



PLANTPURE NATION UPDATE

It seems that we just sent out our last newsletter yesterday, not two weeks ago. Time is flying, but perhaps that is because we are so busy. Despite having a small team, we are making rapid progress on a number of fronts.

We are expanding our Pod community daily, and continuing to make changes to our web platform that will facilitate even faster growth. Most important is a new landing page, available in the next couple of weeks, that will make each Pod network easier to see, understand, build and access. As we have explained, each Pod is actually a network of independent groups within a local community. People coming into a Pod can join one of these groups, start their own group (on any topic of interest that is aligned with our health mission), or join a “catch-all” public group set up for that community. Our new format will help to make all this a little clearer.

Our core strategy is to connect groups heretofore working separately in a unified effort to transform local communities around the idea of plant-based nutrition. And this is just the first step. We see this Pod infrastructure eventually becoming a vehicle for all kinds of activist efforts to build a more compassionate and connected society.

We know that many of you have recently launched a group to anchor a local Pod network and are planning your first meetings to begin strategizing the further development of your group. We don't want to overwhelm you, so if you are early in your development, stay focused on whatever you are doing to get started. But once you get your feet on the ground, we are hoping you can begin taking steps to build your local Pod. When you are ready, we suggest the following steps:

- Identify groups that are candidates for joining your Pod network (any nonprofit, civic or business group whose mission does not contradict our health mission)
- Recruit these groups into your local Pod
- Begin planning social events to build a sense of community
- Begin meeting together to develop strategies for making change in your town or city (We will be sharing some ideas soon that might help facilitate your planning efforts.)

And as you do whatever you decide to do, make videos of these activities and upload them to the website. Whenever we see something that we think other Pods should know about, we will feature these videos on our website so everyone else can learn from your success.

Thanks for your continued support and your patience as we continue to upgrade our web platform and Pod strategy.

– Nelson Campbell

Looking back over the summer rollout of the *PlantPure Nation* film, I am still amazed at the enthusiasm and dedication we have had from the people helping us promote the movie! It is this grassroots effort that has helped make the movie one of the top-grossing, single-showing movies of the summer—we could not have done this without the incredible volunteers in each city!

Here are the final listings for the *PlantPure Nation* movie:

Grand Rapids, MI — 11/5–11/12 Celebration! Cinema
Asheville, NC — 11/5 Regal Baltimore Grand
Little Rock, AR — 11/5 Riverdale 10
Orchard Park, NY — 11/5 Regal Quaker Cinema
Red Hook, NY — 11/5 Lyceum Cinema
Cambridge, MA — 11/12 Landmark Kendall Square
Chicago, IL — 11/12 Landmark Centre Cinema
Lexington, KY — 11/12 The Kentucky Theatre
Boulder, CO — 11/19 & 11/20 The Dairy Center for the Arts

For more theater information and ticket links, visit plantpurenation.com.

