

WEEK WITHOUT MEAT



With 15
recipes!

KICKSTART MAGAZINE

A week without meat: it's a piece of cake!

The Week Without Meat. What started as a kitchen table idea by founder Isabel Boerdam, has now grown into a successful annual campaign embraced throughout Europe.

Giving up meat for a week might sound restrictive. However, in practice, we celebrate this week with seven days of vegetable festivities, featuring the tastiest recipes you can imagine. By fully embracing the challenge, you get to explore new dishes, savor delicious flavors, and discover unique ingredients (even more). Without really noticing you'll be making a tangible difference for the planet of tomorrow. We are convinced: you will be pleasantly surprised!

INSPIRATION AND HELP

You are now holding the ultimate guide to help you through the Week Without Meat. Inside, you will find a step-by-step explanation for putting together a comprehensive vegetarian meal, as well as easy and delicious recipes for every moment of the day. Whether you have limited time, small kids or a tight budget, want to eat fully plant-based this week, love the world cuisine, or are looking for creative recipes?

Everything is included. Still hungry for more?

Take a look at the website: [like-a-pro.eu](https://www.like-a-pro.eu). We are doing everything to make your Week Without Meat as fun and easy as possible.

Now it is your turn. What do you have to lose? A week only lasts seven days. Don't be afraid: next week there will be meat on your plate again, but maybe not every day of the week anymore. That's what we're hoping for.

Enjoy reading and cooking!
Team Week Without Meat



Together we make the
difference, so please share your
pictures and experiences with
us through [#weekwithoutmeat!](https://www.instagram.com/weekwithoutmeat)

Inspiration & tips

04

A week without meat:
are you ready to take
on the challenge?

05

What about fish?

06

Is vegetarian food healthy?

08

No meat or fish...
What can you eat?

09

What do I eat instead
of meat?

10

The building blocks for
your plant-based meal

24

Inspirational recipes

52

How to continue?

53

Watch suggestions

54

Colophon

Inspirational recipes



26

Yoghurt with granola
and fresh fruit

28

Scrambled 'eggs'
on toast

30

Overnight oats with
mango and coconut

31

Blueberry
breakfastcake

32

Protein-rich shake
with banana

34

5x inspiration
for sandwich topics



36

Shakshuka
with avocado

38

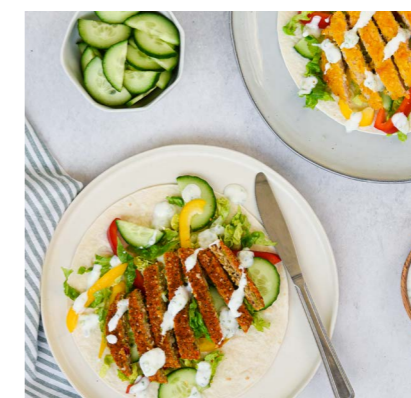
'Tuna' melt with tomato
and red onion

40

Lentil soup with red curry,
pumpkin and coconut milk

41

Crispy wrap with fresh
yoghurt sauce



42

Spicy ch**s*burger
with wedged potatoes

44

Pasta alla norma:
penne with eggplant

46

Thai yellow curry
with rice



48

Comfort bowl
with quinoa

50

Japanese ramen
with tofu and egg

A week without meat: are you ready to take on the challenge?

Did you know that going without meat for a day is actually pretty easy? And it is one of the tastiest and easiest things you can do for the climate. By not eating meat for a week, you save roughly the same amount of CO₂ as driving 95 kilometers by car. The small changes make a difference too: you could have a vegetarian lunch wrap instead of a sandwich with cold cuts, or for example choose for plant-based snacks during aperitifs for a change.

Meat has a big impact on the climate. The meat industry is a major source of greenhouse gas emissions, like carbon dioxide (CO₂) and methane, which are harmful to the environment. Most of these gases are released by livestock and the manure they produce. Besides this, livestock also requires a lot of land, feed and water. Instead of using land and water to produce animal feed, we can use this directly to grow plant-based food for people. In this way, we save a lot

of land and water and reduce our impact on the planet.

To show you that eating plant-based more often can be versatile, delicious and surprising, we'd like to challenge you to go a week without meat. Of course, we'll help you with the tastiest recipes and products, information on plant-based sources of protein, and our recommendations for the best documentaries to learn more about this. Are you ready to take on the challenge?

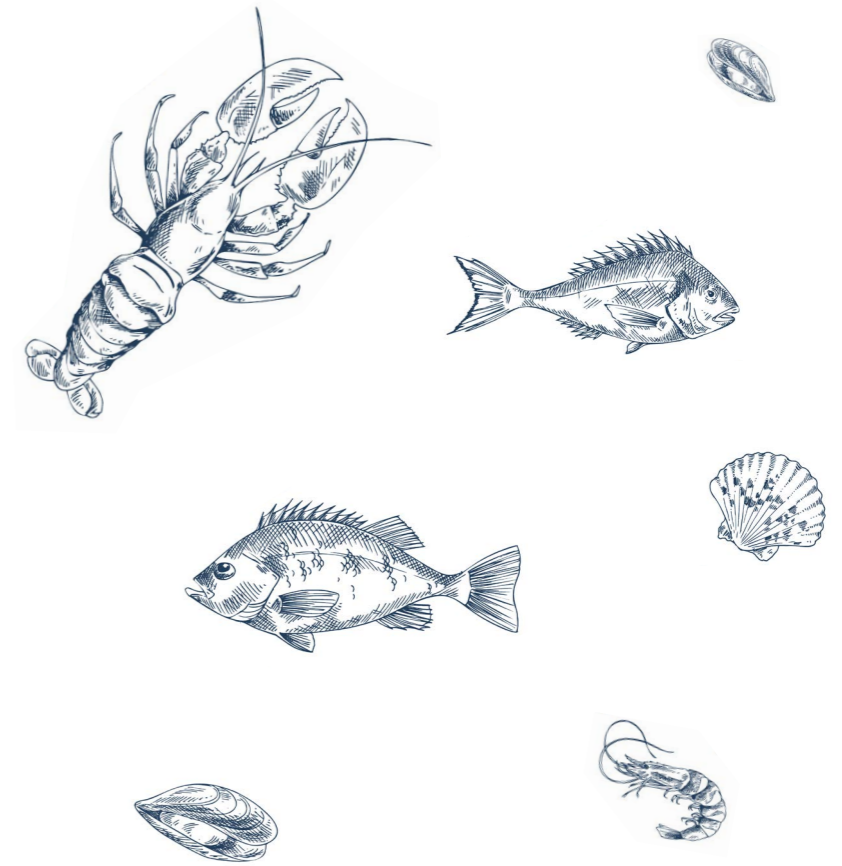
YOU MAKE THE DIFFERENCE

By joining the Week Without Meat as an adult, you save an average of 1.275 grams of animal meat. That is equivalent to driving 95 kilometres, in terms of CO₂ emissions; which is a reduction of no less than 38% compared to somebody who eats meat! These calculations are based on swapping meat for vegetarian alternatives like legumes, nuts, veggie burgers, and other meat substitutes.



What about fish?

Even though meat generally has a bigger impact on the climate, fishing comes with its own significant downsides. The fishing industry harms our oceans and marine life. On this page, we take a closer look at the impact of the fishing industry. We'll also show you how easy it is to skip fish for a week!



BYCATCH & OVERFISHING

Fishermen are interested in catching only certain species of fish, but their nets are far from selective. This means that other fish and marine animals, such as starfish, are caught unintentionally. This is known as bycatch. Some of this bycatch is thrown back into the sea because it isn't edible or profitable enough. However, this is not as harmless as it sounds: only 15-30% of the fish that are thrown back into the sea actually survive. As a result, the fishing industry not only affects the fish that ends up on your plate, but many other marine animals as well. Another major issue within the fishing industry is overfishing. A species is overfished when more fish are caught than can naturally reproduce. This can disrupt ecosystems and even lead to species becoming extinct. Some species, such as eel and cod, are listed on the red lists of Good Fish and WWF due to overfishing. These species are heavily overfished or seriously threatened and are therefore best avoided altogether.

