

PLANTPURE NATION

STATE OF THE NATION



Issue 13 – Dec. 16, 2015

FROM OUR PRODUCER

We will soon announce pricing and guidelines for Pod community screenings of *PlantPure Nation*. These community screenings are designed to enable individuals or groups to show the film, with license options for both small and large groups. There will also be a DVD bundle option, giving groups the ability to buy the film at bulk wholesale prices for fundraising by selling the DVD package.



The word we heard most while screening the film around the country was “inspirational.” That word was the most gratifying description I could have heard as the film’s producer. The special story of *PlantPure Nation* is that we see an individual, Nelson Campbell, trying to effect change through the plant-based diet. The conventional approach—reaching out to elected officials— isn’t terribly fruitful, and the brutal reality of who really influences the legislative process quickly becomes apparent. Still, he keeps trying. And I believe his tenacity is one of the most inspirational parts of the film.

While many documentaries showcase a particular issue or cause, audiences aren’t often moved

to join the cause of the film simply by watching it. In *PlantPure Nation*, we watch Nelson take on special interests only to be beaten back not once, but twice. Seeing this initial struggle turn into a direct appeal to the people, and with that the development of the Pod concept, is inspiring to me. Most of us intuitively sense that this is a worthy cause, and we want to jump in and help after watching.

While our film shows why we can't expect top-down change, it also inspires us to create bottom-up change. Much of the information to date about the plant-based diet has been in the form of books, films, seminars, and websites created by private citizens who took matters into their own hands. Dr. T. Colin Campbell set an example for everyone—as a private citizen, he compiled his taxpayer-funded research and shared it with the rest of us through his best-selling book *The China Study*. Thankfully we now have the film *PlantPure Nation*, the catalyst for a new movement to galvanize broader support for this amazing way of life.

The plant-based diet brings meaningful health change to people; this we know. We've also seen how the diet can impact our environment and our climate, address the crippling cost of national healthcare, and change the way we treat animals. The science is already in—now what is needed is a grassroots campaign to bring this information to the people who need to hear it most.

A number of recent documentaries, such as *Gasland*, *Blackfish*, and *Forks Over Knives*, have shown that film can be a powerful medium for change. Films can be even more powerful when seen in groups. You can't share a book in a community setting, but the shared experience of a film such as *PlantPure Nation* can get a crowd talking. It is our hope that our Pods will now take up where our theatrical distribution left off and spread the film to every corner of the globe!

— **John Corry**

FROM OUR PLANTPURE POD DIRECTOR

As 2015 comes to a close, this is a great time to start planning for the beginning of 2016. Many people will be looking to improve their health; joining a PlantPure affiliate group and possibly doing a Jumpstart is a great way to supercharge your goals. Our groups will be ready and waiting to help anyone wanting to explore a plant-based lifestyle—many will be offering cooking classes, showing the *PlantPure Nation* film, and providing education on how to transition to this new lifestyle. If you are thinking 2016 is your year to be healthier and more energetic, then I encourage you to go to plantpurepods.com and find a group in your area. If you can't find a group and are interested in starting your own group, I would be happy to answer any questions you might have—just drop me a note at ldietrich@plantpurenation.com.

The total number of groups has risen to well over 180, including groups in India, the United Kingdom, Ireland, Australia, and Canada! I am starting a new section in this issue that highlights a group and explores its ideas and activities so that everyone can see the unique and innovative things these groups are doing around the world.

I wish you all happy holidays with plenty of wonderful memories and amazing, plant-based food!

— **Laura Dietrich**

CHECK THIS OUT

Still looking for a few final gifts? We have a bunch of new PlantPure branded items in our online store, including [aprons](#) for the chef in your family and [cozy hoodies](#) embroidered with the PlantPure logo, perfect for chilly days.



Health Editor Jo Gustafson modeling the new PlantPure Nation hoodie.

The [PlantPure water bottle](#) is perfect for hydration on the go, and cleanup is easy: Just place the glass bottle in the top rack of your dishwasher.



