



Issue 44 - September 8, 2017



## A PlantPure Update

I hope all of you had a wonderful Labor Day weekend. Kim and I were at the North Carolina coast, where we spent time with our kids, and my parents, siblings, and all their spouses and kids.

Before I get into the main subject for this newsletter, I wanted to mention that we have released 10 new entrees. I sampled these last week and can report that they came off the production line in great shape. Not only was this my opinion, but they were a hit with the large group of family taste testers that were here at the beach. You can check them out [here](#).

With that out of the way, I wanted to share some thoughts prompted by events earlier this week. When I woke up one day, I learned that our PlantPure Facebook group page had erupted into controversy. One of our members had posted a biblical verse supportive of the plant-based diet. A discussion ensued, quickly expanding into a discussion of religion in general. Unfortunately, several people began

insulting others for their religious faith, so we eventually took the thread down to put an end to the angry and divisive commentary.

I appreciate the value of social media. It can be very effective as a tool for communicating information and ideas, and indeed, we use social media here at PlantPure for that purpose. I love living in a world where it is possible to communicate to so many people so easily.

However, I do not think social media is an effective tool for building deeper human relationships. I believe the online “community” residing on our computer screens is a poor excuse for the real community that forms when people interact directly, through trusting, compassionate relationships.

Interestingly, our authentic connections with other human beings seem to have declined in our modern technological age, despite the large number of friends and followers many of us have amassed on social media. We also are losing our privacy. If social media companies could follow us into our bedrooms and/or our bathrooms to gather additional 'user data' to more effectively manipulate us with targeted ads and information, I believe they would do it.

The nasty discussion I woke to earlier in the week is all too common in the online world. Not only are many of our digital connections poor replacements for authentic human relationships, they allow us to express ourselves without accountability. We can say things we would never say when facing someone directly.

I think if we are ever going to solve the world's problems, we need to come together under a new ideology built around the idea of genuine community. And as part of this, we need to develop strategies that empower these real communities to make transformative social change.

In the meantime, let's not confuse key strokes for human relationships, and let's not act in ways that intimidate other people from expressing themselves. Whenever we feel the urge to shout someone down, let's remember that this only makes us a bully, and worst of all, a censor. I do not believe any of us has the right to shut off the free exchange of ideas through dogmatic, judgmental, and insulting behavior. The free exchange of ideas is the only hope for humanity. We are in a difficult place in so many ways, and unless we can engage in civil discourse, we will never discover the truths that will set us free.

Until next time,

***Nelson Campbell***

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**Now Offering 10 NEW**  
**[PlantPure Entrees](#)**



We are very excited to announce that we have 10 NEW PlantPure Entrees including Backyard BBQ Medley, Buffalo Mac & 'Cheeze," Chana Masala, Country Corn Chowder, Creamy Garden Alfredo, Gnocchi with Sweet Potatoes, Mac and "Cheeze," New England Chowder, Tuscan Pesto Pasta, and Forbidden Orange Stir Fry. This brings our total offering to 20 unique whole food, plant-based meals (with low salt and sugar, and no oil) that can be delivered to your door and heated within 6 minutes. We also now have different collections of meals available, such as Mild/Comfort and International, so order yours now at <https://www.plantpurenation.com/collections/foods>

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**Words to Live By**

"That which we do for  
another, we do also for  
ourselves."

- Joe Keanne



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## Featured PlantPure Recipe

### Malai Kofta (Veggie Balls and Curry Sauce)



Indian restaurants always offer Malai Kofta on the menu, but it is usually loaded with oil and heavy cream. This version is rich with the flavors and creaminess of the traditional restaurant-style dish but without the oils and dairy. Serve the kofta over brown rice to soak up all the sauce.

Yields: 4 to 6 servings

Prep Time: 25 minutes    Cook Time: 30-40 minutes

#### **Kofta (Veggie Balls)**

1 cup mashed cooked sweet potatoes,  
fresh or frozen (thawed)

1 tablespoon flax meal or chia seeds

3 tablespoons water

1 (15-ounce) can chickpeas, rinsed and  
drained, or 1 ½ cup cooked chickpeas

½ cup finely ground walnuts

1 cup peas, fresh or frozen (thawed)