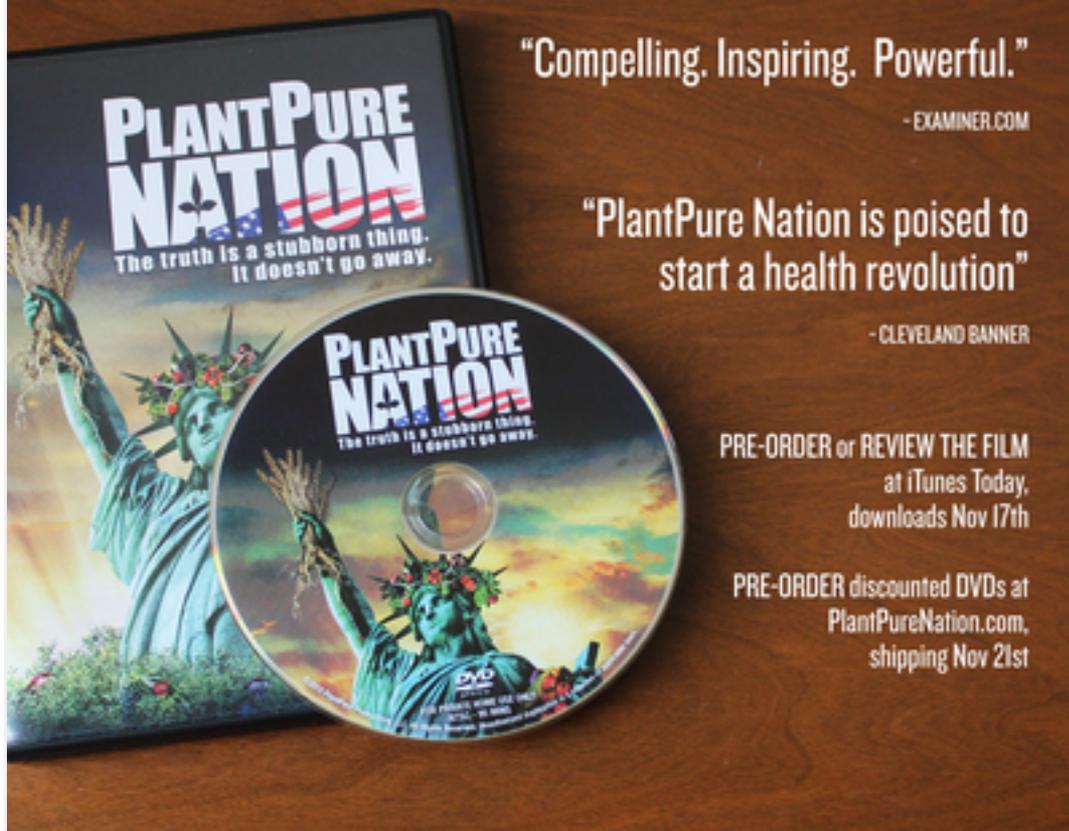
PlantPure Pods

The PlantPure Pods and groups are growing at an astounding rate! We now have over 141 city pods and 119 independent groups. The people who have stepped forward to lead the groups are amazing. Some are individuals who watched the *PlantPure Nation* movie and then completely changed their diets and want to spread the word on how it has impacted their lives, and others are people who have been spreading the word on how awesome plant-based eating is for years and want to join the movement. Because of this diversity, we are creating this incredible team of motivated, enthusiastic people. If you are interested in leading a group, simply go to plantpurepods.com and click on “Get involved” and then “Join as a group leader.” When we start to make ourselves heard as one voice, the positive changes we can make will be astounding!

— *Laura Dietrich*

FROM THE EDITOR

Instead of ranting at you mindlessly as I usually do in this space, I've decided to take a different approach, passing along news from the Nation that you might actually find useful. —Ed.



PLANTPURE NATION IS NOW AVAILABLE FOR PRE-ORDERS ON ITUNES AND DVD!

PlantPure Nation is now on iTunes for pre-orders! If you liked the film, please [visit iTunes](#) today and rate the film for their reviews.

PlantPure Nation digital sales go live on iTunes, television and online video-on-demand sites everywhere November 17!

The *PlantPure Nation* DVD is now available for discounted pre-orders at plantpurenation.com. DVDs ship November 21! Four-pack and 10-pack DVDs are available for pre-order as well.

— **Lee Fulkerson**

FEATURED PLANTPURE RECIPE

From Kim Campbell

Black Rice Salad with Garden Vegetables



Black rice is rich in nutrients, fiber, and flavor. It has a mild nutty flavor, turning a deep purple

when cooked. You can easily substitute this rice for a brown rice or a rice blend. However, I like the chewy texture that black rice adds to a salad. The colorful vegetables, combined with the deep purple rice, make this a beautiful salad!

Yields: 4–6 servings

Prep time: 20 minutes

Cook time: 45–60 minutes

Ingredients

1 cup black rice

2 cups water

2 tablespoons Dijon mustard

1 tablespoon tahini

2 tablespoon rice vinegar

1 teaspoon ginger, minced

3 tablespoons orange juice

1 tablespoon sriracha

1 tablespoon low sodium soy sauce

2 cups peas, frozen or fresh

3 green onions, sliced

1 red pepper, diced

1 cup purple cabbage, thinly sliced or chopped

1 1/2 cups garbanzo beans

3 carrots, shredded

1/4 cup raw pistachios or pumpkin seeds

Directions

Place well-rinsed rice in a pot. Cover with 2 cups of water and bring to a boil. Reduce heat to low, cover, and cook for 45–60 minutes or until rice is tender and slightly chewy. Drain well and let cool.

In a small bowl, whisk together Dijon mustard, tahini, rice vinegar, ginger, orange juice, sriracha, and soy sauce.

When the rice is finished cooking and cooling, add half the dressing mixture to the rice and toss to coat. Add remaining ingredients except pistachios and gently toss. Garnish with pistachios or pumpkin seeds.

Kim's Hints: *You can substitute the vegetables for seasonal vegetables quite easily in this recipe. Avocados are a beautiful addition to this salad.*

FROM FRIENDS OF THE NATION

Contributed Article

By Kathryn Hayward, M.D.



