
What is Whole-Food Plant-Based Nutrition ?

— Amanda McKinney, MD, FACLM —

Let's Unpack This...

- Whole-Foods
 - **Foods as grown**
 - Minimally processed

Foods as Grown

Fruit



NOT Fruit LOOPS!



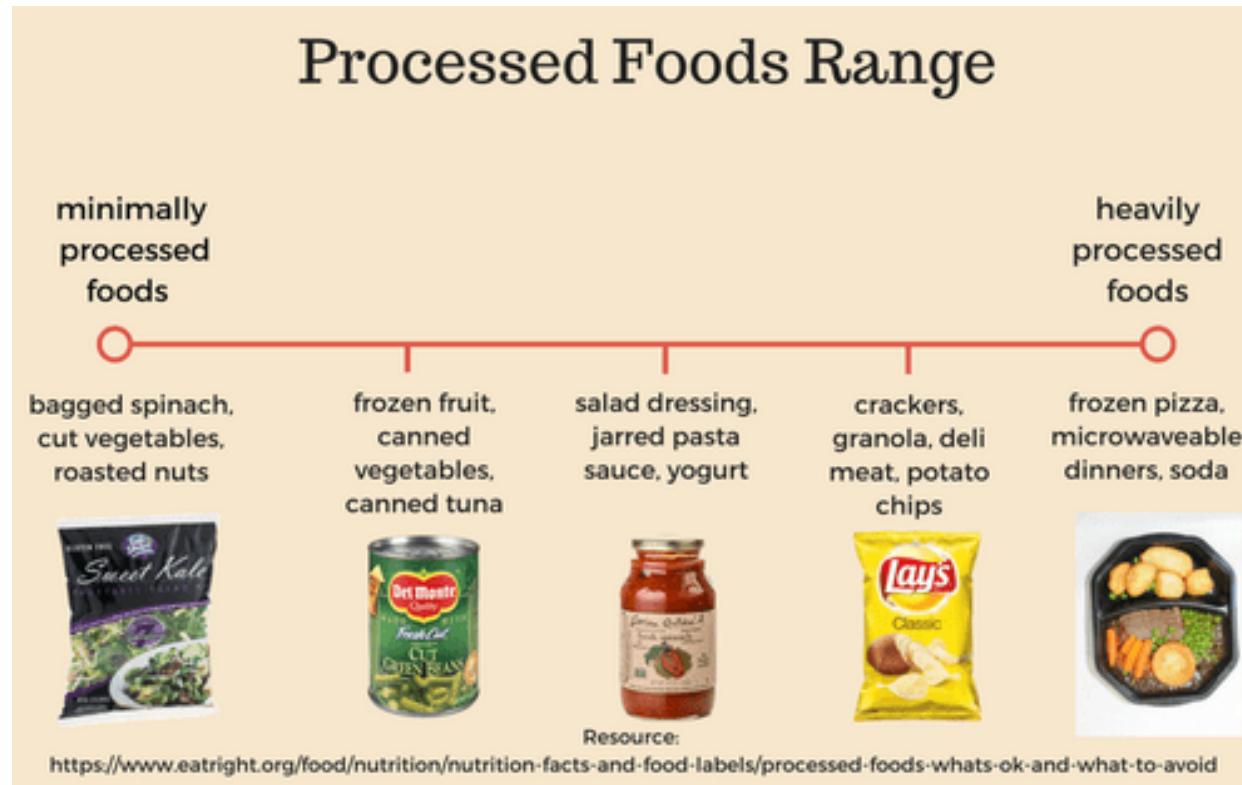
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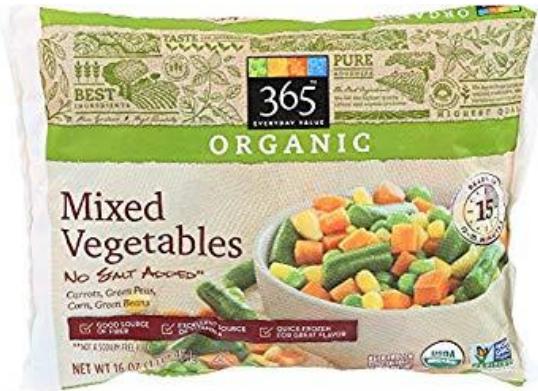
Minimally Processed

“Minimally processed” vegetables, grains and beans are prepared – commercially or at home – without large amounts of added **fat, salt or sugar**.

