



The Common Sense Reasons Why a Whole Food Plant-based Lifestyle is a Logical Choice

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- Health 
- Financial \$
- Environmental 
- Practical 

Whole Food Plant-based (WFPB)

Include:

- Whole Grains
- Legumes (beans, peas, lentils, etc.)
- Vegetables
- Fruits

Exclude:

- Meat (beef, chicken, pork, fish, etc.)
- Dairy products (milk, cheese, yogurt)
- Eggs
- Oils (olive, safflower, canola, coconut, etc.) [*oils are present in almost all highly processed foods*]
- White flours

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REASON #1: HEALTH 

Whole Food Plant-Based

Has been shown to prevent, treat, and in many cases reverse all these health conditions:

Cardiovascular (Heart) Disease

Diabetes

Obesity / Overweight

High Blood Pressure

Osteoarthritis / Rheumatoid Arthritis

Erectile Dysfunction

Multiple Sclerosis

Chronic Kidney Disease

Cancer (some forms)

Constipation/IBS

Acid Reflux/GERD

Dementia/Alzheimer's

Asthma

Kidney Stones

Crohn's / Ulcerative Colitis

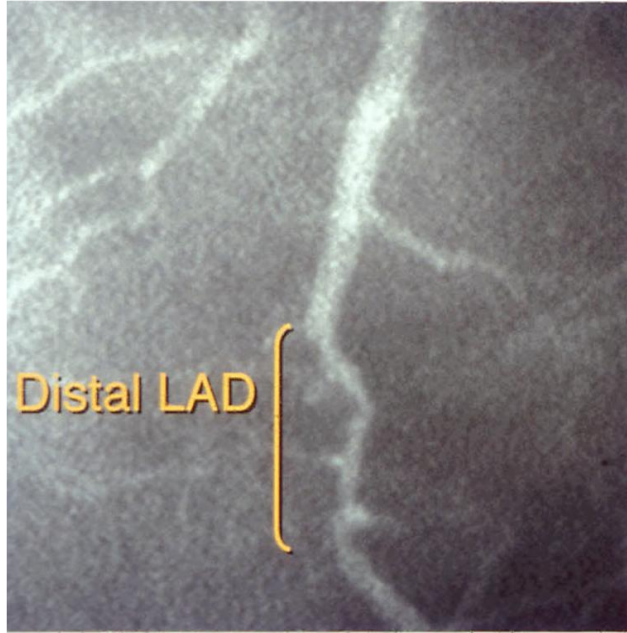
Acne

- No negative side effects (positive side effects may include: more energy, reduced Dr. visits, less Rx)
- Heart Disease is the world's #1 killer – this is an entirely reversible condition without drugs/surgery
- Medicare program pays for Dr. Dean Ornish program for reversing heart disease

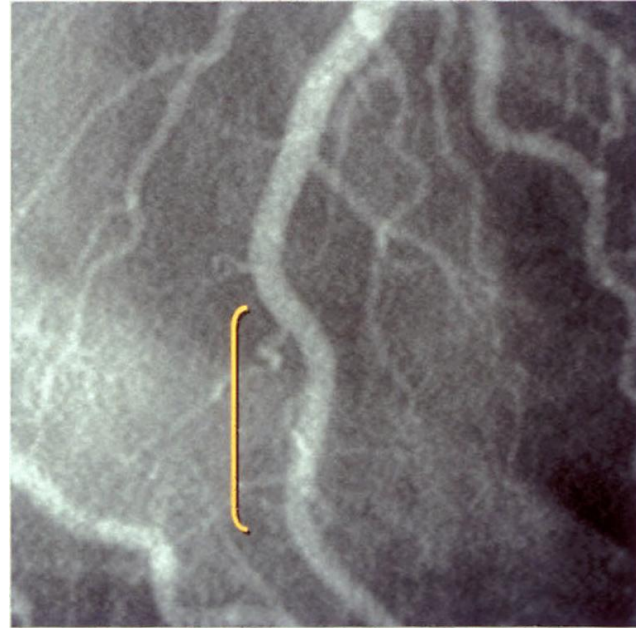
Sources: Thomas M. Campbell and T. Colin Campbell. "The Breadth of Evidence Favoring a Whole Foods, Plant-based Diet: Part I Metabolic Diseases and Diseases of Aging". *Primary Care Reports* 18(2012): 13-23.; Thomas M. Campbell and T. Colin Campbell. "The Breadth of Evidence Favoring a Whole Foods, Plant-based Diet: Part II Malignancy and Inflammatory Diseases". *Primary Care Reports* 18(2012): 25-35. Also: <https://www.healthyforalifetime.org/wfpbresearch.pdf>

