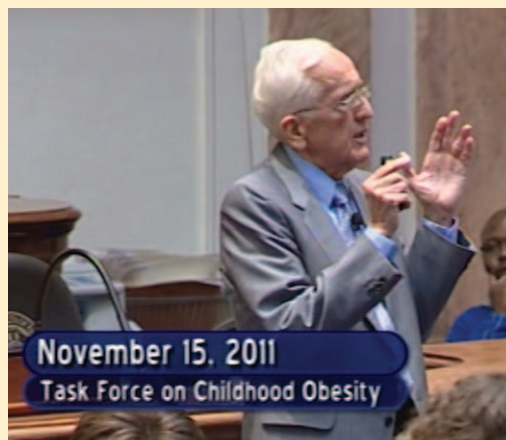


THE CHINA STUDY

SOWING THE SEEDS OF REVOLUTION

BY ANY MEASURE, *The China Study* by Dr. T. Colin Campbell and his son Tom is a seminal work. Published in 2004, the book details three decades of Dr. Campbell's research at Cornell University into the correlation between the consumption of animal-based foods such as meat, milk and eggs and the development of cancer, heart disease, type 2 diabetes and other chronic conditions. Dr. Campbell found that eating a diet of whole, minimally refined plants such as vegetables, fruits, grains,



T. Colin Campbell speaking in front of the Kentucky legislature in November 2011

legumes and nuts can prevent, and in some cases even reverse, many of these diseases. It's what Dr. Campbell and others call a whole foods plant-based diet.

The China Study's influence on the modern plant based nutrition movement can't be overestimated. It was the first book to lay out the purely scientific case for the advantages of a plant-based diet. As a result, it reached an audience far beyond the already converted vegan activists who were once the driving force of the movement.

A Google search on *The China Study* produced over a billion hits—evidence that the plant-based snowball is rolling inexorably downhill, growing ever bigger by the minute. And *The China Study* is right at its core, and the reason many people see Dr. Campbell as the science father of the plant-based nutrition movement.

Dr. Campbell not only has inspired millions around the world, but he inspired his eldest son, Nelson, to undertake an ambitious movie production.

PINEAPPLE COCONUT SMOOTHIE

A light and refreshing smoothie with coconut milk, bananas, and pineapple.

1 cup fresh or frozen pineapple

½ cup coconut milk

1 banana

1 cup non dairy milk

½ teaspoon vanilla extract

Serves: 3

Prep Time: 5 minutes

Cook Time: 0 minutes

★ Place all ingredients in a high powered mixer or blender and process on high speed until smooth and creamy.

★ Serve immediately or chill and save for later.

VANILLA BERRY SMOOTHIE



A light and refreshing smoothie

1 cup vanilla soy yogurt

1 cup non dairy milk

1 tablespoons agave

½ teaspoon vanilla extract

1 cup frozen raspberries

¼ cup flax meal

Serves: 3

Prep Time: 10 minutes

Cook Time 0 minutes

★ Place all ingredients in a high powered mixer or blender and process on high speed until smooth and creamy. Serve immediately or chill and save for later.

