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STATE OF THE NATION



Issue 25 – August 2, 2016

PLANTPURE NATION UPDATE

Dear Friends,

I have some positive news to report — news that underscores an important point I like to make about how we can make change.

Midland Health, located in Midland, Texas, has decided to enter into a collaborative agreement with PlantPure to conduct clinical research, to educate its physicians and patients on plant-based nutrition, and to provide our Jumpstart program and food to Midland employees and then to other worksites in the surrounding region.

In addition, Midland Health would like to be included in the filming we are planning to undertake with our health system partners. As specified in our agreement, this filming will focus on showcasing “new PBN-based models that hold the promise of financially benefiting health care systems while helping to resolve the growing health care crisis in America,” and will enable participants such as Midland Health to serve as “an inspiring example for other health care systems around America to follow.”

I have always argued that health care providers can both improve patient care and their financial performance through a food-as-medicine approach. It seems this argument is resonating with providers, and shows why a positive win-win approach can be far more effective than one that involves throwing stones.

The first instinct many people have when something is not working is to throw stones. But I have found that there are many good people who want to do the right thing in organizations everywhere. The pharmaceutical, agricultural, food, and health care industries are loaded with these kinds of people. If we want to make change, we need to figure out win-win approaches that enable these good folks to advocate for change within their organizations.

I have met so many wonderful people in Midland, Texas, and I look forward to many trips back there, not only to do the good work we intend, but also to build lasting friendships.

— Nelson Campbell

PLANTPURE SUMMIT 2016



We are very excited to announce that PlantPure Nation will be hosting the first **PlantPure Summit 2016: The Convergence of Plant-Based Nutrition, Lifestyle & Healthcare**. This is a 10-day online event (Sept. 7–16) featuring 40 top experts and leaders who reveal how the plant-based lifestyle movement is radically improving health care. Featured speakers include Dr. T. Colin Campbell, Dr. Caldwell Esselstyn, Dr. John McDougall, Dr. Neal Barnard, Dr. Michael Greger, Dr. Michael Klaper, Dr. Will Tuttle, Brenda Davis, Victoria Moran, Kathy Freston, John Robbins, Dr. Thomas Campbell, Julieanna Hever, and many more! Never before have so many plant-based nutrition and lifestyle experts been brought together to discuss the challenges and solutions we are now seeing in health care, as well as the impact this convergence is having on the whole-food, plant-based movement.

This event will be held completely online, with four speakers per day interviewed via video conferencing by Lee Fulkerson, writer and director of *Forks Over Knives* and host of PlantPure Radio.

Don't be left out! Registration is completely free, but seats are limited due to technical limitations, so please reserve yours now by clicking [HERE](#).

We are looking forward to seeing you at PlantPure Summit 2016!

INTRODUCING THE SPEAKERS AT PLANTPURE SUMMIT 2016



EVENTS

While August is a slow month for festivals in the U.S., there are VegFests happening in countries around the world! You'll also find other kinds of events listed on our Pod site calendar:

www.plantpurepods.com/events/

August 13–16: Satvik Indian Vegan Festival, Karnataka, India. A festival where vegans can

enjoy a good time in a natural setting with like-minded people. vgan.in/vegan_festival

Satvik **Vegan Society**
(Formerly Indian Vegan Society)

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4TH INTERNATIONAL SATVIK **VEGAN FESTIVAL**

Our 4th International Satvik **Vegan Festival** (14th Satvik Vegan Festival) will take place at Sithitaprajna (Simplicity, Solitude, Silence), Hoseri, Yeljit Village, **Byndoor-576214, Udupi Dist., Karnataka, India** from **Aug 13 to 16 (Saturday to Tuesday), 2016**.

Some photos of the previous festivals:

1st Festival - Sep 30 to Oct 6, 2007 at Murdeshwar, 2nd Festival: Oct.29 to -Nov.1,2010 in Bangalore
3rd Festival - Sep 27 to 29, 2013 at Sithitaprajna.

August 19–21: Veganes Sommerfest Berlin, Berlin, Germany. Europe's biggest vegan summer festival! www.veganes-sommerfest-berlin.de/en/

VEGANES SOMMERFEST
BERLIN

EUROPE'S BIGGEST VEGAN SUMMER FESTIVAL

19.-21. OF AUGUST 2016 | ALEXANDERPLATZ BERLIN

In 2016 our Vegan Summer Festival takes place for the ninth time! We are looking forward to transporting the vegan philosophy into the middle of society. Relaxed, happy and optimistic we will prove how much fun a lifestyle free from animal cruelty can be!

