



STATE OF THE NATION



Issue 18 – March 15, 2016

PLANTPURE NATION UPDATE

A couple of nights ago, I turned on the TV to see thousands of people protesting at a Donald Trump rally. I won't comment on this in a partisan way; quite frankly, I am not a Democrat or Republican. I believe there is a third way, a way that is unseen because most of us are staring fixedly at separate pieces of a larger whole, and this is a topic for another day. What I would like to comment on here is the growing anger and division in our society.

I see this as the outcome of a singular problem—one I refer to in our movie, *PlantPure Nation*, when I am with my father at our old Virginia farm. In that scene, I talk about the growing disconnect in our society.

This problem starts with a mistaken view of who we are. We often define ourselves by our financial, physical, and emotional attachments, not by what is at the center of our being. I believe that

we are essentially spiritual beings, whose core is intentional, creative, compassionate, and aligned with the natural world. And when we choose to live in a way that expresses these essential qualities, we connect with the people around us, and with the very fabric of the universe, becoming one with something bigger than any of us can even comprehend.

But instead, we find ourselves on a path taking us away from others. We are tribal by nature, yet we live apart from one another, in boxes, hidden behind walls and screens. And we live under the illusion of connection through technology. We post something on Facebook about our day, and we think we are connecting. Of course there is a small bit of connection here, but it is a shadow of the kind of deeper human connection we require.

Last year, my wife and I went to a resort in North Carolina where we screened our film. At the center of the resort was an old southern home, with a huge pillared porch, and a row of beautiful melt-in-your-seat rocking chairs. In each chair was a person, surrounded by silence, except for the two birds calling out to each other. Literally each person was staring into a small glowing screen, no one talking to anyone else. I saw this, and then imagined how the porch might have looked just 20 years ago.

And finally, as we disconnect from ourselves and from one another, we end up disconnecting from our future. Rather than being masters of our destinies, we feel as though we are caught in a vicious current we cannot control, and we spend our days just trying to keep our heads above water. The loss of community causes a complex cascade of events in society, all leading to massive political, economic, and environmental problems that create this raging current. And it also gives rise to the anger and division we see today. Our natural empathy for others dissolves within the dark spaces that exist between us, and it is over these empty distances that we yell at one another.

But not all is lost. At the end of our movie, I say, "Our future is bright—all we need to do is see it." Throughout human history, many of the greatest steps forward have come during times of

darkness. I would argue that there has never been a time like now, when the potential for revolutionary change is so great.

But to make this change, we need to see the power of connection. We need to understand that freedom is rooted in the nurturing connections of community, and then think through strategies for building these connections—strategies like our PlantPure Pod strategy.

To date, we have established nearly 300 Pods, and we have several hundred inquiries that we are racing to work through. But even more important, we are now working on a model to support a Community Manager in each Pod. This person will introduce the Pod platform to groups in the community such as health care providers, employers, nonprofits, faith-based organizations, and local government, and will deliver educational programming to the general public.

We also intend to make good on our promise to begin using our organization as a financial engine for the movement. First, we are working on a strategy for providing affiliate income to Pod groups. And second, we will soon announce an online subscription program providing access to a monthly online magazine. This program will generate near-term revenue that we can donate to local Pod groups focused on strategies for getting food and education into low-income, "food desert" communities.

We believe these strategies will breathe life into our newly formed Pods, making them what we have envisioned from the outset: networks of local groups working in a connected way to bring transformational change to their communities.

So regardless of what happens this political season, stay positive, and know that good things are coming.

— Nelson Campbell

10-DAY PLANTPURE JUMPSTART KIT

INCLUDES:

- Jumpstart Welcome Guide
- 20 frozen lunch/dinner entrees
- *PlantPure Nation* DVD
- Jumpstart DVD
- Daily continuing education via online video
- The *PlantPure Nation* Cookbook
- Hot Logic Induction warming tray
- Zippered tote bag
- And More!

\$229
Including Shipping
in the continental
USA only.