Reversal of Heart Disease Using Whole Food Plant-Based Treatment

27 November 1996



22 July 1999

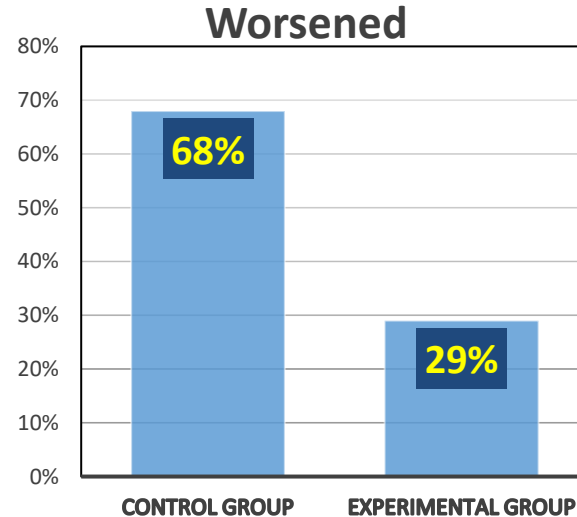
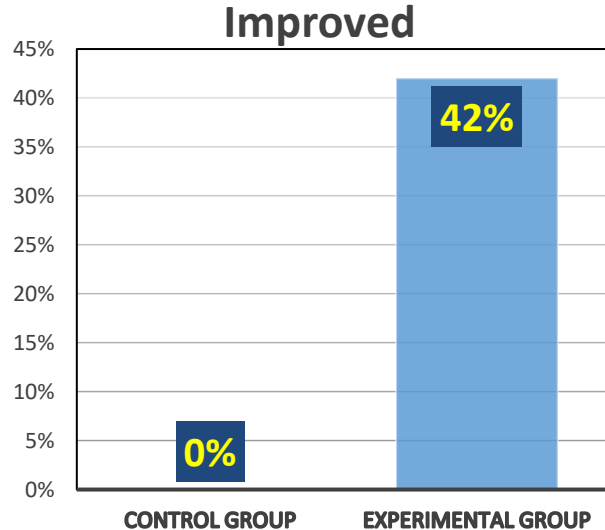


No drug or surgery has achieved these results

Early Alzheimer's Disease Patients

Dr. Dean Ornish Study

Measures of Function/Cognition – 20 weeks, avg. age = 73



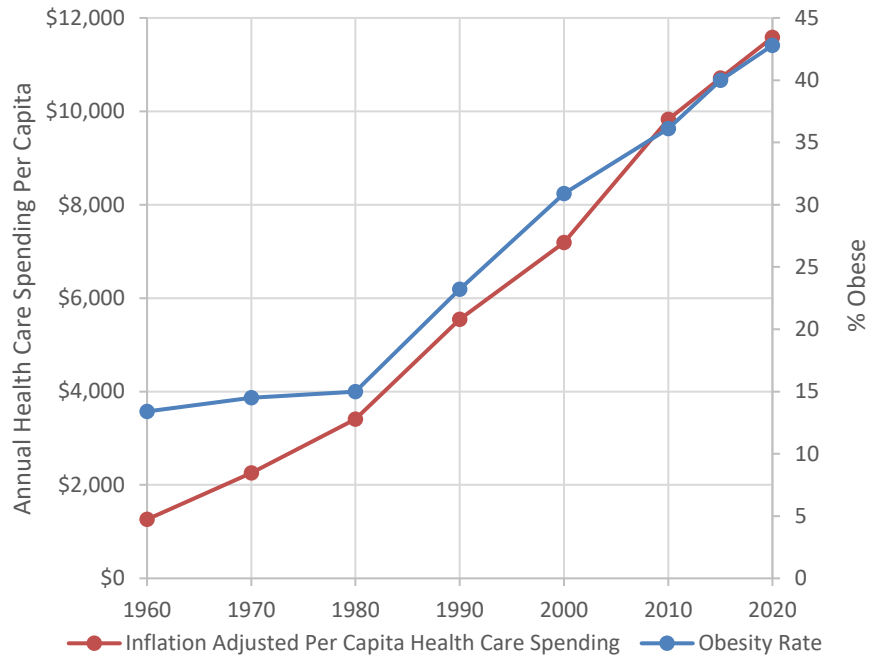
Experimental Group = WFPB, light exercise, stress reduction techniques; Control Group = No change to usual diet/routine

