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**PLANTPURE  
NATION**

**STATE OF THE NATION**



*Issue 26 – September 21, 2016*

## **PLANTPURE NATION UPDATE**

PlantPure Summit 2016 has finally come and gone. We are breathing a sigh of relief, especially the team that worked so hard on this, but also are feeling gratified by the positive feedback from many of the people who participated. It seems the Summit was a rousing success.

I thought about all this on my plane ride back this weekend from a conference hosted by Dr. John McDougall in Santa Rosa, California, where I had the opportunity to speak. In my talk, I made a number of points, but one that I emphasized at the end was the need for our community to come together in a spirit of collaboration. If we are to change the world around the idea of plant-based nutrition, we need to set aside our egos and narrow competitive interests, and broaden our vision to see the win-win possibilities that can come from joining hands with those around us. Only by joining together will we ever be able to launch the grassroots movement we all desire.

The Summit felt like a step in this direction. We felt a spirit of teamwork and camaraderie, so much so that we have decided to do more of this sort of thing in the future. We are currently considering strategies for how we might engage with other organizations and people in mutually respecting, win-win relationships. And one idea we are kicking around is the idea of providing more Summits, not only on behalf of PlantPure, but also for other organizations in the community. We like this idea of serving, collaborating and connecting with other groups. This is how movements begin.

Thanks again to all who participated in our Summit. We hope this will be but the first in a long series of such events.

*- Nelson Campbell*

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## **WORDS FOR LIVING WELL**

*"The first wealth is health."  
- Ralph Waldo Emerson*



## FEATURED PLANTPURE RECIPE

*From Kim Campbell*

### CROCKPOT APPLE BUTTER



Growing up in Upstate New York meant that there were plenty of apples in the fall. I had the added benefit of living near Cornell University and where they have some amazing orchards and the best cider and apples ever! This apple butter is perfect for breakfast toast or just adding to a bowl of oatmeal instead of maple syrup for a sweetener.

Yields: 3-4 cups

Prep Time: 15 minutes      Cook Time: 10-13 hours

#### **Ingredients:**

About 12 apples (3 lb), any variety works but the sweeter apples are nice for this recipe

1/2 cup sucanat

2 tablespoon cinnamon

1 teaspoon allspice

1/4 teaspoon cloves

2 teaspoons vanilla

1/8 cup apple cider vinegar

### Instructions:

1. Wash, core, and quarter the apples. There is no need to peel the apples since the peel contains lots of fiber and nutrients that will be pureed later in the process. Place the apples, and remaining ingredients (except vanilla) into a crockpot and cook on low for 8-10 hours. Stir and continue cooking for another 2-3 hours. Add vanilla.
2. Cool the apple mixture completely, and place into a food processor or blender. You can even use an immersion blender for this step. Blend until there are no chunks remaining. You may need to do this in small batches.
3. Pour into jars and refrigerate. The apple butter will last for about two weeks. You can also freeze it if you want it to last longer.

## LAUNCH OF PLANTPURE COMMUNITIES



### November 16th in New York City

So many chronic diseases, such as type 2 diabetes, heart disease and obesity, can be reversed by eating healthier, but we are bombarded by marketing campaigns and 'studies' conducted by the food industry. The result is confusion and a growing epidemic of food borne illnesses that are stealing our golden years and bankrupting the health care system. New Yorkers have the opportunity to learn the facts from Dr. T. Colin Campbell, the pre-eminent nutrition researcher and author of *The China Study*, who will be a keynote speaker at the Nov. 16th official launch event of the nonprofit organization [PlantPure Communities](http://plantpurecommunities.org). Dr. Campbell serves on the Advisory Board of PlantPure Communities. Nelson Campbell, who founded PlantPure Communities, will be the MC for the evening and one of the evening's honorees. This very special launch event is a fundraiser to support the PlantPure Communities Oasis program, through which PPC is bringing healthy food and nutrition education to low-income and food-desert communities across the country.

The event will include a new 'Pods in Action' video, reflecting fun and exciting activities happening in NY metro area Pods. It will also include a VIP dinner reception and book-signing, as well as raffles and the formal announcement of the Oasis Pilot communities. In addition, the four founding board members of PlantPure Communities are being honored.