PlantPureFoods.com

PLANTPURE

Get the 10-Day PlantPure Jumpstart Kit
exclusively at PlantPureFoods.com

FROM OUR PLANTPURE JUMPSTART DIRECTOR

Spring is here—finally! This is a great time to think about cleaning out the old and getting ready for the new. So I thought it would a good time to give you a sneak peek into what is new for our Jumpstarts.

We are in the planning and early development stages for a family Jumpstart program, and we are pretty excited about how it is shaping up. As many of you know, the health of our children is a major concern. About 40 percent of elementary school children are overweight or obese—a staggering statistic. The Centers for Disease Control and Prevention predict that type 2 diabetes in children will increase by 49 percent over the next 40 years. Clearly the health of our future generation is something that needs to be addressed.

A family Jumpstart has the capability of allowing families to experience the health benefits of eating a whole-food, plant-based diet. The Jumpstarts will offer kid-friendly foods and focus on involving the entire family in shopping, cooking, and making food choices.

This is an exciting time for PlantPure, and we appreciate all of your feedback and ideas. Remember we are looking for your stories, so if you have one to share, please contact Laura Dietrich at ldietrich@plantpurenation.com.

— *Laura Dietrich*



FROM OUR EDITOR

Spring is usually a very uplifting time, a time of renewal and rebirth. The weather warms and daylight lasts well into the evening, giving you an opportunity to get outside after work and take the dog for a walk or even just string up your hammock, enjoy the sounds of the frogs and the birds, and relax for a few minutes.

Spring can also be a great time for doing new things, like joining a sports team or a special-interest organization. Maybe this is the year you try having a small home garden, or you join a CSA. Maybe this is the year you join that neighborhood jogging group or get a bike rack for your car so you can explore trails farther afield. Perhaps you need to make a job change or move to a location that better meets your needs.

Whatever's been on your mind, take a moment and think about what's been stopping you. Is it something you can change? If you can remove that roadblock, what do you need to make it happen? Would a friend joining you for a class or a walk make you commit consistently? If it isn't something you can change, what can you do instead? If trying to surmount your particular challenge hasn't been working, what can you do to work around it?

Use this time of reawakening to evaluate your life: what's working, what isn't, and what's in your power to change. If you aren't happy with certain aspects of your life, but fixing what's wrong seems overwhelming, take one baby step every day and change something. A little movement is better than sitting still, and you can always make a turn if you find the direction you're moving in isn't working for you. Reach out to friends and family for support and encouragement. Even though some ruts are harder to get out of than others, we are only as stuck as we allow ourselves to be.

Be healthy and happy!

— Amy Bissinger

WORDS FOR LIVING WELL



BY THE NUMBERS

The PlantPure tsunami is here!

Within the last two weeks:

- **145:** the number of new group leader applicants
- **275:** the total number of new groups
- **13,454:** the total number of registered Pod members
- **479 percent:** the rate of increase in new Pod members
- **20,000:** the number of members in an online support group that just became a new PlantPure member group

• **115 million:** the number of people in the U.S. with diabetes or who are pre-diabetic (<http://www.cdc.gov/features/diabetesfactsheet/>) and just a portion of the population battling chronic disease who could benefit from the power of a whole-food, plant-based diet

Grab your board ... surf's up!

—*Ronnie Tsunami*

GROUP PROFILE

Submitted by William Kraftsow, founder of [Let Food Be Thy Medicine—dietary support group for reversing disease](#) an online Facebook group and member of PlantPure Nation.

Facebook's Let Food Be Thy Medicine dietary support group was started because I wanted to inform people that chronic disease is, by and large, avoidable for the vast majority of us. I didn't want people to repeat my mistakes and misfortunes.

Doctors had led me to believe that I was a victim of my genes and that my diabetes and heart disease were to be primarily managed via pharmaceuticals and surgery. A few even made efforts to discourage me from trying dietary changes.

One cardiologist sold me on agreeing to quadruple bypass surgery by informing me that a vegan diet consisted of mostly celery and carrots for every meal for the rest of my life. The chief of cardiology at another hospital yelled at me for considering a plant-based diet. "No, no, Mr. Kraftsow, a vegan diet isn't the answer. For you, lots and lots of meds for the rest of your life is the answer!"