1 ½ cup whole wheat bread crumbs

1 tablespoon grated fresh ginger

1 teaspoon garlic powder

½ teaspoon garam masala

1 teaspoon cumin

½ teaspoon black pepper

¼ teaspoon sea salt

### **Malai (creamy curry sauce)**

½ cup raw cashews

2 cups water

¼ cup canned lite coconut milk

2 teaspoon cornstarch

1 tablespoon curry powder

1 teaspoon garam masala

1 teaspoon ground cumin

¼ teaspoon red pepper flakes

3 tablespoons tomato paste

2 teaspoons pure maple syrup

1 onion, diced

6 garlic cloves, minced

1 tablespoon grated fresh ginger

1 teaspoon toasted fennel seeds

½-1 teaspoon sea salt

1 ½ cups frozen peas

**Directions:**

1. Preheat the oven to 400°F. Line a rimmed baking sheet with parchment paper.
2. Boil and mash the sweet potatoes.
3. Combine the flax meal and water in a small bowl and set aside to thicken.
4. In a food processor, pulse the chickpeas until chopped and slightly smashed but not pureed.
5. Transfer the chickpeas to a large mixing bowl and add the flax mixture and mashed sweet potatoes. Add the remaining kofta ingredients and mix thoroughly. If the mixture is too dry to hold together, add a little water (a tablespoon at a time) until moistened.
6. Form the mixture into small balls and place them on the prepared baking sheet. Bake for 20-30 minutes, until golden

brown.

7. Meanwhile, to make the malai sauce, combine the cashews, water, coconut milk, cornstarch, curry powder, garam masala, cumin, red pepper flakes, tomato paste, and maple syrup in a high-powered blender and puree until smooth. Set aside.

8. In a large saucepan over medium-high heat, sauté the onion garlic and ginger in a small amount of water until tender, about 8 minutes. Add the sauce from the blender, reduce the heat to medium, and simmer until bubbly and thickened, about 5 minutes.

9. Add the remaining sauce ingredients and mix thoroughly. Reduce the heat to low and simmer for 10 minutes.

When the kofta balls are done, add them to the sauce. Serve warm.

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**Congratulations to Our  
PlantPure Challenge Winner,  
Nancy Matthews**



You can read Nancy's story, [here](#). Previous



PlantPure Challenge testimonials are also available on our [blog](#).

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## **A Report From The Non-Profit Organization, PlantPure Communities**

**Save the Date!**



The graphic features a background image of the New York City skyline with the Empire State Building prominent. In the top left corner is the PlantPure Communities logo, which consists of a green leaf inside a gold circle with the text 'PLANTPURE COMMUNITIES' below it. To the right of the logo, the text 'SAVE-THE-DATE!' is written in a bold, green, sans-serif font. Below this, the text 'One Year Anniversary Celebration' is written in a smaller, green, sans-serif font. To the right of this text, the words 'PARTY WITH A PURPOSE' are stacked vertically in large, bold, dark blue, sans-serif capital letters, each word on a separate white rectangular background. Below the main title, the date and location 'Nov 30, 2017 • NYC' are written in a bold, green, sans-serif font. At the bottom of the graphic, the website address 'PLANTPURECOMMUNITIES.ORG' is written in a smaller, dark blue, sans-serif font.

PlantPure Communities will host a one year anniversary celebration called Party with a Purpose on November 30, 2017 in NYC! Join PPC for a fun, educational evening and learn about the grassroots movement. Additional details are forthcoming. Please [visit PPC's website](#) for more information

**Support PlantPure Communities  
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Join the discussion!

How do you start a  
conversation about  
plant-based living with  
those in your  
community?

[#PlantPureCommunities](#)

## Help Wanted!

Has adopting a plant-based diet changed your life for the better? Did you lose weight, get off medications, lower your blood pressure, improve your cholesterol, reverse a disease, or have any other health improvements? If so, we'd love to hear your story! Your transformation can be what inspires someone else to improve their health by trying a whole food, plant-based diet. Plus, you can win prizes like books, cookbooks, and even free courses just for submitting your testimony! Visit [www.myplantpurestory.com](http://www.myplantpurestory.com) to share your story, and thank you for being a part of PlantPure Nation

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## Thank You to Our PlantPure Challenge Sponsor, [E4 Diabetes Solutions](#)



**Did you know that not all plant-based diets work the same to reduce diabetes?** Discover what you need to be careful about, and how to avoid the particular risks for people with diabetes adopting a plant-based diet. Click [here](#) to get the free e-book, **"The 3 Big Myths of Type 2 Diabetes"**

We announced last time that our sponsor, E4 Diabetes Solutions, is offering their exclusive and highly informative online course, 'Avoid Diabetes and Its Complications' absolutely free to 50 of our participants. **And now they are offering everyone a free e-book!**

E4 Diabetes Solutions's team has more than 100 years of combined experience reducing and reversing diabetes with a plant-based diet. They have created a 90-day program that lowers insulin resistance and reverses diabetes through a proven dietary and lifestyle plan. The program combines a lifestyle approach with advanced lab testing and analysis that go beyond the standard of care by determining such vital information as pancreas strength and insulin resistance level.