Your support will help share the message of health and grow efforts to inspire a grassroots movement. For more information about this exciting and educational event go to <http://plantpurecommunities.org/events/>

Registration is now open and space is limited, so sign up today!

## BEFORE THE LAUNCH OF PPC ON 11/16, JOIN US FOR AN EDUCATIONAL EVENT FEATURING NELSON CAMPBELL

November 15th on Long Island, New York

The nonprofit PlantPure Communities (PPC) is working with the Long Island Pod and coordinating with metro area pods on an exciting pre-launch educational event that will take place the evening of Nov. 15th on Long Island, New York. The Huntington Cinema Arts Centre will be partnering with PPC on this event. The event will feature a keynote speech from Nelson Campbell. Other highlights include a Recovery Panel of local residents sharing their personal stories, and speakers who will address how eating WFPB connects with environmental concerns and animal rights. Check [PPC's Events page](http://plantpurecommunities.org/events/) at <http://plantpurecommunities.org/events/> for more information as the details get pinned down



## EVENTS

As we shift from summer to fall, the festival season moves into full swing! Here are some of the events we'd like to highlight and there are more listed on our Pod site calendar: <http://www.plantpurepods.com/events/>

**September 21-24: International Plant-Based Nutrition Healthcare Conference**, Anaheim, California. Sharing Knowledge of Preventive, Nutritional Medicine. <http://pbnhc.com/>

The screenshot shows the website for the International Plant-Based Nutrition Healthcare Conference. The header includes navigation links: Home, Overview, Agenda, Faculty, Venue, Registration, About Us, and Register Now. The main content area features a large image of a doctor in a white coat holding a tablet that says "Educate & Inform" next to a plate of fresh vegetables. Below the image, it states "CME Accredited: up to 24 AMA PRA Category 1 Credits.™" with a "Learn More" button. To the right, there is a sign-up form with fields for First Name, Last Name, and Email, and buttons for "SUBSCRIBE", "INVITE YOUR COLLEAGUES", "VIEW CURRENT NEWSLETTER", and "DOWNLOAD THE 2016 FLYER". A quote at the bottom reads: "It's going to take doctors becoming informed, rising up, banding together, and, in the spirit of the Hippocratic Oath, demanding change of the current system. Physicians are trained to treat symptoms and diseases, rather than..."

**September 24: Erie VegFest**, Erie, Pennsylvania. Celebrate the many positive aspects of a vegan lifestyle! This festival is organized by local PlantPure member organization "Erie PA Vegan and Vegetarian Society."

<http://www.theerievegsociety.org/vegfest-2016.html>

# The Erie Vegan and Vegetarian Society

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Click below if you'd like to make a tax deductible donation to The Erie Vegan and Vegetarian Society.

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Your Erie VegFest 2016 Information Headquarters!!!



**3 days, 18 hours, 28 mins, 19 secs**

**When:**  
September 24, 2016 10am - 6pm

**Where:**  
Zem Zem Shrine Banquet and Conference Center  
2525 West 38th Street

**September 24: VegFest Oahu**, Honolulu, Hawaii. A family-friendly event celebrating plant-based, sustainable living. Taste delicious vegan food, hear inspiring speakers about health and environmental topics, and engage in a Learning Kitchen with plant-based cooking demos by local chefs. Enjoy conscious music on the main stage, including a performance by PlantPure team member Gerardo Velez. This festival is organized by the group leader for local PlantPure member organization, Aloha Veg Network. <http://vegfestohahu.com>

SEPTEMBER 24, 2016  
1PM - 6:30PM  
HONOLULU HALE, 530 S. King Street

VegFest Oahu is a FREE, family-friendly event celebrating plant-based, sustainable living. Taste delicious vegan food from local restaurants. Hear inspiring speakers about health and environmental topics. Engage in our Learning Kitchen with plant-based cooking demos by expert chefs. Enjoy conscious musical entertainment. Shop from our healthy vendors with green and vegan-friendly products. Make new friends!



