

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

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ISSUE #4

PlantPure Nation Update

Hope all of you are enjoying your summer.

Our film continues to see a strong response in theaters. We are currently booked in 50 cities and expect to be in 100+ cities by the end of October. For the latest listings visit: <http://plantpurenation.com/upcoming-screenings>. We have been booking a number of cities as a result of the feedback we've received from friends like you on our **Book The Film** page at: <http://plantpurenation.com/book-the-film>. Your input has made a difference!



In addition to our successful theatrical release, also are on the brink of completing the web platform necessary to launch our network of PlantPure Pods. We hope to have our first version done in about a week. We will quickly beta test this, and then release it across the US and Canada in August.

We also are getting ready to launch a national campaign to help people everywhere introduce in

their state legislatures the same Finding of Fact legislation that we introduced in Kentucky. Our goal is a bottom-up effort to force truth-telling in government. We also believe this will draw media coverage and help create the sense of purpose necessary for connecting all of us into an organized movement.

Last night, a Hawaii State Senator presented the film to a packed house in the State Capitol building. He also announced our national campaign to the audience afterward and received strong applause. By the way, our cameras were rolling!

Finally, I just returned from a meeting with the leadership of a large African American church in South Chicago. We are organizing a screening there in August, and our goal is to fill their 2,500 seat sanctuary. Following the screening, we will work together to develop and validate a church-based version of our PlantPure Pod, and to pilot our PlantPure Oasis program in some nearby food desert communities.

So keep an eye on our website and Facebook page. We will have much to share through the remainder of the summer.

Also, don't forget to take some time to enjoy the summer before it slips away.

— **Nelson Campbell**

From the Editor

In his latest book, *Whole*, Dr. T. Colin Campbell writes: *“If you are a reductionist, you believe that everything in the world can be understood if you understand all its component parts. A wholist, on the other hand, believes that the whole can be greater than the sum of its parts...The debate is one that has been raging among philosophers, theologians, and scientists since antiquity.”*

It's widely believed that 'wholism' as a concept is more deeply rooted in Eastern thought and culture than in Western beliefs. However, thinking wholistically about wholism reveals not only the concept's deep roots in Western thought, but also its broad application in areas typically believed to be distinct from science.

In the mid 18th century, Beethoven said, *“Whenever composing even the smallest part of a piece of music, one must always keep the whole of it in mind.”* Over 200 years before, Michelangelo asserted that the figures he carved already existed fully formed within the blocks of marble he used; all he was doing was chipping away the excess stone that kept the figures 'imprisoned.' I see both these concepts as indicative of wholistic thinking. Granted, they derive from the world of art, not science. But is there really a qualitative difference between the two?

Many see art and science as separate human activities. Some even go so far as to think they are mutually exclusive; science being a “left brain” activity and art “right brain.” But I've always believed that, at its highest level, science and art are one in the same. Why? Because science at its highest level requires not only supreme analytical ability, but intuition, insight, moments of

inspiration, the ability to see connections between things that to lesser minds are completely unrelated; in other words, the same type of creative genius possessed by great artists.

Beethoven never learned how to multiply; instead, throughout his life, he would add columns of the same number to achieve a multiplication. But was he any less of a genius than Albert Einstein? I think not. Were Einstein's equations describing the operation of the universe any less 'artistic' than Beethoven's music (or Michelangelo's statues)? I also think not.

Dr. Campbell makes a point in "*Whole*" to stress that reductionism has an important role to play in science—and many other human activities as well. His groundbreaking laboratory research, for instance, was based entirely on reductionist principles. Another example I've heard is that when riding on an airplane, one should be thankful that its designers were reductionist thinkers. Well, that's both right *and* wrong; the designers of individual systems on the plane, such as electrical, hydraulic, landing gear, even seats, are necessarily reductionist in their design focus. But someone on the project must keep the whole plane in mind, otherwise you could end up with a jet the size of a 747 but the landing gear of a single-engine Cessna—or, God forbid—a plane with seats that are actually comfortable.

Yet we need to be reminded that wholism is as integral to the human mind as thought itself? It's pointless to debate the relevance of wholism because there really is no debate. It's as centrally important today as it always has been—and always will be.

