



STATE OF THE NATION



Issue 15 – Feb. 1, 2016

PLANTPURE NATION UPDATE

I am happy to announce in this week's newsletter that we signed a groundbreaking agreement with Lee Memorial Health System, the largest public health system in the state of Florida. Working with Lee Memorial Health System in Ft. Myers, we will develop and validate food-as-medicine models that dramatically improve care and improve financial performance.

Modern healthcare is based upon the "pharmaceutical paradigm." This is a school of thought that says disease can be cured through technological interventions, mostly in the form of single chemical agents created in a lab and manufactured in a factory. The pharmaceutical industry has benefited from this approach, often earning monopolistic profit margins of 20 percent or more.

But the same has not been true on the delivery side of the health care industry. Physicians find themselves engaged in a kind of practice they did not sign up for: 10 minutes with a never-ending stream of chronically ill patients, liability concerns, administrative hassles, and the monotonous practice of prescribing drugs to patients. And hospitals are lucky if they earn margins half as large as the margins earned in the pharmaceutical industry. Many have slim to nonexistent margins, and are dependent on Medicare/Medicaid reimbursements from a government careening toward bankruptcy.

Those who provide medical care are the ones left holding the bag for a system that is not working. The root cause of this failure is the pharmaceutical paradigm. The idea that an infinitely complex system (the human body) can be healed through a single targeted intervention such as a drug is a fallacy, as evidenced by the failure of this approach to deal with soaring rates of chronic disease.

This is not to say pharmaceuticals have no role to play. Drugs can provide relief from symptoms and be used in other short-term applications, but they cannot solve the root cause of our health care crisis: high rates of chronic disease.

Fortunately, there is a solution, and it is remarkably simple, but it will require a wholesale change in the way we deliver health care, a change that restores medical providers to their rightful role at the apex of health care. And this is the purpose behind our agreement with Lee Memorial.

As we move forward in this collaboration, we will report our progress to you. And I expect we will have much to report. Our counterparts at Lee Memorial are forward-thinking people, committed to blazing a trail that other health care systems can follow. We are thankful to have met them.

– Nelson Campbell

NOW AVAILABLE

We are absolutely *thrilled* to announce that our Jumpstarts are finally available! We hope you

enjoy participating in them as much as we've enjoyed developing them.

10-DAY PLANTPURE JUMPSTART KIT

INCLUDES:

- Jumpstart Welcome Guide
- 20 frozen lunch/dinner entrees
- *PlantPure Nation* DVD
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- The *PlantPure Nation* Cookbook
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FROM OUR PLANTPURE POD DIRECTOR

As I sit here typing and watching the snow fall, it is hard to believe that spring is right around the corner! As we hunker down in the winter, it can be even more important than ever to reach out to friends in your PlantPure groups, eat some chili, and share good conversation. Having fun with your groups is a great way to get rid of the winter doldrums that naturally occur.

I often hear from people that they felt isolated in their plant-based lifestyle until watching the *PlantPure Nation* movie. Many realized just how many others in their communities were as passionate about eating plant-based as they were, and were amazed at the diversity of their fellow supporters: young and old, newbies and longtime vegans, all coming together with the same goal.

If you have not already reached out, it's easy: Simply go to PlantPurePods.com and join the site—from there you can find a group in your community or start one yourself. I especially urge you to watch the website over the next couple of weeks, as many major upgrades will be coming online.

Even though the snow is still here, some of you will be helping to plan Veg Fests and health fairs in your communities for the spring and summer. Keep in mind that PlantPure would love to have a table at your event and help with promotion of your event as well. If you are interested in a closer partnership, just contact Laura Dietrich at ldietrich@plantpurenation.com for more information.

We are really starting to reach all areas of the globe—with 11 countries represented on four continents! We also have about 230 groups, and that number is growing each week. Our group leaders are really the backbone of everything PlantPure represents and are truly valued.

— *Laura Dietrich*

CHECK US OUT

We would love everyone to follow all of our social media channels, and tag us/use the hashtag #plantpure as much as possible. Come connect with us!



#PLANTPURE™



Instagram: @plantpuration

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Twitter: @plantpuration

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Snapchat: plantpuration

YouTube: PlantPure Nation

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FROM THE EDITOR

Deep winter often seems like a slow time of year—nothing much is growing (unless you're in Florida) and a lack of daylight often makes you feel less productive than normal. Here at PlantPure Nation, however, we've been insanely busy. Sometimes it seems like everything happens at once, especially when you do your best to space things out, and it's been no exception here. Best laid plans, and all that ...

We've finally launched our PlantPure Jumpstart Program—this has been a long time coming, and we are so excited to see our months of hard work finally start paying off in what we hope will be a big way. We've gotten so many inquiries about this program, and it's really gratifying to see the interest it's generated. We are really looking forward to charting its growth and expanding it to better meet our supporters' needs.

