

**PLANTPURE  
NATION**

**STATE OF THE NATION**



*Issue 12 – Dec. 2, 2015*

## PLANTPURE NATION UPDATE

I hope all of you had a wonderful holiday. As I was eating our Thanksgiving meal, I thought to myself again about the turkey question people often ask—“How can you have Thanksgiving without turkey?” I actually don’t know how I could have Thanksgiving *with* turkey. The food on our table is so flavorful that any kind of meat next to it would seem bland. I would rather reserve the valuable real estate in my stomach for the flavorful stuff.

OK, enough about Thanksgiving. I want to share in this newsletter a few updates on our Pod launch. As you know, the Pods are the heart and soul of our movement strategy.

We’ve added some new features to our Pod community website, [www.PlantPurePods.com](http://www.PlantPurePods.com), including a welcome page for each Pod/city with instructions, a Pod directory with a map that allows you to search for Pods close to you by entering your address, and a forum for each group to easily share and find information. However, we also have had some feedback that our website could be more user friendly, so we are currently going through a beta testing phase, poring over every aspect of our website, identifying problems and considering improvements. Also, we urge everyone who uses our website and has suggestions to please write to us. And if you are a group leader, you can share your ideas with the PlantPure Regional Manager assigned to you. We recognize that our website is critical for the formation and work of our Pod groups, and we are committed to making this site as user friendly as possible.

We also finalized today a licensing model for groups who want to hold public screenings of our film. Our Pod Director, Laura Dietrich, just sent to group leaders a separate email on the details of this program. In summary, we are trying to make it easy for groups to screen the film, not only to help spread the message of plant-based nutrition and to recruit new members, but also to raise funds for their important work.

Another topic of interest to many of our Pod groups is our Jumpstart program. I am happy to report that we just completed the first production run of our Jumpstart meal plan last week. There are about 25,000 meals sitting in a large freezer in Canada that will be loaded onto a truck this week for transport to a fulfillment house in Kansas City, Missouri.

Finally, we are considering a strategy of working in two cities where we can showcase for the rest of our Pod network a template for action. Our idea is to demonstrate the formation of a Pod network and leadership team, the development of a plan for a community-wide campaign, and the implementation of that plan. As we do this, we will update you in real time via our newsletter, blogs, videos, and perhaps even Podcasts. This flow of information will help to inspire and direct Pod groups across our network to follow the same model.

It is important to realize that we are adjusting our strategy as we go, taking into account all that we are learning. This is an evolutionary process, and much of it is driven by your input. So please do not hesitate to contribute your ideas, and thanks so much for your continuing support.

**— Nelson Campbell**

# FROM OUR PRODUCER

Our groundbreaking documentary *PlantPure Nation* is now available for download and streaming on [iTunes](#) and [Amazon](#)! *PlantPure Nation* is also on Dish, DirectTV, cable and online video-on-demand sites everywhere. Please share!



Need some gift ideas for the holidays? Check out our [online store](#)! We have single DVDs as well as bundle packs of the *PlantPure Nation* film, so you can easily share the life-changing message of plant-based nutrition with your friends and family this holiday season.

— *John Corry*

## FROM OUR PLANTPURE POD DIRECTOR

Happy Holidays! Many of our groups either hosted or participated in plant-based celebrations during Thanksgiving. Spreading the word about the joys of plant-based eating is especially important during the holiday season, and independent groups can really help members who are just starting out in their journey during this time.

We now have groups on four continents! India has just joined the PlantPure team, along with Switzerland, Australia, and Canada. We are truly starting to have a world presence.

There are over 150 groups with a wide range of interest levels. For instance, several groups are focusing on the millennial generation—take a peek at the Boston Plant-Based Millennials group in Boston, Massachusetts.



Photo courtesy of Nina Gheihman

Other groups are strongly focused on helping to provide healthy food options to low-income communities—for more information, take a look at the Mojave Desert PlantBased WholeFoodist Initiative group, based in Fort Mojave, Arizona.

Finally, we have quite a few hospitals and medical facilities that are starting groups within their practices—check out the Magaziner Center for Wellness group in Cherry Hill, New Jersey.

