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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 31 – January 5, 2017

PLANTPURE NATION UPDATE

I am writing this article from a hotel in Toronto, CA. We are here this week, meeting with our food production partner and finalizing major improvements to our frozen entrée line. We have made some good friends here, and I can hardly wait to get our next production run done and new product in our warehouses, which we expect by mid February.

This trip caps off a hectic week. Kim and I moved to SW Florida in October to work with a large healthcare partner. An important part of the collaboration we had envisioned was the launch of a campaign in the local community to promote the plant-based nutrition message, in part to create public awareness that could be leveraged to develop wellness and foods-based business models for the health system. Many healthcare providers have had a tough time, and with the anticipated repeal of the Affordable Care Act, their bottom lines may suffer even more. But I have long felt that the food-as-medicine paradigm could provide more opportunities to providers, and a way out of their current failed business model. Nothing will cause change to happen faster than healthcare providers discovering the financial benefits that can come from a food-as-medicine approach.

I also was excited about this project because of the opportunity to show how a local community could come together to solve a serious social problem. I have written and spoken extensively about this notion in the past, so you already know that I believe transformative social change will come only when we figure out how to empower individuals and communities to make that change.

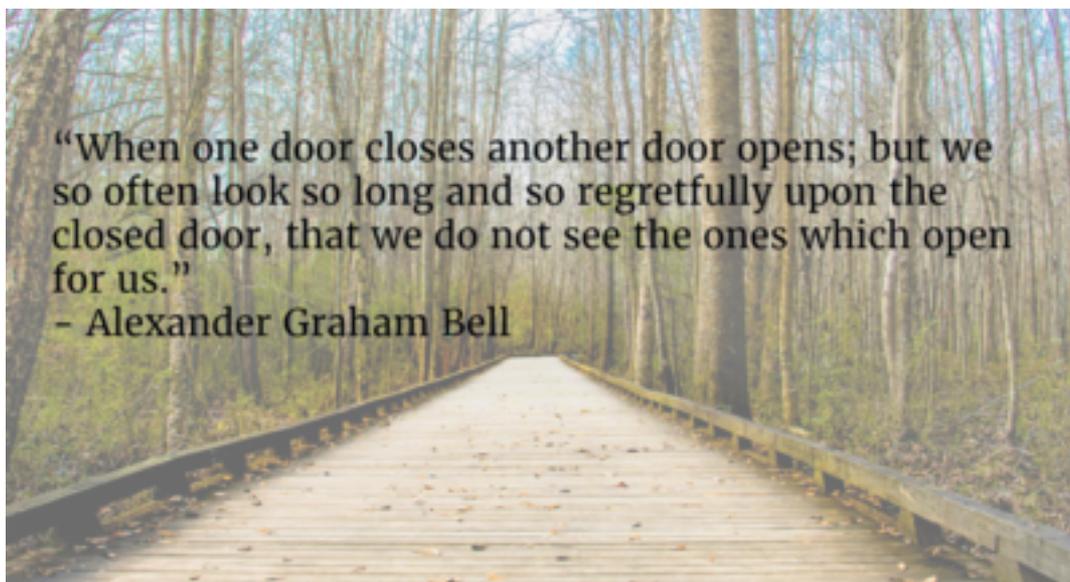
I had begun laying the foundation for this effort over the prior two months, then learned last week that our healthcare partner was not going to participate in the campaign. And it was for this reason we returned home to North Carolina. I believe there may still be an opportunity at a future point to engage our partner in the way we had wanted, but for now, we are turning our attention to other critical issues within our own organization. I should underscore that this health system continues to do work that will help to generate the internal support they will require to do more in the future. I am pulling for the people working on these initiatives, and will support them in whatever ways possible.

Change is hard, and it does not happen overnight. But one thing is for sure: it is coming and cannot be denied because, as we said in the resolution we tried to pass in Kentucky (documented in our film *PlantPure Nation*), this is a truth that has the power to save lives. Here at PlantPure, we remain committed to the idea of creating and demonstrating a community-based model for healing. We are working on some ideas and hope to have more to report on this later.

There are many people who feel comfortable in their daily routines and in the material condition of their lives, but I believe this comfort is an illusion because there are changes coming – economic, political and environmental – that may soon turn our world upside down. There were many people comfortable on the Titanic, including the crew who steered the boat into an iceberg, who quickly learned that their comfort was an illusion, and I think we will learn this as well. We must act with conviction if we want to take control of our future. I remain an optimist because I know there are others who feel this way, such as the many friends we made in Florida. It may seem a paradox, but the darker our world becomes, the easier it will be for us to see and connect with one another, and together we will have the opportunity to make change on a scale prior generations could never have imagined. Thank you for your continued support.