There are also quite a few other projects in the works, many of them overlapping both in terms of

deadlines and resources. We know this flurry of activity will ebb at some point, and then we'll be on to the next new project. Even in the daily stress and clearing up of confusion, it's awesome to see all these wheels turning, projects moving forward, and goals getting accomplished. We're so glad you've been along for the ride—we want you to inspire us with your journeys and grow with us too!

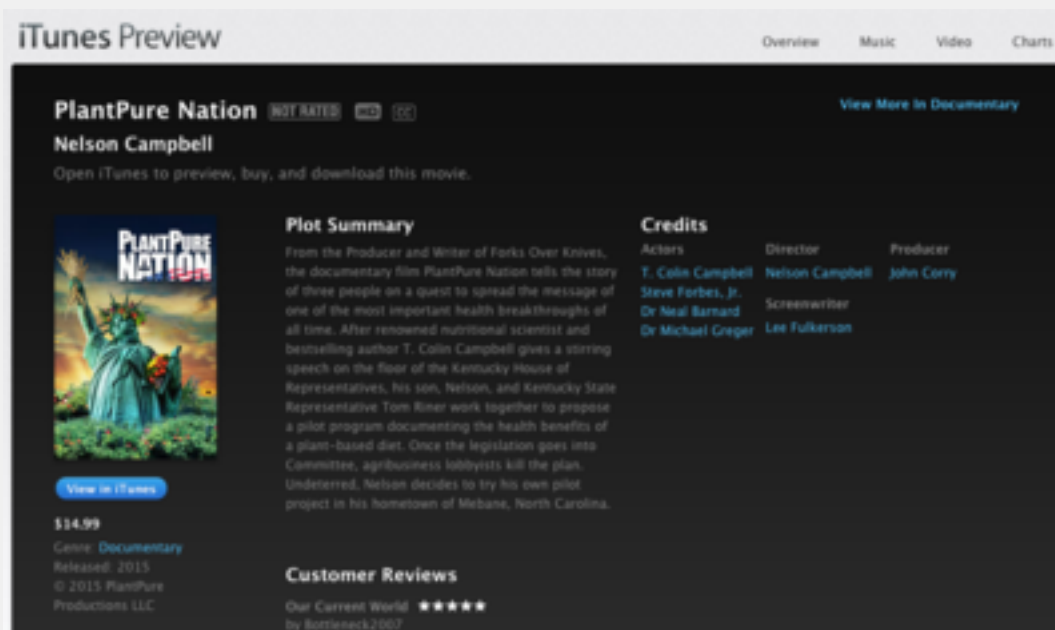
Wishing you a warm and productive winter!

— Amy Bissinger

GOT FIVE MINUTES?

We appreciate everyone helping spread the word about *PlantPure Nation*. These days more and more people are getting their information about films online, and four of the major sites — iTunes, Amazon, IMDB, and Rotten Tomatoes — offer visitors an opportunity to rate and even review films. Would you consider dropping in on one or more of these sites to add your feedback? We've had a lot of traffic on Amazon, but the other three sites could use some attention!

[iTunes](#): click the blue button that says "View in iTunes"



The screenshot shows the iTunes Preview page for the movie *PlantPure Nation*. The page is titled "iTunes Preview" and has tabs for "Overview", "Music", "Video", and "Charts". The movie title "PlantPure Nation" is displayed with a "NOT RATED" label and "HD" and "CC" icons. Below the title is the director's name, "Nelson Campbell", and a link to "View More in Documentary". A blue button says "View in iTunes". The plot summary, credits, and customer reviews are also visible.

PlantPure Nation NOT RATED HD CC [View More in Documentary](#)

Nelson Campbell

Open iTunes to preview, buy, and download this movie.

Plot Summary

From the Producer and Writer of *Parks Over Knives*, the documentary film *PlantPure Nation* tells the story of three people on a quest to spread the message of one of the most important health breakthroughs of all time. After renowned nutritional scientist and bestselling author T. Colin Campbell gives a stirring speech on the floor of the Kentucky House of Representatives, his son, Nelson, and Kentucky State Representative Tom Finer work together to propose a pilot program documenting the health benefits of a plant-based diet. Once the legislation goes into Committee, agribusiness lobbyists kill the plan. Undeterred, Nelson decides to try his own pilot project in his hometown of Mebane, North Carolina.

Credits

Actors	Director	Producer
T. Colin Campbell Steve Forbes, Jr. Dr. Neal Barnard Dr. Michael Greger	Nelson Campbell	John Corry
	Screenwriter	
	Lee Fulkerson	

Customer Reviews

Our Current World ★★★★★
by Bottleneck2007

Price: \$14.99
Genre: Documentary
Released: 2015
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PlantPure Nation (2015)

Not Rated | 95 min | Documentary | 4 April 2015 (USA)

Your rating: ★★★★★★★★ -/10
Ratings: 7.9/10 from 31 users
Reviews: 1 user | 1 critic

The documentary film PlantPure Nation tells the story of three people on a quest to spread the message of one of the most important health breakthroughs of all time.