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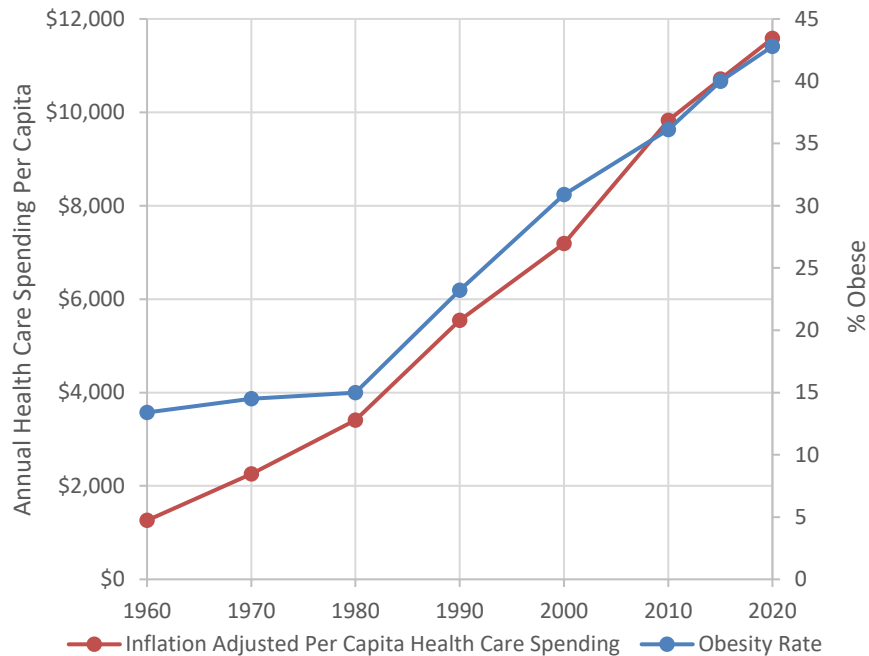
REASON #2: FINANCIAL \$

Health Care Costs Are Unsustainable using Drugs/Surgery As Primary Treatment Option



- The average person age 65+ is taking more than 4 prescription drugs
- Cost for heart bypass can be \$200,000
- Newest Alzheimer's drugs are \$20,000+ annually

Health Care Costs Are Unsustainable using Drugs/Surgery As Primary Treatment Option



What About the New GLP-1 Weight Loss Drugs?

Example: Wegovy costs up to \$16,000 annually

Costs Would Increase about 40% if Taken By Everyone with Obesity

- The average person age 65+ is taking more than 4 prescription drugs (17% take 8 or more!)
- Cost for heart bypass can be \$200,000
- Newest Alzheimer's drugs are \$20,000+ annually

What About the Cost of Whole Food Plant-based?

FREE - You Have to Eat Anyway!

What About the Cost of Whole Food Plant-based?

~~FREE - You Have to Eat Anyway!~~
Better Than Free!