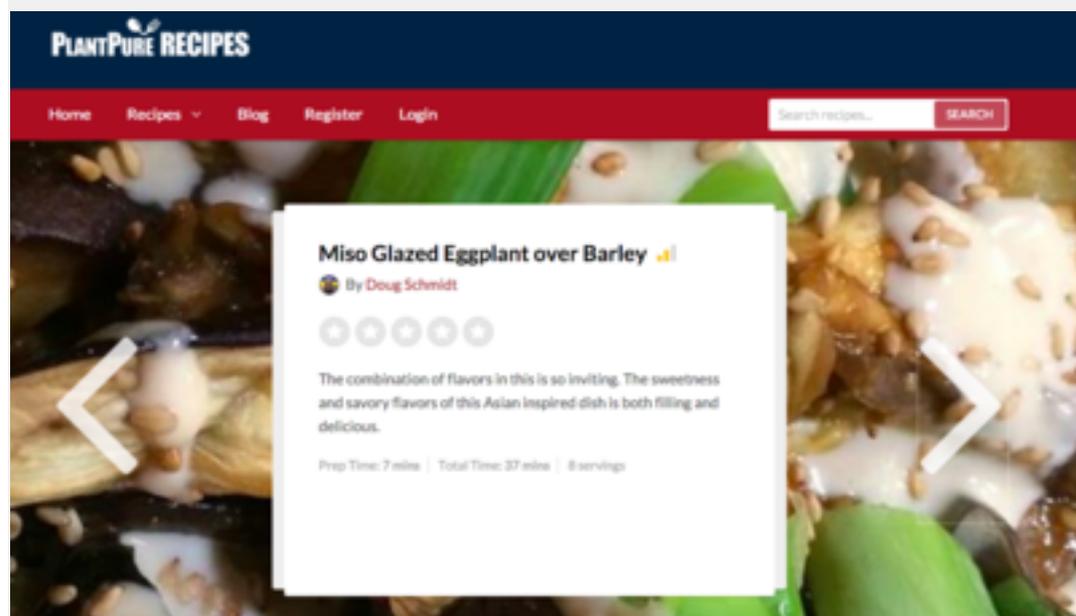
The sky is the limit as far as ideas to become involved within the PlantPure community, but an important first step is to find a group within your community and join in on the fun!

— **Laura Dietrich**

## FROM THE EDITOR

The holidays are here! For most people, this is a welcome time of year spent with family and friends, exchanging gifts, catching up and spending time together, enjoying silly and not-so-silly family traditions, and sharing meals—lots of meals!

Maybe this will be your first holiday season as a plant-based eater. Or perhaps you've been plant-based for many years now. Either way, our [PlantPure Recipe Database](#) will surely have some new ideas and options for your holiday gatherings. Check it out and feel free to submit your family's favorites—the more, the merrier!



We also strongly encourage you to go to our [website](#), find your local Pod, and join one of the groups in your area. If there is no Pod in your area, you can request that a Pod be established, then start a Pod group, or perhaps recruit an existing group into the Pod. Remember, our Pods are actually networks of local, independent groups.

You'll get lots of support, find new friends, get and give encouragement and advice about plant-based nutrition, and help develop a community of likeminded people working together to further the message of plant-based eating and its positive effects on every facet of our lives.

Happy and healthy holidays to all!

— *Amy Bissinger*

## FEATURED PLANTPURE RECIPE

*From Kim Campbell*

### Little Chicky Omelette



Serves: 4

Prep time: 15 minutes

Cook time: 15 minutes

#### **Batter**

2 tablespoons flax meal

1/4 cup water

3/4 cup chickpea flour

2 tablespoons nutritional yeast flakes

1/4 teaspoon garlic powder

1/4 teaspoon onion powder

1/4 teaspoon turmeric

1/4 teaspoon sea salt

1/8 teaspoon black pepper

1/4 teaspoon baking powder  
1 cup plant-based milk

### **Filling**

4 ounces sliced mushrooms  
1 onion, diced  
1 red bell pepper, sliced  
10 ounces of spinach  
salt/pepper to taste

### **Toppings**

1 cup salsa, your favorite kind  
1 avocado, sliced

### **Directions**

1. Sauté the mushrooms, onions, and red pepper until tender. Add the spinach last and only cook until wilted. Season with salt and pepper. Set aside.
2. In a small bowl, combine flax meal and water. Set aside.
3. Mix together the dry ingredients: chickpea flour, nutritional yeast, garlic powder, onion powder, turmeric, salt, pepper, and baking powder.
4. Add the milk and flax mixture to the dry ingredients and mix until batter is the consistency of pancake batter. If the batter is too thick, simply add a little more water.
5. Pour 1/4 cup of batter onto a nonstick pan and cook until bubbly and dry around the edges. Flip and cook the opposite side.
6. Place the vegetables on the center of the pancake and fold the pancake over the vegetables like you would an omelette. Top with salsa and avocado slices.

