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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 27 – October 11, 2016

PLANTPURE NATION UPDATE

Nothing stays the same here at PlantPure for long. The pace of development here is so rapid that it sometimes feels a little dizzying.

We recently finished our PlantPure Summit and are now gearing up to introduce our 21-day Jumpstart, along with a new food line. The new food line includes 10 meal starter packs, containing the measured, dried ingredients of recipes, so that meals can be quickly prepared by adding in a few wet ingredients, veggies and a starch base. These affordable meal starters are mostly organic and 100% GMO free. Stay tuned and watch our store, as these products should be available by the end of the week.

As many of you may have heard, we also are launching our first PlantPure Café franchise in downtown Philadelphia, under the leadership of Fernando Peralta. We hope to optimize the business model in this first location, and then begin expanding across the country.

And most important from a near-term financial perspective, we are launching our employer wellness program. I had our first marketing meeting this week, with one of America's most respected companies, and secured our first corporate customer. I won't go into detail, but will note our pricing strategy. We are utilizing a subscription model, wherein the employer and/or employee pays a modest monthly subscription of \$8, which then provides access to our meals at discounted prices.

I wanted to let you know this because you can help us get the word out by sharing this program with your own employer. If you work for an organization that can take delivery of our food in bulk quantities, and would like access to our food at even more affordable prices, let us know and we will follow up.

We are at a crucial fork in the road. We have so much opportunity to help bring our health message into the mainstream, but require the financial capital to take advantage of this opportunity. We can either seek these funds as investment from the venture capital community, or we can secure support from you, by delivering products and services that add value to your life. We prefer the latter.

One last update. Kim and I will soon move to Florida to help launch our project with Lee Memorial Health System and to work with an Orlando-based insurance partner to market our employer wellness program across the state. I will have more to say later about the project with Lee Memorial and our other partner, Midland Health, but for now will reiterate that we see this as an opportunity to demonstrate models that have the potential of transforming healthcare. Importantly, we also see an opportunity to demonstrate a new paradigm for how social change can happen within a local community.

I will have more to say on this later, but for now, would like to refer you to our growing Facebook group at <https://www.facebook.com/groups/plantpuresummit/>. This grew out of the Summit, and will now be repositioned as an online community people can join to learn about the progress of our project in Florida, and other developments here at PlantPure. As you may know, it is easier to share information with a large community using a Facebook Group than is possible using a Facebook page. So please come join us!

Until next time,

WORDS FOR LIVING WELL

quote3



FEATURED PLANTPURE RECIPE

From Katya Trent

INDIAN STYLE POTATOES WITH CALUIFLOWER



Ingredients:

1/2 head cauliflower (chopped)

5 – 6 small to medium potatoes (cubed) 1 yellow onion (chopped)

1 – 2 cloves garlic (minced)

1 teaspoon mustard seeds

1/2 teaspoon curry powder

1/4 teaspoon sea salt (optional)

1/4 teaspoon turmeric

1/4 teaspoon cumin

1 cup water

Instructions:

1. In a pot add some water to cover the bottom. Warm the pot on medium heat. Add onion and garlic. Sauté for 5 minutes.

2. Add potatoes and the rest of the water. Bring to boil and reduce heat. Simmer for 5 – 7 minutes.

3. Add cauliflower and seasoning (mustard seeds, curry powder, salt, turmeric, and cumin). Mix well. Cover the pot with the lid. Simmer for 5 – 7 additional minute.

Serve with fresh sliced tomatoes, lentils, and warm homemade or store bought whole grain pita bread.

EVENTS

Happy October! Let's celebrate the season by going to a VegFest! Find an event in your community by connecting with a local Pod: <http://www.plantpurepods.com/events/>

October 8-9: World Veg Festival, San Francisco, California. Two days of fun, food, entertainment, and activities for the whole family, with many new speakers, vendors, performers, and presenters. The film *PlantPure Nation* will be screened on Sunday afternoon. Two local PlantPure member organizations will staff the table at this event - "Plant-Based Power Oakland" from Oakland and "Silicon Valley Healthy Bytes" from San Jose. <http://www.worldvegfestival.com>