Dr. Hayward practiced conventional medicine for 30 years, including primary care internal medicine at the Massachusetts General Hospital and Harvard Medical School from 1992 until 2012. Drawing from her experiences in both conventional and holistic medicine, Dr. Hayward created Odyssey Journey: A Collaborative Approach to Wellness, an all-encompassing integrative health practice that includes family systems work, guidance in plant-based nourishment, and other mind/body/spirit disciplines.



Mediterraneans, their diet, and the WHO's findings on meat

I live on the island of Mallorca, a Spanish island in the middle of the Mediterranean Sea. People here regard themselves as the chosen ones when it comes to diet. After all, numerous scientific studies, or at least their press accounts, have told the whole world that the Mediterranean diet is the winner. For those living around this body of water, this is a source of pride (“We are the best!”) and comfort (“Our diet keeps us healthy!”).

A lot of media attention has been given to the recent World Health Organization (WHO) study that was bold enough to say something about processed meat and probably red meat causing colorectal cancer. The Mediterraneans are smug about the findings. “These findings are not relevant to us.”

The *extranjeros*, or “foreigners,” who thrive on the WHO study’s meats are not real Mediterraneans, even if they live around the Mediterranean Sea. Sausages belong to the Germans. Bacon belongs to the British. And hamburgers ... well those, of course, belong to the Americans.

“We are safe. We eat *cordero* (mutton) from our grass-fed sheep and *ternera* (beef) from our free-ranging cows. We have a yearly *matanza* (pig sacrifice) and thriftily use all of the animal, in the way our ancestors did. We save some of the meat for fresh cuts, some for drying, some for salting, and the rich lard for baking our *ensaimadas* and other pastries. And we clean the intestines so that they can hold the delicious mixture of meat and spices that make up our famous Mallorcan *sobrasada*.”

In talking to my Mallorcan friends about the WHO findings, I walk a tightrope. When you already know that you follow the chosen diet, there is little to learn from a study like that, other than that it does not pertain to you.

At the same time, the study has traction. There is a sense of unease underneath all of the bravado. People are talking about it. It has been on the front page of the newspapers. Something is happening.

Before the study came out, my husband, David, and I were invited to speak to a local Rotary Club about *The China Study*. The book was translated into Spanish a few years ago, and some of our friends have been influenced by it and have been talking to community leaders about its findings and recommendations. We have had lively discussions about its relevance in the land of the chosen diet.

With our Spanish friends, we decided to embark on a project in which we encourage restaurants to add a few whole-food, plant-based, no-added-oil items to their menus. Our motivation for this project is almost entirely selfish ... we love to spend time with friends, and Spaniards get together mainly to enjoy food in restaurants. We want the restaurants to offer options we can enjoy while our friends dine on their chosen foods.

When you eat in Spain, the great majority of the meal is spent talking about food. This offers an opportunity to get on that tightrope and take a walk. We have met some brick walls. Yet, we also have opened some doors.

Talking about this with Spaniards is like talking about it with Americans who think they are following the Mediterranean diet or some other diet that they deem healthy. Some find ways to dismiss scientific findings (“Every week they tell us something different”). Some accept that they will suffer and die from the major chronic diseases that afflict Western societies (“We all have to die of something”). As a reader of this bulletin, you may get into these sorts of discussions, and may have encountered your own brick walls. Here are four questions that we have found have opened some doors and yielded some good discussions.

Is the Mediterranean diet that you follow the same as the one that your grandparents’ grandparents followed? We don’t even have to go back that many generations to learn that it is not. They report that there is much more animal product in their diets than there was in the diets of family members a few generations back. Also, there is a lot more oil, including olive oil. Processed foods did not exist back then. And now they eat a lot fewer grains and legumes and even vegetables.

Does your grocery cart contain different things than the grocery cart of someone living in New York or Berlin or London? That question is met with a snobby, dismissive “yes!” and later followed by thoughtful curiosity. Eventually we surmise that the majority of what the Spanish

grocery cart contains is processed food and is likely very similar to grocery carts in other industrialized countries.

What did your grandparents' grandparents die from and what do you think you will die from? “The ancestors died from infectious diseases, childbirth, and death in childhood. I will die of heart disease, cancer or a respiratory disease.”

Living in the 21st century, you are unlikely to die of the things your ancestors died of because of the miracles of modern medicine. If the ancestors survived their childhoods, they had a good chance of living a long, healthy life. What worked for them back then, and how can we merge those factors into modern life so that we can change our expectations of what we will die of? This is when the conversation opens up into interesting territory. We explore what it would be like to eat a real Mediterranean diet of the ancestors, based in whole grains, legumes, vegetables, wine and small amounts of olive oil. In this diet, animal products occasionally would be added during big celebrations. (Historically, one of the family's herd members was sacrificed and used in its entirety.) Dairy products would not be consumed at every meal and would not be included in every dessert. There would be much less sugar in the diet, and no processed foods.