Join our Fundraiser and become a Bumper Sticker SuperHero! Click below:



**September 24: D.C. VegFest**, Washington, DC. Organized by Compassion Over Killing. <http://dcvegfest.com>

DC VEGFEST  
Saturday, Sept. 24, 2016  
Yards Park  
11 to 6

ABOUT MEDIA GET INVOLVED SPONSORS & EXHIBITORS SPEAKERS & SCHEDULE PHOTOS RESERVE A TABLE BLOG

Enter to WIN **1st place in line** at Vegan Treats!



**September 25: Vegfest Guelph**, Ontario, Canada. <http://vegfestguelph.ca>



**October 1: LexVegFest**, Lexington, Kentucky. Come celebrate and promote a plant-based lifestyle for health, environment, and animal welfare. This festival is organized by the group leader for local PlantPure member organization, Lexington for Health. [www.facebook.com/lexingtonvegfest/](http://www.facebook.com/lexingtonvegfest/)



## 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.

# #PLANTPURE™



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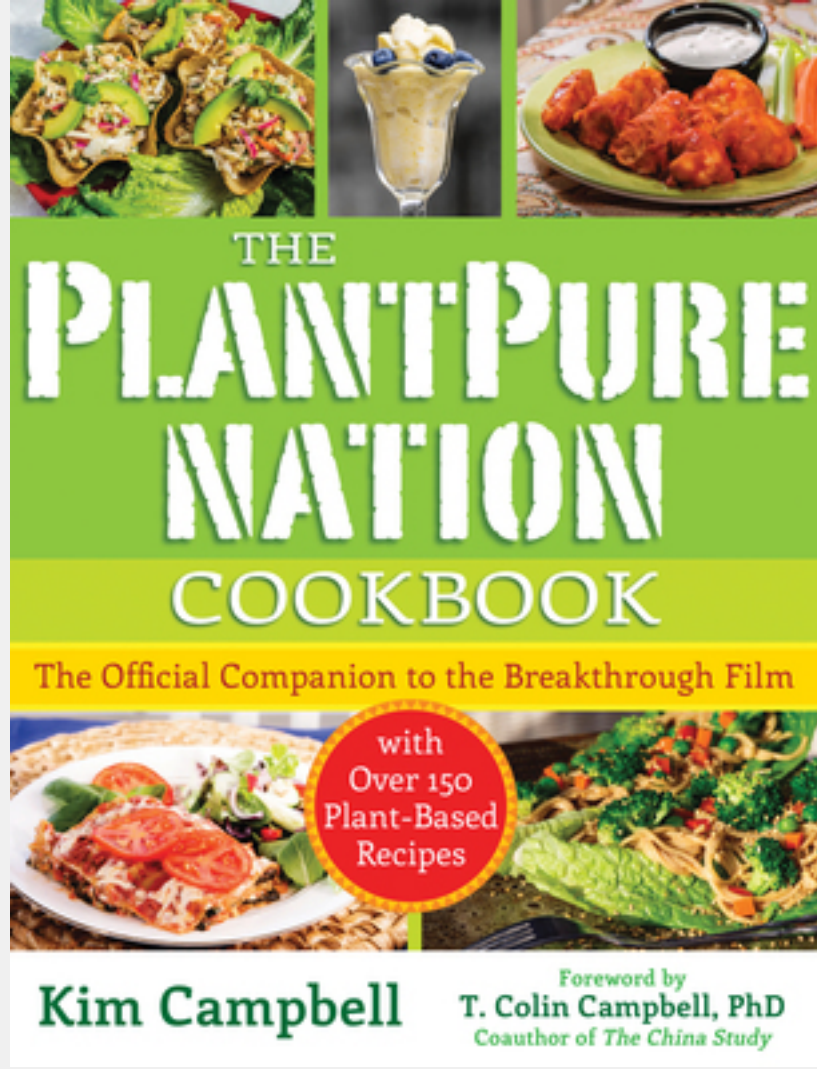
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## START COOKING WHOLE-FOOD, PLANT-BASED RECIPES!

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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