DAMAGE CAUSED BY FISHING NETS

Approximately a quarter of global fisheries use trawling nets. These nets disturb the seabed and damage the natural habitat of the animals that live there. Another major problem is the nets that break loose from vessels and remain drifting at sea for years. Nearly half of all plastic waste in the North Sea originates from the fishing industry. Animals such as fish, dolphins and turtles can become entangled in these drifting nets, often resulting in fatal consequences.

CULTIVATED FISH

An answer to the growing demand for fish is farmed fish. In this case, bycatch and overfishing are not issues, and marine habitats remain intact. However, farmed fish also comes with its own challenges, such as waste, medicines, and chemicals that end up in surrounding waters. Also, many farmed fish species (like salmon and tuna) are fed wild-caught fish, which means the environmental problems associated with conventional fishing occur here too.

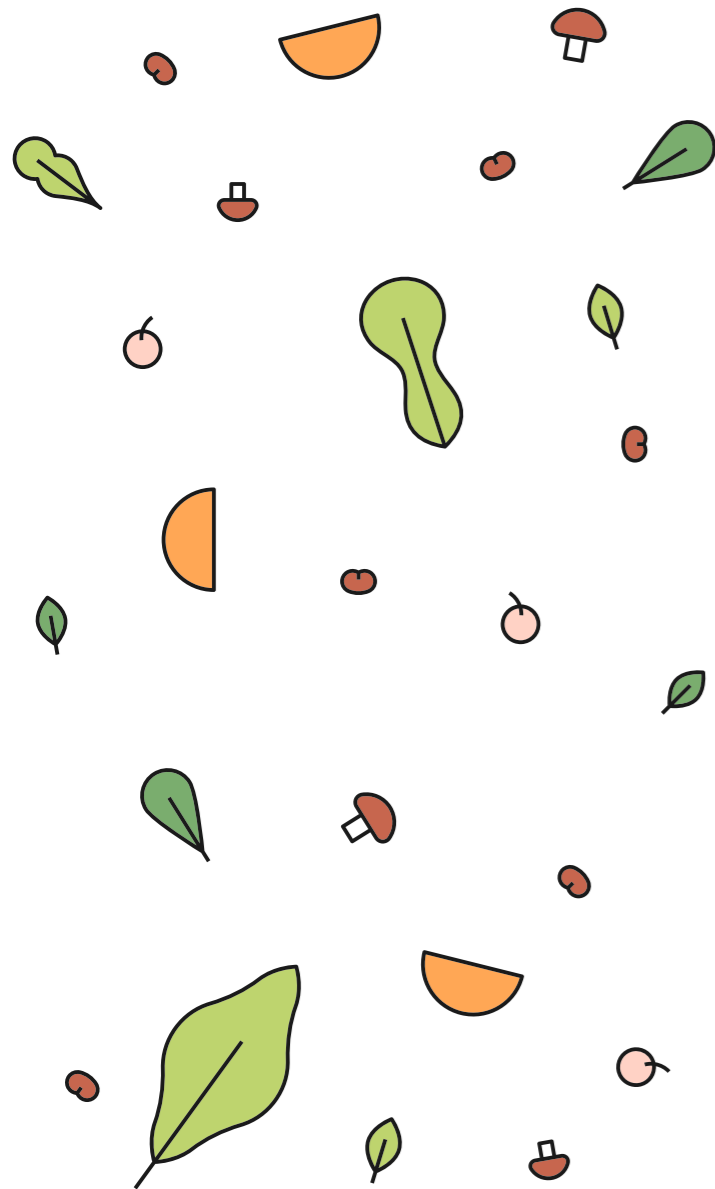
ONE DAY LESS

Would you like to eat less fish? That's becoming easier than ever, as there are now fish alternatives available alongside meat substitutes. How about a vegan salmon fillet, or a pizza tonno without any actual fish? You don't have to compromise on your health when switching to a (more) plant-based diet. Did you know that the omega-3 fatty acids EPA and DHA found in fish actually originate from algae? That's where fish get these omegas themselves! There are algae-based supplements available, so you can still get these fatty acids, which help protect against cardiovascular disease. Would you still prefer to eat fish occasionally? Then choose organic fish or fish certified with the MSC or ASC label.



TIP Do you want to learn more about the fishing industry? Watch the Netflix documentary *Seaspiracy*.

Is a vegetarian food healthy?



Is a vegetarian diet really healthy? That's one of the first questions many people ask. Understandably so, given that a healthy diet is (unfortunately) still built primarily around animal proteins. As a result, people may wonder whether a fully vegetarian diet provides all the nutrients the body needs. Won't you develop vitamin B12 or iron deficiency? Where do you get your protein from? And is a vegetarian diet nutritious enough? No need to panic! Here you'll find the answers to all these pressing questions.

VEGETARIAN FOOD IS HEALTHY

We can reassure you: eating vegetarian is a great choice for many reasons. It's a sustainable option, not only beneficial for animal welfare and the future of our planet, but also good for your personal health. Research shows that a vegetarian diet, or a diet with less meat and more plant-based products, is associated with lower blood pressure and a reduced risk of cardiovascular diseases. So yes, even without meat you can maintain a very healthy diet. With the right plant-based foods, you can easily replace the nutrients that are usually found in meat.

WHAT MAKES A GOOD VEGETARIAN CHOICE?

Eating plant-based more often can be both easy and healthy. However, it's important to have a varied diet to ensure you obtain enough protein, iron, vitamin B1, and vitamin B12. These nutrients are found in meat, but you can find them in other foods too.

TO REPLACE 75 GRAMS OF COOKED MEAT, YOU CAN USE	
150 GRAMS	tofu
100 GRAMS	tempeh
250 GRAM	cooked legumes
2-3	eggs

CHOOSING A READY-MADE MEAT SUBSTITUTE?

Pay attention to the following guidelines:

A WELL-BALANCED READY-MADE MEAT SUBSTITUTE CONTAINS	
PROTEIN	≥ 10 grams per 100 grams
TOTAL FAT	≤ 10 grams per 100 grams
SATURATED FAT	≤ 5 grams per 100 grams
SODIUM	< 650 milligrams per 100 grams
IRON	> 0,7 milligrams per 100 gram
VITAMIN B12	> 0.13 micrograms per 100 grams
VITAMIN B1	> 0.06 milligrams per 100 grams

THE MOST IMPORTANT NUTRIENTS

Do you want to know exactly how a vegetarian diet provides all the necessary nutrients? In this section we explain how to obtain enough protein, omega-3 fatty acids, iron, and vitamin B12.



PROTEIN

Healthy adults need about 0.8 grams of protein per kilogram of body weight. Since plant-based proteins are absorbed less efficiently compared to animal proteins, vegetarians need approximately 20% more protein than meat-eaters, and vegans need approximately 30% more. That may sound like a lot, but in practice most people already consume far more protein than necessary. Good sources of vegetarian protein include nuts, legumes, soy products and eggs.

AMINO ACIDS

These are the building blocks of protein in our body cells. There are 22 different amino acids in total, 9 of which are essential. These essential amino acids cannot be produced by your own body, so the only way to obtain them is through food. A smart way to obtain these amino acids is, for example, by eating grains in combination with legumes, vegetables, nuts, or eggs.