I also was being driven to total confusion by hospital dietitians. For diabetes, one told me to limit my carbohydrates. For a kidney stone, another dietitian told me to limit my protein. "What's left?" I asked. "Live on water alone?" That question didn't sit well with the dietitian, yet she could offer me no answer.

Fortunately, I did discover Mike Anderson's DVD, *Eating*, followed by the movie *Forks Over Knives*. Both movies alerted me to the misinformation I was receiving from the local "health experts." Both movies helped me realize why I was progressively getting sicker, despite agreeing to the traditional medical approaches.

On top of that, I learned that a plant-based diet was far more varied and tasty than simply celery and carrots. I had to educate myself and stand up against the doctors who pushed medications and surgery over lifestyle changes. They weren't doing me—or anyone else—any favors.



When I started my Facebook health group some four or so years ago, I was determined to make the group "evidence-based." I chose T. Colin Campbell, Ph.D. and Caldwell Esselstyn, M.D., as the starting point. Their teachings, as well as the personal experiences of some cancer survivors from the *Eating* DVD, were to be the underpinnings of the group.

Over time, I welcomed some of the people featured in the movies to my group. I networked. Plant-based cardiologist Baxter Montgomery became one of our earliest members. When new members joined and began to disagree with the plant-based concept or warned us that fruit causes diabetes and cancer, I would challenge them to cite their sources. I pushed for peer-reviewed studies.

I discouraged people from arguing points via "I feel that ..." statements. I reminded them that I could "feel" that the sun orbits around the Earth, but that wouldn't make my stance as credible as a NASA scientist with peer-reviewed studies that proved the Earth orbits the sun.

The emphasis on "evidence-based" information, rather than simply sharing every doctor's, dietitian's, health coach's, or blogger's "beliefs," helped separate my group from most others.

It was this focus and dependence on evidence, rather than on sharing "the diet of the month" or the advice of another charming snake-oil salesman, that allowed the group to grow to over 20,400 members in just over four years.

This and the assistance of like-minded group administrators continue to benefit many. Our members have shared thousands of healing stories, and many praise our group for getting them on the path to better health.

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. Share our social media posts on your own social media and let's spread the message!

#PLANTPURE™



Instagram: @plantpurenation
Facebook: PlantPure Nation
Twitter: @plantpurenation
Pinterest: PlantPure Nation @plantpurenation
Snapchat: plantpurenation
YouTube: PlantPure Nation
LinkedIn: PlantPure Nation

FROM OUR PLANTPURE POD DIRECTOR

PlantPure Pods keep growing. We have added three new states that previously had no Pods. We would like to welcome Alaska, Arkansas, and Wyoming. Soon PlantPure Nation will be truly a national phenomenon! Thanks to all the passionate individuals who start groups and spread the word about the benefits of a whole-food, plant-based diet. Every effort counts!

— *Katya Trent*

PLANTPURE
Spaghetti and Veggie Balls

NEW!

\$ 6.89
per entrée!
with 20-Pack

Plant-Based Entrées
Generous one pound serving size!
Price includes shipping
to the continental USA only

