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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 24 – July 18, 2016

PLANTPURE NATION UPDATE

Freedom is more than the set of rights enumerated in our laws. Freedom is rooted in the conditions of our lives. And we live in a society where vast numbers of people have been condemned by circumstance to live lives of desperation.

People do not rationally choose poverty, poor schools, drugs, crime, and broken families; these are largely inherited problems. In a sense, we live within a giant lottery. By the luck of the draw, some of us come into the world with enormous resources and opportunity, while others of us come into the world facing nearly insurmountable challenges. While the laws may say we are equally free, this game of chance suggests otherwise.

This notion of a lottery touches on an even deeper idea. Our world is careening toward a cliff as governments and whole economies edge ever closer to bankruptcy, technological developments threaten our humanity and our sense of genuine connection, and our planet continues to rapidly warm. These things are happening every day, and we feel powerless to stop them.

All the power lies on the side of *history*. We always seem caught within a trajectory that has been set in the past, and as such, we are nothing more than passengers on a ride of nightmarish proportions.

But here's the good news: We can choose to leave our history behind. We can choose to take control of our future, here and now. How do we do this? We do this by reinventing the power structure in society, *by turning it upside down*.

I challenge all of you reading this article to go through this simple exercise. Pick any social concern, and then go to the Internet and research the efforts people have made to address this concern. If you look hard enough, you will find that some social entrepreneur or group of social entrepreneurs somewhere has solved that social concern. But the story is always the same: Although brimming with passion, they rarely have the resources to sustain those efforts long term, let alone replicate them elsewhere. The analogy I use is that these efforts are like the flashes from fireflies at night—beautiful, but never enough to light up the world. And this is because of the way capital flows in our society, *from the bottom to the top*.

I believe that we need to consider outside-the-box ideas for how we empower individuals and communities to connect in common purpose to solve problems. Such empowerment requires inspiration, education, organization, and financial resources at the local level. I believe that when these things are present, amazing things can happen.

The senseless violence of the past two weeks reminds me again of what we must do to truly fix our world. I just hope that we can begin serious discussions of the deep solution required. We must get past the reactive, superficial discussions fostered by a profit-driven, sensationalized media, and get to the root of the problem. *Compassion flows best through connected hearts*—this is all we need to understand to begin this discussion.

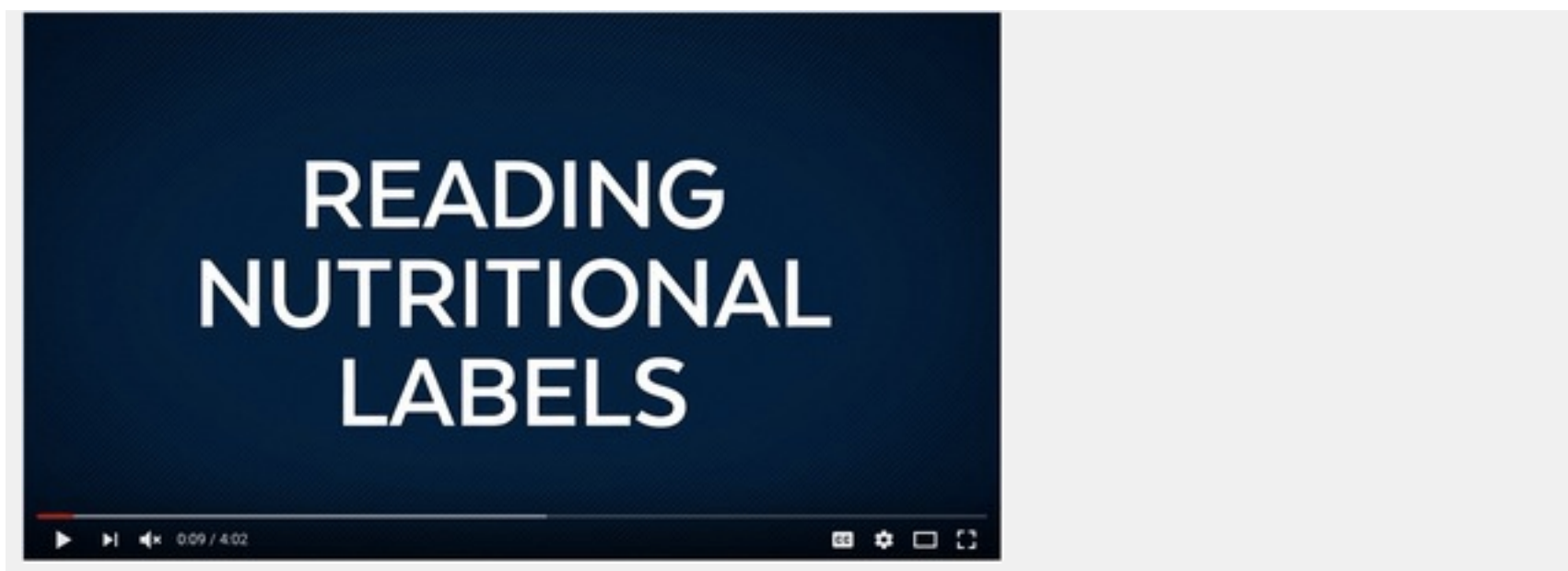
And in our own small way, we will contribute to this debate at PlantPure. We are getting ready to launch