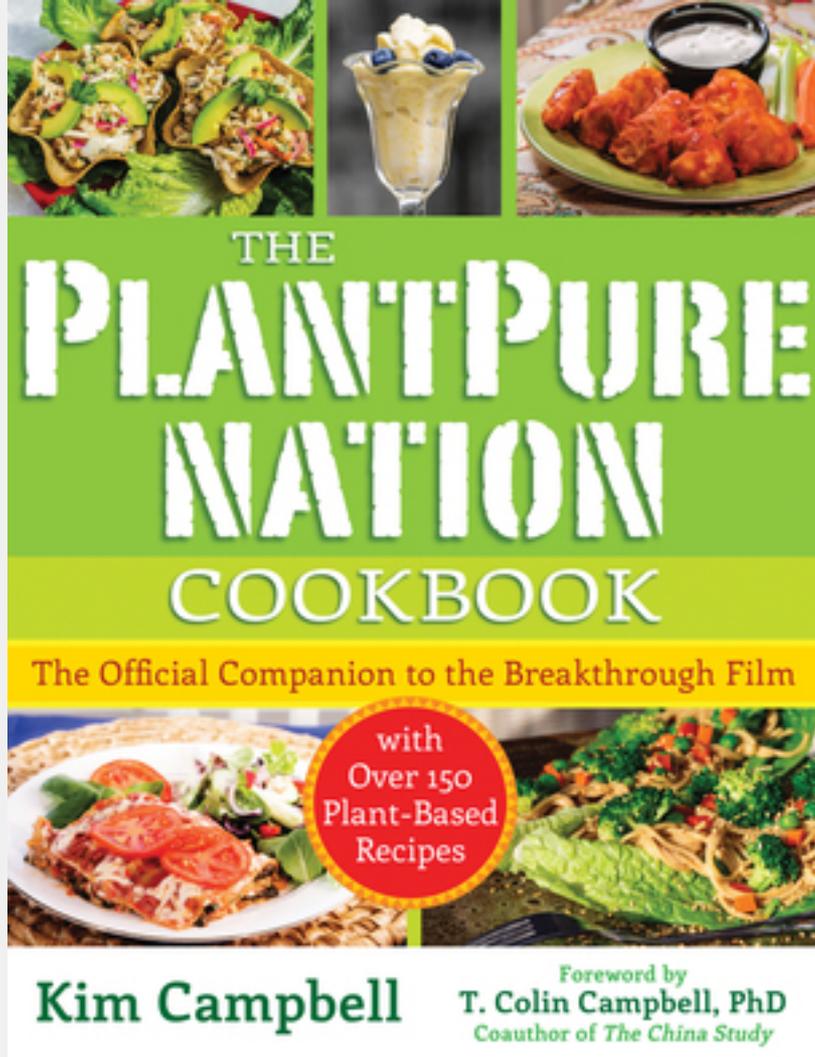
We reflect on how *The China Study* showed us that people who live in rural areas with the sort of diet that the Spanish ancestors ate are the ones in modern life who are living the most healthfully. We also acknowledge that Americans have offered more lessons than just hamburger recipes. Americans spend lots more money per person on medical care than do Spaniards and do not have better health ... far from it. And they admit that, increasingly, Spaniards suffer from the very same diseases that plague Americans.

As our Spanish friends continue to make these connections and embrace new ideas, they have the ability to take action in their daily lives. The conversations are just beginning. They can now read *The China Study* in Spanish, and watch *Forks Over Knives* with Spanish subtitles. And soon, there may be restaurants where they can select a whole-food, plant-based meal.

Americans have some of the same beliefs about their diets. They may believe that the way they eat is healthier than some alternative diets. They may find ways to dismiss scientific findings as not applicable to them. And they may accept that they will suffer and die from the major chronic diseases that afflict Western societies. The way that Mediterraneans and Americans justify their food choices is similar. Thus, our same four questions may help you in conversing with Americans and probably with most people worldwide about the science and the logistics of making dietary change so that you encounter open doors, not brick walls.

START COOKING WHOLE-FOOD, PLANT-BASED RECIPES!

As the film's official companion book, *The PlantPure Nation Cookbook* brings this powerful, science-based approach to nutrition from the big screen to your kitchen with some of the same mouthwatering recipes that kick-started the film, promoting the health benefits of a whole-food, plant-based diet.



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