

**PLANTPURE  
NATION****STATE OF THE NATION**

July 15, 2015

ISSUE #3

## PlantPure Nation Update

Finally, we reached what we have been working toward for over two years ... our premiere in LA!

We had a large audience in a beautiful theater in Hollywood and received an enthusiastic response. Marilu Henner, the outstanding actress and an advocate of plant-based nutrition, moderated our Q&A and did a fantastic job. All in all, we couldn't have been more pleased. It was a great moment to celebrate, but our work is far from done.



With the premiere behind us, we are now focused on our theatrical release and connected strategy for launching a grassroots movement. We have never felt more confident. Our strategy will work because it does not depend on any one person or small group of us; instead, it will be driven by millions of people working together.

We face an enormous opportunity, but we also face a near-term challenge. Part of our strategy includes developing a financial engine to power the movement we are seeking to organize. We are confident this engine will rev up quickly, allowing us to further expand our capabilities and fund our nonprofit foundation.

But to get there, we need a full team to implement all we have planned. We need additional help to launch our network of PlantPure Pods and to develop the support they will require to do their jobs. So we have decided to reach out to our community for help. We are looking for volunteers who can serve on a financial advisory board, a sort of financial steering committee for this new movement.

So if anyone reading this feels that they could serve on this board because of their expertise and ability to help us network, please write to us at [info@plantpurenation.com](mailto:info@plantpurenation.com). Put in the subject header “Financial Advisory Board”; this will help make sure your email gets to the right person. Also, let us know how you think you can help.

Remember, a grassroots movement requires three things: 1) organization, 2) information that educates, inspires and connects, and 3) funding. As my mom says in our film, money should never be an end unto itself. But funds put in service to a higher social end is something different altogether.

We deeply appreciate your continued support.

— *Nelson Campbell*

---

## **From the Editor**

### **SOME THOUGHTS ON OUR MISSION STATEMENT**

*The PlantPure Nation knows no boundaries, either geographical or political. It is for everyone who shares a passion for spreading the truth about the life-altering benefits of a whole-foods, plant-based diet.*

Mission statements are a dime a dozen. Almost every group or organization has one, and if you read enough of them, they all start to sound the same—sort of like an expanded advertising slogan. Just how cynical these can be is demonstrated by this example from the late 1970s: “Without chemicals, life itself would be impossible.” It was the slogan for a company that manufactured the notorious Agent Orange—a defoliant used in Vietnam that not only destroyed thousands of acres of jungle, but also the health of thousands of American soldiers who had been assured it wasn’t harmful to humans.

This same chemical company now makes a powerful and highly controversial commercial weed killer that’s sprayed on human and animal feed crops—crops that must be genetically modified to resist the effects of their own product! While the company insists their weed killer is “as safe to humans as aspirin,” a recent peer-reviewed study found that residues of the herbicide “enhance the damaging effects of other food-borne chemical residues and toxins in the environment to disrupt normal body functions and induce disease.” Perhaps the manufacturer should have listened to another ad slogan from the 1970s, this one for a butter substitute: “It’s not nice to fool Mother Nature.”

There’s real wisdom in this last slogan (though not in the way the product’s maker intended).

Indeed, if chemical and pharmaceutical companies actually applied those seven words to their products, we could solve many of our environmental and health problems overnight. But don't hold your breath—slogans are just slogans, after all.

Which brings me back to our mission statement: We believe it's much more than just a slogan. In fact, we keep it in the forefront of our minds in everything we do. Take the part that says, "The PlantPure Nation knows no boundaries, either geographical or political." In the film, *PlantPure Nation*, we received commentary from both Dr. James Mcdonough, a major architect of Obamacare, and Steve Forbes, a two-time candidate for nomination by the Republican Party for president. It's hard to think of two people on more opposite ends of the political spectrum. Yet both of them are united in their enthusiasm for the personal and societal benefits to be gained by the wider adoption of a plant-based diet. PPN *is* an advocacy group, but it is one that cuts across the right/left political divide and so really is nonpolitical in the traditional sense.

As for PPN's lack of geographical boundaries, we've received serious enquiries about Pod formation from Canada, China, Israel, South Africa, Australia, New Zealand and all across Europe. And this was even before the movie was released to the general public! Now that the film has premiered, I'm certain that list will grow considerably.

I'm a skeptic by nature, but when I consider the powerful message and broad appeal of this cause, I can't help but be filled with hope. That's why I plan to devote the rest of my working life to PPN. I'm realistic enough to appreciate that fundamental change doesn't happen overnight—the tides of history often rise slowly. But those tides *are* rising. And like the tides, they can't be held back. This idea is just too good on too many levels *not* to happen. Will it be in my lifetime? In our children's lifetime? I honestly don't know—nor do I care. All I know is the cause is worth investing a large amount of time in. And time is our most precious possession of all.