initiatives in Florida using our Pod platform that will show the power of local action. I will speak more about this in a couple of months, when this effort begins in earnest. But it this idea—bringing people together in common purpose at the local level to build a more compassionate, connected world—that is at the root of our grassroots movement strategy. We are motivated by the vision of a world that we control, guided by the lessons from the past, but with no strings attached.

— *Nelson Campbell*

NUTRITION LABELS DECODED

By Kim Campbell



IN THE NEWS

Jeffrey Adams
Savannah, Georgia

Jeff Adams is the group leader of the Pod group Heartbeats for Life, in Savannah, Georgia. Jeff's story begins in North Tonawanda, in upstate New York, where he grew up watching his father run a small business, and after learning the tools of the trade, set off to begin his own wholesale tire business in Rochester, New York, at the young age of 19. Shortly after starting his franchise, Jeff found a local YMCA, and he discovered that he could use squash courts for free, which led him to become an avid player. His hobby led him to cross paths with many doctors in the community who eventually became close friends. During this time he also got married and had his first child. Life with his family in Rochester was good, and Jeff continued to play squash and maintain seemingly good health into his fifties.

In the end, you could say it was the game of squash that inadvertently led Jeff to the life he's living today. It all began when he went to the doctor, who happened to be a fellow squash player, for his yearly physical. His doctor suggested that having some extra tests run, due to Jeff being in his mid-fifties, wasn't a bad idea. So Jeff agreed, and when the doctor called several days later and said a few more tests were necessary, Jeff began to feel uneasy. A few days after that, the doctor called again, this time asking Jeff to come in to talk.

Jeff recalls the atmosphere as he walked into the office that day, the same office he'd visited often as both a friend and a patient. He noticed his doctor's formal demeanor right away, and was told that there was something very important to discuss, but first, he wanted Jeff to know that he'd checked with all the other doctors he knew (all squash players as well) in order to make sure he was accurate in his

assessment. The doctor went on to tell him that, unfortunately, he had a heart condition that no stint or bypass could fix. Jeff laughed, and said he must be kidding him, because he'd had no symptoms, other than a bit of chest compression, which he passed off as indigestion. It became clear that this wasn't an interaction among friends, as the doctor continued in a formal manner, to tell him that the only solution was a heart transplant, and the waiting list for this was over a year long. Finally, he told Jeff that a heart transplant wouldn't be an option, as his heart condition would give him four, maybe six months to live. Jeff recalls the doctor's advice to "contact your accountants and lawyers and get things arranged now, because you don't want to wait until you're sick, and laying in this hospital with tubes sticking out of you, trying to figure out what you're going to do with your business. You want to do that now, while you still can." Afterward, Jeff remembered sitting in the car for over an hour and coming to several conclusions.

Given the evidence, he decided to take the doctor's advice and contact his lawyers and accountants to make sure his death wouldn't be a burden to his wife. Next, he decided he'd get a second opinion, and last, he decided he wouldn't tell any of this to his wife. He reasoned that having her worry one day less was one day less worry she would have.