OMEGA-3

Omega-3 fatty acids are polyunsaturated fats that help protect us against cardiovascular diseases. The most common fatty acids are ALA, EPA and DHA. ALA is a plant-based fatty acid, while EPA and DHA are mainly found in fish. Now the good news: your body can convert the plant-based ALA fatty acid into EPA and DHA. However, the body only produces a small amount of these fatty acids. Therefore, if you don't eat fish, try to eat ten raw walnuts and a tablespoon of flaxseed oil on a daily basis. You can mix this into your yoghurt or oatmeal in the morning. Besides this, it tastes great too!

IRON

Iron is a mineral that is important for the formation of hemoglobin, which is a component of red blood cells. These red blood cells carry oxygen throughout the body. Iron is found in both plant-based and animal-based foods. Animals, just like humans, use iron to form hemoglobin, and this iron is present in their blood as heme iron. Plants also contain iron, however solely in a different form: non-heme iron. Iron from meat products (heme iron) is easier for our bodies to absorb than iron from plant-based sources (non-heme iron) and, for example, eggs. You can get your (non-heme) iron from plant-based foods such as green leafy vegetables, whole grains, legumes, soy products, nuts, and eggs. Therefore, it is important to ensure you consume enough iron-rich foods to meet your necessary iron intake.

VITAMINE B1 EN B12

Vitamin B1 is an important vitamin for your energy metabolism and the functioning of your nervous system and brain. It is found mainly in meat, but also in grain products, potatoes, vegetables, and dairy products. As long as you consume enough grain products, potatoes, vegetables, and dairy, your body will get sufficient vitamin B1. Vitamin B12 is of microbial origin, and nowadays it can almost exclusively be found in animal products, especially meat. It is also present in dairy products and eggs, and in some fortified meat substitutes. If you do not eat meat, but still consume other animal protein sources, you will generally get enough vitamin B12 through eggs, dairy products, and fortified meat substitutes, provided you consume enough of these food products.

No meat or fish.... what can you eat?

If you plan to eat plant-based (more often), you might wonder whether you will still get enough nutrients. Meat contains a lot of protein, so how does that work exactly? Fortunately, there are plenty of plant-based alternatives that provide your body with the necessary nutrients. However, it is important to ensure enough variety. In this way you get the right nutrients, and you keep your meals diverse and tasty! On these pages, you will find an overview of the most important alternatives.

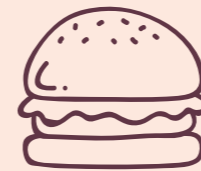
HOW TO REPLACE FISH?

Would you also like to skip fish during the Week without Meat? Great! It's becoming easier and easier to replace your favorite piece of fish. Nowadays, there are not only meat substitutes available, but fish substitutes as well! This makes it extra easy to prepare dishes like a vegan salad niçoise or pizza tonno. It's also good to know that fish contains the omega-3 fatty acids EPA and DHA. These fatty acids are healthy, because they help to protect against cardiovascular diseases. The good news is that you don't need to eat fish at all, to get these fatty acids. Fish obtain the fatty acids by eating algae, and you can do the same! There are supplements available that are made from algae and therefore contain these fatty acids. A great alternative!

WHAT IF I WANT TO REPLACE DAIRY TOO?

That's actually very easy. Recently, many plant-based alternatives have been added to the dairy aisle! You can now find plant-based versions of milk, yoghurt, cheese, butter, and cream. With all these available options in your supermarkets, you can easily enjoy a plant-based cappuccino, 'yoghurt' with granola, or even a vegan mac & cheese. Plant-based drinks are made from nuts, such as almond milk, or from ingredients like oats, peas, or soy. When choosing a replacement for dairy, variety is important, but it's also smart to look at the protein content. Soy drinks are the most protein-rich dairy alternatives. Additionally, plant-based drinks are often fortified with vitamin B12 and calcium, so you won't miss out on these important nutrients. Make a change and try a few plant-based drinks, so you can discover which one is your favorite!

WHAT DO I EAT INSTEAD OF MEAT?



READY-MADE MEAT SUBSTITUTES

You can easily use ready-made meat substitutes in the dishes you already know by replacing the meat 1:1. Some meat substitutes are fortified with vitamin B12, vitamin B1, and iron, so you don't miss out on important nutrients. Also, there are meat substitutes made from beans, lupin, and grains. Many are made from soy, as it is rich in protein and unsaturated fats, but soy also contains the important vitamin B1 and iron.



LEGUMES

Beans, lentils, chickpeas, and soybeans are all legumes. There are so many different kinds, so you can use them in countless ways! Legumes contain some of the beneficial nutrients found in meat, such as vitamin B1, iron, fiber, and protein. Unlike many meat products, they are very low in salt and saturated fat. Roast chickpeas in the oven for a tasty snack, make a casserole with lentils, or fill your wraps with black beans.



EGGS

Eggs have a low environmental impact. In addition, they are not only a source of protein, but they also contain iron, vitamin B2, vitamin A, and vitamin B12. This makes them a good alternative to meat. When buying eggs, be sure to look for an animal welfare certification. Do you want to go completely plant-based this week? Then eggs aren't included. In that case, choose one of the other alternatives as part of your meal.



SEAWEED

Eating seaweed is becoming increasingly popular! In addition to being a source of protein, it's also rich in iron, iodine, phosphorus, calcium, B vitamins, and potassium. Growing seaweed requires very little land and fuel, so the environmental impact is minimal. Have you ever tried it?



NUTS

Did you know that eating a handful of nuts every day is healthy? Nuts contain healthy fats, iron, vitamin B1, and vitamin E. Even though the production of some nuts requires a lot of water, they are still a great choice for a flexitarian, vegetarian, or plant-based diet. Enjoy a handful of mixed (unsalted) nuts as a snack, or add them to your meals. For example, by adding walnuts to your salad or cashews in a stir-fry.