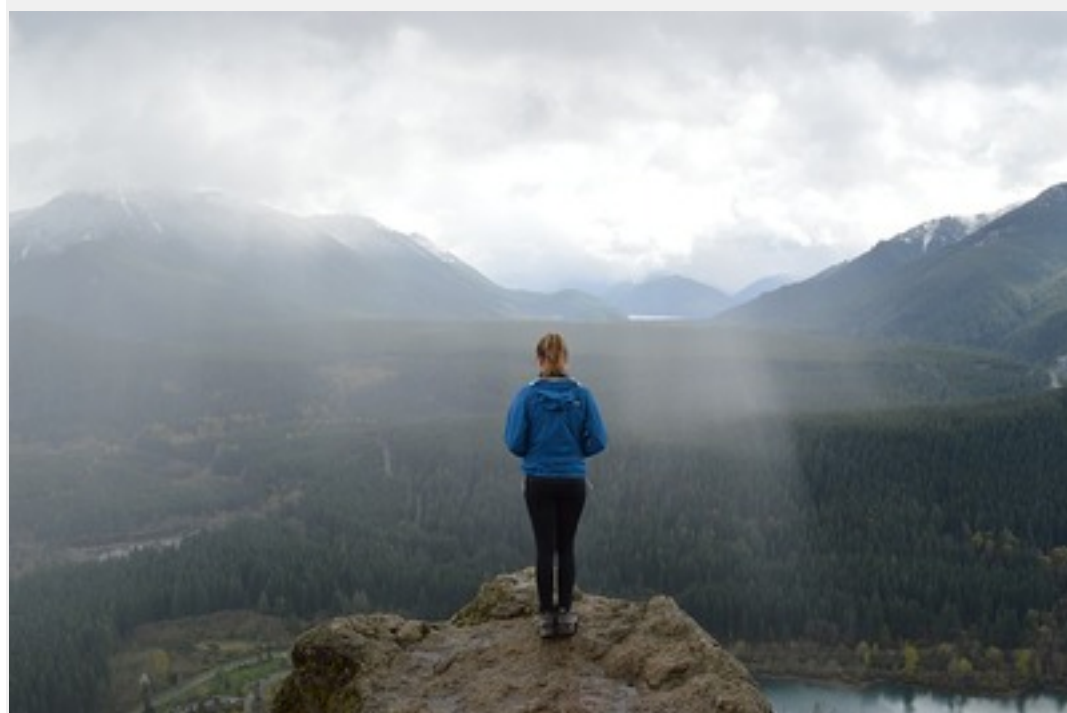
Check out these goodies and more at plantpurestore.com.

FROM THE EDITOR

A few issues ago, I remarked on the numerous changes I'd witnessed since coming on board here at PlantPure Nation. Well, we've got another one for you in the form of an expanded *State of the Nation* newsletter. You'll still get the same content you're used to seeing, and we'll still have lots of fabulous recipes from Kim Campbell, but you'll also be getting profiles of different independent groups from Pod Director Laura Dietrich, and we'll be bringing you more ideas and information you'll find interesting and hopefully inspiring.

On another note, while this may not be the best time to schedule a group meeting, what with various holiday celebrations in full swing and family gathering from afar, it is a great time to help your group start planning for January meetings. So sit down with a cup of your favorite hot tea or apple cider and start brainstorming!

Many people splurge during the holidays and either eat foods they wouldn't normally consider or eat a little too much. It is a special time of year, so while we don't advocate stuffing yourself, we understand that there are some dishes that only make an appearance during these winter holidays. This is why a January group meeting is a great time to refocus on personal change and recommit to a healthy, plant-based lifestyle.



Lots of people make New Year's resolutions, so capitalize on those feelings: This is a perfect time for a group meeting centering on how to either get back on the plant-based bandwagon or how to join in. Cooking classes featuring hot, easy meals are great for enticing people into making healthy meals that fit into busy lives (crockpot meals are perfect for this). Other ideas might include planning a basic garden for spring and hosting a seed exchange, giving a potluck with winter comfort foods and a recipe exchange, and perhaps even hosting a gathering that includes some form of exercise, like yoga, if it's too cold for outdoor activities. Another great option would be to show the *PlantPure Nation* DVD at a group meeting, and include some plant-based dishes so people can taste how awesome a plant-based diet can be.