As Jean-Baptiste Alphonse Karr wrote over 100 years ago: '*Plus ça change, plus c'est la même chose*'—'*The more things change, the more they stay the same.*'

— **Lee Fulkerson**

Featured PlantPure Recipe

Avocado White Bean Salad Wrap - From Kim Campbell



Avocado White Bean Salad Wrap

This recipe has the perfect combination of beans, avocados, spinach, and carrots. The orange juice and seasonings give this filling a fresh, slightly sweet flavor.

Serves: 4

Prep Time: 15 minutes

Cook Time: 0 minutes

Ingredients

- 1 avocado, pitted and peeled
- 15 ounces cannellini beans, drained and rinsed
- 1/2 cup small-diced red bell pepper
- 1 small red onion, medium diced
- 1 carrot, shredded
- 1 cup thinly sliced spinach
- 2 tablespoons nutritional yeast flakes
- 1 tablespoon sunflower seeds, raw or roasted
- 1-2 teaspoons sriracha
- 1/4 teaspoon sea salt
- 1/4 teaspoon black pepper
- 2 tablespoons lemon juice
- 1 tablespoon orange juice
- 1 teaspoon apple cider vinegar
- 4 large whole grain wraps
- 2 cups sprouts or shredded lettuce

Instructions

1. In a medium-sized mixing bowl, mash avocados and beans until creamy with some chunks still remaining.
 2. Fold the bell pepper, onion, carrot, and spinach into the avocado mixture.
 3. Add the nutritional yeast flakes, sunflower seeds, sriracha, salt, and pepper; fold to combine.
 4. Mix the citrus juices and vinegar in a small cup. Fold this liquid into the avocado-white bean mixture. Continue folding until well combined and the veggies begin to soak into the creamy liquid.
 5. Divide the mixture among the whole-grain tortillas, cover each filling with 1/2 cup sprouts, and wrap.
- *Kim's Hints:* We like to add siracha to our wraps for extra heat.

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

Five Questions from PPN



A founding member of the American College of Lifestyle Medicine, Michael Greger, MD, is a physician, author, and internationally recognized speaker on nutrition, food safety, and public health issues. He is a graduate of Cornell University School of Agriculture and Tufts University School of Medicine. Currently Dr. Greger serves as the Director of Public Health and Animal Agriculture at The Humane Society of the United States. (Dr. Greger also appeared as an on-camera expert in our film, “PlantPure Nation.” - Ed.)

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

I think the spark for many kids to want to become-a-doctor-when-they-grow-up is watching a grandparent get sick, or even die. But for me, it was my grandma getting better. When I was still a child, she had already had a couple open-heart bypass operations, and they ran out of arteries. There was nothing more she could do. Wheelchair bound, crushing chest pain... and then she heard about Nathan Pritikin's program. If anyone needed heart disease reversal it was her. (Pritikin is a live-in program where you stay for a few weeks, they put you on a plant-based diet, teach you cook, etc.) They wheeled her in, and she walked out. I'll never forget that. And for a kid you know that's all that matters, you get to play with grandma again. She was given her medical death sentence when she was 65, and thanks to a healthy diet she was able to enjoy another 28 years on this earth with her six grandkids, including me.

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

In the end, my grandma's miraculous recovery from terminal heart disease through diet and exercise alone—remarkable as it was, was just one anecdote among many. Though it inspired me to pursue a career in medicine, I've always had a skeptical streak and just wasn't convinced until Dr. Dean Ornish's landmark study in 1990 clobbered me over the head with enough science to change my own diet forever. Pritikin had been reversing heart disease with plant-based diets for years before Ornish came along, but here it was, in black and white, in one of the most prestigious medical journals in the world.

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

Because the best kept secret in medicine is that given the right milieu, our bodies will heal themselves. Consider this: whenever there is a new drug or surgical procedure, you can be assured that you or your doctor will probably hear about it because there's a corporate budget driving its promotion. But what about advances in the field of nutrition? The reason we don't see ads on TV for broccoli is the same reason groundbreaking research on the power of foods and eating patterns to affect our health and longevity gets lost and buried in the medical literature—there's no profit motive. It may not make anyone money, but what if our lives would profit?