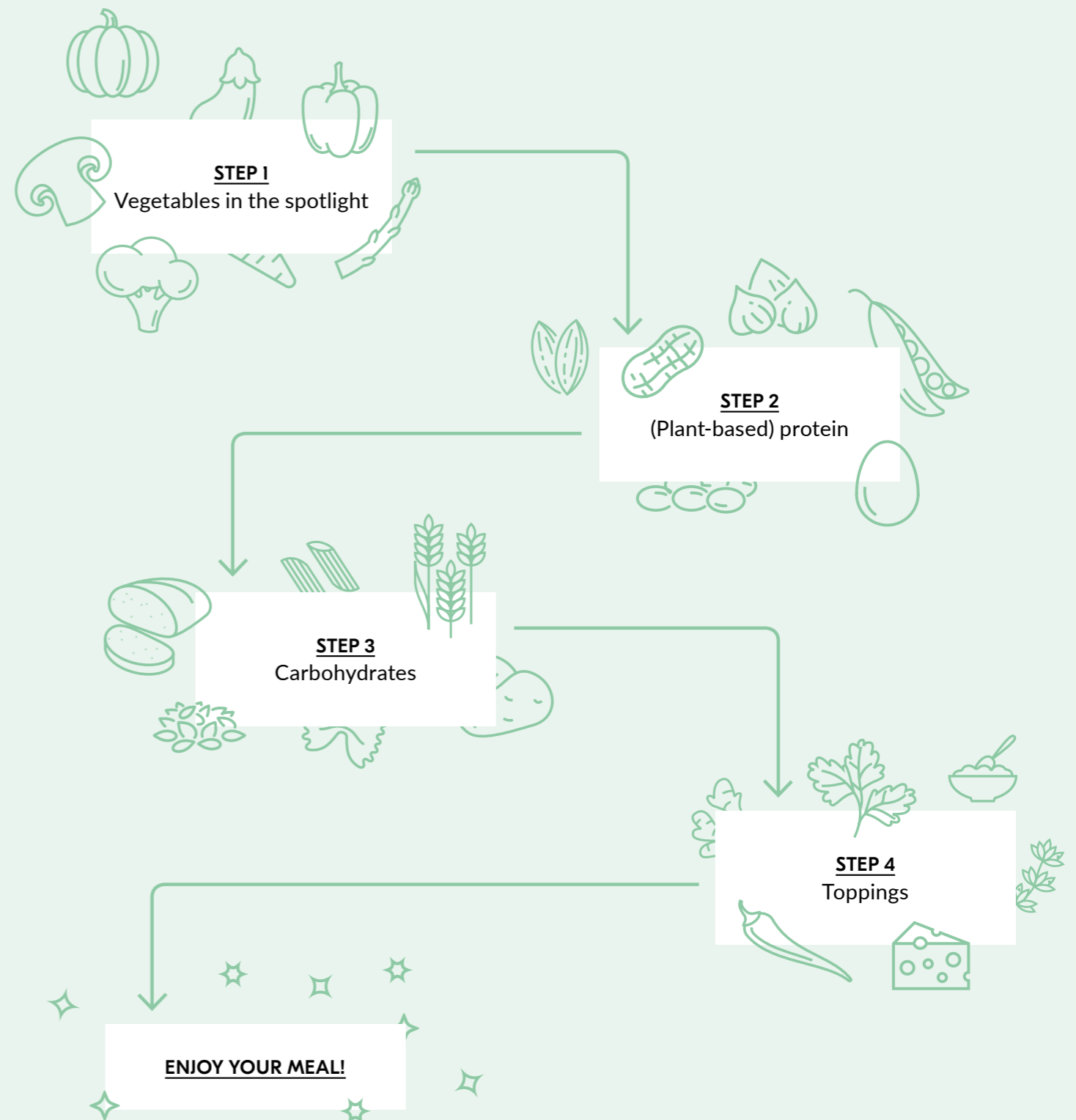


MUSHROOMS

Mushrooms have a firm texture that is very comparable to the texture of meat. Also, they are packed with many nutrients, such as vitamin B2, fiber, and protein. Make sure to add an iron-rich vegetable to your meal to obtain all the necessary nutrients, because mushrooms don't contain enough iron to be considered a full meat substitute. However, the oyster mushroom is an exception to this, as it contains enough protein. Besides this, the oyster mushroom is also grown very sustainably!

The building blocks for your plant-based meal

Many people who start eating less meat, lack inspiration. That's understandable! If you're used to having potatoes, meat, and vegetables as the basis of your meal, coming up with a vegetarian or plant-based dish can be quite challenging. Fortunately, it's not as difficult as it seems. It's really just a matter of thinking differently. But how? We'll explain it to you in the next steps.



Step 1 Vegetables in the spotlight

When preparing a vegetarian dish, it's best to start with vegetables as the main focus. You might not expect it, but supermarkets offer around 40 different types of vegetables that are readily available. And that's without even counting what you'll find at the local market or greengrocer!

So, when putting together your dish, you actually start with the question: which vegetable will I eat today? Ideally, you choose a "main vegetable" and a "side vegetable". Like this, two vegetables will be included in the dish, so you easily prepare 200 grams of vegetables per person.

Challenge yourself not to choose the same vegetables every time. A helpful way to do this, is by picking vegetables that are in season. Because of greenhouse cultivation and import, most vegetables are available all year round. However, each vegetable still has a "natural season." You will probably prefer to eat Brussels sprouts and kale when it's cold, and asparagus and peas when it's warm, right? Exactly.

We're happy to help you get started!

PICK YOUR VEGETABLES



Jerusalem artichoke



Eggplant



Asparagus



Celery



Cauliflower



Kale



Broccoli



Mushrooms



Zucchini



Peas



Celeriac



Cucumber

PICK YOUR VEGETABLES



Swede



Kohlrabi



Pak choi



Parsnip



Sugar snap peas



Pumpkin



Leek



Rhubarb



Radish



Beetroot



Red cabbage



Rocket

PICK YOUR VEGETABLES

FUN TO ASK YOURSELF
Which of these vegetables
have you never eaten before?



Savoy cabbage



Salsify



Green beans



String beans



Spinach



Pointed cabbage



Brussels sprouts



Bean sprouts



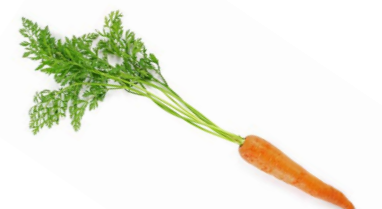
Fava beans



Fennel



Chicory



Carrots



Step 2 (Plant-based) protein

You must be thinking: plant-based protein?
What's that all about? We'll explain!

After you've chosen your vegetables, it's time to think about your (plant-based) proteins. By including protein, you make sure your vegetarian meal is complete and contains all the nutrients necessary to replace meat. Meat is very high in protein, so many people assume it's essential to eat meat. Fortunately, the animal proteins that are found in meat can also be replaced with plant-based proteins. You can for example add legumes or nuts. Additionally, every now and then, you can choose to include an egg!

On the next pages, we'll inspire you with the possibilities and the right amounts per person.

MEAT SUBSTITUTES

100 grams of a meat substitute (or fish substitute!) replaces 100 grams of cooked meat. There are many different brands of ready-made meat substitutes, so choose one that suits you! If you enjoy a simple, hands-on approach, where you can season the food yourself, go for tofu or tempeh. Looking for something easier? Vegetarian burgers, balls, sausages, or chunks are ideal. You can base your choice on the form (what works best in your meal?) or you can base your choice on what the plant-based substitute is made of. For example, think of meat substitutes that are made from soy, lupin, mycoprotein, legumes, seaweed, or nuts. In the last few years, the quality of meat substitutes has improved enormously, with products tasting better than ever. It's really worth it to give it a try!



EGGS

Three eggs can replace 100 grams of cooked meat. But when it comes to animal welfare and the environment, the egg story is more complicated than you might think. Egg production involves not only the hatching of laying hens, but also their male chicks. Until now, these male chicks are usually killed shortly after hatching because they don't lay eggs and produce less meat than broiler chickens. In this process, these male chicks are almost always "wasted." And of course, what's even worse than eating meat, is wasting it. Fortunately, there are some innovative poultry farms that handle this differently.

LEGUMES

250 grams of cooked legumes (or from a pouch or can) can replace 75 grams of cooked meat. When you think of legumes, do you only picture a bean stew? Don't worry, you'll find plenty of inspiration in this magazine. For example, make a lentil-based pasta bolognese, add chickpeas to your curry, turn legumes into a burger or ball, or toss beans into your soup or salad. Experiment, legumes are incredibly versatile!



Adzuki beans



Borlotti beans



Butter beans



Brown beans



Cannellini beans



Kidney beans



Chickpeas



Lima beans



Lentils



Mung beans



Black-eyed peas



Black beans

NUTS

25 grams (about a handful) of nut, preferably raw and unsalted, can replace 100 grams of cooked meat. Nuts almost always make your dish tastier! Roast your nuts in the oven at 180°C (350°F) for about 10 minutes to make them warm and crunchy. They're delicious in soups or salads, but also as a bite in casseroles or minced meat, or incorporated into doughs and sauces. Do you need some inspiration? Instead of adding them to your dish, just enjoy a handful of nuts while cooking. Then you've already got a tasty snack. Or choose a meat substitute made from nuts!



Almonds



Cashews



Hazelnuts



Macademias



Brazil nuts



Pecans



Peanuts



Pistachios



Walnuts

Step 3 Carbohydrates: pasta, grains, potatoes and bread

Once you've chosen your vegetables and proteins, it's time to decide: what kind of meal are you making? Will it be a pasta dish, a rice dish, or are you going for potatoes? Generally, almost everything can be combined, but overall, legumes work better with rice dishes (unless you're making a lentil bolognese!), nuts are almost always a success, and an egg or meat substitute is fairly flexible.