**10-Packs
Also
Available**

Visit PlantPureFoods.com

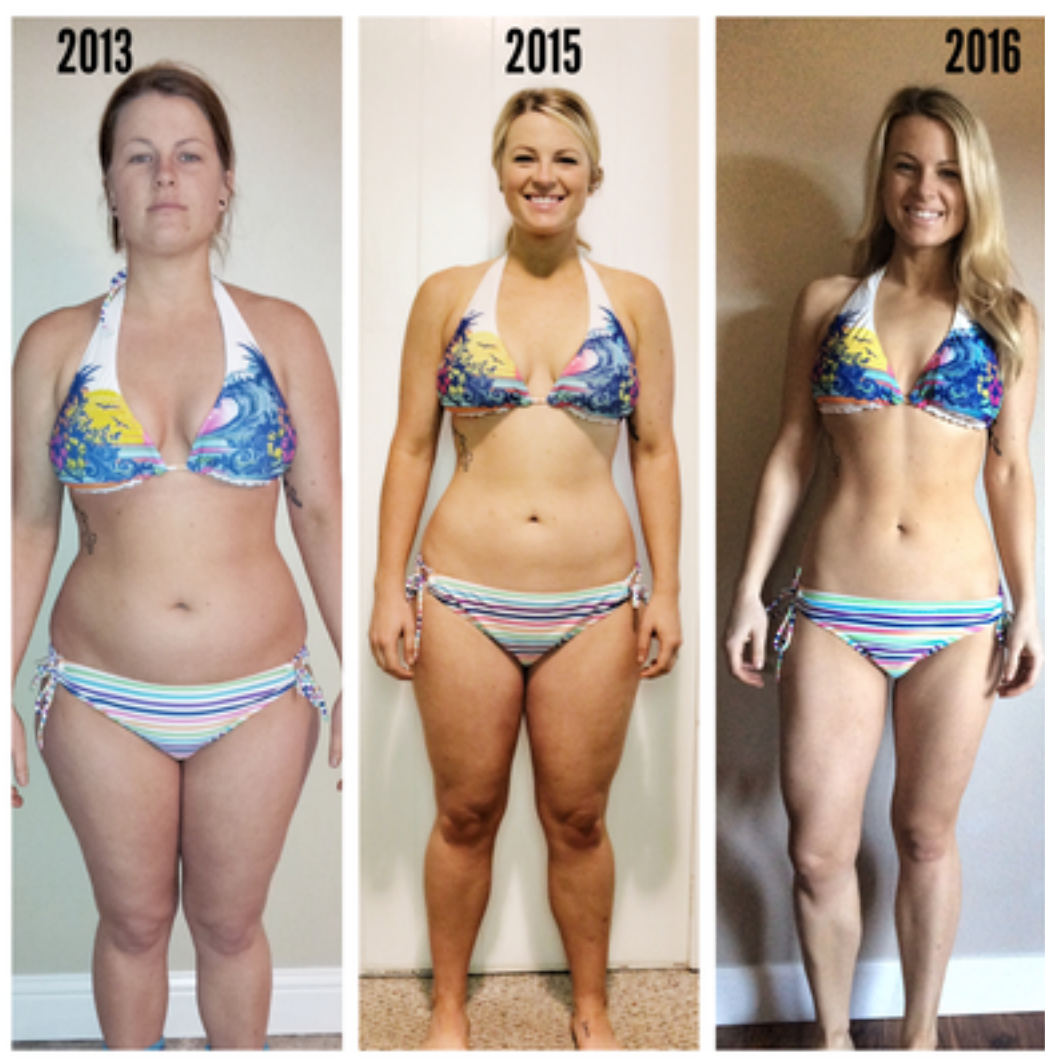
PLANTPURE TESTIMONIAL

We all need a little nudge to stay motivated in our quest for optimal health. Cara Cerrito's story definitely has the effect of inspiring others to keep pursuing a whole-food, plant-based diet. Cerrito grew up in Sterling Heights, Michigan, eating the way most of us did growing up—lots of butter, meat, and dairy. During her adolescent years, she found the only way to lose weight was to starve herself, and as a result struggled with mild anorexia. She also had cystic acne and painful periods during that time.

In 2008, Cerrito watched *Food Matters* and was immediately moved to change to a plant-based diet. She started eating a mostly raw diet, with lots of fruit, nuts, and seeds. However, she didn't experience the health improvements she was hoping for, so she started her own personal investigation. She began to read and watch everything she could find on the topic; her favorite resource was YouTube transformation videos. *Banana Girl* and *Potato Strong* were two of the most memorable for Cara. During her search she watched *Forks Over Knives* and read *The China Study* and *The Starch Solution*.

By 2015 Cerrito felt like she had become her own expert and decided to commit to a 100 percent whole-food, plant-based diet and remove all oils. Removing the oil was the hardest step for her (as it is for most of us). Cerrito said, "There is so much misinformation out there on how we need oil—it is hard to make the right decision."

Up until this point, she had never really given herself permission to eat and not worry about the quantity—in her words she had been afraid to really eat. But despite all of her earlier behavior and beliefs, Cerrito decided to trust the process and see what happened.