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## **FROM FRIENDS OF THE NATION**

*Contributed article courtesy of [nutritionfacts.org](http://nutritionfacts.org)*

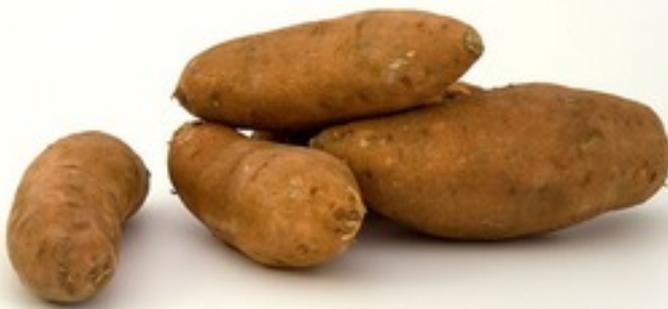


## Michael Greger, M.D.

*A founding member of the American College of Lifestyle Medicine, Michael Greger, M.D., is a physician, author, and internationally recognized speaker on nutrition, food safety, and public health issues. He is a graduate of Cornell University School of Agriculture and Tufts University School of Medicine. Currently Dr. Greger serves as the Director of Public Health and Animal Agriculture at The Humane Society of the United States.*

### Sweet Potato Proteins vs. Cancer

Sweet potatoes can be considered a superfood. They are one of the healthiest and cheapest vegetables on the planet. (And one day, perhaps, even off the planet, as NASA has chosen the sweet potato for space missions.) A study out of the University of Washington aimed to identify which vegetables provided the most nutrients per dollar. In my video, [Anti-Cancer Potential of Sweet Potato Proteins](#), you can see a graph of affordability versus nutrition for different foods. The healthiest foods, like dark green leafy vegetables, may also be the cheapest, and the highest nutrient-rich food scores per dollar were obtained for sweet potatoes.



Sweet potatoes are not just packed with nutrition but may also have special cancer-fighting properties. In 1931, a unique protein was discovered in sweet potatoes. It turns out that 80% of the protein in sweet potatoes is a type of protease inhibitor with potential anti-cancer effects. These proteins were originally tested against leukemia and appeared to suppress the growth of leukemia cells in a petri dish.

But how would a sweet potato protein ever get into our bloodstream? As soon as most proteins hit our stomachs, they start getting digested. To get around the digestion issue, researchers tried sweet potato protein against tongue cancer cells (sweet potato proteins certainly come in contact with our mouths!). Tongue cancer is often treated with chemotherapy, and most of the chemo drugs for tongue cancer have adverse effects, so, it is indispensable for us to find other therapeutic strategies. Sweet potato protein rapidly diminished viability of the cancer in vitro within a matter of days, leading the researchers to propose that sweet potatoes may be useful for human tongue cancer. But could they possibly help with other cancers as well?

Remarkably, this special class of proteins doesn't just survive digestion but may also be absorbed into the bloodstream intact (in at least two of the nine women with advanced cervical cancer researchers tried giving them to).

Most recently, sweet potato proteins were tried on colorectal cancer cells, one of our most common and deadly cancers. Normally, we just surgically remove the colon, but that only works in the early stages, since there are often "micrometastases" outside the colon that can subsequently lead to cancer recurrence and death; so, we've been searching for anti-metastatic agents. Not only does sweet potato protein slow down the growth of colon cancer cells, but it may also decrease cancer cell migration and invasion.

Sweet potato consumption has also been associated with lower gallbladder cancer rates, though it has never been directly put to the test. Still, what's the downside?

Sweet potatoes are one of my favorite snacks. During the harsh Boston winters during my medical training, I used to put two freshly microwaved sweet potatoes in my coat pockets as natural hand-warmers. When they cooled down, my hand-warmers became instant healthy snacks!

## STILL LOOKING FOR THAT PERFECT GIFT?

Check out our [online store](#) for *The PlantPure Nation Cookbook* and the *PlantPure Nation DVD*, available as a single disc or in bundle packs for easy gifting to friends and family.



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