



Issue 48 - February 1, 2018



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## A PlantPure Update

I can hardly believe we are already headed into our third Healing America event this weekend. My father and I started in St. Petersburg, FL, then went to Huntington, NY this past weekend, and will be in Atlanta this Saturday.

Our presentation has evolved and will be further modified this weekend. We are learning as we go, figuring out how to better communicate our message. It is a message that you won't hear at other plant-based nutrition events because it goes beyond health to include larger ideas that we believe are necessary to recruiting larger numbers of people into our movement. We also share an exciting action plan that we will begin implementing after our tour.

Everywhere we go, we are producing short videos so you can follow along if you wish. You can check out the first two here: [St. Petersburg, FL](#) and [Huntington, NY](#). We hope you can share these with as many

people as possible. We also hope you might consider helping with our [crowdfunding initiative](#) if you have not already done so.

Once our tour is over, we will begin the part of this that most excites me – working within a single city to launch an aggressive, bottom-up plan for bringing the empowering message of plant-based nutrition to everyone in that city. We will continue filming and streaming out videos because we want you with us on this journey.

Until next time,

***Nelson Campbell***

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## **NATIONWIDE MOVEMENT CALLS FOR AMERICANS TO TAKE BACK HEALTH**

*The grassroots movement, Healing America, kicking off with a nationwide tour by famed researcher, Dr. T. Colin Campbell and his son, Nelson Campbell*

Mebane, North Carolina (December 13, 2017) – Nelson Campbell, founder of the PlantPure organization, announced today that he and his team are launching a media-driven movement strategy under the name, “Healing America.” This strategy will utilize the power of film to both document and drive a grassroots movement to bring the benefits of plant-based nutrition deep into the mainstream. A new social action model will be used to empower people in local

communities to collaborate in bringing this powerful health message to everyone in those communities, *including to people in their most underserved neighborhoods*. The focus of Healing America will initially be on health, but its long-term objective is a new model that communities can use to solve any serious social problem.

The film production and an Indiegogo campaign will debut on January 20 with a coast-to-coast tour by Dr. T. Colin Campbell and his son Nelson. Dr. Campbell is considered by many to be the “science father” of the plant-based nutrition movement. Nelson Campbell directed the film *PlantPure Nation*, founded PlantPure and the nonprofit PlantPure Communities, and is the director and host of the new production. Together, they will deliver an inspiring presentation that will give rise to a new social action model empowering people to act in their own community.

The tour will begin in Tampa, Florida on January 20, 2018. A crew will film the tour, and everything else that follows, producing both an ongoing stream of short videos and eventually the feature documentary “Healing America.” Stops have been announced in Tampa, New York, Atlanta, Houston, St. Louis and San Diego, with additional locations under consideration. “We will communicate ideas that go beyond health to bring people of varied interests and communities together,” states Nelson Campbell. He adds, “It is time to go beyond health, to make larger connections that can join communities heretofore working apart into a more unified force for change, including change that extends into the

political sphere.”

After the tour, a social action model will be implemented in a selected city to bring the message of plant-based nutrition to everyone in that community. This model will include seminars and other education, affordable food delivered into underserved neighborhoods, and a powerful social network to build community and support local action.

The Healing America team anticipates that the success of this first community project can then be replicated nationwide. “We recognize that this strategy is bold, but we believe we can achieve our objectives because we will not do this ourselves; our goal is to empower people in communities everywhere to lead,” said Ron Gandiza, Campaign Launch Manager.

Healing America also will recruit national leaders from plant-based nutrition, healthcare, environmental, animal welfare and social advocacy organizations. “It is time that we move to a more expansive model of collaboration; for environmental and economic reasons, we have limited time for making the change we are seeking,” said Dr. Colin Campbell.

Research shows that a plant-based diet can significantly reduce the risk of chronic diseases, and sometimes reverse serious conditions like heart disease, type 2 diabetes, and some forms of cancer. A plant-based diet also can heal the planet through reduced greenhouse gas emissions, create greater economic and governmental stability, and improve animal welfare.

## About Healing America

Healing America is the brainchild of Nelson Campbell and was formed to promote the health message of plant-based nutrition, while also demonstrating a larger model for social and political change. Nelson Campbell is the executive producer, director and co-writer of the documentary film *PlantPure Nation*, which examines the political and economic factors that suppress information about the benefits of plant-based nutrition, and makes connections to public policy, medical practice, food deserts, and farming.

Visit [healingamericatogether.com](http://healingamericatogether.com) for more information.

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## Featured PlantPure Recipe

### Baked Thai Spring Rolls (appetizer)



These crispy guilt free baked spring rolls are loaded with delicious Thai style veggies and rice noodles. Dip them into a sweet

and spicy peanut sauce for the perfect party appetizer!

Yields: 4-6 servings

Prep Time: 20 minutes      Cook Time:  
20 minutes

**Ingredients:**

2 ounces bean thread rice noodles

12-14 rice paper spring roll wrappers

**Sauce:**

1 tablespoon minced ginger or ginger  
paste

¼ cup water

3 tablespoons low-sodium tamari or soy  
sauce

2 tablespoons pure maple syrup

1 tablespoon rice vinegar

1 tablespoon lime juice

1 teaspoon Sriracha

1 teaspoon garlic powder

2 teaspoons cornstarch

**Veggies:**

4 cups cabbage, thinly sliced

2 small carrots, julienned

4 green onions, thinly sliced

2 cups soy curls, hydrated (or 6 oz shitake mushrooms, sliced)

### **Peanut Dipping Sauce:**

¼ cup peanut butter

3 tablespoons low sodium soy or tamari sauce

1 ½ teaspoons Sriracha

1 tablespoon lime juice

2 teaspoons maple syrup

½ teaspoon garlic powder

### **Directions:**

1. Preheat oven to 425°degrees F.
2. Cook the rice noodles according to package instructions. Using kitchen shears, cut the noodles so they are 1-2 inches in length. Set aside.
3. Place the sauce ingredients into a small bowl and whisk until combined. Set aside.
4. Place the vegetables and soy curls into a large fry pan and sauté in a small amount of water over medium-high heat. Cook until vegetables are tender, about 6-8 minutes.
5. Add the sauce and noodles and continue cooking until thickened, about 1-2 minutes.
6. Place the spring roll wrapper into a medium sized bowl of warm water for 10 seconds allowing the wrapper to become pliable.

7. Place the rice wrapper on a clean surface and add about 2-3 tablespoons of the vegetable/noodle mixture to the lower half of the wrapper. Turn the left and right sides in towards the middle and begin rolling as if you are making a burrito. Be careful not to overfill. Practice makes perfect!

8. Arrange the spring rolls seam-side down on a parchment lined baking sheet and bake for 20-25 minutes until lightly browned. For crispier spring rolls, turn after half way through.

9. Whisk together the peanut dipping sauce ingredients. Serve baked spring rolls with peanut dipping sauce.

**Kim's Hints:** You can usually find spring roll wrappers in the Asian section of most grocery stores. Try altering the filling by adding your favorite stir-fry veggies or baked tofu.

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