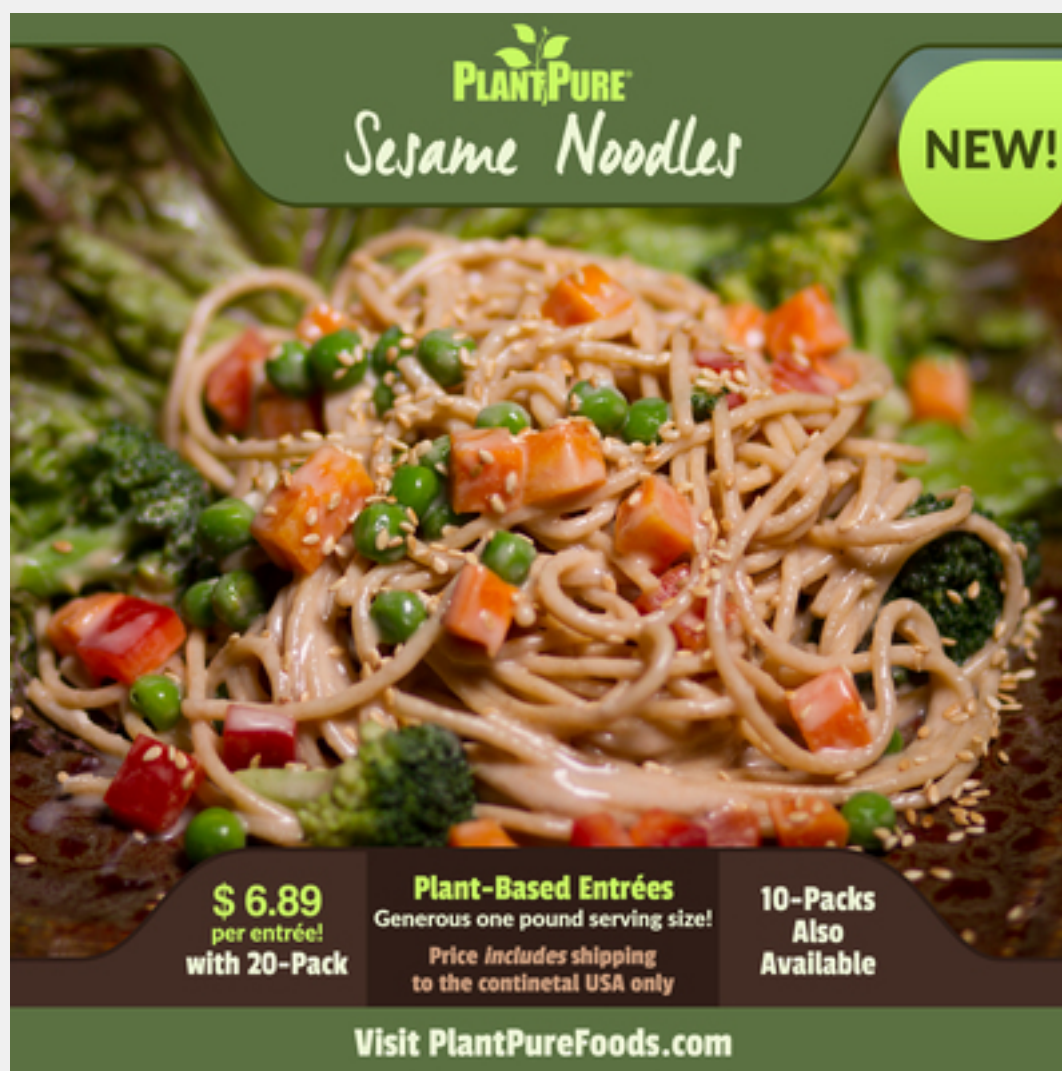
It took about six months for her body to reprogram itself, but when it did, the results were amazing! Her cystic acne cleared up completely for the first time in her life, and her periods lightened and were no longer painful. But the most amazing transformation was that even though Cerrito was eating whenever she was hungry, she was also losing weight. To date she has lost 40 lbs. and feels vibrant and energetic.



