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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 30 – December 17, 2016

PLANTPURE NATION UPDATE

For this newsletter issue, I thought I would share with you a meeting I had this week with a group of community activists at a local food pantry.

I was invited to this meeting to share with the group our efforts to launch a community campaign around the message of plant-based nutrition. As I have said before, this campaign will include efforts to bring our health message and affordable food into the historically underserved neighborhoods of the Fort Myers community.

We met in a small building, housing a kitchen and small eating area for local people in need. The group shared with me some information on their program, and I shared with them our vision for the community campaign. It was a moving experience, for two reasons. First, they were very open-minded to our health message; I did not need to spend time convincing them of the idea. And second, they were a prime example of the many local activists that populate our cities and towns – overflowing with compassion and knowledgeable about their community and its needs.

On the first point, I think it is no accident that local activists like this would be open-minded. I find that people who refuse to accept the status quo, and are willing to contribute their own blood, sweat and tears to make change, are almost by definition open and inquisitive people, capable of rapid learning and innovation. On the second point, I felt something special from the intersection of compassion and local knowledge in that group. We met in a humble building, located within a community lacking the affluence of some of the other neighborhoods in the city, but yet, there was a power in that room that was palpable.

So let's put all this together: open-mindedness and the capability for learning and innovation, overflowing compassion, and deep knowledge of the community. What does that sum to? In my view, it adds to a kind of power that no government policy, no matter how well intended, can match. Indeed, there is tremendous latent power in our society many people don't see, and which has never really been tapped. Perhaps one could argue that this power was at least partially expressed during the Civil Rights Movement, but even then, it did not endure because the structures were not in place in society to sustain its expression.

As I have said over and over, we can only rebuild our world from the bottom up, through structural changes in our society that empower the kinds of wonderful people I met yesterday, through social connection, sharing of information, and resources.

This is what we are working on here in Fort Myers. We are in the early stages of developing a strategy for a community-wide campaign, which we intend to announce publicly at a VegFest event we are holding in Fort Myers on January 29. I will have more to share on this later, so stay tuned.

In the meantime, be well,

- Nelson Campbell

SummitPack



This past September we hosted the largest video-based online summit ever held called the PlantPure Summit, a 10-day event featuring 60 world-class experts in plant-based nutrition, lifestyle and healthcare. Our goal was to bring together leaders from different areas in the plant-based movement (health, animal advocacy and sustainability), show presentations on why and how to live plant-based, conduct in-depth interviews about what got these leaders and innovators started, and hopefully motivate and inspire others to also get involved. That's one of the reasons we have such a diverse group of members who are also very passionate about the plant-based lifestyle.

We are happy to announce that we finally have the recordings of all 60 video sessions available online in our store as part of our PlantPure Summit Pack. This doesn't just include lifetime access to the 60 interviews and presentations, but it also includes all the downloadable videos (MP4s) for offline viewing, audios (MP3s) for listening on your favorite MP3 player, and fully searchable transcripts (PDFs). We've also added closed captioning to all the streaming videos. All in all, the PlantPure Summit Pack has over 45 and a half hours of content (equivalent to a college course and three books). The experts include Dr. T. Colin Campbell, Dr. Dean Ornish, Dr. Caldwell Esselstyn, Nathan Runkle, Kathy Freston, Dr. John McDougall, Dr. Michael Greger, Dr. Neal Barnard, Brenda Davis, Dr. Michael Klaper, Miyoko Schinner, Dr. Hans Diehl and many more. You can check out the complete list in our store, and we currently have a holiday discount you may want to take advantage of for you and/or your family. All the proceeds help support our mission to promote the plant-based lifestyle! [Click here for more information.](#)

PLANTPURE AND NAKED FOOD MAGAZINE JOINING FORCES, WITH FREE DIGITAL SUBSCRIPTIONS!



Just in time for the holidays, Naked Food magazine is giving a special ongoing gift to the world. The award-winning plant-based nutrition publication is offering free digital subscriptions —an annual value of \$9.95 - \$16.95— to everyone who wishes to subscribe.

The goal of this independent publication is to continue powering the science behind prevention and reversal of disease through plant-based nutrition—the lifestyle that has proven to give limitless benefits to human health, while also being the kindest and most sustainable lifestyle for animals and the planet. “Every one of our magazine subscribers has played a critical part in its success, and has helped us achieve goals like this.” Says Margarita Restrepo, editor-in-chief. “I have made it a personal vow to shed light about using food as medicine and this life-saving information should be available to everyone.”

Naked Food is also becoming the voice for the PlantPure Movement: a grassroots, community-based strategy that demonstrates how bringing the message of plant-based nutrition to family, friends, and neighbors at the local level can solve a social problem that industry and government have failed to remedy. “We are joining hands with Margarita and her team to help build a magazine that can ignite real social change.” Says Nelson Campbell, President of PlantPure. “This change must happen locally; it cannot be dictated from a distance by government, especially one so beholden to powerful special interests.”

