

A whole food plant-based lifestyle:

# Solving the diet dilemma

**Whole: Rethinking the Science of Nutrition**, by Dr Colin Campbell with Howard Jacobson, PhD

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Readers of the monumental work on nutrition *The China Study* might wonder what is left to say by Dr Campbell.

His significant body of work over a lifetime of distinguished research demonstrates how the modern Western diet, with its preoccupation with singling out macro-nutrients, is ruining our health.

In *The China Study* he showed us the benefits of a whole food plant-based diet

If you have already adopted this lifestyle, you are already reaping the health benefits. So maybe you have wondered why everyone else isn't doing it too?

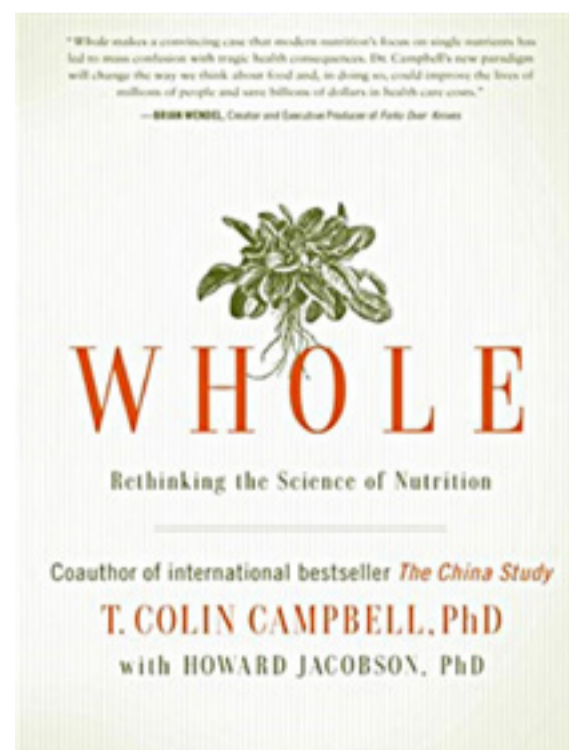
The answers to this form the heart of his new release "**Whole: Rethinking the Science of Nutrition**".

In it, Dr Campbell talks freely about his life's work, challenges from government and industry, the self-serving reductionist paradigm, and why he is still fighting for change.



"Eat a variety of vegetables, fruits, raw nuts and seeds, beans and legumes and whole grains."

"There are very few arterial game changers in life but this book is truly one of them" – Kathy Freston, author Quantum Wellness



# A provocative study

**The China Study** brought you the science, but his new book is a personal and insightful work, looking at *how* we think about food – and *why* there is so much consumer confusion about food and health and *what* we can do about it.

Campbell admits that despite the benefits of plant-based nutrition being more widely known, most people "still don't know that the key to health and longevity is in their hands".

So often, he says, it is easier to simply accept what we have been told, rather than consider the possibility of a conspiracy of control, silence and misinformation.

"That's why this new book felt necessary," Campbell says. "The China Study focused on the evidence that tells us the whole food plant-based diet is the healthiest human diet. 'Whole' focuses on why it's been so hard to bring that evidence to light and on what needs to happen for real change to take place."

In summary, he says he can sum up in just a few words the ideal human diet :

Consume plant based foods as close to their natural state as possible (whole foods). Eat a variety of vegetables, fruits, raw nuts and seeds, beans and legumes and whole grains. Avoid heavily processed foods and animal products.

Stay away from added salt, oil and sugar.

Aim to get 80 percent of your calories from carbohydrates, 10 percent from fat and 10 percent from protein.



"If this book does nothing else, I hope that it convinces you that we need to change the way we think about health. We must recognize nutrition as a cornerstone of our health-care system, not a footnote," says Dr Campbell.

Proving there is always more to learn, Dr Campbell has devoted a large section to providing us non-scientists with a plain english view of genetics versus nutrition as well as the biological facts about oxidation and anti-oxidants.

If you are interested in the promotion and benefits of whole food plant-based nutrition, *Whole* is a most valuable addition to your library. – **HEATHER FLETCHER**

## START YOUR PLANT BASED LIFESTYLE TODAY

Now you have Dr Campbell's summary of the ideal diet, here is a chart to provide further guidance.