A January gathering will allow you to capture the momentum of the new year and the changes that come with it, and getting it on people's calendars now will also give everyone something to look forward to when the holiday fun is over and winter has really set in.

— Amy Bissinger

MAKES A GREAT GIFT



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INDEPENDENT GROUP SPOTLIGHT

I had the opportunity to talk with one of our younger group leaders this week, Nina Gheihman, from the Boston Plant-Based Millennials Group. Nina leads one of a few groups that are focusing their efforts on reaching out to the millennial generation. I find this very encouraging because that is the generation we most want to reach. Engaging this group will be the missing link to making plant-based eating more mainstream in the future.

When Nina first began her journey as a group leader, she did not know any other plant-based eaters at Harvard University, where she is attending. After she became a group leader, she started recruiting members one month before her official group meeting was scheduled. She did this in a variety of ways—she volunteered for the Boston Veg Fest, she actually met one person in the vegetable section of a grocery store, and then friends of friends started to connect her with other veg-motivated students. There were also two groups at Harvard that she reached out to: an animal rights group and a veg group. And finally she also joined any veg Meetup groups in the area and attended their events. In all she was able to get 50 people to become Facebook members, 15–20 of whom actually attended her first two meetings—pretty impressive considering she started at zero.



Photo courtesy of Nina Gheihman

The average age range for group members is 18–35, but they invite all to join. Nina’s goal was to provide something geared toward the millennial generation because she felt that group had really not been tapped into.

The Boston Plant-Based Millennials Group has two main objectives—to provide a social basis of support and to advocate (spreading the message of the benefits of a plant-based lifestyle).

Next year, Nina plans on doing her doctoral dissertation on the societal factors that influence why people become vegans, and she will be looking at comparing the ways cultures affect veganism in the United States, France, and Israel. She is currently in her third year of completing a doctorate in sociology.

— **Laura Dietrich**

NOW AVAILABLE

PlantPure Nation is now available for [viewing online](#). Watch it yourself or give a viewing as a gift, straight from our website! This is a great option for international fans of *PlantPure Nation* and its

mission.

FEATURED PLANTPURE RECIPES

From Kim Campbell

Carrot Cake



This traditional moist carrot cake has no added oils and plenty of healthy carrots, applesauce, walnuts, and raisins. Top it with fresh fruit or soy yogurt, and now you have a delicious treat!

Yield: 8 servings

Prep time: 15 minutes

Cook time: 25 minutes

Ingredients

3 tablespoons flax meal
9 tablespoons water (about ½ cup)
1 cup Sucanat
1/2 cup unsweetened applesauce
1 cup nondairy milk
1 teaspoon vanilla extract
2 cups finely processed or shredded carrots
2 cups whole wheat pastry flour
1/2 teaspoon sea salt
2 teaspoons baking powder
1/2 teaspoon baking soda
2 teaspoons pumpkin pie spice
1/2 cup finely chopped walnuts
1/2 cup raisins

Instructions

Preheat oven to 350 degrees. Line a 9-inch by 12-inch pan with parchment paper and set aside. In a small bowl, mix together the flax meal and water. Let stand for 1–2 minutes. In a

mixing bowl, combine the Sucanat, applesauce, milk, vanilla, carrots, and flax meal mixture. In another bowl, combine the flour, salt, baking powder, baking soda, and pumpkin pie spice. Add to the applesauce mixture along with the walnuts and raisins. Gently mix until all the ingredients are wet. Do not over mix. Pour the cake batter into the prepared pan, smoothing the top with the back of a spoon. Bake for 20–25 minutes, or until a toothpick inserted into the center comes out clean.

