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**PLANTPURE
NATION**

STATE OF THE NATION



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PLANTPURE NATION UPDATE

It's a beautiful day here in North Carolina, a little chilly, but the sun is shining from a cloudless blue sky, and its rays are warm enough that I can sit outside as I write this.

It has been warm most of the winter, way warmer than it is supposed to be. I have spent many weekend afternoons enjoying the outdoors, but even on the most beautiful of days, I can't shake a nagging feeling – *this is not the way it is supposed to be*. It has been warm in North Carolina and many other places, including in Antarctica, which has experienced record ice melt. This past Wednesday meteorologists recorded a temperature of 63.5 degrees near our southern pole, which was the same temperature that day in Cairo, Egypt. And any day now, scientists expect a part of the ice sheet as big as the state of Delaware to break off. Of course, as many people argue, the climate is an enormously complex natural system, so we cannot know with certainty every causal factor accounting for the warming of our planet. These gaps in understanding, however, should not be an excuse for inaction. Then we become like the crazy guy playing Russian Roulette, who assumes there is no bullet in the next chamber. Regardless of what you think about climate change, I think we can all agree that we are polluting in every way imaginable the natural systems that sustain us and all other life on Earth.

We also know that humanity has drifted far from its natural origins. We live in technology-laden houses, work in offices with fluorescent lights, walk on concrete and drive machines down asphalt roadways. Many of us only go outside to get from our house to our car, and from our car to wherever else we need to be.

I worry about the way we are destroying our environment and the other creatures we share our world with, and I worry about the loss of deep contentment that happens when we divorce ourselves from Nature. I also worry about the way in which our artificial world changes our perspective.

My father has often said that he saw truths that he could not have seen if not for his roots on his family's farm. On the farm, he could see, feel and smell Nature. He also could see how its incomprehensible complexity was bound together in an endless web of interdependence. I, too, experienced this growing up. I remember countless hours outdoors, in the woods and grassy fields, along streams, in hay forts in barns, with horses, and in canoes on meandering rivers and quiet lakes. One of my greatest regrets in life has been the hustle and bustle that has taken me away from these places.

As I think about all this, I can't help but see a bigger picture, where plant-based nutrition, the environment, farming, social justice, and even politics and economics, are all bound together. This is a picture that has been poorly painted in the past. I think this is unfortunate; we live in a world in desperate need of healing.

Going forward, we are going to pursue strategies here at PlantPure that help to make these larger connections. This will include blogging, articles, and podcasts, and it will include ideas for bringing people together to learn about, discuss, and take action that goes beyond the scope of health. In our film, *PlantPure Nation*, I talk about the name we chose for our organization. I said: "Pure" comes from the Latin word, meaning "clean" or "clear," which sounds to me, descriptive of Nature. And that's why I like the term "PlantPure." I chose to include this in the film's narration because I have always known that we eventually would move beyond our health message to include larger ideas such as the connection of plant-based nutrition to the environment.

For now, we are focused on launching our business, because without money we will not be able to do the work we are envisioning. But this will pass when we are able to bring our organization to a point of financial self-sufficiency. As we gain our footing, you will begin hearing more from on us on a larger vision for change.

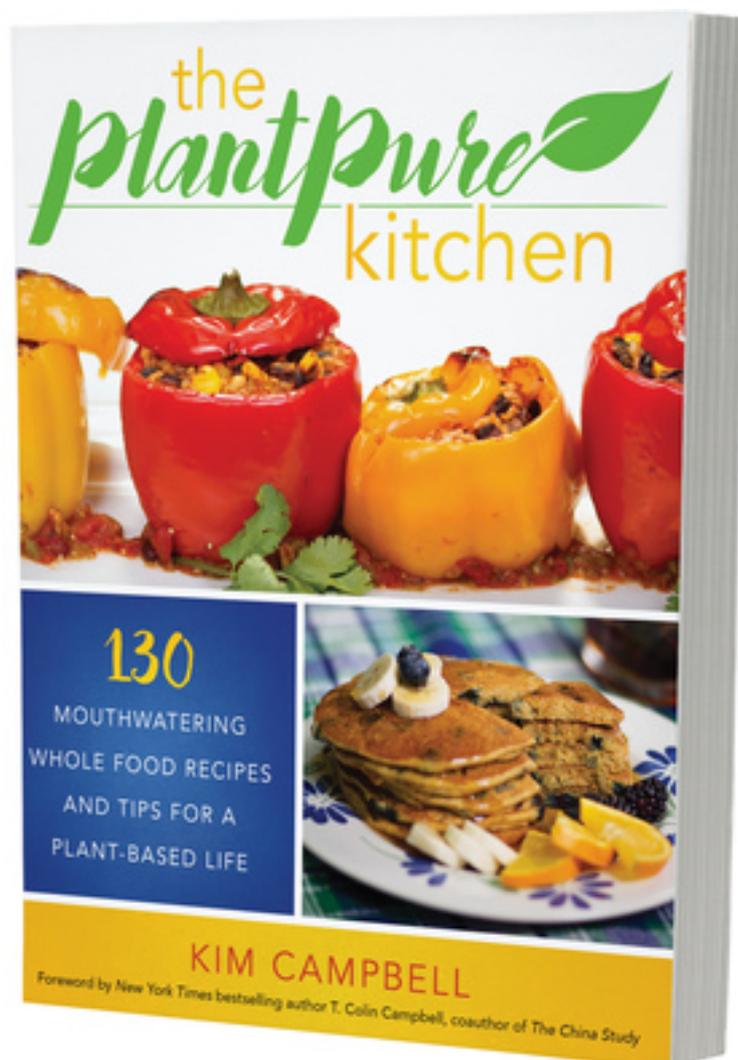
In the meantime, we hope you can spend some time in whatever patches of Nature exist near you. And if you are especially interested in learning more about the value of these experiences, I urge you to read a book I am now reading called, *The Nature Fix*, by Florence Williams.