(Reproduced with permission of the **T. Colin Campbell Foundation**.)



# Basic Guidelines for Healthy Eating

## Eat a variety of whole plant foods at each meal and in between!

- Center your diet on whole grains, legumes, vegetables and fruits
- Avoid animal-based foods - meat, poultry, dairy and eggs.
- Eat as much as you want

### These foods are the stored complex carbohydrates that fuel our bodies:

- Potatoes
- Tubers or root vegetables
- Corn
- Grains
- Beans

### BASE EACH MEAL ON THESE:



- Chick Peas
- Kidney Beans
- Black Beans
- Lentils
- Soy Beans
- Black-eyed Peas
- Red Lentils
- Cannellini

### Legumes &



- Brown Rice
- Quinoa
- Millet
- Barley
- Oats, Oatmeal
- Wild Rice
- Buckwheat and more...

### Whole Grains

- cooked or moderately processed



### Green Leafy Vegetables:

- Cruciferous
- Broccoli, Cauliflower
- Cabbage
- Colourful Vegetables
- Root Vegetables
- Potatoe, Sweet Potatoes
- Mushrooms (really a fungus)

### ADD THESE: Vegetables



### Colorful Fruits:

- Berries
- Melons, Bananas
- Citrus
- Apples, Pears
- Kiwi, Mango

### & Fruits



- Use moderately, particularly if watching weight

### Nuts and Seeds



- Reduce or eliminated added fat and oils
- Avoid refined and processed, embrace whole foods
- Read ingredient lists carefully
- Eat an excellent breakfast every day
  - whole grains and fruit for example, but veggies and legumes are also good
- Proper hydration is crucial – drink water



# Food Rules Explained

## Avoid Animal-Based Foods

- Excess protein increases carcinogenic activity and is correlated with risk for all chronic diseases. The RDA for protein is 10% of calories, though most tend to eat twice that, which is hard on the liver and leaves the body in an acidic state. The only way to over-consume protein is through excess animal food consumption, or the use of isolated protein in processed foods.<sup>4,5</sup> Animal foods have NO FIBER. Whole plant foods are filled with fiber, to fill you up, keep you regular, and regulate nutrients into the body.

## Avoid Dairy

- Contrary to popular belief, dairy consumption is correlated with higher bone fracture rates among adults. This might be due to its acidic properties, demanding calcium to be leached from bone to neutralize blood. Cow's milk, and milk products, is also associated with autoimmune diseases, diabetes and cancers of the prostate and breast, as its proteins promote growth hormones increasing tumor growth.<sup>6,7</sup>

## Avoid Oil and Added Fats

- Oils are the most calorie-dense food there is, with ~ 120 calories per tablespoon. Olive oil is 14% saturated fat, leaving arteries at risk. Even adding just a little oil can have an impact on health. Studies show that oils constrict blood flow after a meal by 10%.<sup>8</sup>

## Refined, Processed Foods

- There is a correlation between refined foods and disease - sweets, pastries and pastas - bereft of their original fiber, vitamins and minerals. Such simple carbs convert to sugars in the blood without control, leaving you more at risk for insulin resistance, colon cancer, vascular disease and weight gain.<sup>9,10</sup>

## Breakfast

- The body needs fuel after fasting all night! A healthy meal high in fiber and complex carbohydrates will allow for steady levels of blood sugar through the day, prolonged feeling of fullness, optimal alertness and less desire for snacking. Oatmeal with fruit, whole-grain cereals, or smoothies made with frozen fruit, plant milk and fresh vegetables, are great ways to start the day.<sup>12,13</sup>

## Read Ingredients

- Read what's in the package, box or can of food that you are consuming. Note that ingredients are listed in descending order, with the most in the listed first. Purchase products with a few, recognizable ingredients that are all whole plant food. Avoid additives, and added sweeteners, oils and fats.<sup>14</sup>

## Hydration

- Water carries nutrients, oxygen and electrolytes throughout the body for all of its vital work, including nerve signaling, muscular movement and toxin removal. Signs of not drinking enough include fatigue, fluid retention and constipation.<sup>15</sup> Drink plain water throughout the day.



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