Jeff had retired from the tire business years ago, and at this time, ran his own wholesale and retail book business, which included five stores in Rochester. After making these initial decisions, he took advantage of his resources, and began scouring the shelves for books on heart disease. He quickly happened upon Dean Ornish's book, *Program for Reversing Heart Disease*, went home, called everyone at his business, and let them know he'd be at home for a few days. After finishing the book, he announced to his wife that he was making some changes in his diet and would be doing all the cooking from now on. He figured if he did all the cooking, she wouldn't have a choice, and his wife, still not knowing what had happened, agreed. Jeff says, "She probably figured this would only last a day or two."

Shortly after Jeff happened upon Dean Ornish's book, he went to the second doctor group as planned, where, after taking the tests again, they told him his first doctor was optimistic, and they felt he really had between two and four months left to live. Despite this, he continued to change his diet, and within a few weeks, he began feeling better, which was when he bumped into his doctor in the squash gym. When he told his doctor he'd changed his diet and was feeling better, the doctor shrugged it off, and assured him this was serious, and diet wouldn't do anything, but that he could come in for a few more tests to assess the situation.

Once more, Jeff walked into the doctor's office, and found his doctor with the tests spread out, but this time he could see the doctor was nervous. Jeff, not knowing what this meant, became nervous himself. He recalled the moment, saying, "I watched him sit there, just looking and looking, and then he hung his head and I started to cry. So I figured this is it, I'm done. But then he (his doctor) says to me, 'There must have been something wrong with the machines.' I was bewildered, and still confused—it made no sense. He said, 'There must have been something wrong with the machines when we did the tests for the first time, because these tests show that you're getting better, and I know that it's medically impossible.' He now knew that this diet wasn't improving his health by some sort of placebo affect, as he'd worried before, but was making him better. Although Jeff had already told his two children about his diagnosis, he could now safely tell his wife, knowing that he'd found a solution.

Fifteen years later, Jeff attributes his continued success to Ornish's book and the work of other plant-based doctors and scientists. He went on to read *The China Study*, *Whole*, and Dr. John McDougall's work, among others (he has even had Dr. McDougall do several Skype sessions with his Pod group). Jeff initially found help at the Dean Ornish support group in Rochester, but today, he tells his story at Heartbeats for Life group meetings in Savannah.

Jeff described the transformation that takes place not only health-wise when curing a terminal diagnosis, but also the newfound appreciation you have for health and life, telling group members, "If I should keel over now and die, nobody should feel bad for me whatsoever, because when someone convinces you—when you're absolutely positively convinced that you're about to die—and you don't die, every day you wake up, it's a new day, it's a new life, it's absolutely something you never expected to have."

Despite the fact that Jeff has received mixed responses from speaking engagements at hospitals, he's taken things into his own hands and developed a class series in Savannah. The seven- and nine-week class series was developed for those who want information on a WFPB lifestyle at an accelerated pace. The classes meet for three to four hours per week and consist of taste testings, cooking demos, and trips to the supermarket, learning about labels, ingredients, and shopping. Jeff says, "By the time they're done with the sessions, they know why they should do it, and they know how they should do it." Over the course of these classes, Jeff has seen people reverse diabetes and other chronic diseases, lose weight, and experience countless benefits. He says, "It's a hell of a bunch of work, but it's so worth it when you see these people."

In Savannah, an area rooted in barbecue and pork, Jeff says things are slowly changing: "One step at a time is all you can do."

**** If you're in, or nearby the Savannah area, check out Heartbeats for Life on the PlantPure Pod page: <http://www.plantpurepods.com/podsdirect/savannah-ga-jeffheartbeatsforlife-ga-org-group/>.**

**** You can also contact Jeff at:**

jeff@heartbeatsforlife-ga.org

585-370-3374 (Cell)

912-598-8457 (Home)

**** Heartbeats for Life will be hosting Dr. Michael Greger on July 20.**

NOW AVAILABLE



The July issue of our new publication, *PlantPure Magazine* is now out! This issue of *PlantPure Magazine* gets you in the mood for summer—we'll cover why your local farmers' market should be your first stop for fresh produce and how it's never too late to give plant-based eating a try. We also talk with Florida fruit grower Robert Fulop, whose five-acre farm produces bananas, mangoes, pomegranates, and a lot of other tasty fruits. Also, Dr. T. Colin Campbell reflects on 60 years of research and scientific discovery, and Kim Campbell shares some refreshing recipes perfect for your next picnic or cookout.