Recent Study: WFPB Diet Costs 19% less than standard American diet

- Savings mainly attributed to not purchasing: meat, dairy, and oils
- Savings on animal products/oils more than offset costs of more fruits, vegetables, whole grains

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REASON #3: ENVIRONMENTAL



Environmental Comparison of a Animal-based vs. Plant-based Diet

<u>Attribute</u>	<u>Animal-based</u>	<u>Plant-based</u>
Global farmland	83%	17%
Global calories produced	18%	82%
Food produced per acre	250 lbs of beef	25,000 lbs of plant-based food
Land usage	2.67 acres/person	0.32 acres/person
Water usage	1,800 gallons (1 lb beef)	100 gallons (1 lb apples, potatoes, beans)

- U.S. livestock consume 4x as much grain as the human population
- Requires ¼ of the entire water supply to grow this grain
- The statistics above includes dairy cattle. Is it logical that humans consume milk whose purpose is to grow a calf from 90 to 1,200 pounds in two years?
- What about seafood— isn't that a better environmental option?

Popular species of farmed fish eaten (salmon/shrimp) require more wild fish to be caught as feed than is produced as an end food product.

Environmental Comparison of a Animal-based vs. Plant-based Diet

- **Global population is 8 billion and growing**
- **Mathematically, there is not enough land or water on the planet for everyone to adopt/continue an animal-based diet**

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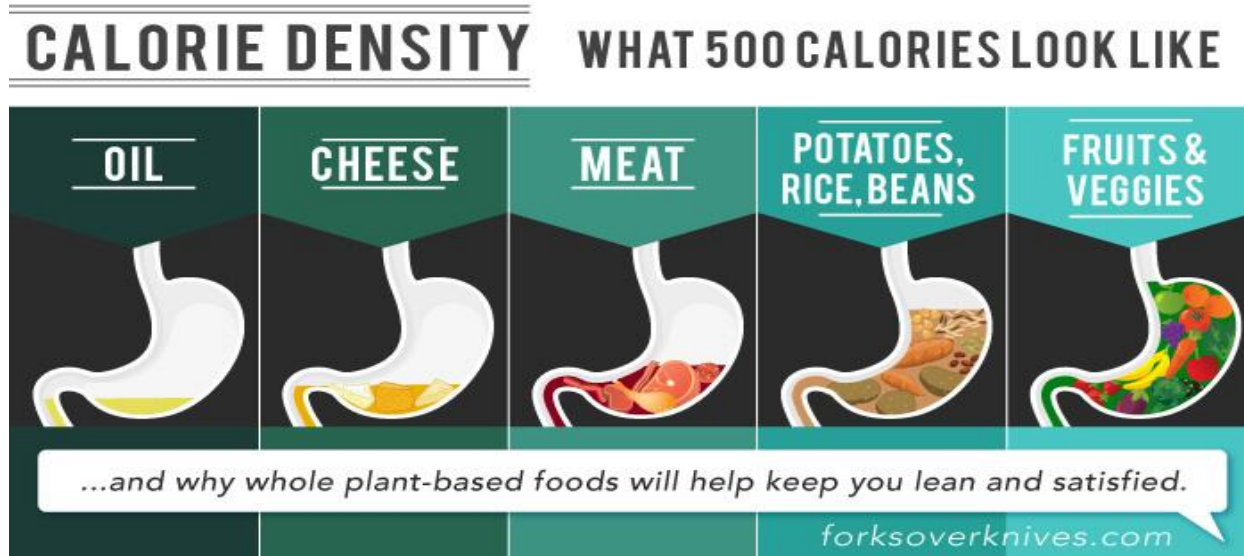
REASON #4: PRACTICAL 

Why is a Whole Food Plant-based Diet Practical?

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Calorie spiral: as the proportion of the diet based on animal products and oils increases, the amount of calories to feel satisfied increases.

Why is a Whole Food Plant-based Diet Practical?

- It's not a short-term diet, it's a lifestyle
- No calorie counting or limiting portions
- Don't have to worry about protein

Ground Beef Protein $\approx$ Broccoli Protein

(based on equal calorie serving size of each)

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- Exercise is highly recommended, but not required
- Not giving up delicious foods/flavors/textures – can be customized to suit any taste



Photos courtesy of Brandi Doming. TheVegan8.com

Summary: The Common Sense Reasons Why a Whole Food Plant-based Lifestyle is a Logical Choice

- **Health** 
 - ☐ you have very little control over pills/procedures currently used to treat chronic conditions
 - ☐ 100,000 deaths in U.S. annually for drugs that are taken correctly
 - ☐ living later years in sickness is not a normal condition—with WFPB you don't have to
 - ☐ WFPB lifestyle largely puts you in control of your future health
- **Financial** \$
 - ☐ everyone can afford it
 - ☐ use money saved on food and medical bills for something more productive and fun!
- **Environmental** 
 - ☐ preserve the planet
 - ☐ avoids conflicts over water/land
- **Practical** 
 - ☐ anyone can do it – it's not complicated and does not require a professional chef
 - ☐ tastes great and more filling!