— **Lee Fulkerson**

---

## **PlantPure Nation's Theatrical Release**



Starting with enthusiastic screenings in Los Angeles on July 2<sup>nd</sup>, PlantPure Nation has been booked in 25 cities, from New York City to Portland, Oregon, with more theaters being added every week. Thanks to our successful Spring kickstarter campaign we look to be in over 100 cities and events playing well into the Fall! For the latest bookings please visit the **Upcoming Screenings** page on our website:

<http://plantpurenation.com/upcoming-screenings>

In our theatrical rollout, we are focusing on communities that have a sustained interest in taking the message of the film and using it to launch a PlantPure Pod and spread the word about the benefits of a plant-based lifestyle.

If you and others you know are excited about the film and want to launch a Pod, we want to hear from you! We have been working with large groups and organizations and enterprises to bring the film to them as well. Please visit our **Book The Film** page at:

<http://plantpurenation.com/book-the-film>

---

## **Featured PlantPure Recipe**

*In keeping with this issue's celebratory theme, here's a recipe that's good for any kind of celebration (or to just cool off on a hot summer day)! — Ed.*



## Pineapple Sorbet

If you have ever tried pineapple whip at Disneyland or the Dole Plantation in Hawaii, then you will be familiar with this recipe. This sorbet is a plant-based, healthy version that is creamy, refreshing, and satisfying. It's my new favorite dessert.

Serves: 4

Prep Time: 5 minutes

Cook Time: 0 minutes

### Ingredients

1 ripe pineapple (or 3 cups frozen pineapple)

1/2 cup nondairy milk

1 tablespoon agave

1/4 cup lite coconut milk

### Instructions

1. Peel and cut up the pineapple, making sure to take out all the core. Freeze overnight. If you don't have time, you can use store-bought frozen pineapple.
2. Place all ingredients in a high-powered blender (a Vitamix works best). Blend until creamy. If needed, add more milk to get your blades spinning smoothly.
3. Divide evenly among 4 bowls and serve immediately.

**For more great plant-based recipes, check out [The PlantPure Nation Cookbook!](#)**

---

## **Five Questions from PPN**

**PPN is proud to present, for the first time, material written expressly for SON by perhaps our most distinguished contributor of all. To most of our readers, he requires no introduction. In the interests of consistency, however, he'll get one anyway. — Ed.**

*For more than 40 years, Dr. T. Colin Campbell has been at the forefront of nutrition research. His legacy, the China Project, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is a professor emeritus at Cornell University and is co-author of the bestselling book The China Study with his son, Thomas Campbell, M.D. In addition, Dr. Campbell has been featured in several documentary films, including PlantPure Nation and Forks Over Knives. He is the founder of the T. Colin Campbell Center for Nutrition Studies.*

### **1. What first spurred you to look beyond Western medicine for answers to improving the health of your patients?**

I am not a physician, of course, so I will speak as a research scientist. When I started my career 59 years ago, I never heard the phrase “Western medicine”; indeed, I thought the American diet was about as good as it gets. That characterized my own background, both personally and, initially, my own early research career. I was into the Western diet, high protein, lots of animal-source food, high fat and limited vegetables and fruit. My research took me in an opposite direction.

One of my more significant experiences was getting to know the so-called Western diet from our research in China. My Chinese colleagues introduced me to their diet both in its nutrient content and in the type of food, but also in the way they practiced their medicine. Rather than our mechanistic way, theirs was more wholistic—things working together and without becoming obsessed with identifying the mechanism or the specific component of food having the major effect. Also, when I looked at patterns of disease mortality outcomes that had similar causes and similar geographic locations, it was very clear that there was a cluster of locations for Western diseases and a cluster for what some have called “diseases of poverty,” although I now would prefer to call them “affluent diseases” and “indigenous diseases.”

### **2. Briefly describe the journey that ultimately led you to plant-based nutrition.**

My journey was almost entirely based on working with the actual evidence that was produced in our experimental research program, both in the experimental laboratory and in human studies.

### **3. Why do you think it's so critically important to get the message of plant-based nutrition to a wider audience?**

It is the future of human existence on this earth. There is no alternative if we are to have a sustainable future.

### **4. What have you done to help spread the message of plant-based nutrition?**

I have done a variety of educational-type projects, organizing both a large laboratory-based research program, designed to understand the fundamentals of science of food and health, and conducting survey-type research on human populations. It is the combined evidence from these two efforts that made the overall story much more compelling. Added to these research-oriented efforts my participation in the development of national policy, and I had the additional perspective of exploring the question of why the public has had such a difficult time understanding and accepting this message.

In earlier years I was the senior (only) advisor to the American Institute for Cancer Research and the World Cancer Research Fund, which have been having a huge impact on spreading the message of diet and its role in cancer etiology. I also organized the research project in China, [and] later also a second project in Taiwan, that created the most comprehensive database on diet and health among humans ever conducted and the first research project between China and the U.S.

