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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 23 - July 1, 2016

PLANTPURE NATION UPDATE

Time can certainly fly, especially when you are busy. It seems like every day is a Friday here at PlantPure, one Friday after another. I am not sure where the other days have been hiding.

But that is OK, because we our hard work is paying off. We are getting ready to go into production this summer with two new co-packers to produce an improved frozen entrée line as well as our new meal starter line, which we are calling PlantPure Kitchen Starters. We are also making progress on the 21-day version of our 10-day Jumpstart program, and on a supporting smartphone app. And we are making further progress on the upgrade of our website. We intend to finish all this in time for a major marketing push in late summer.

We are also making other strategic and structural changes that will improve the capacity of our nonprofit sister organization, PlantPure Communities, Inc. We are positioning this organization in a way that will help to spearhead our broader movement strategy. I won't say more about this now, but please stay tuned, as we will have more details to report in the next couple of newsletters.

Finally, I would like to announce that Brian June has joined PlantPure to lead its operations. Brian is an accomplished business entrepreneur who has a passion for our health message. Not only will he help to elevate our performance, but his presence will create some bandwidth for me to get more involved in driving our more activist social mission.

Before closing, I want to remind all of you who are using our Pod site to share information with one another and with us. We especially encourage all group leaders to post frequently on their group's homepage to help keep members engaged. You can follow the link below to see a great example of how Bev and Don from the Healthy World—Sedona group interact with their members: www.plantpurepods.com/podsdirect/sedona-az-healthy-world-sedona-group/.

We would love for you to post your ideas for local meetings and other events in the Group Leaders Group: www.plantpurepods.com/podsdirect/group-leaders/.

And finally, we have added a new page to the Pod site: Group News. You can find ideas and inspiration from different group leaders here: www.plantpurepods.com/pod-news/.

I hope all of you have a great July 4th weekend.

— Nelson Campbell

PLANTPURE RADIO

[Tune in](#) every Tuesday and Thursday at 9 a.m. PST/11 a.m. CST/12 p.m. EST.



Listen this **Tuesday, July 5**, as Dr. Monica Aggarwal and Lee discuss her diet growing up and a crippling chronic illness that she suffered shortly after the birth of her third child. She shares how her condition threatened to end her life as she knew it, including her medical practice. Dr. Aggarwal describes the terrible side effects of the medications she was prescribed and how her research into possible alternatives led her to information on plant-based nutrition. Her adoption of a plant-based diet led to her ability to taper off all her meds, and today her health has been completely restored. She now recommends plant-based nutrition to her patients, with outstanding results.

NOW AVAILABLE



If you missed the June issue of our new publication, *PlantPure Magazine*, [check it out](#)! This issue of *PlantPure Magazine* brings you interesting and unique updates from two doctor-led Pod groups in Yakima, Washington, and Midland, Texas. Editor in Chief Amy Joy Lanou tackles food policy in the U.S., the players involved, and why it's so hard to get real information about healthier options. We also profile a handful of super-useful smartphone/tablet apps for plant-based eaters, and we examine whether it's better to stay local or go organic. Food Editor Kim Campbell shares a few great summer recipes too.

The July issue will be out very soon, so [subscribe today](#)!

FROM OUR JUMPSTART DIRECTOR

The Jumpstart program is continuing to grow and mature at a very steady pace. Kim Campbell and I have been offering weekly coaching conversations with people who are doing a Jumpstart

or have purchased food. The purpose of the conversations is to answer any questions participants may have regarding transitioning to a plant-based diet. The calls have been fun and informative, and the feedback has been extremely positive.

One exciting area currently in development is a 21-day Jumpstart. This program will offer both food and online education tools for 21 days. We feel that this expanded program will offer longer-term support to more effectively guide people in making the transition to a plant-based lifestyle. We are targeting the launch of this new program for late summer.

— *Laura Dietrich*

FROM OUR EDITOR

This summer, put your pennies where they matter, and shop at your local farmers' markets. Not only are you supporting local farmers, but by using farmers' market trips for the bulk of your grocery shopping, you will be buying mostly whole foods. In addition, you may discover new types of produce, and new ways of preparing it, even saving some money in the process.

As you shop, try to take advantage of unfamiliar produce, step outside of your box, and try something new. Here are a few ideas to get you started:



Romanesco is a variety of cauliflower with a broccoli coloring and a slightly sweeter flavor. Prepare it sautéed, roasted, steamed, or in any of your favorite dishes as a replacement for traditional cauliflower.



