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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 29 – December 1, 2016

PLANTPURE NATION UPDATE

I just walked outside for a breath of fresh air and saw a beautiful rainbow over palm trees. Maybe this is a good omen.

I had yet another promising meeting earlier today with our friends at Lee Health System. We are working on some interesting ideas, including setting up the health system to engage directly in local food production and distribution. The idea is to enable the health system to provide delicious, whole food, plant-based fresh entrees to patients, employees and many others in the local community.

I love this idea of a health system finding financial sustenance from a food-as-medicine approach, and I think if any system can pull this off, it is the one here. I am so impressed by the social conscience and innovative attitude of the folks in this system. I think by the time this project is done, I will have made friendships to last a lifetime.

In addition to our work inside the system, we are gearing up to launch a major public campaign, motivated to demonstrate how a local community can be transformed through this empowering health message. I believe we have an opportunity to create and demonstrate a community-based model that can be applied to other towns and cities across our country, and even in other countries. All revolutions start someplace, and I think a place with palm trees and rainbows is perfect.

I had hoped to film what we do here in order to produce a feature length film that would extend the storyline started in our first film, *PlantPure Nation*. We have secured the commitment of the producer of the hit movie *Hacksaw Ridge* (now in theaters) to direct this film, and we have a dramatic storyline in mind that we believe could inspire transformative change in health systems and communities everywhere. I think the power of example is vastly underrated in our society, and there is no better way to wield this power than through film.

Unfortunately, we have not been able to secure the funding to begin filming. Our plan was to raise enough money to at least get started, and then to raise the rest later after getting well into production (when it becomes easier to raise additional funding). But I guess we will need to forgo this, and work to share what we do here in other, albeit less effective ways.

Our constant need for funding has been the most challenging part of this journey. It frustrates me when we get complaints from people who don't think we should be earning revenue to support our organization. I guess money has such a bad reputation these days that some people don't like money being earned and used for even good ideas. Unfortunately, bartering in bags of potatoes and beans doesn't work in our modern society, so if we turn our back on money, we are leaving all the power with those corporate interests who are fighting the changes we are seeking.

Another example of a good idea worth funding is our nonprofit organization. PlantPure Communities (PlantPureCommunities.org) is seeking additional donations sufficient to trigger a \$10,000 matching contribution from an anonymous donor, all of which will be put to good use in the *PlantPure Oasis Program* targeted to underserved, food desert communities. Please see the article below from Caroline Dyar for more details.

As always, thank you for your continued support of PlantPure Nation. We are motivated by people like you, who share the passion and are willing to engage with family, friends and your local community to help make change.

- Nelson Campbell

PLANTPURE COMMUNITIES

Help PlantPure Communities receive a \$10,000 matching donation!

Oasis Program header



Imagine you live in a community that consists of numerous boarded up houses, spray-painted with graffiti. In order for you to get to the grocery store, you must walk three miles there and back. The average yearly income in your community is \$23,000, 55% of those who live there have high blood pressure, and 50% are obese. Now imagine you have the resources to change this. A group of doctors, mentors, and advocates work with your neighborhood to support you in your efforts to create a healthy environment for yourself and your neighbors. They begin by expanding your awareness of wholistic lifestyle changes you can make in order to take control of your health because with good physical and emotional health come stronger communities and better opportunities.

You can help PlantPure Communities make this vision a reality! If PPC receives donations totaling \$10,000 or more by December 31, a matching \$10,000 donation will be made by an anonymous donor. These and other contributions will help bring the Oasis Jumpstart Program to low-income communities, food deserts, and other underserved neighborhoods. This Program offers healthy meals and nutrition education to people who otherwise would not have access or could not afford it. The Program teaches about the benefits of a plant-based diet while enabling participants to experience firsthand its powerful health impacts.

This is an excellent opportunity to double the impact of your gift. Together, we can change the landscape of health in America! <http://plantpurecommunities.org/donations/>

- **Caroline Dyar**

WORDS FOR LIVING WELL



FEATURED PLANTPURE RECIPE

From Kim Campbell

SWEET POTATO NOODLE SALAD

Sweet Potato Noodles



Ingredients:

Veggies:

2 large sweet potatoes, spiralized

1 cup peas or edamame, frozen or fresh

1 cup purple cabbage, shredded

1 cup chopped fresh kale

½ cup pepitas, for garnishing

¼ cup chopped cilantro, for garnishing

Sauce:

¼ cup peanut butter

¼ cup water

1 teaspoon grated ginger

2 cloves garlic

3 tablespoon low sodium soy or tamari sauce

1 tablespoon rice vinegar

1 tablespoon sriracha

3 tablespoon lime juice

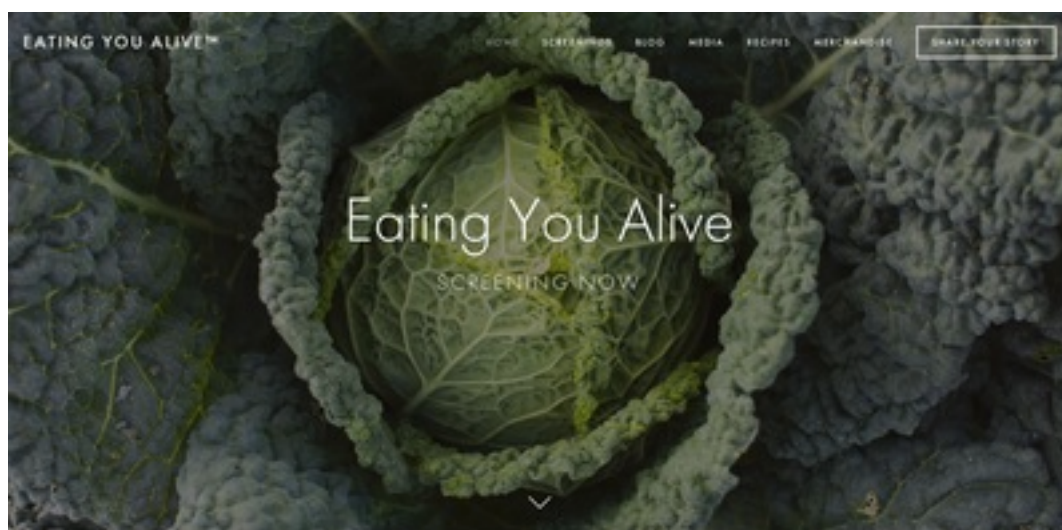
2 teaspoon maple syrup

Instructions:

1. Place of the the sauce ingredients into a blender and blend until smooth and creamy.
2. Peel the sweet potatoes. Using a spiralizer, create long strips of sweet potato “noodles”. Set aside separately. Place the remaining prepared vegetables into a large bowl.
3. Boil a large pot of water and blanch the sweet potatoes until tender but still holding their shape, about 2-3 minutes depending on the thickness of your noodles. Toss the cooked sweet potatoes with with the remaining vegetables and dressing. Garnish with pepitas and cilantro.

EVENTS

Eating You Alive Film Screenings



A new film, *Eating You Alive*, begins screening in December. Featuring leading medical experts and researchers, *Eating You Alive* takes a scientific look at the reasons why people are so sick, who’s responsible for the wrong information, and how whole food, plant-based nutrition can be used to take control of health—one bite at a time. The film premieres in Los Angeles and New York will be followed by broad theatrical release in January. Find a screening near you: <http://www.eatingyoualive.com/screenings/>

December 3: South Florida VegFest, Fort Lauderdale, Florida.

A celebration of the benefits of a plant-based lifestyle, with vegan food to sample and purchase, engaging speakers, exciting performers, and members from the local vegan community to answer questions and showcase what inspires them. <http://southfloridavegfest.com/>



December 3-4: Glasgow VegFest, Glasgow, Scotland.

<http://vegfestscotland.com>

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SCOTLAND DECEMBER 3RD 4TH 2016
BRIGHTON MARCH 31ST 12TH 2017 | BRISTOL MAY 20TH 21ST 2017
LONDON OCTOBER 22ND 23RD 2016
OPEN SATURDAY 11AM-6PM, SUNDAY 10AM-5PM
ADVANCE TICKETS £6 (DAY) / £5 (WEEKEND), KIDS UNDER 16 FREE
TICKETS ON THE GATE: ADULTS £3, CONCESSIONS £1, KIDS UNDER 16 FREE

SCOTLAND

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LATEST NEWS SCOTLAND

December 7-11: The 44th International Vegetarian Union (IVU) World VegFest, Buenos Aires, Argentina.

This free global event offers four days of conferences, lectures, workshops, presentations, tastings, music, humor and more, all by leading experts in the vegetarian / vegan world. Details about the festival: <http://www.vegfestargentina.org/vegfest.html> (click the Google Translate button on the right for English) For info about the IVU, visit <http://www.ivu.org>



Vegfest

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44° IVU World Vegfest

La IVU Internacional Vegetarian Union, fue fundada en Dresden, Alemania, en el año 1908, desde ese momento cada dos o tres años se fue sucediendo en diferentes países el "Congreso Internacional Vegetariano", como se llamó al principio.