Director: Nelson Campbell
Writers: Nelson Campbell, John Corry (story), 2 more credits »
Stars: Neal Barnard, Nelson Campbell, T. Colin Campbell | See full cast and crew »

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IN THEATERS DVD & STREAMING TV SHOWS

OPENING

- Ride Along 2 JAN 15
- 13 Hours: The Secret Soldiers of Paradise JAN 15
- Moments of the North JAN 15

TOP BOX OFFICE

- 93% Star Wars: Episode VII - The Force Awakens \$41.0M
- 80% The Revenant \$38.0M
- 82% Daddy's Home \$15.0M
- 12% The Forest \$13.3M
- 60% Sisters \$7.2M
- 75% The Hateful Eight \$6.4M
- 87% The Big Short \$6.3M
- 17% Alvin and the Chipmunks: The Road Chip \$5.5M

PLANTPURE NATION (2015)

TOMATOMETER All Critics | Top Critics
 No Tomatometer score yet...
 Average Rating: N/A
 Reviews Counted: 1
 Fresh: 0
 Rotten: 1

AUDIENCE SCORE
93% Good
 Average Rating: 4.2/5
 User Ratings: 90

We have 348 reviews on Amazon! [Add yours here.](#)

amazon plantpure nation

Now Your, New You

PlantPure Nation 2015 7.8/10

Watch Trailer

From the Producer and Writer of Forks Over Knives, the documentary film PlantPure Nation tells the story of three people on a quest to spread the message of one of the most important health breakthroughs of all time.

Starring: Dr. Michael Greger, Dr. T. Colin Campbell
 Runtime: 1 hour, 36 minutes
 Available to watch on supported devices.

Buy Movie HD \$4.99
 Buy Movie HD \$14.99
 Add to Watchlist

GROUP LEADER SPOTLIGHT

Many of us are passionate about spreading the word on the amazing benefits of eating a WFPB diet, but sometimes feel like it is an uphill battle. Mike Nelson, group leader for the Plant Empowered Redding group, is quietly making a huge impact in his community. I had the opportunity to interview Mike and came away inspired to see how one person can have such a ripple effect when spreading this important message.

One thing Mike said that set the tone for the interview was that he doesn't focus on changing the world, because that would feel overwhelming—he just focuses on leading by example and helping receptive people discover the energy a plant-based lifestyle offers.

Mike is a dentist in Redding, California, and in December of 2011 found himself out of shape with high cholesterol. He is an avid mountain biker and had been following Weight Watchers for nine years, but he felt he needed to make a change to feel healthier and lower his cholesterol. He happened to be biking with James Bennie, M.D., a longtime plant-based eater and motivational speaker. James suggested that Mike watch *Forks Over Knives* and read *The China Study*. There was no going back for Mike after learning from both of those resources.

Six short weeks after changing over to a WFPB diet, his weight was at his goal, and after six months, his cholesterol had dropped over 80 points! Mike was feeling better than he ever had in his life and wanted to spread the message. He started with the simple thought of giving people the information he was learning from authors like John A. McDougall, M.D.; T. Colin Campbell, Ph.D; Caldwell Esselstyn, M.D.; and Dean Ornish, M.D. After completing Dr. McDougall's Starch Solution Certification Course, he began sharing his information through "McDougall Mondays with Dr. Nelson," which can be followed on Facebook. He decided that showing a WFPB film every Monday at lunch to anyone who was interested was a good place to start. He shows various films (or portions of a film) that last around 50 minutes and has been doing this for over three years, getting an average of eight people every week. The participants vary, so he never knows who will be impacted that week.



Mike Nelson leading his group discussion.

After watching *PlantPure Nation*, Mike decided to start his own independent group, Plant Empowered Redding, using a similar model for his meetings. Each month they watch a different film or Internet video and then discuss it. Mike finds the discussion to be the most important part of the meeting—getting people to brainstorm about what they saw. He finds the discussion to be inspiring as well. Even as a veteran plant eater, he is motivated to hear everyone else's passion and ideas on the topic.

Mike's latest endeavor is to spread the WFPB message into the medical community he is a part of. He is pulling together a wide variety of medical professionals and then showing them the *PlantPure Nation* film. His goal is twofold: first to educate everyone on why a WFPB diet can help

solve our medical crisis, and second to get the group brainstorming on what their role might be. Ultimately, he hopes to motivate this community to step up and figure out a way to integrate this important information into every aspect of their medical practices.

