to driving a car for 560 km.

Let's do our part in helping
protect the earth with
Meatless Monday!



Look at the Differences that We Can Make.

Calculate the positive impact we can make with Meatless Monday.



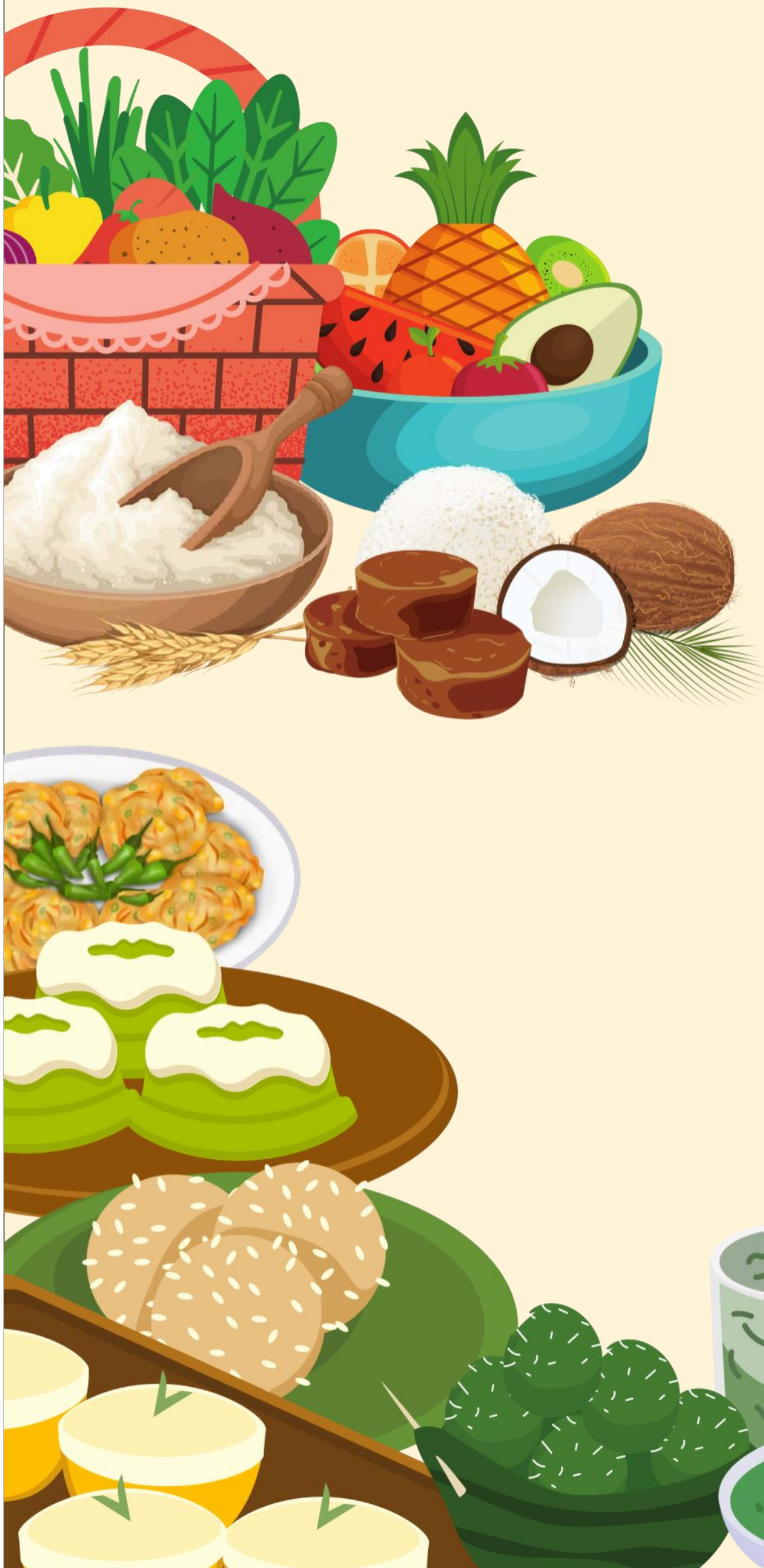
Topic 4



Meatless Monday movement in Indonesia can help promoting the consumption and production of diverse local plant-based foods in Indonesia.