Also, consider experimenting with other types of grains. There are so many options! From rice to couscous, quinoa, and bulgur, but also buckwheat noodles, oat pasta, and, of course, various types of bread and potatoes. There's so much to try!

CARBOHYDRATES

GRAINS



Buckwheat



Bulgur



Couscous



Farro



Millet



Barley



Oats



Quinoa



Brown rice

POTATOES



Baby potatoes



Floury potatoes



Roseval potatoes



Waxy potatoes



White sweet potatoes



Sweet potatoes

CARBOHYDRATES

PASTA



Cannelloni



Conchiglie



Farfalle



Fusilli



Gnocchi



Spaghetti



Penne



Ravioli



Tagliatelle

BREAD



Ciabatta



Focaccia



Naan



Pita bread



Rye bread



Sourdough bread

Step 4 Flavourings & toppings

Now that you've picked your vegetables, proteins, and carbohydrates, it's time to turn your dish into a complete meal and a real treat! Let the type of dish guide your flavouring and toppings. Are you making a dinner salad, a stew, a traditional potato—meat—vegetable dinner, a soup, or a casserole? When preparing a salad, it usually means you adding a dressing to bring all the flavors together. A stew, on the other hand, needs liquid. You can use tomato sauce, beer, or coconut milk. A traditional potato—meat—vegetable dinner might benefit from a sauce, (plant-based) gravy, or applesauce. Soups are typically made with broth, (plant-based) cream, or coconut milk, and casseroles often include or need (plant-based) cream or tomato sauce.

For the finishing touch, you can also let yourself be inspired by the type of cuisine you're in the mood for: will it be an Italian classic, an Asian dish, or a Belgian-style meal? Based on that choice, you can shape your dish and bring it all together. Starting on page 26, we'll inspire you with a variety of international recipes!

Finally, every meal deserves to be a celebration. So use tasty toppings as often as you can. Whether it's a handful of fresh herbs, a spoonful of (plant-based) yoghurt or hummus, some delicious grated (plant-based) cheese, or roasted seed and nuts: everything is allowed. As long as it is your party without meat!



Inspirational recipes

Of course, a guide that helps you to not eat meat for a week wouldn't be complete without some recipes! These recipes are designed to inspire you to enjoy a full week of delicious vegetarian or plant-based meals. From scrambled "eggs" for lunch to a plant-based Thai yellow curry for dinner, there's plenty of inspiration to choose from. What's on your menu?

Delicious recipes for your Week Without Meat

BREAKFAST

Yoghurt with granola and fresh fruit

Scrambled 'eggs' on toast

Overnight oats with mango and coconut

Blueberry breakfastcake

Protein-rich shake with banana

LUNCH

5x inspiration for sandwich topics

Shakshuka with avocado

'Tuna' melt with tomato and red onion

Lentil soup with red curry, pumpkin and coconut milk

Crispy wrap with fresh yoghurt sauce

DINNER

Spicy ch**s*burger with wedged potatoes

Pasta alla norma: penne with eggplant

Thai yellow curry with rice

Comfort bowl with quinoa

Japanese ramen with tofu and egg



Yoghurt with granola and fresh fruit

VEGAN 4 PEOPLE

INGREDIENTS

600 g (plant-based) yoghurt
130 g rolled oats
60 g mixed nuts, chopped
30 g sunflower seeds
3 tbsp sunflower oil
2 tbsp agave syrup or honey
½ tsp cinnamon

INSTRUCTIONS

Preheat the oven to 175°C (350°F).

Make the granola by combining the oats, sunflower seeds, and cinnamon in a bowl. Mix well. Add the sunflower oil and stir until all the ingredients are evenly coated with the sunflower oil.

Spread the granola over a baking tray lined with baking paper. Bake the granola in the center of the oven for 20-25 minutes, until golden brown and crunchy. Stir halfway through and mix in the nuts. Remove the granola from the oven, set aside, and let it cool down.

Divide the (plant-based) yoghurt into four bowls and top with the granola. Serve with your choice of fresh fruit, if desired.

Scrambled 'eggs' on toast

VEGAN 4 PEOPLE

INGREDIENTS

8 slices of sourdough bread
2 tomatoes, diced
2 spring onions, thinly sliced
1 block (375 g/13 oz) tofu, drained
2 tsp paprika powder
1 tsp ground turmeric
½ tsp onion powder
½ tsp garlic powder
sunflower oil
salt and pepper

INSTRUCTIONS

Toast the bread in the oven (grill setting), in a sandwich press, or in a toaster until crispy.

Crumble or mash the tofu into small pieces, then heat the sunflower oil in a deep pan over medium heat and sauté the tofu for 6-8 minutes, stirring occasionally, until it begins to crisp.

Add the diced tomatoes, paprika powder, ground turmeric, onion powder, and garlic powder to the pan and stir well to combine. Cook for another 2-3 minutes, until the tomatoes get juicy and begin to soften. Taste and season with salt and pepper, if necessary. Remove the pan from the heat and set the cooked tofu aside.

Place the toasted slices of bread on the plates and top with the scrambled 'eggs'. Garnish with spring onions and serve immediately.



Overnight oats with mango and coconut

VEGAN 4 PEOPLE

INGREDIENTS

2 mangoes, diced
200 g rolled oats
600 ml (plant-based) milk
4 tbsp coconut flakes
2 tbsp chia seeds
1 tsp vanilla extract

INSTRUCTIONS

Make the overnight oats by mixing the rolled oats, (plant-based) milk, chia seeds, and vanilla extract in a bowl until well combined.

Divide the mixture into four jars or containers, cover each, and refrigerate for at least 2 hours, ideally overnight for the best results.

Take the overnight oats from the fridge, top with coconut flakes, mango cubes, and extra chia seeds if desired. Serve immediately!



Blueberry breakfastcake

VEGETARIAN 1 BREAKFASTCAKE

INGREDIENTS

2 eggs
275 g flour
250 g (plant-based) yoghurt
125 g frozen blueberries
50 ml sunflower oil
2 tsp vanilla extract
2 tsp baking powder
½ tsp salt