August 20: Vegan SoulFest, Baltimore, Maryland. Exhibitors, speakers and demos, entertainment for the whole family. www.vegansoulfest.com/



August 20: Sonoma County VegFest, Santa Rosa, California. A celebration of healthy, ethical eating. www.socovegfest.org



August 20–21: The 5th Annual Plant-Stock, Claverack, New York. Celebrate the plant-strong choice with a life-changing weekend at the Esselstyn Family Farm. 2forksevents.com/plant-stock/



August 20–21: Edinburgh Vegan Festival, Edinburgh, U.K. Great family day out with vegan food, drinks, clothes, gifts, and speakers. veganfestival.co.uk

(Please note there are **five** different VegFests taking place in England in the month of August, so if this one isn't close to you, there may be one that is!)



August 27: Allen County Health Fair, Lima, Ohio. An event highlighting natural health and wellness in the Lima area. Local PPN member organization The Lima Beings will have a table at this event! www.facebook.com/events/290871901252817/



HELP PLANTPURE COMMUNITIES GROW!

NONPROFIT ORGANIZATION ON THE MOVE

PlantPure Communities achieved a major milestone in June, when we entered into a fiscal sponsor arrangement with the T. Colin Campbell Center for Nutrition Studies, which allows us to accelerate our program and development activities. As a result, we are gearing up for a very busy fall. We invite you to join us on this extraordinary journey to spread the food-as-medicine message to low-income and other underserved neighborhoods. New staff have been brought on, a search for a PR firm is in progress, lots of new information has been added to our [website](#), a

Facebook page has been created, and the [2016 membership drive](#) is underway. And, most exciting, we will be announcing the 2016 Oasis Jumpstart Pilot Communities this fall.



On July 11, we released a national open invitation to nonprofits that want to lead a community-wide “Let’s get healthier” initiative through the PlantPure Communities Oasis Jumpstart Program. August 15 is the due date for [applications](#). The Oasis Program brings the 10-day Jumpstart seen in the 2015 *PlantPure Nation* film to people who otherwise would not have access and/or could not afford it. PlantPure Communities will work with local nonprofit partners to bring WFPB meals and nutrition education and the benefits of improved health to the selected neighborhoods. For more information about this program, including a downloadable PDF invitation, please visit plantpurecommunities.org/oasis-jumpstart-program/. The formal selection announcement will take place at the official launch event on November 16.

PLEASE JOIN US IN NEW YORK CITY
FOR THE OFFICIAL LAUNCH OF
PLANTPURE COMMUNITIES

November 16, 2016 6-9 p.m.
VIP Reception 5:30 p.m.
Hosted by Cisco Systems
at 1 Penn Plaza, 9th Floor
Conference Rooms Yankee A and B
33rd Street & 8th Avenue

Dr. T. Colin Campbell

Kim & Nelson Campbell

PLANTPURE COMMUNITIES

Please join us for an evening celebration of the official launch of PlantPure Communities.

Nelson Campbell, director of the documentary film *PlantPure Nation* and founder of the PlantPure movement, and his wife, Kim Campbell, author of *The PlantPure Nation Cookbook*, will formally introduce the nonprofit PlantPure Communities. Dr. T. Colin Campbell, Ph.D., author of *The China Study* and an advisor to the group, will also be on hand. Space is limited, and you won't want to miss this very special evening. Check back soon for more information about registration, the agenda, the VIP reception and sponsorships.

Register to attend online:
www.plantpurecommunities.org

PlantPure Communities is locally sponsored by the T. Colin Campbell Center for Nutrition Studies.

Please join us in New York City for the PlantPure Communities official launch/fundraising event. Nelson Campbell, the founder and president of PlantPure Communities, and other members of the Board of Directors will officially introduce the organization and share highlights about the exciting initiatives underway. Members of the Board of Advisors, including Dr. T. Colin Campbell, will also be on hand. Funds raised at this event and donations made through our [membership drive](#) will support our programs and public purpose mission. Information on event sponsorships is available at plantpurecommunities.org/event-sponsorships/.

Please sign up on our [website](#) to receive updates about PlantPure Communities, and follow us on Facebook!