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

First and foremost, I try to do the single most important thing any of us can do, which is to use the best evidence available to make the wisest decisions about my own health, my family's health, and to consider my decisions in the context of the health of my community and our health as a population. That can fill up most of one's time! In my spare time, I'm an M.D., author, and speaker on nutrition, food safety, and public health issues. I'm a founding member of the American College of Lifestyle Medicine, and I currently serve as the Public Health Director at the Humane Society of the United States. Oh, and did I mention I run a website?!? NutritionFacts.org is a strictly non-commercial, science-based public service. Now a 501c3 nonprofit charity, NutritionFacts.org provides *free* updates on the latest in nutrition research via bite-sized videos. There are hundreds of videos on more than a thousand topics, with new videos and articles uploaded every day.

5. What are your hopes and expectations for the future of the plant based movement, both

near and far term?

I don't know that I can say I necessarily have an expectation of that sort. As a physician, I am alarmed by the epidemic rates of heart disease. It's still our #1 killer worldwide. The overwhelming majority of scientific literature shows us that the only diet that's ever been proven to prevent, reverse, or treat heart disease is a plant-based diet. So if we could just get the word out about what the evidence says, presumably we could end this heart disease epidemic. That is why I am excited to be included in the PlantPure Nation film-- by sharing what we know with those we care about, together we can save some lives!

Low Carb Diets Found to Feed Heart Disease **Michael Greger, MD**

People going on low carb diets may not see a rise in their cholesterol levels. How is that possible? Because weight loss by any means can lower our cholesterol. We could go on an all-Twinkie diet and lower our cholesterol as long as we didn't eat too many. Anything that drops our weight can drop our cholesterol. But the goal isn't to fit into a skinnier casket; the reason we care about cardiovascular risk factors like cholesterol is because we care about cardiovascular risk—the health of our arteries.

Now we have studies that directly measure the impact of low carb diets on arteries. A review of all the best studies to date found that low-carb diets impair arterial function, as evidenced by a decrease in flow-mediated dilation, meaning low-carb diets effectively stiffen people's arteries. And since that meta-analysis was published, a new study found the same thing: "A dietary pattern characterized by high protein and fat, but low carbohydrate was associated with poorer peripheral small artery function." In other words, these diets impair blood flow into people's limbs. But peripheral circulation is not as important as the circulation in the coronary arteries that feed our heart.

There has only been one study ever done measuring actual blood flow to the heart muscles of people eating low-carb diets. Dr. Richard Fleming, an accomplished nuclear cardiologist, enrolled 26 people into a comprehensive study of the effects of diet on cardiac function using the latest in nuclear imaging technology—so-called SPECT scans—enabling him to directly measure the blood flow within the coronary arteries.

He then put his test subjects on a healthy plant based diet, and a year later the scans were repeated. By that time, however, ten of the patients had jumped ship onto the low carb bandwagon.

I'm confident that, at first, Dr. Fleming was disappointed, but he surely soon realized that an unparalleled research opportunity had dropped right in his lap. Here he had extensive imaging of ten people before and after following a low carb diet and 16 following a high carb diet. What would their hearts look like at the end of the year? We can talk about risk factors all we want, but compared to the plant based group, did the coronary heart disease of the patients following the Atkins-like diets improve, worsen, or stay the same?

Those sticking to the plant based diet showed an actual *reversal* of their heart disease, as

expected. Their partially clogged arteries literally got cleaned out. They had 20% less atherosclerotic plaque in their arteries at the end of the year than at the beginning. What happened to those who abandoned the treatment diet and switched over to the low-carb diet? Their condition significantly worsened—40% to 50% more artery clogging at the end of the year. The heart scan of one patient on a plant-based diet shows how their arteries opened right up, significantly increasing blood flow to the heart. Another person, however, started out with good flow, but after a year on a low-carb diet suffered significantly clogged coronary arteries.

So this is the best science we have demonstrating the threat of low-carb diets; not just measuring risk factors, but actual blood flow in people's hearts on different diets. Of course the reason we care about cardiac blood flow is that we don't want to die. Another meta-analysis of scientific studies that was recently published finally went ahead and measured the ultimate end-point, death. It showed that low-carb diets were associated with a significantly higher risk of all-cause mortality—meaning living a significantly shorter lifespan. And that's bad news for everyone.

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