INSTRUCTIONS

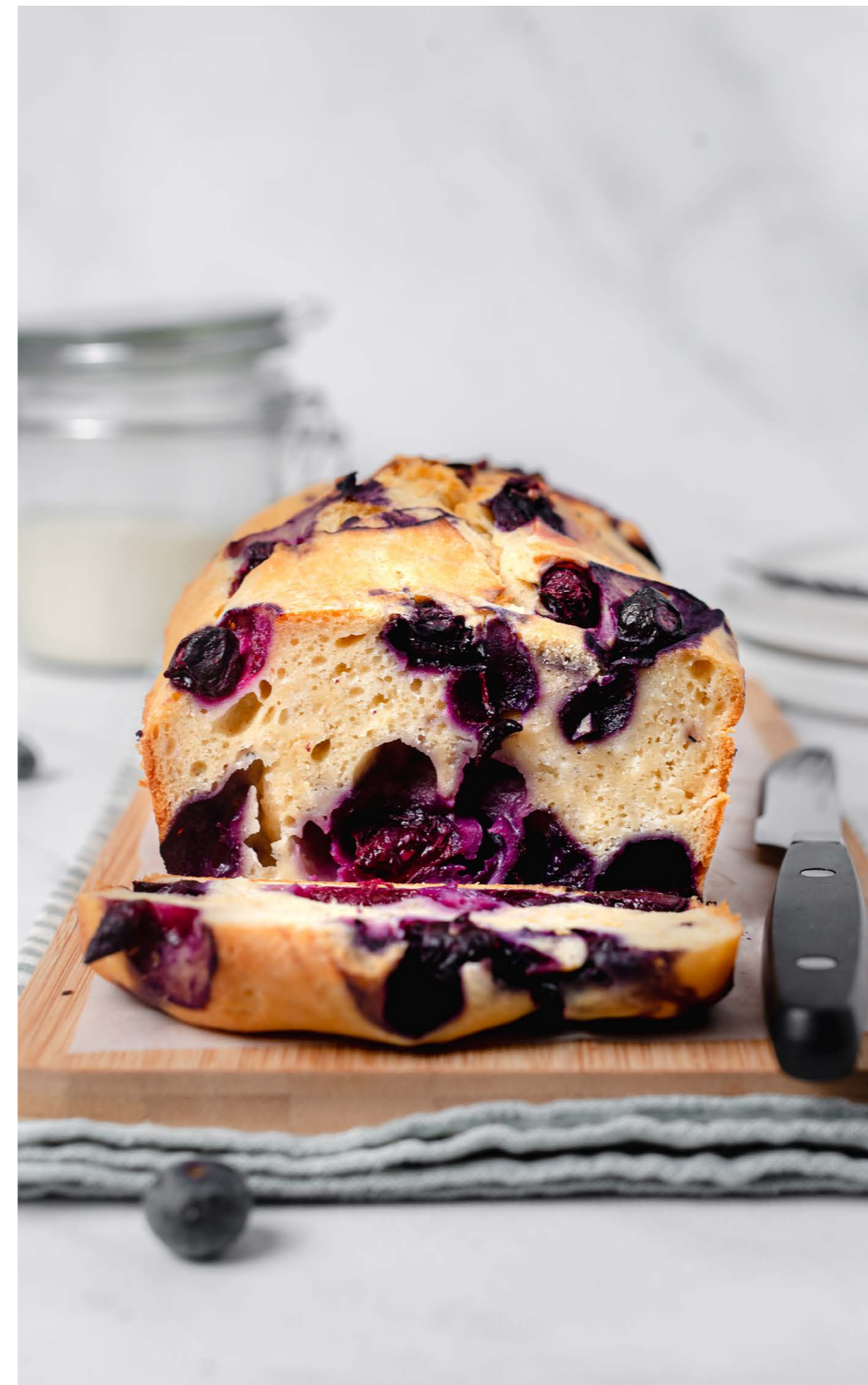
Preheat the oven to 180°C (350°F) and lightly grease a cake mold.

In a bowl, whisk together the (plant-based) yoghurt, eggs, sunflower oil, salt, and vanilla extract until it is combined into a smooth mixture.

Sift the flour and baking powder over the mixture, then mix until you have a smooth batter. Gently fold the frozen blueberries into the batter using a spatula. Make sure to reserve one tablespoon for garnish.

Pour the batter into the prepared cake mold, decorate the batter with the reserved blueberries, and bake in the preheated oven for 45-50 minutes, until golden brown. Check if the cake is ready by inserting a knife into the center. It should come out clean.

Allow the cake to cool, then carefully remove it from the cake mold and slice to serve.





Protein-rich shake with banana

VEGAN | 1 SHAKE | FAST TO PREPARE

INGREDIENTS

1 (frozen) banana, chopped
150 g (plant-based) yoghurt
30 g rolled oats
100 ml (plant-based) milk
2 tbsp peanut butter
1 tbsp cocoa powder

INSTRUCTIONS

Place all the ingredients in a blender and blend until smooth.
Pour the shake into a glass and serve immediately.

5x inspiration for sandwich topics

PEANUT BUTTER

VEGAN 8 SANDWICHES

INGREDIENTS

250 g unsalted peanuts
sea salt

INSTRUCTIONS

Place the unsalted peanuts in a food processor and grind for 6-8 minutes, until the oils are released and the peanuts turn into a creamy paste. Scrape down the sides of the bowl if necessary. The longer you blend, the smoother the peanut butter will become. Taste and season with a pinch of sea salt. Store the peanut butter in a clean, airtight jar.

RASPBERRY CHIA JAM

VEGAN 8 SANDWICHES

INGREDIENTS

250 g raspberries (frozen)
2 tbsp chia seeds

INSTRUCTIONS

Heat the frozen raspberries in a saucepan over low heat and mash the raspberries using a wooden spoon. Once the raspberries are mashed, stir in the chia seeds until well combined. Let the mixture cook for another 4-5 minutes, stirring occasionally, until it reaches a thick, jam-like consistency. If necessary, add one teaspoon of water at a time, until the jam's desired texture is achieved. Remove the saucepan from the heat and allow the

jam to cool completely. Once the jam has cooled down, store it in a clean, airtight jar in the fridge.

ITALIAN VEGETABLE SPREAD

VEGAN 8 SANDWICHES

INGREDIENTS

1 chili pepper, finely chopped
1 garlic clove, pressed
1 tbsp tomato paste
465 g roasted red peppers
from a jar, drained
2 tsp Italian herbs
salt and pepper

INSTRUCTIONS

Place all ingredients in a food processor and blend until smooth and well combined. Taste and adjust with salt and pepper if needed. Spoon the vegetable spread into a bowl to serve immediately, or transfer it to a clean, airtight jar for storage in the fridge.

CURRYSALAD

VEGAN 8 SANDWICHES

INGREDIENTS

1 can (400 g) chickpeas,
both drained and rinsed
1 spring onion, thinly sliced
5 tbsp (plant-based) mayonnaise
1 tbsp curry powder
salt and pepper

INSTRUCTIONS

Place the chickpeas and half of the

mayonnaise in a bowl and mash with a fork until well combined. Add the spring onion, the remaining mayonnaise, and the curry powder, and mix until well combined too. Taste and season with salt and pepper as needed. Serve immediately or if preferred, transfer to a clean, airtight jar for storage in the fridge.

DAIRY-FREE SPREAD

VEGAN 8 SANDWICHES

INGREDIENTS

170 g cashews
juice of 1 lemon
1 garlic clove, pressed
10 g chives, finely chopped
2 tbsp water
1 tbsp mustard
salt and pepper

INSTRUCTIONS

Place the cashews in a large bowl and cover them with boiling water. Let them soak for 30-60 minutes, until soft and slightly lighter in color. Drain the cashews and transfer them to a food processor or blender along with the garlic, lemon juice, water, and mustard. Blend until the mixture has smooth and creamy texture, adding one tablespoon of water at a time if you prefer a lighter texture. Taste and adjust with salt and pepper as needed. Spoon the spread into a bowl and stir the chopped chives into the mixture. Store the cashew spread in a clean, airtight jar in the fridge.





Shakshuka with avocado

VEGETARIAN 4 PEOPLE

INGREDIENTS

4 eggs
 2 cans (800 g) diced tomatoes
 2 garlic cloves, pressed
 1 red capsicum, sliced
 1 avocado, sliced
 1 onion, finely chopped
 5g coriander, roughly chopped
 5 g flat-leaf parsley, roughly chopped
 1 tsp paprika powder
 1 tsp ground cumin
 ½ tsp cayenne pepper
 bread of your choice
 sunflower oil
 salt and pepper

INSTRUCTIONS

Heat sunflower oil in a deep pan over medium heat and sauté the onion for 5–6 minutes, until it starts to become glassy. Add the garlic, capsicum, paprika powder, ground cumin, and cayenne pepper, and cook for another 2 minutes. Stir in the diced tomatoes and let the sauce simmer for 10 minutes. Taste and season with salt and pepper as needed.

Make four small holes in the sauce and carefully crack an egg into each hole. Cover the pan and let the shakshuka cook for 7–9 minutes, until the eggs are ready. When ready, remove the pan from the heat.

Divide the avocado slices and garnish the shakshuka and with coriander and parsley. Serve directly with bread.

