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**PLANTPURE
NATION**

STATE OF THE NATION



Issue 37 — April 18, 2017

PLANTPURE NATION UPDATE

We are now into the fourth day of our launch on Amazon. On Saturday, we had a decent response to my email the evening before, but activity has dropped off considerably since then. We are working hard, though, to figure out other ways of getting the word out.

If you have not tried our meals, or if you have but are curious about our improved ‘version 2.0’ meals and our more environmentally friendly packaging, please give them a try, and remember to order the 20-pack for the best pricing. You can use these links here:

- PlantPure Entrees 20-pack - <https://www.amazon.com/dp/B06XYW5D38>
- PlantPure Entrees 10-pack - <https://www.amazon.com/dp/B06XYKPJ2H>

We have so many ideas we want to pursue that will make what we are doing more than a business, and your support will help us achieve them.

One idea that is especially exciting is a concept we are calling our *PlantPure Cities* program. We would like to take all that we have developed, including some assets I have not yet spoken of, and wrap this into a program for launching and supporting local health campaigns involving city government, employers, nonprofits, the faith community, schools and others. We eventually want to scale this in a way that will cause transformative change, not only in terms of health but in other ways as well. Our larger goal is to demonstrate an innovative model for how local communities can solve a serious social problem, and then bring attention to this model and the ideology upon which it is based through a major convention event we are considering. (If you want to read more about this line of thought, you might want to read [an article I wrote](#) for the Spring issue of Naked Food Magazine.

We know our concept for *PlantPure Cities* is a big idea, so our thought is to pilot this program in a single community, and only begin scaling it after we demonstrated its utility and worked out the bugs. In selecting this initial pilot city, we may open up our selection process to you, wherein you can submit proposals on why you think your community would work best for our pilot. Our most important requirement will be the availability of strong local leadership, including involvement by the local city government and other major influencers in the community.

We will need to address all this later, however, after we achieve financial self-sufficiency for our organization. We appreciate your support.

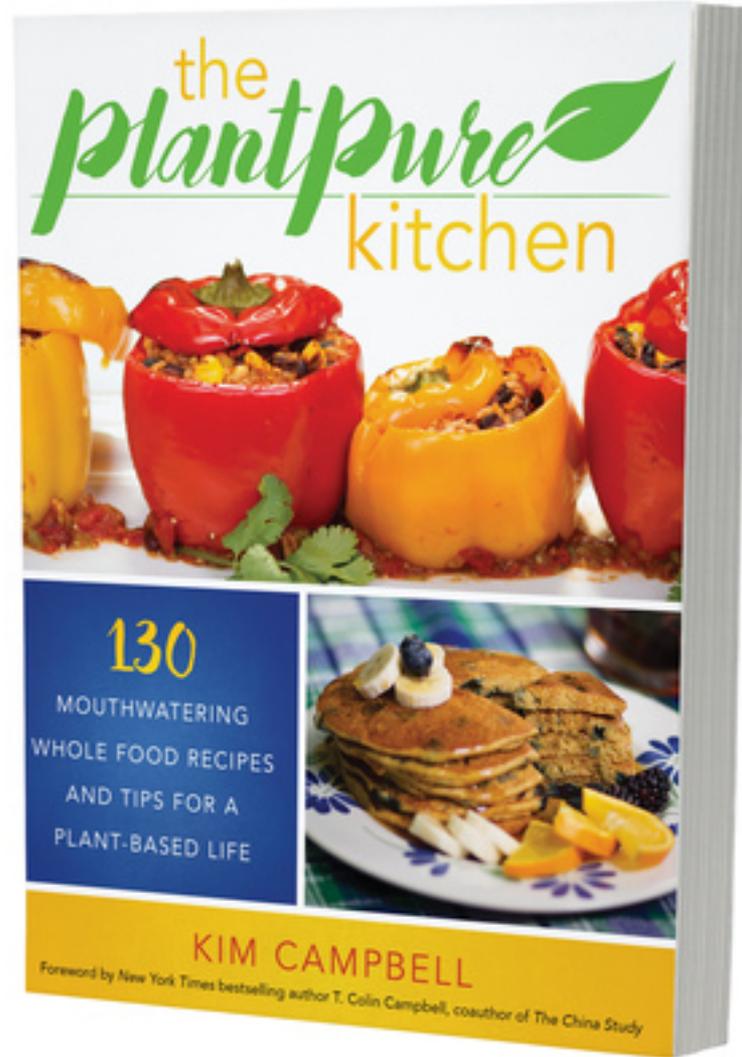
CHECK OUT OUR FACEBOOK LIVE DISCUSSION

Colin and Karen Campbell joined us for discussion and Pad Thai! You can find the recipe [here](#).