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FROM OUR POD DIRECTOR

Pod groups have been serving as friendly communities and places to learn about a plant-based lifestyle for many months now. Together we are bringing anywhere from 40 to over 60 events every month! To find or post an event close to you, check our event calendar here: <http://www.plantpurepods.com/events/>.

To share as much content as possible, we have recently added a new page to the Pod site: Group News. You can find ideas and inspiration from different group leaders here: <http://www.plantpurepods.com/pod-news/>.

—Katya Trent

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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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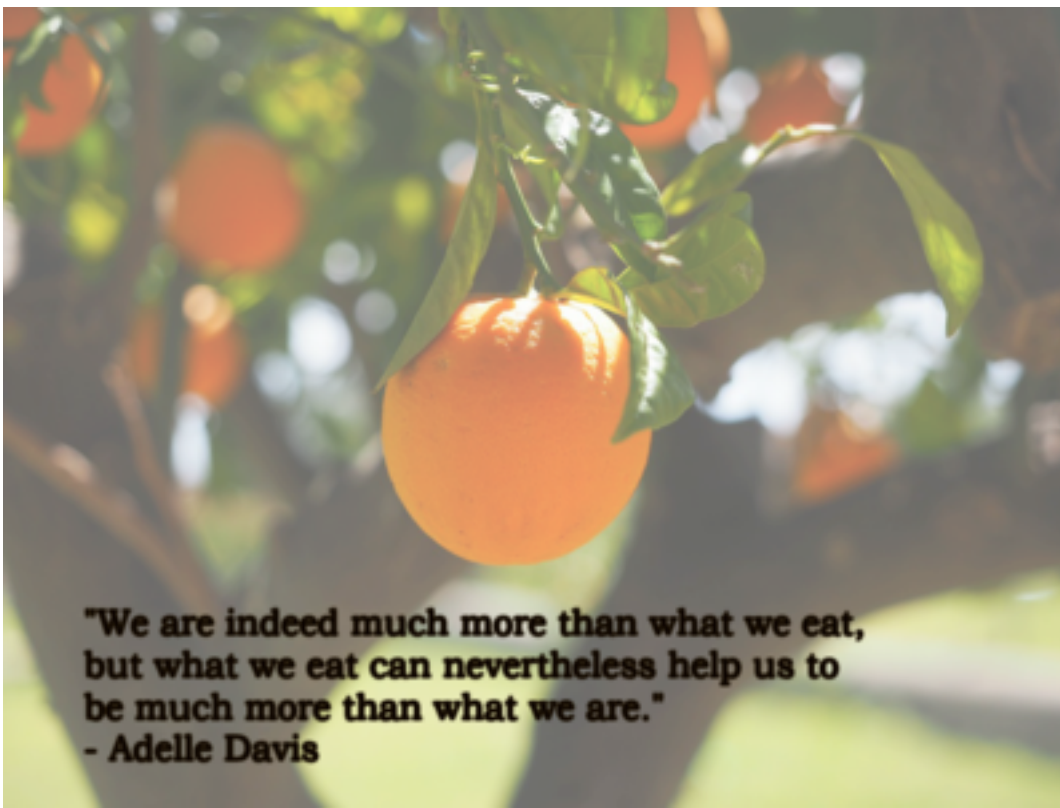


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WORDS FOR LIVING WELL



**"We are indeed much more than what we eat,
but what we eat can nevertheless help us to
be much more than what we are."
- Adelle Davis**

FEATURED PLANTPURE RECIPE

From Kim Campbell

BBQ CHOPPED SALAD



This quick and easy salad can be a great picnic addition or a hearty meal by itself. It's easy to adapt and change by using vegetables that are in season. It's fresh, filling, and healthy!

Yield: 4 servings

Prep time: 20 minutes

Cook time: 30 minutes

Ingredients

2 cups Butler Soy Curls (you can also use tempeh, tofu, or portabella mushrooms here too)

1 1/2 cups BBQ sauce, divided

2 heads romaine lettuce, chopped (about 6–7 cups)

1 1/2 cups corn, fresh, frozen, or roasted

1 cup cherry tomatoes, halved

1/2 red onion, finely diced

1 1/2 cups black beans

1 avocado, diced

1/2 cup Herb Cashew Salad Dressing (see recipe below)

1–2 cups crushed baked tortilla chips for garnishing
1/4 cup cilantro, chopped (optional)

Instructions

Place the dried soy curls in a bowl of water and soak for 10 minutes to rehydrate.