Endive leaves are crispy and slightly bitter. The leaves are often used as “scoops”, or mini bowls, and can be filled with your favorite salad, roasted veggies, or any other creative filling you

like. There are also a variety of endive salad/fruit salad recipes with ingredients that help offset the endive's bitterness.



Mizuna has a mild but slightly peppery flavor and can be used both cooked and raw. You can add it to a mixed green salad for extra flavor, cook it in stir-fry and soups, or mix it with pasta.

— Whitney 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

CONNECT WITH US

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! Also, we'd love to see what your Pod is up to—feel free to post pictures of your Pod's activities to our Facebook page.

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WORDS FOR LIVING WELL

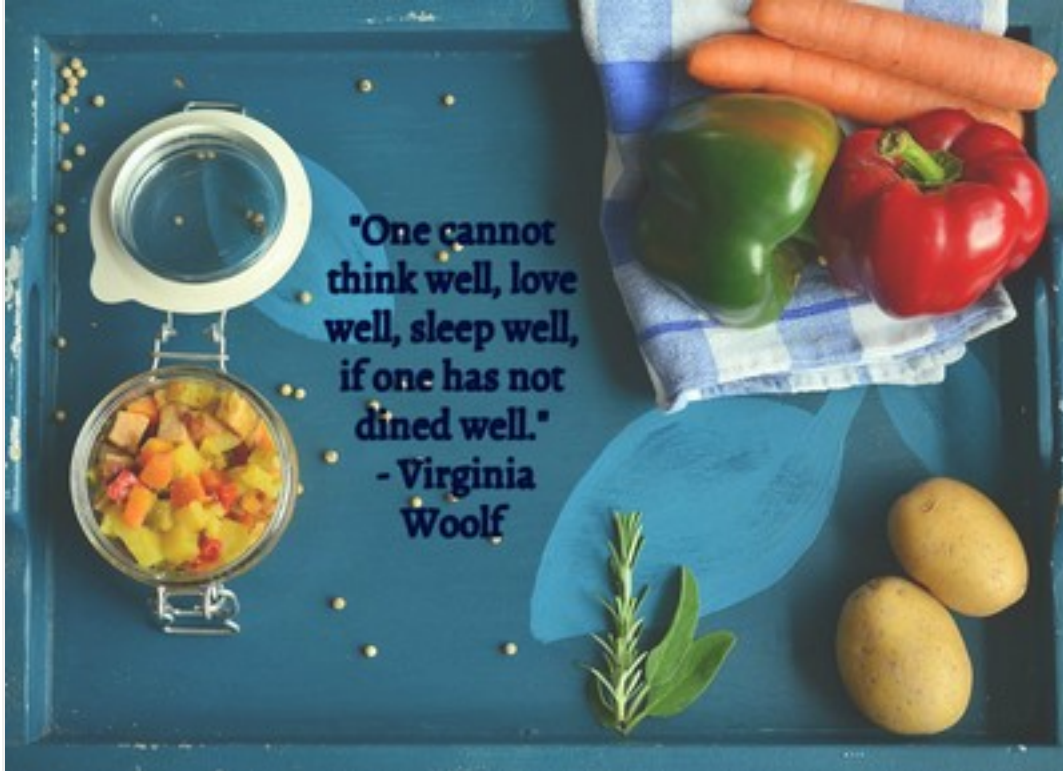


Photo Courtesy of Pixabay.

EVENTS

Happy Fourth of July, everybody! At PlantPure Nation, we are celebrating the one-year anniversary of the release of the film. Do you know somebody who hasn't seen it yet? Consider hosting a screening for your family, friends, coworkers, and neighbors. Contact events@plantpurenation.com to find out more!

Treat yourself to something special...
Vegetarian SUMMERFEST
Annual Conference of the North American Vegetarian Society

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Join navs
North American Vegetarian Society

AND YOU WILL RECEIVE:

- ★ 2 Issues of Vegetarian Voice magazine
- ★ Free recipe card set
- ★ Discount on Vegetarian Summerfest
- ★ Discount on NAVS merchandise

join now!

THE EVENT THAT CAN CHANGE YOUR LIFE

The 42nd annual conference is set for July 6 – 10, 2016 (Wed – Sun) at the Conference Center at Pitt-Johnstown on the University of Pittsburgh campus at Johnstown, Pennsylvania.