Cerrito eats a diet based primarily on whole, unprocessed carbs—lots of rice, potatoes, oatmeal, fruit, and avocados. She now feels she is in touch with her body—to the point now that if she goes out for a vegan meal that has added oil she can immediately feel its effects on her skin and body. Cerrito was a little concerned about speaking out on what she was doing because she feared people questioning and criticizing her choices. As a result, she decided to go the route that first motivated her and start her own YouTube channel to tell her story (balancedhuman.org).

Recently, Cerrito watched *PlantPure Nation* and was so intrigued, she watched it three days in a row! She was completely inspired by the message and has decided to start her own local group in Sandy, Oregon. The really awesome thing about her story is that it makes all of us want to keep moving in the right direction, toward optimum health.

—Laura Dietrich



EVENTS

A few dates to remember (and please visit PlantPurePods.com often to see all the great events organized by our member organizations):

March 19: United Poultry Concerns' Fifth Annual Conscious Eating Conference will bring expert speakers together to share their ideas about the best food choices we can make for the planet, ourselves, and other animals. Registration includes continental breakfast and lunch (all vegan, of course!). David Brower Center, Berkeley, California. www.upc-online.org/forums/2016/

3rd Annual National P-POD Conference, Raleigh NC, May 19-22, 2016

A 501(c)(3) nonprofit collaboration without commercial funding.
Continuing education for health professionals, students, public.
Evidence about reducing chronic disease risk via plant-based nutrition.

March 23: Early-bird registration rates end for the third annual national **Plant-based Prevention of Disease Conference (PPOD)** in Raleigh, North Carolina, May 19–22. Thirty speakers are at this nonprofit conference, with CEUs available and early-bird rates as low as \$163 for the general public. preventionofdisease.org

March 30: The best early-bird rates end for **Vegetarian Summerfest**, presented by the North American Vegetarian Society, July 6–10, on the Pitt Johnstown Campus, Johnstown, Pennsylvania. This festival features over 60 speakers and comes highly recommended by past attendees. www.vegetariansummerfest.org



April 1–3: Healthfest 2016; More than 20 speakers, including Dr. Greger (author of *How Not to Die*) and Dr. Neal Barnard (author of *Power Foods for the Brain*); voted a must-do event by VegNews. Marshall, Texas; healthfest.com

April 9: Vegas VegFest, Clark County Government Center Amphitheater, Las Vegas, Nevada. Free inaugural event featuring amazing plant-based food, family-friendly entertainment, cooking demos. www.vegasvegfest.com

April 14: The Greater Cincinnati PlantPure Group is hosting a special **free talk on nutrition and cancer by neuro-oncologist Dr. Rekha Chaudhary** (featured in the film *PlantPure Nation*) at the Center for Spiritual Living of Greater Cincinnati. She will talk in detail about her experience with a whole-food, plant-based diet and cancer. Reserve seats on Facebook (search under nutrition and cancer) or send an email to GreaterCincinnatiPPN@gmail.com.

—Jo Gustafson

FEATURED PLANTPURE RECIPES

From Kim Campbell



Pad Thai

Most restaurants serve pad thai with oil and fish sauce. Here's my vegan, oil-free version that is a delicious combination of sweet, sour, and spicy.

Sauce

- 2 garlic cloves
- 1 teaspoon ginger, minced
- 1 tablespoon lime juice
- 1 teaspoon tamarind paste (a substitute for this would be one dried, pitted date)
- 3 tablespoons low sodium tamari or soy sauce
- 1 teaspoon sriracha
- 2 tablespoons maple syrup
- 1 tablespoon rice vinegar
- 1 tablespoon tahini
- 1/4 cup water
- 2 teaspoons cornstarch

Pasta and vegetables

- 6 ounces extra firm tofu
- 6 ounces brown rice noodles (You can choose any type of noodle you prefer: spaghetti, fettuccini, or linguini)
- 1 medium carrot, julienned
- 1 red bell pepper, sliced
- 1 red onion, sliced
- 1 cup shredded cabbage
- 1 cup bean sprouts, rinsed and drained
- 8 ounces fresh spinach, sliced
- 3 cups broccoli florets, cut small
- 8 green onions, chopped
- 3–5 garlic cloves, chopped

Toppings

- 1/2 cup peanuts, chopped
- 1/2 cup cilantro, chopped
- 1 lime, sliced into wedges (optional)

Directions

Preheat oven to 400 degrees. Place the sauce ingredients into a blender and blend until smooth and creamy. Slice the tofu into 1-inch to 2-inch cubes and brush thoroughly with the sauce. Place the tofu onto a parchment-lined baking sheet. Bake until golden, about 15–20 minutes. Set aside the remaining sauce for the vegetables.