### **5. What are your hopes and expectations for the future of the plant-based movement, both near and far term?**

My hope is that this way of life be grounded in good factual evidence that can be produced only if we turn down the dial on egotism and special agendas that favor only certain groups of people. Thus my expectation is uncertain because I am not convinced that I see such a societal shift in the making. Indeed, really big ideas like personal freedom need to be redefined. We cannot tolerate personal freedom, which provides freedom only for a select group of privileged people whose gains come from the impoverishment of others. Only by adopting a code of morality based on truly caring for others can everyone truly be free. We cannot engorge on the consumption of animals, have uncontrolled population growth and be good stewards of our planet all at the same time.

It is imperative that we not eat animals, maintain our health and save the planet from the reckless pace of destruction we are now experiencing. It starts with our understanding of the basic evidence for plant-based eating as a way of life.

---

## **The Dietary Guidelines Debacle** **T. Colin Campbell, Ph.D.**

In 1943, the U.S. National Academy of Sciences began issuing reports every five years that recommended the amounts of individual nutrients to be consumed for good health. But this focus on individual nutrients fell short of saying very much about what kinds of foods best provided these nutrients for good health.

Thirty-seven years later, in 1980, the U.S. Department of Agriculture (USDA) and the Department of Health, Education and Welfare (HEW, now Health and Human Services, or HHS) jointly began issuing five-year reports that translated these nutrient recommendations into food recommendations, naming them the U.S. Dietary Guidelines. This new project also arose as a follow-up to dietary goals suggested by the 1977 McGovern Committee of the U.S. Senate. Initially, I thought this dietary guidelines (DG) idea had merit, partly because two very credible

friends, working in an adjacent office to mine, prepared that first report.

There have been eight five-year DG reports since that time 35 years ago, and to say that I lost hope for this idea is an understatement. Throughout this period, the main message has not changed, if at all, even though more and more data are being tabulated in recent issues to impress the public. These DG reports continue to advocate a diet — in reference to its nutrient composition — that is not different from the McGovern report.

The initial recommendation to reduce dietary fat to 30% of total diet calories continues to be stated or assumed as if it were really low fat and singularly important. It is not. The assumption that saturated fat is a major villain still stands. It is not. The upper limit for dietary cholesterol of 300 mg/day, which was introduced along the way in these reports, is now dropped, with only the superficial explanation that dietary cholesterol is only weakly correlated with heart disease outcome. I agree, but it fails to acknowledge dietary cholesterol as an important indicator of the type of diet being consumed. Most importantly, these reports totally ignore the type of dietary lifestyle that yields extraordinary health. This is a whole-food, plant-based diet — as part of a lifestyle — that is about 10% total fat, naturally low in saturated fat, high in complex carbohydrates (including dietary fiber), contains little or no cholesterol and has protein of the right kind and amount. These reports have been doing nothing more, at best, than supporting the dietary status quo that has put us at such high risk for cardiovascular diseases, diabetes and many cancers and autoimmune diseases.

This is a sad commentary, especially because these reports are being used to justify the school lunch program, among other government diet and health programs. For example, the 2002 dietary guidelines report highlighted the idea that total dietary protein as high as 35% of total diet calories would “minimize risk for those chronic diseases” that have long besieged our health. This is a gross misrepresentation of the evidence. At about that same time, the committee, under threat of a lawsuit, was forced to reveal that the majority of its 11-member committee had an association with the dairy industry, while the chair had also failed to reveal the size of his personal compensation from the industry, as required.

This process of preparing dietary guidelines is mostly organized and controlled by a government agency (USDA) that assists one industry to produce disease-causing foods while a partner government agency assists a second industry to produce pills and procedures to allegedly fix these ailments. What a smart business plan!

History shows that these DG reports occasionally suggest ideas that appear to advocate for consumer and societal health. But history also shows that this committee 1) does not provide adequate supporting evidence, 2) does not follow through with action and/or 3) does not repeat such advice in subsequent reports. In other words, they are only "putting lipstick on their pig."

This entire process of developing dietary guidelines should be abolished. It is a sham to support the existing status quo and its almost incalculable costs. We now have abundant evidence showing that 70–75% of our total health care costs could be eliminated, were the right dietary advice provided to and used by the public. This committee and its predecessors not only ignore the basis for this evidence, but even more telling, they fail to advocate for research to prove this information wrong. Is it not time that those responsible for this process consider telling the public the truth instead of supporting industries that do us harm?

---

[www.PlantPureNation.com](http://www.PlantPureNation.com)



*Copyright © 2015 PlantPure Productions LLC, All rights reserved.*

*MailChimp.*

[unsubscribe from this list](#) | [update subscription preferences](#)