'Tuna' melt with tomato and red onion

VEGAN 4 PEOPLE

INGREDIENTS

8 slices of sourdough bread
4 slices of (plant-based) cheese
1 beef tomato, halved and thinly sliced
1 red onion, thinly sliced into rings
25 g margarine

For the tuna salad

1 package plant-based tuna
3 tbsp vegan mayonnaise
2 tsp ketchup
2 tbsp capers

INSTRUCTIONS

Preheat the oven to 200 °C (400 °F).

Place all the ingredients for the tuna salad in a bowl and stir until well-combined. Taste, and season with salt and pepper if necessary.

Spread margarine on one side of each slice of bread. Divide the tuna salad over half of the slices on the unbuttered side. Top with a few slices of tomato, some onion rings, and a slice of plant-based cheese. Finish with the remaining slices of bread, placing them on top with the buttered side facing outward. Repeat this step for for all the slices of bread.

Place the sandwiches on a baking tray lined with baking paper and bake the 'tuna' melt sandwiches for about 10 minutes, until golden brown and crispy.

Let the sandwiches cool slightly, then cut them in half, divide them between plates, and serve immediately.



Lentil soup with red curry, pumpkin and coconut milk

VEGAN 4 PEOPLE FAMILY-FRIENDLY

INGREDIENTS

1 butternut squash, peeled, seeds removed, cut into 2 cm cubes
400 g lentils
50 g pumpkin seeds
400 ml coconut milk
1 litre of water
3 tbsp red curry paste
1 white onion, finely chopped
15 g fresh coriander

INSTRUCTIONS

Roughly chop the coriander stems. Also roughly chop the coriander leaves and set them aside in the refrigerator for garnish later.

Heat sunflower oil in a large pot over medium heat and sauté the onion until it becomes translucent. Add the red curry paste and cook for another 2-3 minutes.

Next, add the pumpkin cubes, the chopped coriander stems, the coconut milk, and the water to the pot. Let the mixture simmer over low heat for approximately 30 minutes.

Add half of the lentils to the pot and blend the soup roughly using an immersion blender.

Divide the remaining lentils and the pumpkin soup over the four bowls. Garnish the soup with the reserved coriander leaves, some pumpkin seeds, and serve immediately!



Crispy wrap with fresh yoghurt sauce

VEGAN 4 PEOPLE FAST TO PREPARE

INGREDIENTS

8 tortilla wraps
3 capsicums, cut into stripes
2 packages of plant-based crispy burgers
1 romaine lettuce, finely chopped
1 cucumber, sliced
250 g plant-based yoghurt
15 g chives, finely chopped
salt and pepper

INSTRUCTIONS

Preheat the oven to 175 °C (347 °F).

Mix the plant-based yoghurt with the chives. Taste, and season with salt and pepper if necessary.

Prepare the burgers according to the instructions on the package.

Briefly warm the wraps in the preheated oven and serve them warm with the burger, romaine lettuce, cucumber, capsicum, and the yoghurt-chive sauce.

TIP

Also very delicious with hummus.





Spicy ch**s* burger with wedged potatoes

VEGAN 4 PEOPLE

INGREDIENTS

1 onion, sliced into half rings
 4 vegan burgers
 4 hamburger buns, halved
 4 slices (plant-based) cheese
 2 jalapeños, sliced
 500 g wedged potatoes
 85g rocket salad
 2 tbsp mustard
 2 tbsp (plant-based) mayonnaise
 sunflower oil
 salt and pepper

INSTRUCTIONS

Heat the sunflower oil in a frying pan over medium-high heat and cook the wedged potatoes for 6-8 minutes until they turn golden brown and are slightly crispy. Taste the wedged potatoes and season with salt if necessary.

Heat sunflower oil in another frying pan over medium-high heat and cook the onion for 7-8 minutes until golden brown. Set aside.

Again, heat sunflower oil in the same pan over medium-high heat and cook the vegan burgers for 7-8 minutes. Flip the burgers halfway through and place a slice of (plant-based) cheese on each burger. Heat until the cheese has melted.

In the meanwhile, prepare the hamburger buns according to the instructions.

Spread mustard and mayonnaise on top of the buns. Then top the bun with rocket salad, the vegan burgers, jalapeños and onion.

Divide the burgers between plates and serve with the wedged potatoes, optionally with mayonnaise.

Pasta alla norma: penne with eggplant

4 PEOPLE VEGAN FAMILY-FRIENDLY

INGREDIENTS

2 eggplants, diced
 2 garlic cloves, minced
 2 cans (800 g) diced tomatoes
 300 g penne
 100 g (plant-based) grated cheese
 70 g tomato paste
 15 g basil, finely chopped
 4 tbsp olive oil
 1 tsp chili flakes (optional)
 olive oil
 salt and pepper

INSTRUCTIONS

Preheat the oven to 200 °C (392 °F)

Divide the eggplant cubes over a baking tray lined with baking paper and drizzle 4 tablespoons of olive oil over the eggplant. Season with salt and pepper. Roast for 20 minutes, in the middle of the oven until the eggplant is golden brown.

Meanwhile, cook the penne according to the instructions on the package.

Heat olive oil in a pot over medium-high heat and cook the garlic, tomato paste, and chili flakes for 2-3 minutes. Add the diced tomatoes and basil, but reserve a little basil for garnish. Let the mixture simmer on low heat for 6-7 minutes. Add the roasted eggplant cubes to the mixture and stir well. Taste and season with salt and pepper if necessary.

Mix the penne with the eggplantsauce and divide the mixture over the plates. Garnish with the grated (plant-based) cheese and the remaining basil. Serve immediately.





Thai yellow curry with rice

VEGAN 4 PEOPLE FAMILY-FRIENDLY

INGREDIENTS

3 sweet potatoes, diced
 2 carrots, peeled and sliced
 2 cans (800ml) coconut milk
 1 package (375 g) tofu, diced
 400 g string beans, halved
 300 g brown rice
 5 g coriander, roughly chopped
 sunflower oil
 salt and pepper

For the yellow curry paste

3 garlic cloves, minced
 1 shallot, finely chopped
 1 stalk lemongrass
 1 red chili pepper
 2 tbsp sunflower oil
 1 tsp curry powder
 ½ tsp ground turmeric
 ¼ tsp salt
 3 cm ginger, peeled and grated

INSTRUCTIONS

Cook the brown rice according to the instructions on the package. Set aside and let it steam.

Remove the seeds from the red chili pepper (if desired) and finely chop it. Remove the green, hard part of the lemongrass stalk, and finely grate the white part. Blend this together with the rest of the yellow curry paste ingredients in a food processor until it forms into a smooth paste.

Heat the sunflower oil in a large frying pan over high heat, and cook the tofu cubes for 5-6 minutes until golden brown and crispy. Taste and season with salt and pepper. Remove the tofu from the pan and set aside.

Again, heat the sunflower oil in a large frying pan, on middle-high heat and cook the yellow curry paste for 2-3 minutes until you can smell the aromas. Add the coconut milk, carrots, potato and french beans to the pan and wait until everything boils. Then, lower the heat and let the curry simmer for 15-20 minutes until the sweet potatoes are ready.

Stir the tofu into the curry during the last few minutes of cooking, so it can warm up in the sauce.

Divide the rice and Thai yellow curry among the plates and garnish with coriander. Serve immediately.

Comfort bowl with quinoa

VEGAN 4 PEOPLE

INGREDIENTS

½ cucumber, sliced into half-moons
400 g pumpkin, diced
300 g kale, finely chopped
300 g quinoa
75 g hummus
sunflower oil
salt and pepper

For the mini salad

3 tomatoes, diced
1 red onion, finely chopped
Juice of ½ lemon
15 g flat-leaf parsley, finely chopped
2 tbsp extra virgin olive oil

INSTRUCTIONS

Preheat the oven to 200 °C (392 °F) and divide the pumpkin cubes over a baking tray lined with baking paper. Drizzle sunflower oil, salt, and pepper over the pumpkin and mix well. Roast the pumpkin in the oven for 15 minutes, then add the kale. Mix well again, and roast for another 15 minutes until ready.