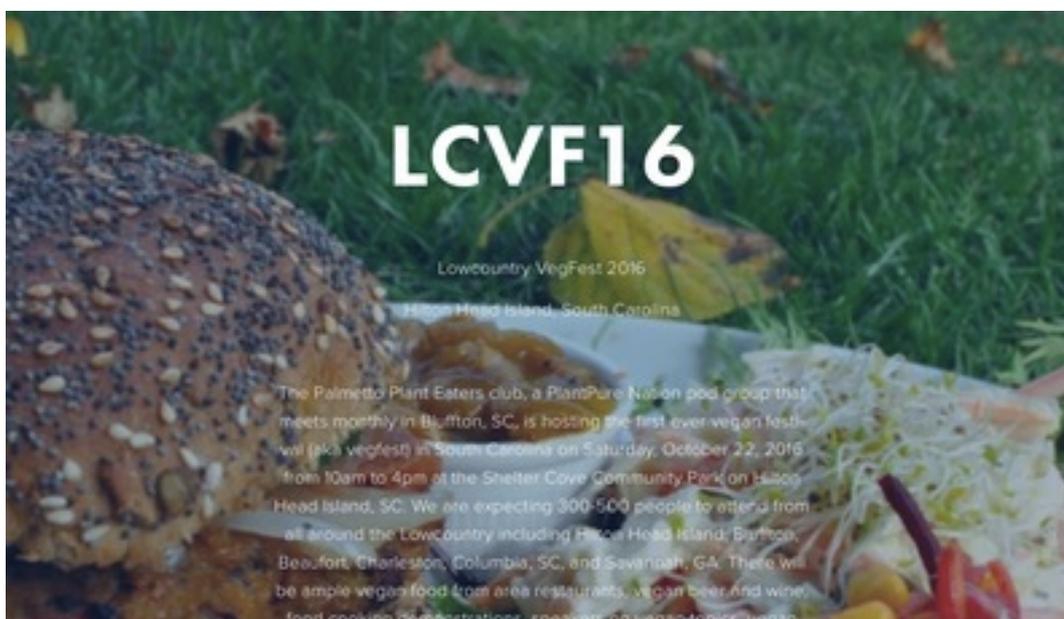
October 15-16: Triangle Veg Fest, Raleigh, North Carolina. This free two-day festival highlights the many benefits and joys of choosing a plant-based lifestyle. Dr. T. Colin Campbell, author of *The China Study* and *Whole*, and Howard Jacobson, PhD, contributing author of *Whole*, are both speaking on Sunday! Come say hi at the PlantPure Nation table at this event. <http://www.trianglevegfest.com>



October 15: Fargo Moorhead VegFest, Moorhead, Minnesota. This event is for anyone and everyone! There will be exhibitors selling and sampling food, great speakers, and vegan cooking demos. The first 1000 people get a FREE swag bag filled with fun stuff! This festival is organized by the group leader for local PlantPure member organization, FMVeg. <http://fmvegfest.com>



October 22: Lowcountry VegFest, Hilton Head Island, South Carolina. There will be ample vegan food from area restaurants, vegan beer and wine, food cooking demonstrations, speakers on vegan topics, vegan advocacy, and compassionate entertainment for the children. Both Ron and Jo Gandiza (PPN staff members) will be speakers at this event. Enjoy island music performed by PlantPure team members, Ronnie Tsunami and the Wave Riders. Check out the PlantPure Nation table at this event! This festival is organized by the group leader for local PlantPure member organization, Palmetto Plant Eaters. <http://lowcountryvegfest.com/>



October 22-23: Boston Veg Food Fest, Boston, Massachusetts. This Festival brings together an amazing array of vegetarian natural food providers, top national speakers and chefs, and educational exhibitors in a fun and welcoming environment. It is a chance to talk directly to food producers, learn the newest items in the marketplace, taste free food samples, shop at show special discounts, or simply learn what vegetarian foods are available and where you can find them! Local PlantPure member organization, South Shore Herbivores, will staff a table at this event! <http://www.bostonveg.org/foodfest/>



November 5-6: Plant-Based Living for Peace and Sustainability Symposium and Triad VegFest Holiday Market Fair, Greensboro, North Carolina. The Symposium on Saturday will consider how a plant-based diet intersects with health, environmental and social justice issues. A fun event with speakers, entertainment and food! On Sunday, the VegFest will showcase a vast array of plant-based food, gifts, crafts and informational booths. Do your holiday shopping in a fun-filled cruelty-free environment! This festival is organized by the group leader for local PlantPure member organization, Plant Fueled Vital Living Group, and the table will be staffed by members of Plant Strength for Health. <http://www.triadvegfest.org>



PLANTPURE COMMUNITIES

Nov16Invite_Update



LAUNCH OF PLANTPURE COMMUNITIES

NOVEMBER 16, NEW YORK CITY

A very special event will take place in NYC on November 16th to officially launch the nonprofit, [PlantPure Communities](http://www.plantpurecommunities.org) (www.plantpurecommunities.org). Nelson Campbell, director of [PlantPure Nation](#) and founder of the PlantPure grassroots movement, will formally introduce PPC and be the MC for the evening. Dr. T. Colin Campbell, the pre-eminent nutrition researcher, author of *The China Study*, and an advisor to PPC, will give a special educational presentation. Attendees will also get to hear from Kim Campbell, Jenny Miller, Dr. Terry Mason, and Dr. Michael C. Hollie, and the four founding board members of PPC will be honored. The agenda and list of speakers is available on the PPC [website](#).