Starting now, everyone will be able to sign up for free quarterly digital issues of Naked Food magazine (or gift a free digital subscription to a friend), at <http://www.NakedFoodMagazine.com>. (The direct link to the subscription page is <https://checkout.subscriptiongenius.com/nakedfoodmagazine.com/>)

Print subscriptions are also available for one or two years starting at \$24.95.

PLANTPURE CAFÉ IS NOW OPEN!

1115 Walnut St, Philadelphia, PA

Monday - Saturday 11:00 - 7:00



PlantPure Café officially opened its doors this Friday, December 16th! PlantPure Café is a casual, whole foods, plant-based restaurant guided by the scientific research of Dr T. Colin Campbell, author of The China Study, on plant-based nutrition. Their soups, sandwiches, salads, and bowls are 100% plant-based, vegan, free of preservatives, have no added oils, and are prepared from scratch. Their mission is **"to provide affordable, wholesome foods, helping people sustain their commitment to a plant-based lifestyle. Pure food, good for you, and good for the earth."**

If you're in the area or passing through, be sure to pay a visit to 1111 Walnut Street! You can learn more about PlantPure Cafe by [clicking here](#).

ANNOUNCING THE PLANTPURE WELLNESS PROGRAM

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The new [PlantPure Wellness](#) website (www.PlantPureWellness.com) was officially launched on December 16th! The PlantPure Wellness Program is designed to provide both education and meals so that employees can learn about, experience, and sustain a plant-based lifestyle and its many associated benefits. The program provides access to affordable meals as both frozen entrées and meal starters, motivation through a 21-day Jumpstart Program, Continuing Weekly Education, and a Web-based Health Management Platform. This multifaceted approach gives employers and employees the flexibility to design a program that is specific to their individual needs.

We know one of the main concerns of most employers is the skyrocketing cost of healthcare and increasing rate of chronic disease. This new addition to the PlantPure network can significantly alleviate both of these concerns, as research has shown that participants can markedly lower their risk of many chronic diseases by adopting a plant-based lifestyle. If you would like more information, please visit the website or email us at wellness@plantpurenation.com.

WORDS FOR LIVING WELL



FEATURED PLANTPURE RECIPE

From Jeanne Schumacher

SPRING PEA RISOTTA RICE

spring pea



Ingredients:

1.5 C Arborio rice

3 C water

1 package Simply Organic Dill (see below)

1 package Morinu Soft Silken Tofu (see below)

1-3 tablespoons almond milk (or milk alternative)

1 package of frozen spring peas

Instructions:

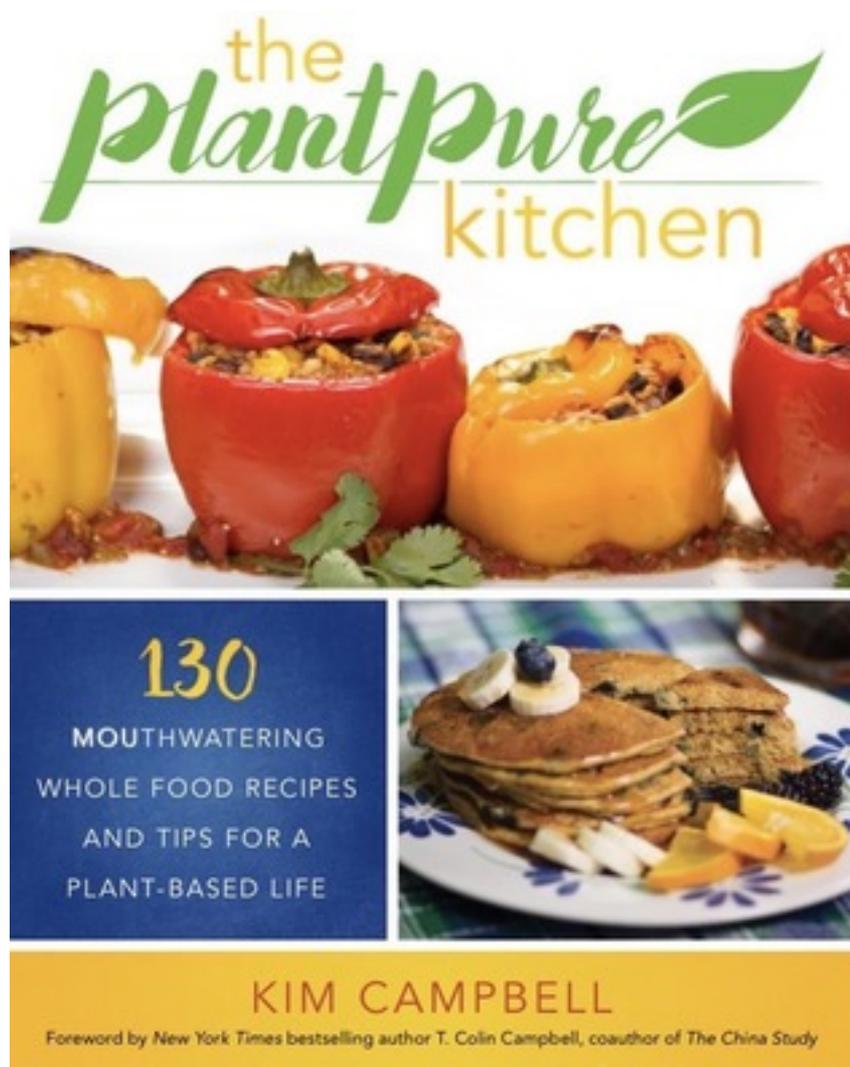
1. Steam arborio rice for 1 hour in a rice steamer.
2. In the last 10 min of steaming, add package of frozen spring peas on top of rice and allow to heat up. Set aside.
3. In a blender, mix simply organic dill with silken tofu in a blender. Add a little bit of almond milk to thin it out to make it slightly liquid.
4. Pour dill/tofu mixture over the rice and stir. Serve immediately. Enjoy