Prepare the quinoa according to the instructions on the package.

Mix the ingredients for the mini salad all together in a bowl. Taste and season with salt and pepper.

Divide the quinoa among the bowls and then add the cucumber, pumpkin, kale, mini salad, and hummus.

Serve immediately!





Japanese ramen with tofu and egg

VEGETARIAN 4 PEOPLE

INGREDIENTS

400 g tofu, diced
 4 tbsp hoisin sauce
 1 pak choi
 300 g mixed mushrooms,
 roughly chopped
 4 portions of ramen
 2 l mushroom broth
 100 g bean sprouts
 4 eggs, boiled
 4 tbsp nori flakes
 2 tbsp black sesame seeds
 sunflower oil

INSTRUCTIONS

Place the tofu cubes into a bowl together with the hoisin sauce and marinate for later use.

Remove the root end of the pak choi and rinse the stalks under cold water. Slice the green leaves and the white stalks into strips.

Heat some oil in a frying pan and sauté the mushrooms. Then the cooked mushrooms aside, then again heat a little more oil in the pan.

Cook the marinated tofu cubes for 4 minutes over medium heat.

Meanwhile, cook the ramen noodles in boiling water for approximately 2 minutes (do not cook in the broth!). Drain and rinse under cold water. Set aside for later use.

Heat the mushroom broth in a pan, over medium heat, until just below boiling.

In the mean time, prepare the bowls by dividing the ramen noodles, sautéed mushrooms, tofu cubes, pak choi, and bean sprouts among the bowls.

Peel the eggs and cut them in half. Place 2 halves in each bowl.

Pour the hot mushroom broth into the bowls. Garnish with nori flakes and black sesame seeds.

You might not be able to imagine it yet, but by the end of next week, you will have gone seven days without eating meat. You've discovered new recipes and plant-based alternatives, and hopefully, we've surprised you along the way. But how to continue? Of course, you don't have to give up meat entirely. We just hope you've gathered enough inspiration to from now on enjoy one, two, or maybe even several plant-based or vegetarian meals per week. Follow these tips, and you'll be able to do exactly that!

Survived the week: what now?

EAT LESS MEAT AT YOUR OWN PACE

Adopting a new eating pattern takes time. Just like other good intentions and habits, it won't be perfect after just one week. Finding it a bit challenging? That's okay! Take it at your own pace: even one plant-based day per week is already a big step.

TAKE A LOOK AT YOUR LUNCH TOO

Take a minute to think about the about the times of day you usually eat meat. Many people immediately think of dinner, but maybe you often have cold cuts on your bread instead? It can be a great first step: discovering new sandwich toppings! Think about hummus, vegetable spreads, grilled vegetables, or egg.

RETHINKING: FROM MEAT DISH TO VEGETABLE DISH

Our best tip: don't start by thinking about the meat, but start with the carbohydrate base (potatoes, pasta, rice) or vegetables instead. When you stir-fry, grill, or steam them, they become the star of your plate! Also, try exploring dishes from other world cuisines, such as a curry or lasagna, where meat is often easier to replace.

FOCUS ON VEGETABLES, GRAINS AND LEGUMES

Vegetables, grains, and legumes... there are so many varieties! So, challenge yourself and try sweet potatoes, parsnips, or celeriac. Experiment with freekeh, farro, or bulgur, and mix it up with lentils, chickpeas, and black beans. Keep surprising yourself until you've tried all the different types of vegetables, grains and legumes.

VARY YOUR WORLD CUISINES

The Western cuisine often focuses on meat and fish, but luckily, that's not the case everywhere. Take, for example, the Indian, Thai, Vietnamese, or Lebanese cuisine, where vegetarian food is truly part of the culture. Look beyond our borders and let yourself be inspired by the flavors of Asia and the Middle East.

MAKE IT A CHALLENGE

Do it together! Cook with a group of friends or family. Choose one night per week to take turns in preparing plant-based meals for each other. Or turn it into a game with you partner and try cooking your way from A to Z, through a vegetarian or plant-based cookbook together.

TRY A MEAT SUBSTITUTE

The days of 'tofu and tempeh' sponges are over. The quality and diversity of meat substitutes has improved tremendously over the past years. Meat substitutes are made from soy, legumes, vegetables and grains that are definitely worth trying. There are even alternatives for fish! Be adventurous and try something different every week.

FIND A VEGGIE COOKBOOK THAT MAKES YOU HAPPY

A good source of inspiration is already half the battle. If going through a book makes you hungry just by looking at the photos, you know you've found a winner. There are so many inspiring vegetarian and plant-based cookbooks, ranging from simple to more complex recipes, with very little or many ingredients.

PLAN THE DAY YOU EAT PLANT-BASED

Choose one day each week to eat plant-based. Try to gather inspiration beforehand from a cookbook or online. It also helps to stock up on the groceries you'll need for that day. In this way, you won't have to come up with something last minute and you can start your day without meat fully prepared and ready. You'll see, you will even start looking forward to it at some point!

LAST BUT NOT LEAST: MAKE IT A CELEBRATION!

Vegetable dishes are colorful and full of flavor. So treat yourself: top your meal with roasted nuts, add fresh herbs, and include a big scoop of hummus. This way, a day without meat becomes a little celebration all on its own!

Watch suggestions

We're happy to help you continue eating less meat, even after the week is over. Believe us: with the right inspiration, it's a piece of cake! On this page, you'll find some of our favorite documentaries so you can enjoy delicious plant-based meals all year round. Enjoy watching!



A LIFE ON OUR PLANET

David Attenborough looks back on his interesting life and shares his inspiring vision for the future. A documentary you truly must see!



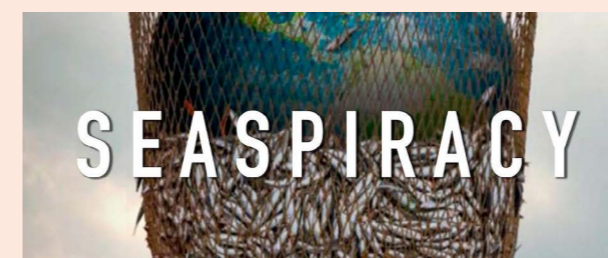
COWSPIRACY

Cowspiracy: The Sustainability Secret is a groundbreaking environmental documentary, in which the fearless filmmaker Kip Andersen uncovers the most destructive industry our planet faces today. He investigates why the world's biggest environmental organizations are too afraid to talk about it.



FOOD CHOICES

Supermarkets offer a wide range of options, yet we are often poorly informed or about nutrition and easily fall prey to the constant flow of information and endless food choices available in the world. What is the healthiest and most sustainable diet for ourselves? And what about the best choice for future generations? It all starts with making conscious, thoughtful choices in food.



SEASPIRACY

What is the impact of fishing on the oceans and the rest of the planet? This powerful documentary, from the makers of *Cowspiracy*, takes you into the world of our oceans and sea life. An educational film that maps out the underwater ecosystem and the environmental impact of industrial fishing.



WHAT THE HEALTH

The follow-up to the documentary *Cowspiracy* is *What the Health*, which takes a closer look at meat consumption and its effects. Meat was originally considered a luxury item, but today it is added to almost every meal. The documentary focuses on the health effects of the meat and dairy industries. A plant-based diet is presented as the solution, illustrated with real-life examples of participants. Because after all, what are the actual effects of maintaining a plant-based diet?

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Share your plant-based inspiration using [#weekwithoutmeat](#)

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WEEK
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