Honorees PPC Event-2



This 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 Oasis Program Pilot communities will be formally announced during this event! Your support will help share the message of health and grow PPC's efforts to inspire a grassroots movement. For more information about this exciting and educational event, please visit <http://plantpurecommunities.org/events/>.

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

PILLS, PROCEDURES, OR PLANTS - AN EDUCATIONAL EVENT FEATURING NELSON CAMPBELL

NOVEMBER 15, LONG ISLAND NY

The nonprofit PlantPure Communities (PPC) is working with the Long Island Pod and the Cinema Arts Centre to hold an exciting pre-launch educational event on Nov. 15th in Huntington, New York. The event will feature a keynote speech from Nelson Campbell and a cooking demonstration led by Kim Campbell. Other highlights include a discussion about the impact of our food choices on the environment, led by J. Morris Hicks, author of the book, *Healthy Eating Healthy World*, as well as a Recovery Panel of local residents sharing their personal stories, and a discussion about animal rights. Check [PPC's Events page](#) (please link to <http://plantpurecommunities.org/events/> to register and see the full agenda.



WATCH THE FILM



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 yourPod's activities to our Facebook page.

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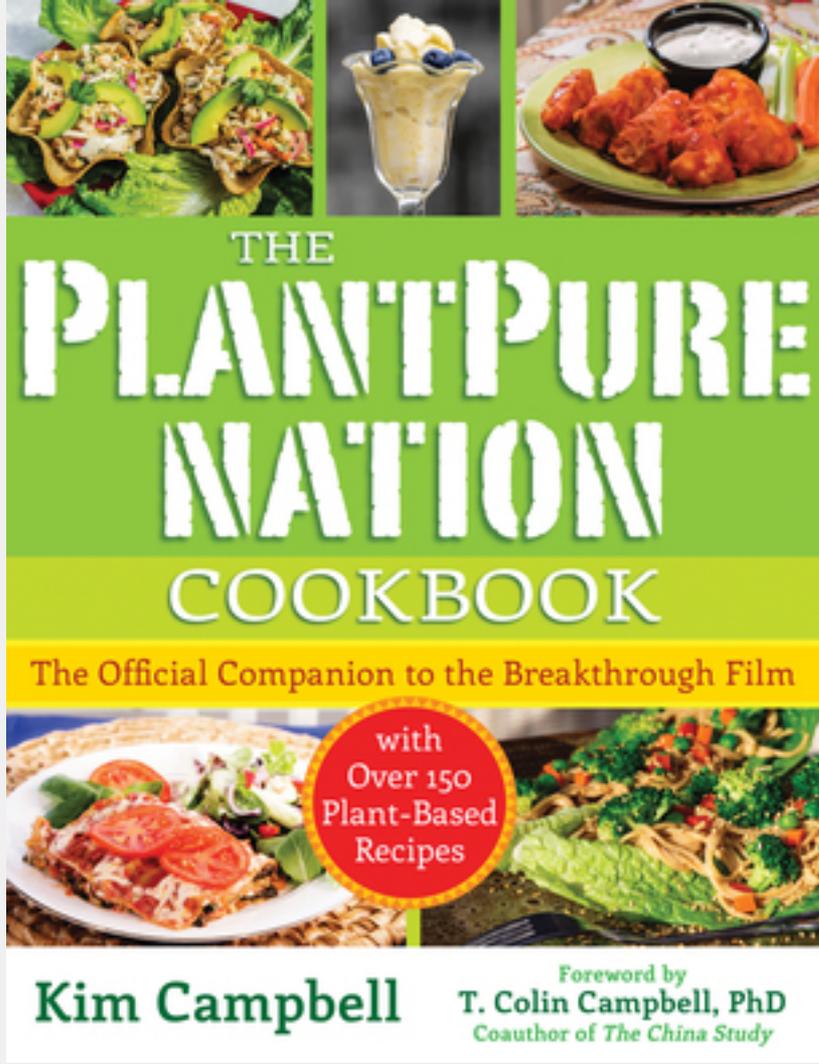
PlantPure Nation



PlantPure Nation

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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