Until next time,

- **Nelson Campbell**

ORDER YOUR COPY OF [THE PLANTPURE KITCHEN](#) TODAY!

Available from our [website](#), [Amazon](#), and [Barnes and Noble](#).



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 lot more.

WORDS FOR LIVING WELL

“If you only have a hammer, you
tend to see every problem as a
nail.”

— T. Colin Campbell, *Whole: Rethinking
the Science of Nutrition*

PLANTPURE COMMUNITIES

[PlantPure Communities Pod Stories](#): There’s a New Group in Town!



PlantPure Communities (PPC) loves supporting the Pods and celebrating the great work they are doing to create healthy change in their communities. Here’s an excerpt from a recent story about the launch event of a new Pod called Plant Based Chico.

Once a sufferer of hypothyroid disease, fatty liver syndrome, high cholesterol, eczema and joint pain, Nancy Mathews has witnessed firsthand the healing abilities of a plant-based lifestyle. In the five years since making the switch, all of Nancy’s health issues have disappeared—her numbers have dropped, her pain is gone, and she’s 100 pounds lighter.

Now, Nancy is on a mission to help others find success: she recently created the PlantPure Pod group, Plant Based Chico, and has committed herself to educating as many people as she can in her local community of Chico, California, about plant-based nutrition. In the mere weeks since starting her group, membership has skyrocketed—and Nancy and her husband Nick intend to keep the momentum going.

Read the rest of the story on the [PPC Pod website](#)!



Join the discussion!

How do
you find WFPB
options when
traveling?

#PlantPureCommunities

FEATURED PLANTPURE RECIPE

From Kim Campbell

MUSTARD GLAZED POTATOES AND KALE

This sweet mustard sauce adds so much flavor to simple potatoes and greens that it becomes the perfect dish to pass. It's colorful, starchy, and full of flavor.



Ingredients:

- 1 pound red potatoes, cubed
- 1 onion, chopped
- 5 garlic cloves, minced
- 4 cups kale, destalked and finely chopped
- 1/2 cups low sodium vegetable broth

Mustard Sauce:

- 1/4 cup Dijon mustard
- 2 tablespoons maple syrup
- 1 tablespoon balsamic vinegar
- 1/4 teaspoon black pepper

Instructions:

1. Put the potatoes in a medium saucepan and add enough cold water to cover. Bring to a boil over medium-high heat and cook until tender, about 10 minutes. Drain the potatoes and shock them in cold water so they don't become mushy. Set aside.
2. Meanwhile, in a large nonstick skillet over medium-high heat, sauté the onion and garlic in the vegetable broth until tender and slightly browned, about 8 minutes. Add the kale and cook until it is wilted, about 5 minutes. Reduce the heat to low and continue cooking for another 5 minutes. Add the potatoes and cook until heated through.
3. In a small bowl, whisk together the mustard sauce ingredients.
4. Drizzle the mustard sauce over the vegetables and serve warm.

PLANTPURE KITCHEN STARTERS

Have you ever wished you could have the convenience of pre-made dinners with the ability to customize them? Well, now you can with PlantPure Kitchen Starters! PlantPure Kitchen Starters are meal starter packs that provide the sauces, seasonings, and other dried ingredients for your next plant-based meal. Better yet, they allow you to customize the starches, beans, veggies, and any other components to your taste preferences, seasonal produce availability, and any dietary restrictions such as gluten free or organic. Kitchen Starters make creating healthy, plant-based meals quick, easy, fun, economical, and delicious! **Each packet can be used for the preparation of 4 one pound servings of food!**



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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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