Drain and toss the soy curls in 3/4 cup BBQ sauce until fully coated. Place them in the refrigerator and marinate for 1–2 hours.

Preheat oven to 375 degrees.

Place the soy curls on a parchment-lined baking sheet and bake for 20–30 minutes or until soy curls become slightly dry to the touch.

Place the chopped lettuce, corn, tomatoes, onions, and black beans into a large bowl and toss gently.

Place the soy curls and avocado on top of the salad and drizzle with Herb Cashew Salad Dressing and the remaining BBQ sauce. Garnish with tortilla chips and cilantro.

Kim's Hints: You can make your own baked tortilla chips by slicing corn tortillas into strips and brushing them with lime juice and chili powder. Place them in a 400-degree oven and bake until crispy.

HERB CASHEW SALAD DRESSING



Serves: 6

Prep Time: 5–10 minutes

Cooking Time: 0 minutes

Ingredients

1/4 cup cashews, raw

1/2 cup water

1/4 cup fresh parsley, chopped
1/4 teaspoon sea salt
1 teaspoon tahini
1 tablespoon white miso paste
1/4 teaspoon black pepper
1 tablespoon lemon juice
1/2 cup extra firm tofu (or 3 ounces)
1/4 cup apple cider vinegar

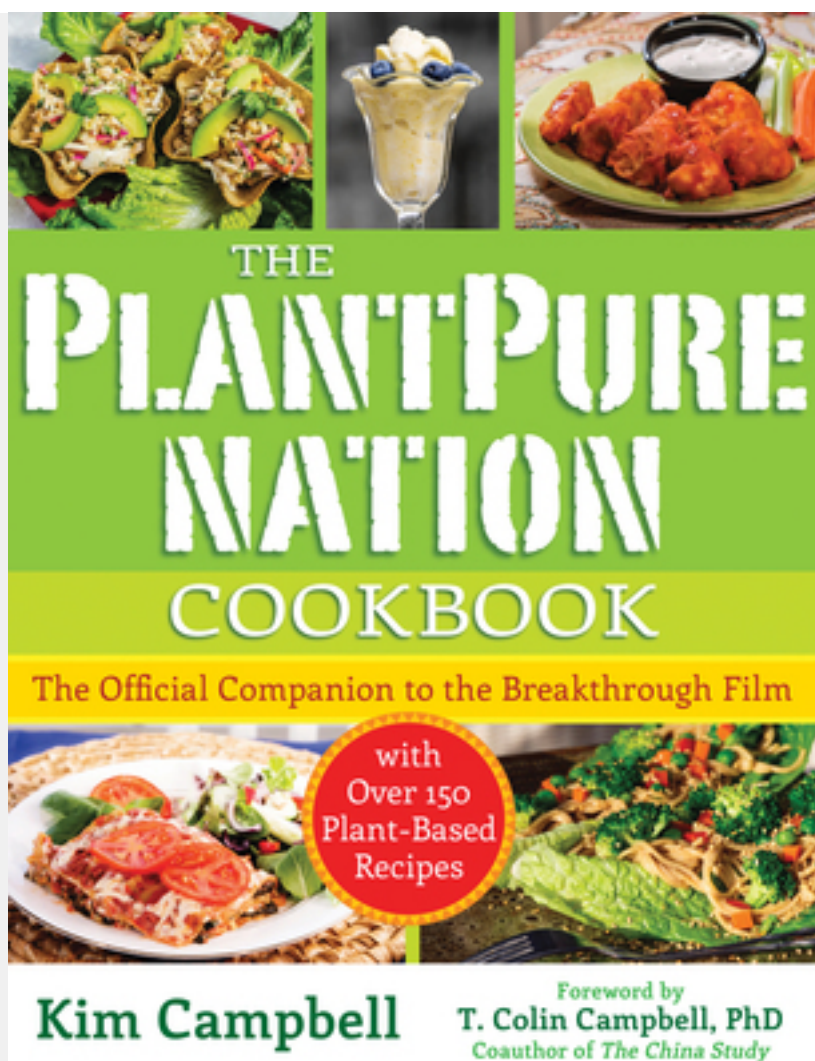
Instructions

Place all ingredients in high powered blender and process on high speed until smooth and creamy.

Remove from blender and chill for 1 hour before use.

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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