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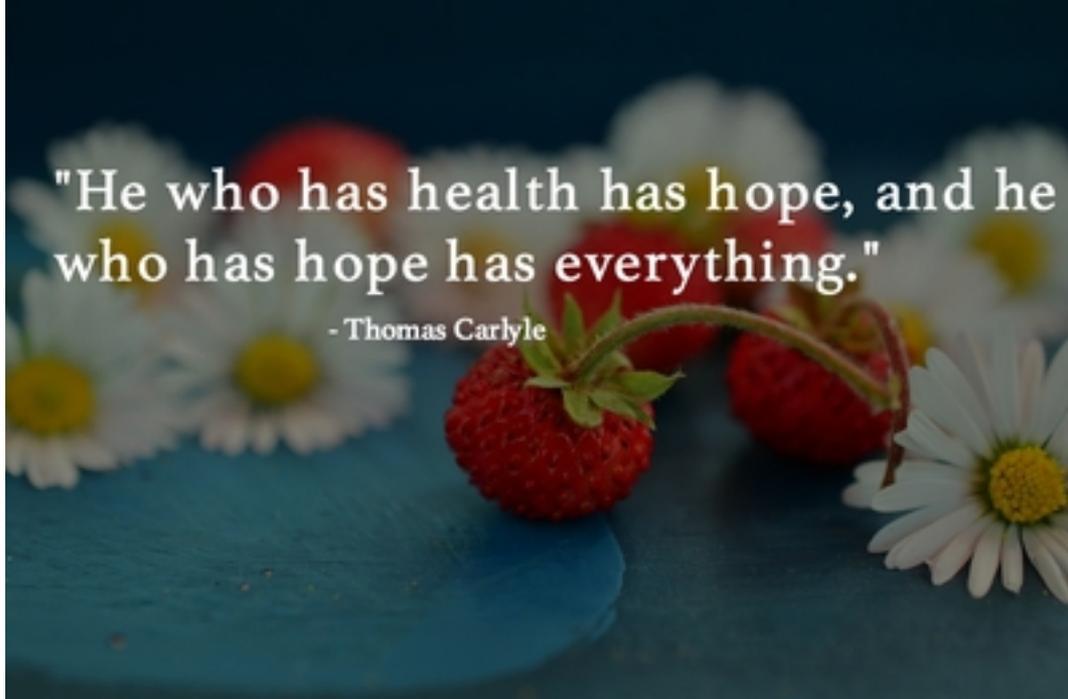


ORDER YOUR COPY OF THE PLANTPURE KITCHEN FROM OUR STORE TODAY!



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



REPORT FROM THE NONPROFIT ORGANIZATION, PLANTPURE COMMUNITIES

Celebrate Earth Day All Month Long on PPC Social Media!



Are you participating in the PlantPure Communities (PPC) #30daysofgreen challenge? It's not too late to join in-- especially with Earth Day around the corner! Eating plant-based is great for the planet! How have you been

incorporating leafy greens into your daily diet this month? Join the discussion online, and don't forget to post a photo on your social media each day to participate in the challenge! Submit your favorite leafy green recipe for consideration in PPC's next community recipe ebook by April 30 to: recipes@plantpurecommunities.org.

[Join the discussion](#) on the [PlantPure Communities Facebook Page!](#)



FEATURED PLANTPURE RECIPE

From Kim Campbell

THAI FRIED RICE

A perfect “leftover rice” dish! Often we have leftover rice or I double a rice batch to create this easy and delicious recipe the next day. This Asian dish is loaded with veggies, spices, and eggless tofu for that perfect replication of traditional fried rice without oil or eggs.



Yields: 4 servings

Prep Time: 20 minutes

Cook Time: 10-15 minutes

Ingredients:

- onion, diced
- 2 teaspoons ginger paste
- 4 garlic cloves, minced
- ¼ teaspoon turmeric
- 7 oz extra firm tofu, crumbled
- 1 ½ cups diced pineapple (fresh, canned, or frozen)
- 1 red pepper, small diced
- 1 carrot, small diced
- ¾ cup chopped green onions, sliced
- 1 cup peas, fresh or frozen
- ¼ cup low sodium tamari sauce
- 1 tablespoons maple syrup
- 1 tablespoon lime juice
- 1-2 teaspoons sriracha, more or less depending on spice preference
- 3 cups cooked and chilled brown rice

Suggested Garnishings:

- ¼ cup cilantro, roughly chopped
- ½ cup peanuts, crushed
- Lime Wedges, for garnishing

Instructions:

1. Sauté the onions over medium-high heat deglazing the pan with water as they begin to stick. Add ginger, garlic, turmeric, and crumbled tofu continuing to sauté until well combined. Add the pineapple, red pepper, carrots, green onions, and peas. Continue to stir fry for 3-4 minutes. (Add water 1 tablespoon at a time to prevent sticking as needed.)
2. Add the tamari sauce, maple syrup, lime juice, and sriracha to the vegetables and mix well.
3. Add the cooked rice and cook over low-medium heat until the rice is heated through. Serve warm and top with cilantro, peanuts, and lime wedges.

Kim's Hints: Feel free to substitute the vegetables for seasonal veggies such as chopped kale, corn, diced asparagus, tomatoes, broccoli, or cabbage.

PLANTPURE ENTREES NOW AVAILABLE ON AMAZON

You are absolutely going to love these new meals! We have revamped our product line, largely based on feedback from you, and moved to environmentally friendly packaging. Thank you for your support!

You can find our food on [amazon.com](https://www.amazon.com) by visiting these links:

20 pack: <https://www.amazon.com/dp/B06XYW5D38>

10 pack: <https://www.amazon.com/dp/B06XYKPJ2H>





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