- Nelson Campbell

WORDS FOR LIVING WELL



FEATURED PLANTPURE RECIPE

From Kim Campbell

THAI GREEN CURRIED VEGETABLES

During the holidays our family ventured out to a traditional Thai Restaurant in Cape Coral, Florida. My son ordered a delicious Thai Curried Vegetables dish that was chocked full of potatoes and vegetables within a creamy flavorful curry sauce. It was amazing! After some thought, I felt I could make a healthier version without added oils. I created this dish, which turned out to be a huge hit in our house.

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Ingredients:

1 lb. potatoes, diced into 2 inch cubes

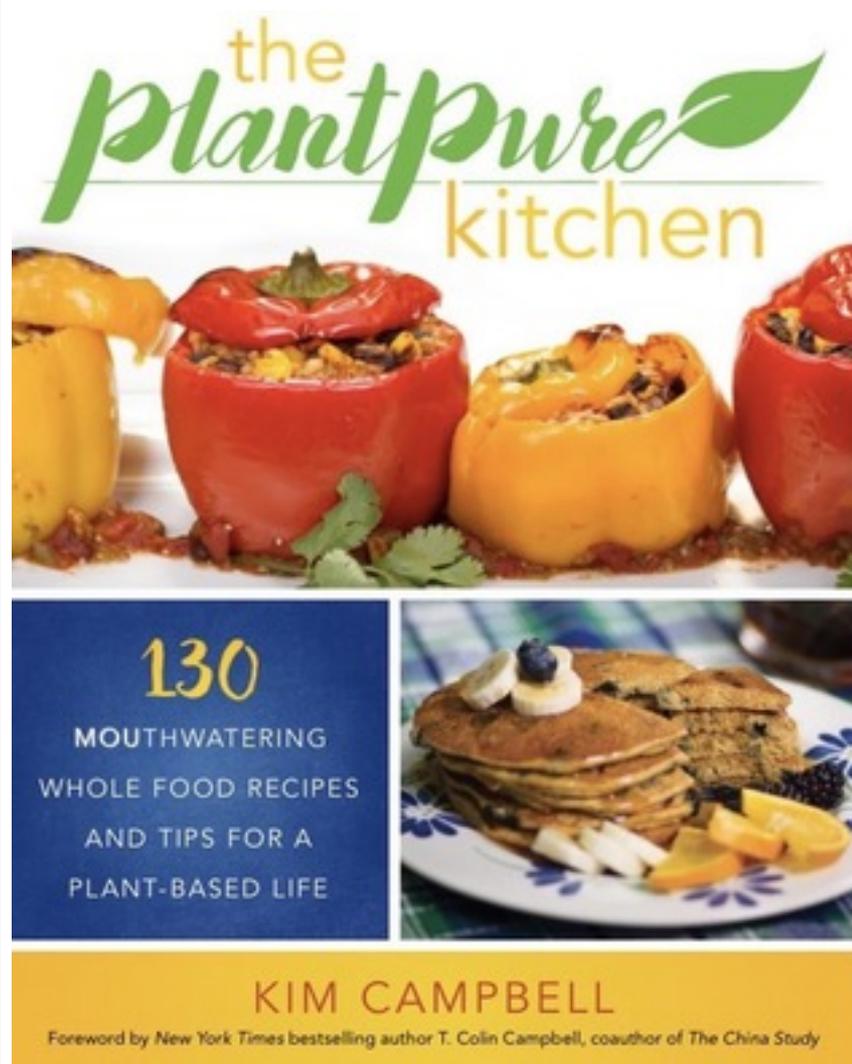
1 lb. green beans, 2 inch cut
4 oz. soy curls, hydrated and sliced into 1 inch strips (optional)
1 onion, diced
3 garlic cloves, minced
1 cup peas, fresh or frozen
¼ cup Thai Green Curry Paste (Thai Kitchen brand)
One 14-ounce can lite coconut milk
½ teaspoon sea salt or to taste
2 teaspoons cornstarch + 4 teaspoons water (combined)
1 1/2 tablespoon coconut sugar (or preferred sweetener)
2 teaspoons lime juice
¼ cup basil leaves, chopped

Instructions:

1. Steam the potatoes and green beans until tender.
2. Sauté the onion and garlic cloves in a small amount of water or vegetable broth. Add the remaining ingredients and simmer for 15 minutes. Serve over brown rice or whole grain pasta.

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 plantpure 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 KITCHEN STARTERS

[PlantPure Kitchen Starters](#) are designed to bring you a delicious array of plant-based entrees and sauces while making the cooking process easier. Our starters provide a variety of ethnic cuisine as well as traditional all American dishes. We provide the flavor and sauce components while you build the meal from fresh produce and grains that you buy at your local store. We even provide suggestions for how you can customize these meals to your own preferences. These starters make building healthy plant-based meals fun and creative. And each packet is good for the preparation of 4 one pound servings.



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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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