Thursday is Veggie Day in Ghent, since May 2009

Goal: Moderate meat consumption

Nothing to lose, only lots to win!

+ on climate and environment
+ on health
+ on north-south relations
+ on animal welfare
+ on taste buds

Actions to promote campaign as widely as possible:

* citizens
* horeca (restaurants and bars)
* own municipal organisation
* city schools and children day care centres
* university, hospitals, large companies
**Importance of action?**
If too much meat is a big part of the problem, a big part of the solution may lie in eating differently

**Why follow?**
Local Governments are well placed to play a role in changing private behaviour with global consequences
Thursday Veggie Day campaign is
  * simple but concrete
  * challenging and fun
  * a positive campaign
Recommendations?
A. Ask for a voluntary commitment, not an obligation
B. Inform clearly about what, how and why to eat less meat

How to develop further action?
Spread the message to new partners (companies, hospitals, high schools, hotels and B&B’s…)

What kind of support or backing needed?
A. Support from governments and organisations (all levels)
B. Scientific funded information on the effects of lower meat production and meat consumption
C. Broad availability of plant based food