OVER SIXTY INFORMATIVE & INSPIRING SPEAKERS

T. Colin Campbell, PhD – Author of *The China Study: Startling Implications for Diet, Weight Loss and Long Term Health*
 Brenda Davis, RD – Lead Dietician in a major diabetes reversal project, author of *Becoming Raw and Becoming Vegan*
 Garth Davis, MD – Vegan weight loss expert, author of *Proteinaholic: How Our Obsession with Meat is Killing Us*
 Michael Greger, MD – Author of *How Not to Die: Discover the Foods Scientifically Proven to Prevent and Reverse Disease*
 Michael Klaper, MD – Physician, TrueNorth Health, a nutritionally-based medical clinic specializing in fasting & plant-based diets
 Ellie Laiks – Author of *My Gentle Barn: Creating a Sanctuary Where Animals Heal and Children Learn to Hope*

What Past Attendees Say about Vegetarian Summerfest

- ▶ Cutting-edge Educational Experiences
- ▶ Meet Others of Like Mind
- ▶ Great Natural-Food Meals

July 6–10: Vegetarian Summerfest, Johnstown, Pennsylvania. Large conference with speakers and many activities. Featuring a talk with Dr. T. Colin Campbell. www.vegetariansummerfest.org

THE RICHMOND VEGETARIAN FESTIVAL 2016
 VEGAN ACTION PRESENTS



Welcome to the Richmond Vegetarian Festival Website!
 Saturday, July 9, 2016 - Noon to 6:00 pm
 Azalea Gardens at Bryan Park

The City of Richmond informed us that, due to the recent big storm, the park would not be ready for the festival on the originally scheduled date. Effective immediately we will need to use our rain date, Saturday, July 9th.

- Food!
- Music!
- Speakers!
- Local Businesses!
- Nonprofits!
- Family Fun!
- Free admission!



Well-behaved, leashed, vaccinated, healthy dogs are welcome. Bring bags to clean-up after dogs and plenty of water.

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 #RVAVegFest

July 9: Richmond Vegetarian Festival, Richmond, Virginia. Food, music, speakers, local businesses, and family fun. veggiefest.org

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VASHON ISLAND Chamber of Commerce

Find a Business Search

Strawberry Festival 2016
 Fun! July 15, 16 & 17 Fun!

Be a Festival Volunteer! Click Here!

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CLICK HERE TO BE A VOLUNTEER FOR STRAWBERRY FESTIVAL!

The 107th Vashon Island Strawberry Festival
 July 15th, 16th & 17th 2016

BE A VENDOR! CLICK BUTTONS BELOW FOR AN APPLICATION

[COMMERCIAL BOOTH APPLICATION](#)
[FOOD VENDOR APPLICATION](#)
[HAND MADE CRAFTS APPLICATION](#)
[INFORMATION/POLITICAL BOOTH APPLICATION](#)

Strawberry Festival Grand Parade: Sat July 16th!

If you are a VASHON BUSINESS, Chamber Member, VASHON NON-PROFIT, VASHON ARTIST or a VASHON YOUTH please contact us at 206-463-6217 or EMAIL Suzan McMann at dscooper@vashonchamber.com for an application.

MARCH IN THE GRAND PARADE!

July 15–17: Vashon Island Strawberry Festival, Vashon Island, Washington. Local PPN member organization “Vashon Vegans” will have a table at this event!
www.vashonchamber.com/pages/vashon-island-strawberry-festival-2016

July 16: Spokane Vegfest: Healthy Living Expo and Music Festival, Spokane, Washington. www.inveg.org/vegfest.html

July 23: Compassion Fest, Hamden, Connecticut. www.compassionfest.net

July 23: **Veggiefest Chicago**, Naperville, Illinois. veggiefestchicago.org

IF YOU LIKE WHAT WE DO PLEASE [Donate](#)

VEGFEST COLORADO

JULY 23 & 24, 2016
Jefferson County Fairgrounds
15200 W. 6TH AVENUE
GOLDEN, CO 80401

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RAWK PARTY
SATURDAY NIGHT
6PM
HECK YEAH
BLACK KIDS
I'm Coming

SPECIAL EVENT
SATURDAY
STREET TEAM

For your listening pleasure

LIPBONE REDDING | AMBIANCE EVOLUTION | AURAL ELIXIR

SARA NOAH | SHAPIRO BROTHERS | BON AMIS

BUY YOUR ONLINE VEGFEST TICKET

BURGERS OR DOGS with all the fixins FIVE Bucks

ADOPT A PET SAT 10AM-1PM

July 23–24: **VegFest Colorado**, Golden, Colorado. vegfestcolorado.org

PhysiciansCommittee for Responsible Medicine

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IONM REGISTER NOW
International Conference on Nutrition in Medicine
July 29 & 30, 2016 | Washington, D.C.