Mike started with the simple idea of impacting just one person's health and a plan to show a movie once a week at lunchtime. Think of the number of people he has impacted over the last three years! It is a great lesson for all of us—don't focus on changing the world; instead, focus on what we can do today to positively affect someone.

— *Laura Dietrich*

WORDS FOR LIVING WELL



Photo courtesy of Pixabay.

FEATURED PLANTPURE RECIPE

From Kim Campbell

Bourbon Mushrooms



Bourbon mushrooms are traditionally prepared with butter, cream, and beef broth, served with a side of steak. However, it's the mushrooms that absorb much of the unique flavors, while also adding a chewy texture. If you don't want to use bourbon, feel free to substitute a light wine or even pineapple juice.

Serves: 4

Prep time: 15 minutes

Cook time: 15–20 minutes

Vegetables

12 oz. button mushrooms, sliced

3 large portobello mushrooms, sliced

1 onion, thinly sliced into half rings

6 cloves garlic, chopped

1/4–1/2 cup low sodium vegetable broth

Sauce

2 tablespoons low sodium soy sauce

1/2 cup low sodium vegetable broth

1/4 cup tomato paste

1 tablespoon maple syrup

3 tablespoons balsamic vinegar

1/2 cup unsweetened applesauce

2 tablespoons bourbon (or 2 tablespoons pineapple juice or white wine)

1 teaspoon ginger paste

1/8 teaspoon red pepper flakes

1 1/2 tablespoons cornstarch

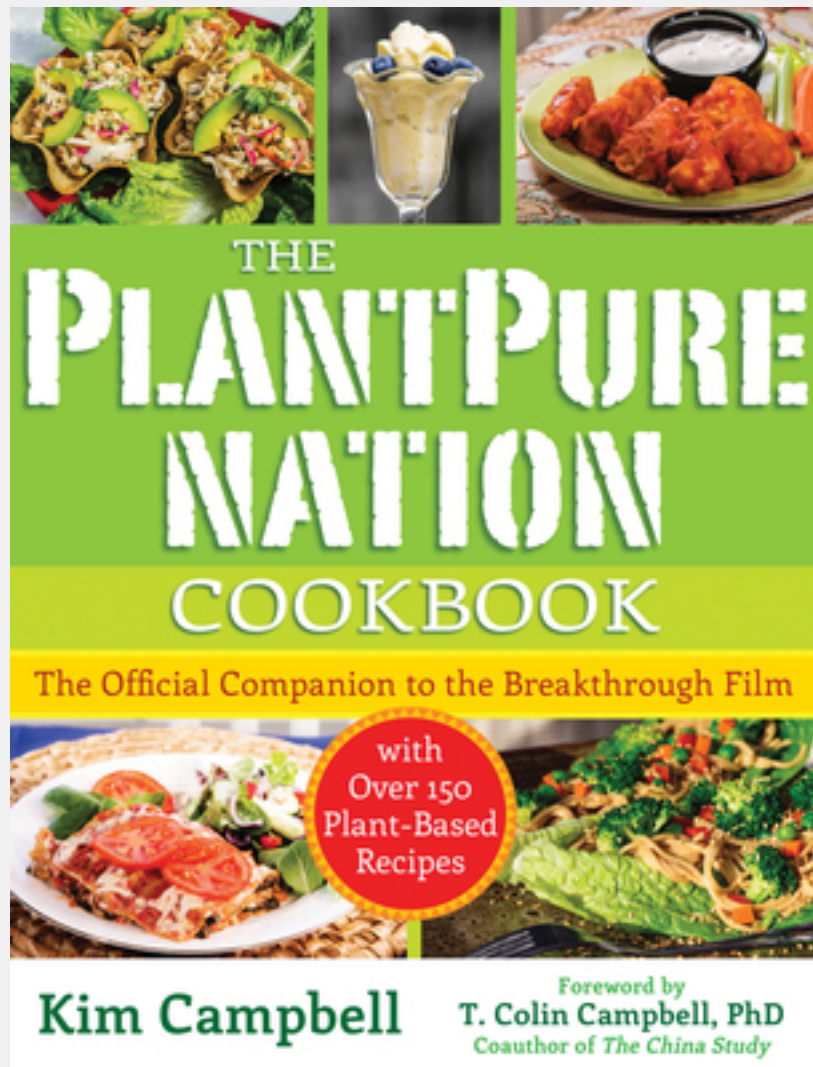
Directions

Place the mushrooms, onion, and garlic into a large fry pan and sauté over high heat. Add vegetable broth as needed and continue to sauté until mushrooms are tender.

Whisk together the sauce ingredients until well combined. Add the sauce to the pan with mushrooms and cook over medium heat until bubbly and thickened. Reduce heat to low and continue cooking for 10 minutes. If you like your sauce thinner, add more vegetable broth 1/4 cup at a time. Serve over brown rice, barley, or a whole-grain pasta.

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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