Kim's hints: *I like this carrot cake by itself, but for guests I will often frost it with my creamy frosting.*

Sweet Potato Walnut Truffles



These are special holiday treats that are not only beautiful but quite decadent. I like to use dates and sweet potatoes for texture and sweetness.

Serving size: 15–20 truffles

Prep time: 10 minutes

Cook time: 5 minutes

Ingredients

- 1 cup walnuts
- 1 cup medjool dates, pitted
- 1/4 cup mashed sweet potatoes; I like to use frozen or leftover potatoes
- 1/4 cup cocoa powder
- 1/2 teaspoon cinnamon
- 1/8 teaspoon allspice
- 1/2 cup chocolate chips, melted
- 1/4 cup unsweetened coconut flakes

Instructions

Place the walnuts and dates into a food processor and pulse until the nuts and dates are finely ground. Add the remaining ingredients and process until you have a thick dough. Form into small balls and place into a lined freezer container. Melt the chocolate chips over a double boiler (or in a microwave) and drizzle over the truffles randomly. I sometimes use a disposable decorating bag for drizzling the melted chocolate. Top with unsweetened coconut flakes. Refrigerate for at least one hour before serving. Store in the refrigerator.

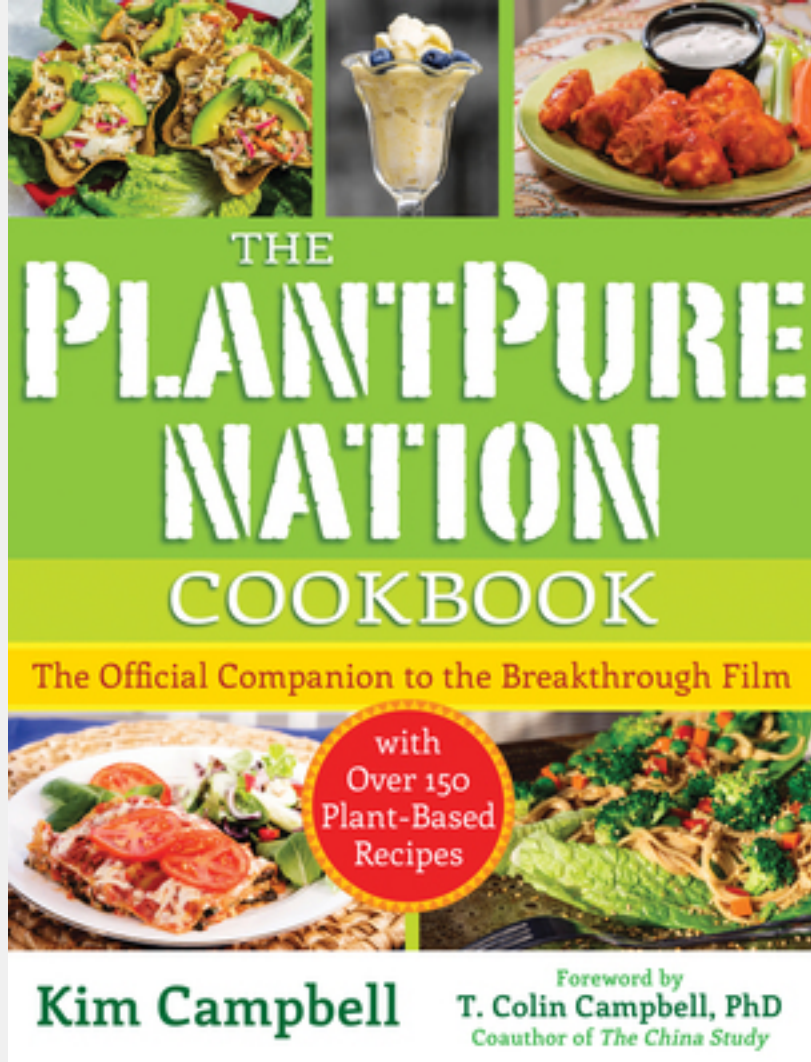
WORDS FOR LIVING WELL



Photo: [Pinterest/Mary Ossege](#)

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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