Previous Conference: July 31 - August 1, 2015 | Washington, D.C., U.S.A | Grand Hyatt Washington

The International Conference on Nutritio...
DAVID KATZ, M.D., YALE UNIVERSITY

Cardiovascular Disease Conference
The International Conference on Nutrition in Medicine: Cardiovascular Disease was held on July 31 - Aug. 1. On Friday, we discussed the surprising origins of heart disease, the risks of "bad" fats, the controversial role of pharmaceuticals, and how heart disease can be prevented and reversed through diet and lifestyle

July 29–30: **International Conference on Nutrition in Medicine**, Grand Hyatt Washington Hotel, Washington, D.C. Hosted by Physicians Committee for Responsible Medicine. PPN will staff a booth at this event—come say hi! www.pcrm.org/health/diets/nutrition-medicine-conference/nutrition-conference-dc



July 29–31: **The World Vegan Summit & Expo**, Berkeley, California. Summit, expo and kids camp. worldvegansummit.com

—*Caroline Dyar*

FEATURED PLANTPURE RECIPE

From Kim Campbell



PUDDING POP FUDGISCLES

These are not just for kids; adults love chocolate too! It's a great way to create a wholesome, plant-based ice cream treat, especially if you don't have an ice cream maker. I use avocados for the "pudding" effect. The flavor of the avocados is completely overpowered by chocolate, but the creamy texture is all because of the avocado. Enjoy!

Prep Time: 25 minutes

Yield: 6 servings

Ingredients:

2 fresh avocados, pitted and peeled

1/2 cup unsweetened cocoa powder

1/4 cup maple syrup or agave

1 cup plant-based milk

2 teaspoons vanilla extract

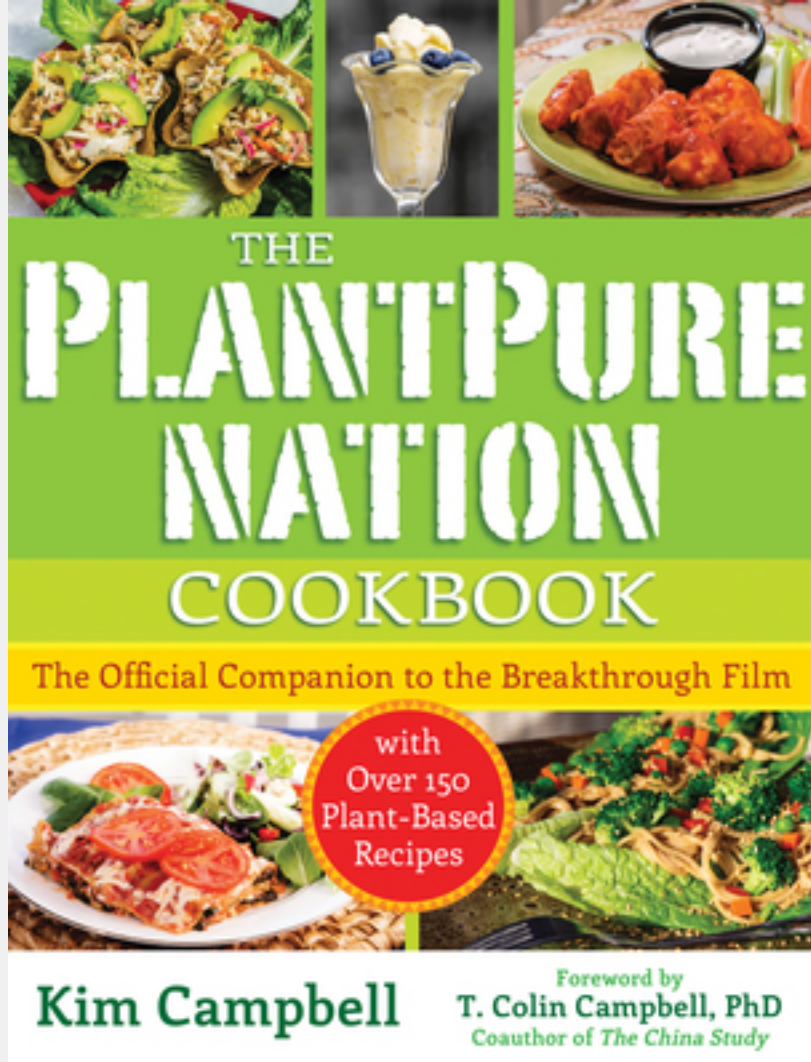
pinch of sea salt

Directions:

1. Place all the ingredients in a blender or food processor and blend until smooth. If you have difficulty getting everything to come together evenly, you can slowly add a little bit of plant-based milk by the tablespoon.
2. Divide among popspicle holders and freeze until firm, about 4–6 hours.

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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