Notes:

- I added fresh raw peas...which gave a nice crunch and flavor... cooked mushrooms would be good too! Slivered almonds would also work well!
- Both the creamy dill and tofu can be ordered on Amazon.
- Steamer = Bella 7-Liter Multi-Tier Food Steamer
- Best Almond Milk = Trader Joe's unsweetened!

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.

PLANTPURE COMMUNITIES

An Extraordinary Evening - The Launch of PlantPure Communities

Caroline Dyar



“I loved the presentations, the food was divine, and of course it is always great to mingle and meet new friends who share our passion for the health and well-being of people, animals, and the planet. The speakers provided me and others who are new to the PlantPure family with a solid idea of the organization's goals and foci. It was engaging and inspiring.” - Anna Marandi, attendee at the Launch event

The official launch of PPC took place on November 16th in New York City. PPC Founder Nelson Campbell conducted the program, which included a terrific line-up of speakers including Dr. T. Colin Campbell, Kim Campbell, Alex Brown (PPC Director of Neighborhood Programs), Dr. Michael C. Hollie (practicing physician in Chattanooga, TN, teaching faculty at the University of Tennessee College of Medicine) and Jenny Miller (Executive Director of the T. Colin Campbell Center for Nutrition Studies). Moving testimonials were shared about how a plant-based diet has changed lives for the better. Three of PPC's founding board members - Jim Courage, Paula Branson, and Nelson Campbell - were honored for their vision and leadership. Members of the PPC staff appreciated the opportunity to connect in person with people from the PlantPure community and were grateful for the volunteers who helped out, many of whom belong to the PPC Pod groups in the Northeast. Check out [photos from the Launch event](#) on the PPC Facebook page.

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

[Donate \(3\)](#)



We invite you to take part in this opportunity to double the impact of your year-end gift to PlantPure Communities (PPC).

If PPC receives donations totaling \$10,000 or more by December 31, a matching \$10,000 donation will be made by an anonymous donor. Approximately one third of the amount needed to reach this goal has already been raised! These and other contributions will help support the carrying out of PPC's ambitious agenda, which includes bringing healthy meals and nutrition education to low-income communities, food deserts, and other underserved neighborhoods. PPC's Oasis Program offers participants the opportunity to learn about the benefits of a plant-based diet, while enabling them to experience firsthand the powerful health impacts. The Jumpstarts taking place in the selected Pilot neighborhoods are modeled after the Jumpstarts conducted in Mebane, North Carolina, which were documented in the film *PlantPure Nation*. Look for more news about the first round of Oasis Pilot communities in January. [Please click here to give](#). Thank you!

Opportunity for Certification in Plant-Based Nutrition

CNS screenshot



Through a collaboration between PlantPure Communities (PPC) and the T. Colin Campbell Center for Nutrition Studies (CNS), participants in the PlantPure Communities Pod Program and PlantPure Communities Oasis Program are eligible to apply for a limited number of Scholarships for the Plant-Based Certificate Program offered through CNS and eCornell. This new scholarship program is intended to ensure that the educational benefits of plant-based nutrition are shared with people everywhere who are working to improve their lives, the lives of their neighbors, and their communities.

The first round of applications is now open and the deadline for submitting applications is December 23, 2016. The second round of applications will open on February 15, 2017 and the deadline for submitting applications will be March 15, 2017. [Apply for the scholarship](#).

The scholarship program is administered by the staff of PlantPure Communities and scholarship award decisions will be made by the PPC Board of Directors.



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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