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## Watch the Film

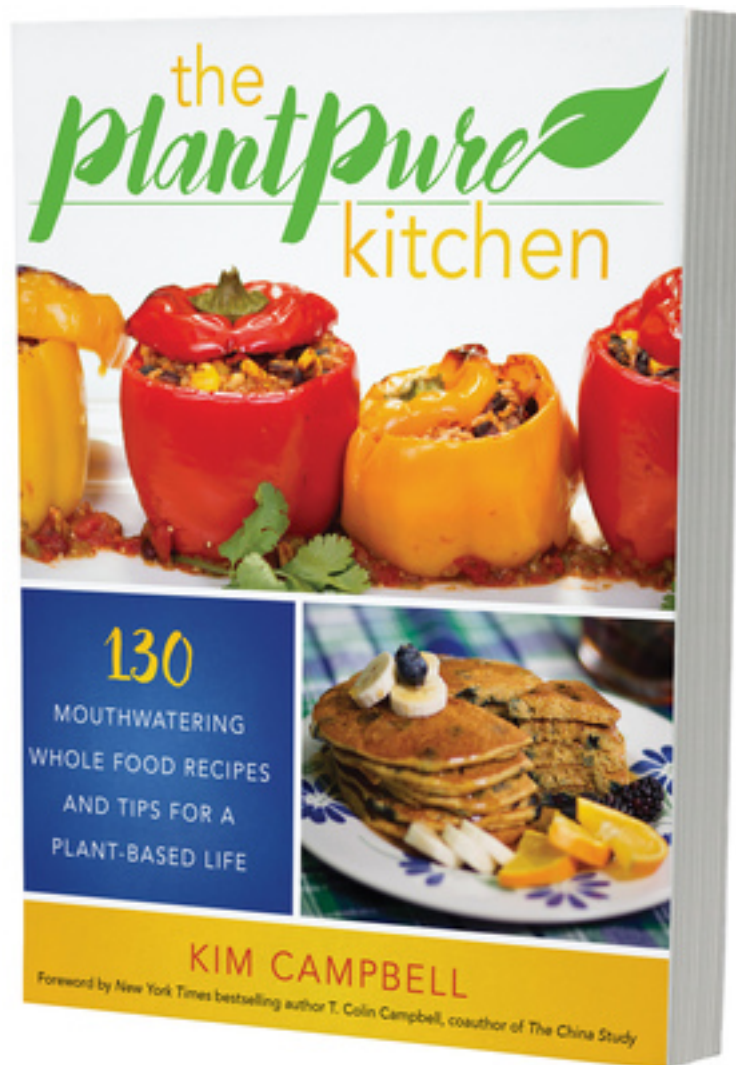
Download or stream the acclaimed breakthrough feature documentary film PlantPure Nation. Also available on [Netflix](#), [iTunes](#), and [Amazon](#).



Watch the PlantPure Nation trailer [here](#).

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## Purchase Your Copy of [The PlantPure Kitchen](#) Today



Kim Campbell builds on favorites from her last cookbook, turning recipes like Creamy African Stew into tasty African Wraps, and shares tons of new recipes that will turn any plant-based eater into a chef with ease. With compassion for the challenges of following a plant-pure diet, Campbell lends advice about the best natural sweeteners, the most useful kitchen tools for plant-based cooking, vegan-friendly substitutions for making recipes gluten-free, and a whole lot more.

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BUILD YOUR OWN **20** PACK



**20** STANDARD  
ENTRÉES



**20** COMFORT  
ENTRÉES



## A La Carte 20 Pack

Our a la carte option allows you to customize your package to only include the meals you want. All meals are priced **with** shipping and handling included.

[Shop A La Carte 20 Pack](#)

## 20 Standard Entrees

Our frozen entrees are designed to meet all of PlantPure Nation's requirements for whole-food, plant-based entrees. This means they are completely plant based, with no animal products whatsoever.

[Shop 20 Standard Entrees](#)

## 20 Comfort Entrees

Our Mild/Comfort Collection contains traditional "comfort" food with mild flavors.

[Shop Mild/Comfort Collection](#)

## 10 Comfort Entrees

Shop Mild/Comfort Collection







## 20 International Entrees

[Shop International Collection](#)

## 10 International Entrees

[Shop International Collection](#)

## Build Your Own 12 Pack

PlantPure Kitchen Starters are meal starter packs provide the sauces, seasonings, and other dried ingredients for your next plant-based meal. Better yet, they allow you to customize the starches, beans, veggies, and any other components to your taste preferences, seasonal produce availability and dietary restrictions such as gluten free or organic.

[Shop BYO 12 Pack](#)

**A complete set of Meal Starters & Dressings (One of each entree and two dressings)**

[Shop 10 Starters 2 Dressings](#)

## **Resources**

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