The Local Plant-based Food Diversity



- ❖ Meatless Monday Indonesia helps promote the production and consumption of diverse local plant-based foods in Indonesia. Thus reducing the emissions associated with the carbon footprint of imported food. By fostering local plant-based food, MMI actively encourages local farmers to provide consistent products in the growing fresh plant-based food market.
- ❖ Along with reducing meat consumption once a week, people can explore alternative plant-based protein sources such as local mushrooms, nuts, and beans; this helps sustain the national food system, support the local economy, and increase food resilience in society.
- ❖ The Meatless Monday movement in Indonesia builds demand for adequate plant-based food sources (quantity and quality), safe, diverse, unique and locally specific, nutritious, available, and affordable so that people can lead a healthy, active, and productive life.

Variety of Local Plant-based Foods



Foods that are grown on land:



1. Fruits

Fruits are rich in minerals, fiber, and various vitamins such as vitamin A, vitamin B, vitamin B1, vitamin B6, and vitamin C. Some examples of local fruits are apple, pineapple, mango, guava, mangosteen, banana, orange, melon, and watermelon.



2. Vegetables

Vegetables contain various nutrients that the body needs including vitamin, mineral, fiber, calcium, potassium, iron, and folic acid. Some examples of local vegetables are bok choy, spinach, eggplant, water spinach (*kangkung*), lettuce, cabbage, green bean, and cucumber.



3. Cereal

Cereal or grain is food that primarily contains carbohydrate, protein, low level of fat, crude fiber, mineral, and some vitamins, like vitamin E and vitamin B. Examples of local cereal or grains are rice, corn, wheat, sorghum, and barley.



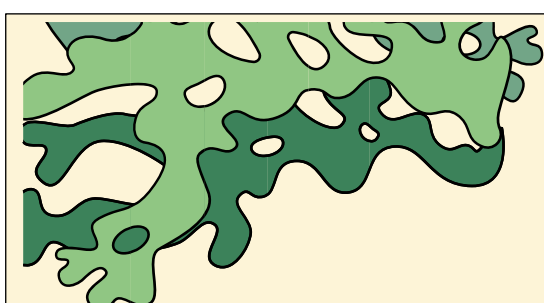
4. Nuts, Seeds, and Legumes

Nuts, seeds, and legumes come from food plants that have seeds relatively bigger than grains. Nuts and beans contain a lot of fiber, protein, healthy fat, mineral, and vitamin, particularly vitamin E. Examples of local nuts and beans are peanut, kidney bean, sunflower seed, mung bean, soybean, almond, walnut, cashew, and pine nut.



5. Tubers

Tubers are plant-based food sources that are formed underground. Their primary content includes carbohydrate or starch, fiber, vitamin, mineral, protein, calcium, iron, phosphorus, potassium, and others. Examples of local tubers are potato, cassava, taro, sweet potato, radish, Indian three-leaved yam (*gadung*), *porang* (*Amorphophallus muelleri*) and jicama.



Ocean Plants

Seaweed is one super food as it contains high levels of mineral, amino acid, vitamin, and antioxidant.

We can cook seaweed and incorporate it into soups, stir-fries, or fresh ice drinks.

To enhance its delicious taste, seaweed can be mixed with various vegetables, fruits, and other condiments.

Seaweed is popularly known as blue food. It is highly nutritious and can be safely consumed as food and drink.



Types of cultivated seaweed that are popular in Indonesia are:

- 
1. Red algae, brown algae, green algae, and blue-green algae.
 2. Sea grapes - referred to as green caviar – contain nutrients that include vitamin A, vitamin C, iron, iodine, sodium, magnesium, and calcium.



With Indonesia's diverse plant-based foods your meatless menus will be anything but boring. Let's start practicing Meatless Monday!

**Follow Meatless Monday Indonesia Social Media accounts for
interesting, up-to-date information**



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