A mediados de la década de 1950 dejó de hacerse cada tres años y pasó a llamarse "Congreso Mundial Vegetariano" y a realizarse cada dos años.

En el año 2008 y para festejar el centenario de la fundación de IVU, el evento se realizó nuevamente en Dresden.

En el año 2012 el evento de IVU se realizó en San Francisco y Los Angeles, en los Estados Unidos de Norteamérica, y se llamó 40° Congreso Mundial Vegetariano/Vegfest, como transición hacia una nueva denominación, ya que a partir de ese momento el evento mundial de IVU pasó a llamarse IVU WORLD VEGFEST y a tener una frecuencia anual, cada año en un continente distinto:



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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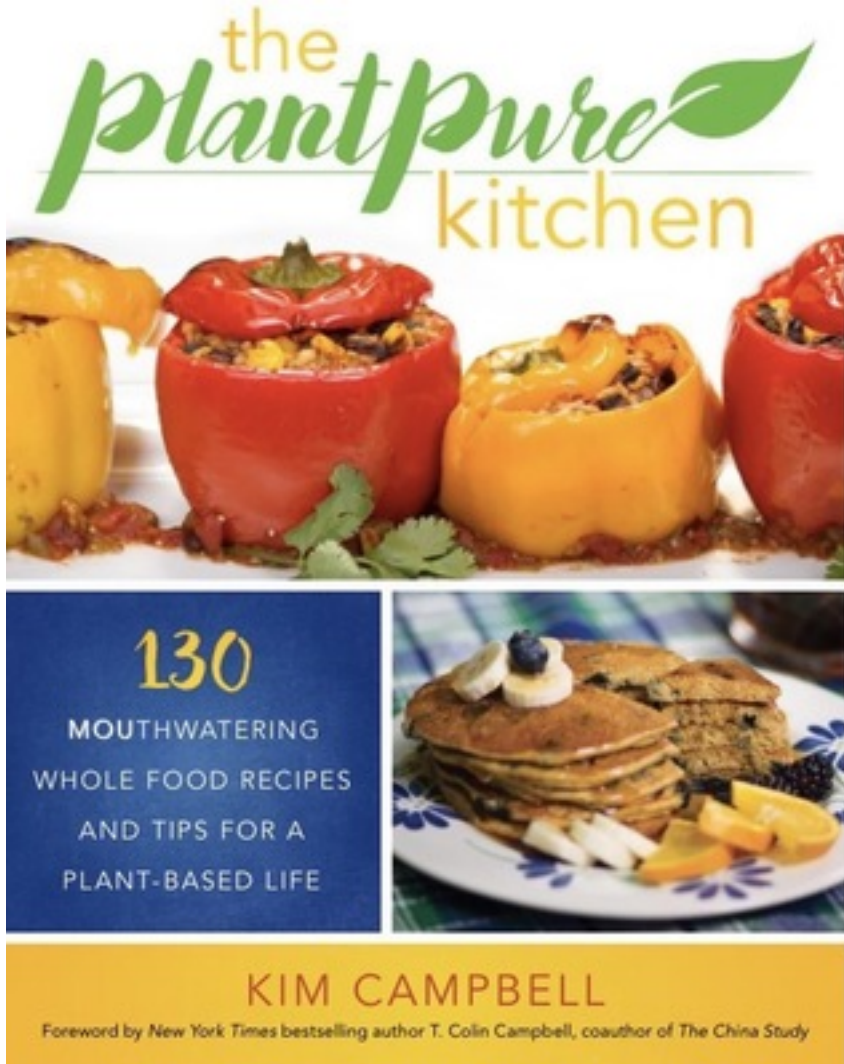
PlantPure Nation



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START COOKING WHOLE-FOOD, PLANT-BASED RECIPES!

The PlantPure Kitchen, companion to The PlantPure Nation Cookbook is available for pre-order on Amazon, and will be released on January 24, 2017.



Kim Campbell builds on favorites from her last cookbook, turning recipes like the Creamy African Stew into tasty African Wraps, and shares tons of new recipes that will turn any plant-based eater into a chef with ease. With compassion for the challenges of following a plant-pure diet, Campbell lends advice about the best natural sweeteners, the most useful kitchen tools for plant-based cooking, vegan-friendly substitutions for making recipes gluten-free, and a whole a lot more.



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