Additional Sources

Slides 8-9:

- Per Capita Health Care Spending: “Table 1 National Health Expenditures; Aggregate and Per Capita Amounts, Annual Percent Change and Percent Distribution: Selected Calendar Years 1960-2019,” <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical.html>
- Obesity Rate: “Table 1. Age-adjusted prevalence of overweight, obesity, and extreme obesity among adults, by sex: United States, 1960–1962 through 2017–2018” in Prevalence of Overweight, Obesity, and Extreme Obesity Among Adults Aged 20 and Over: United States, 1960–1962 Through 2017–2018, National Center For Health Statistics, December 2020.
- <https://www.novocare.com/obesity/products/wegovy/let-us-help/explaining-list-price.html>
- <https://www.kff.org/medicare/new-alzheimers-drugs-spark-hope-for-patients-and-cost-concerns-for-medicare/>
- Innes GK, Ogden CL, Crensil V, Concato J, Fakhouri TH. Prescription Medication Use Among Older Adults in the US. *JAMA Intern Med.* 2024;184(9):1121–1123. doi:10.1001/jamainternmed.2024.2781
- Giacomino BD, Cram P, Vaughan-Sarrazin M, Zhou Y, Girotra S. Association of Hospital Prices for Coronary Artery Bypass Grafting With Hospital Quality and Reimbursement. *Am J Cardiol.* 2016 Apr 1;117(7):1101-6. doi: 10.1016/j.amjcard.2016.01.004. Epub 2016 Jan 14. PMID: 26993975; PMCID: PMC5450906.

Slide 13:

- Richter, B.D., Bartak, D., Caldwell, P. et al. Water scarcity and fish imperilment driven by beef production. *Nat Sustain* 3, 319–328 (2020). <https://doi.org/10.1038/s41893-020-0483-z>; Food and Agriculture Organization of the United Nations (FAO) (2020) summarized at <https://ourworldindata.org/grapher/cereal-distribution-to-uses?country=~USA>
- <https://www.watercalculator.org/news/articles/beef-king-big-water-footprints/>
- <https://www.watercalculator.org/water-footprint-of-food-guide/>
- Poore J, Nemecek T. Reducing food's environmental impacts through producers and consumers. *Science.* 2018 Jun 1;360(6392):987-992. <https://doi.org/10.1126/science.aag0216>. Erratum in: *Science.* 2019 Feb 22;363(6429)
- Our World In Data calculations based on Poore (previous footnote). <https://ourworldindata.org/land-use-diets>
- Naylor, R.L., Hardy, R.W., Buschmann, A.H. et al. A 20-year retrospective review of global aquaculture. *Nature* 591, 551–563 (2021). <https://doi.org/10.1038/s41586-021-03308-6>
- Christian J. Peters, Jamie Picardy, Amelia F. Darrouzet-Nardi, Jennifer L. Wilkins, Timothy S. Griffin, Gary W. Fick; Carrying capacity of U.S. agricultural land: Ten diet scenarios. *Elementa: Science of the Anthropocene* 1 January 2016; 4 000116. doi: <https://doi.org/10.12952/journal.elementa.000116>
- Dairy Facts, The Plantrician Project <https://plantrician.org/library/fact-sheets/dairy-fact-sheet/>

Slide 18: USDA FoodData Central (<https://fdc.nal.usda.gov>) for Beef, ground, 80% lean meat/20% fat, raw and Broccoli, raw

Slide 21: Peter C. Gotsche. *Pol Arch Med Wewn.* 2014; 124 (11): 628-634 Our prescription drugs kill us in large numbers.