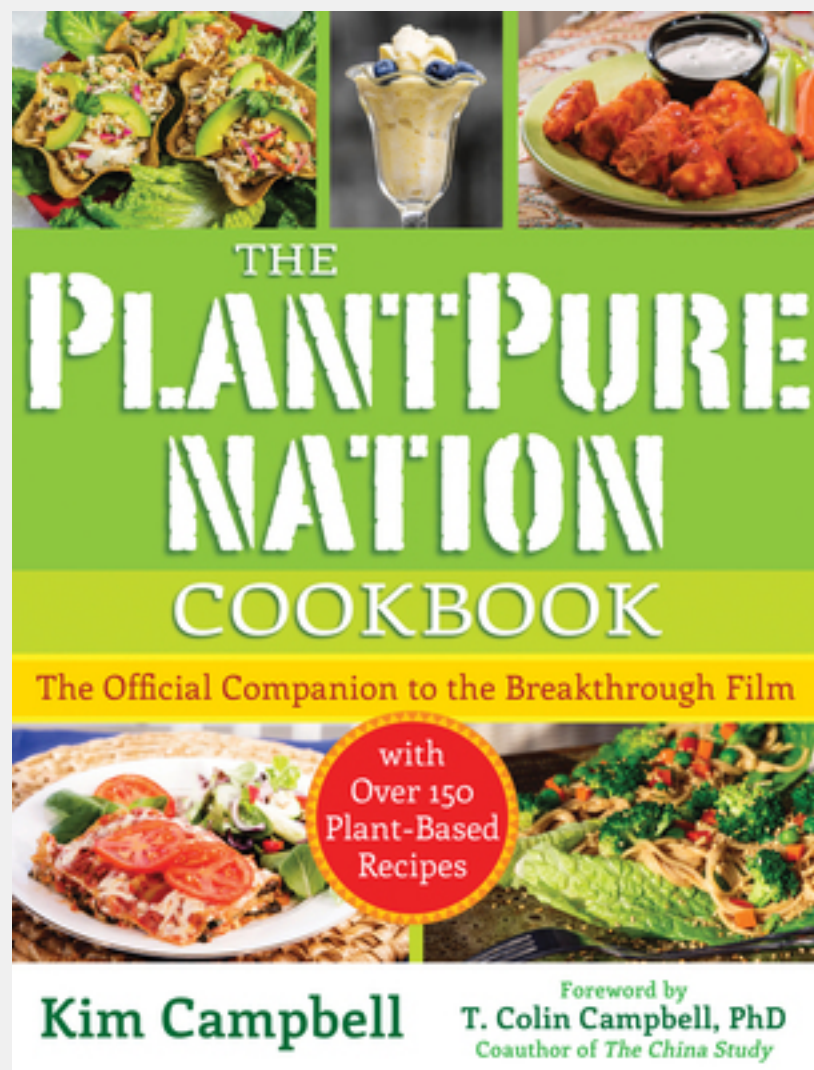
Cook the rice noodles in water according to package directions. Sauté the carrots, peppers, red onion, cabbage, sprouts, spinach, broccoli, green onions, and garlic cloves in a small amount of water until the broccoli is bright and tender. Add the remaining pad thai sauce and continue cooking until the sauce thickens.

Toss the pasta, tofu, and vegetables together and garnish with peanuts and cilantro.

Kim's hints: Don't hesitate to try different vegetables in this dish. I like variety and color, but you can choose your own favorite veggies.

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.



[Update your profile or unsubscribe from this email list](#)

This email was sent by PlantPure Nation at 101 East Clay St., Mebane, NC, 27302, United States.