PIANTPURE TV: DR. T. COLIN CAMPBELL ON EXERCISE



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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FEATURED PLANTPURE RECIPE

From Kim Campbell

Mock Chicken Salad



I recently made this recipe after one of my cooking classes, during which one of the ladies said her husband would never give up his meat. She served this chicken salad to him using soy curls and it was a huge hit. The texture of these soy curls is quite meaty and can fool many traditional palates. It's difficult to find Butler Soy Curls, so I order them online. I used the tofu cashew

mayonnaise from *The PlantPure Nation Cookbook*, which worked perfectly.

Ingredients

One 8-ounce bag Butler Soy Curls
1 small red onion, small diced
2 celery stalks, small diced
1 red pepper, small diced
1/4 cup fresh parsley, chopped
1/2 cup vegan mayonnaise (or tofu cashew mayonnaise from the cookbook)
1 tablespoon lemon juice
1 tablespoon Dijon mustard
1/2 teaspoon dried dill
1/2 teaspoon garlic powder
1/4 teaspoon sea salt or to taste
1/4 teaspoon black pepper or to taste

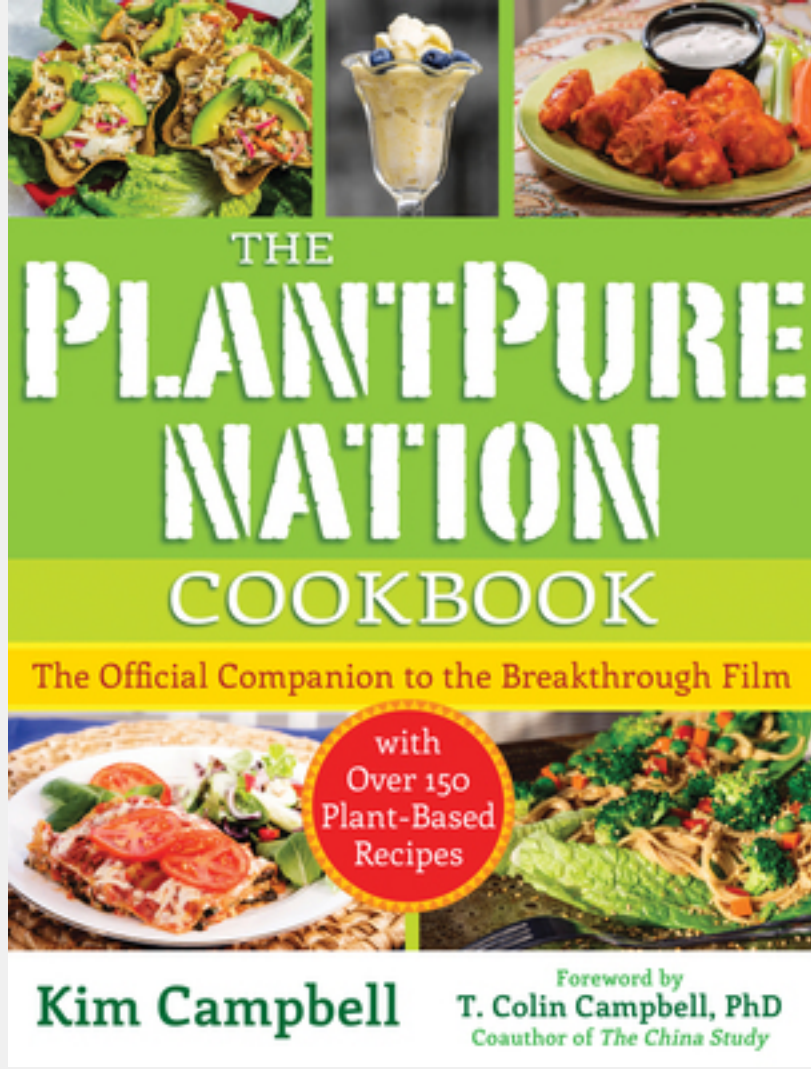
Directions

Place the soy curls into a medium-sized bowl and cover with warm water. Allow the soy curls to rehydrate for 8–10 minutes. After they are fully hydrated, drain thoroughly. Place the drained soy curls into a food processor and pulse until you have the consistency of shredded chicken. Place the remaining ingredients into a medium-sized bowl and mix until thoroughly combined. Serve as a sandwich filling or as the center of a garden salad.

Kim's Hints: *If you do not have soy curls, you can also substitute 3 cups of drained and rinsed chickpeas instead. Coarsely mash the chickpeas, being careful not to create a paste.*

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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