Minimally Processed Foods



Minimally Processed Foods



Plant-Based

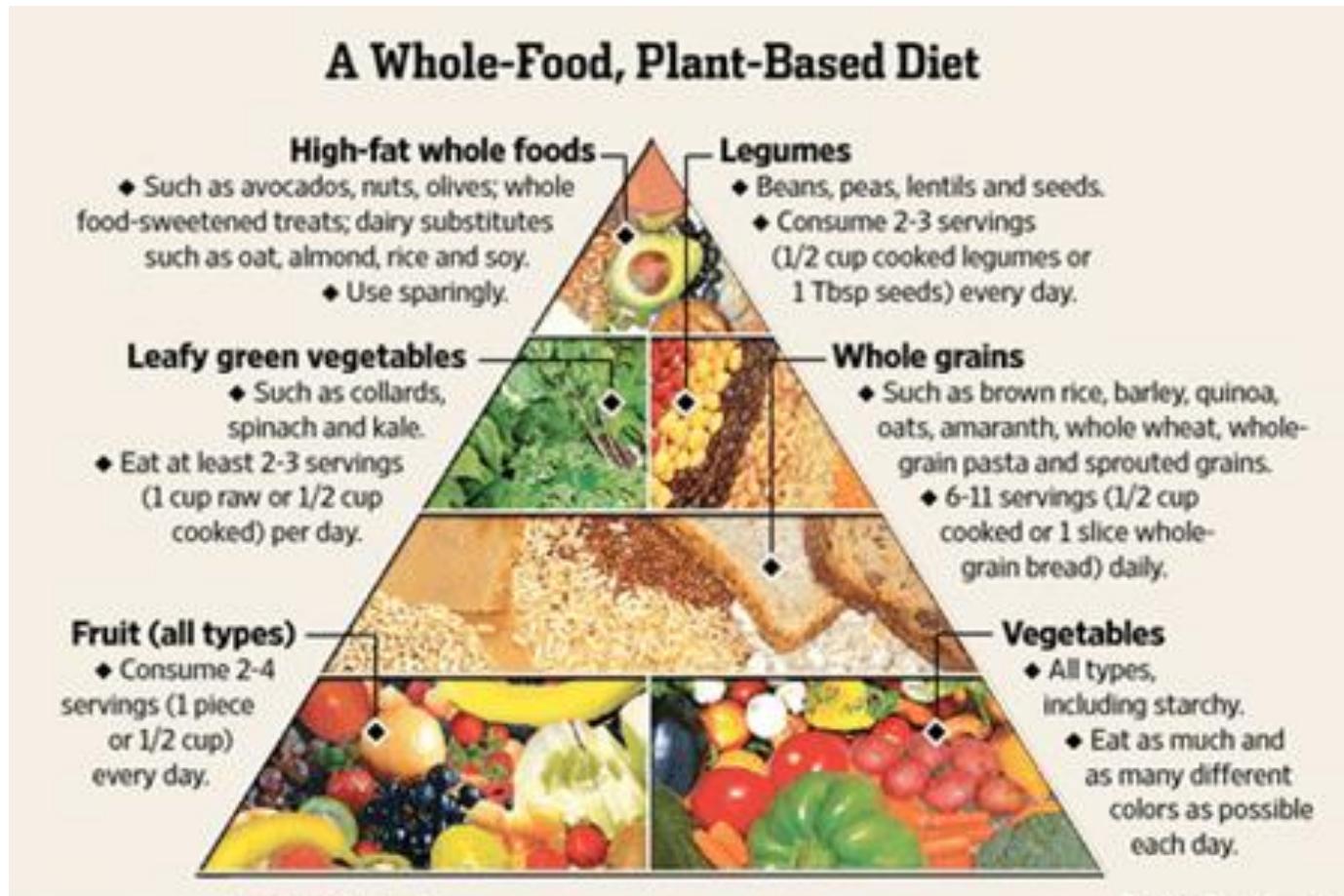
Plants!

- Fruits
- Vegetables
- Whole Grains
- Beans
- Seeds and Nuts

NOT Plants!

- Meat
- Poultry
- Fish
- Dairy
- Eggs

A Whole-Food, Plant-Based Diet



PLANT-BASED vs. VEGAN

	Vegan Diet	Plant-Based Diet	Whole-Food, Plant-Based Diet
 Meat & Poultry	✗	—	—
 Seafood	✗	—	—
 Eggs & Dairy Products	✗	—	—
 Oils	✓	✓	—
 Highly Processed Foods <small>Refined Sweeteners, Bleached Flours, White Rice</small>	✓	✓	—
 Whole Grains <small>Including Whole Grain Flours, Breads, Pastas</small>	✓	✓	✓
 Fruits, Veggies, & Starchy Veggies	✓	✓	✓
 Legumes	✓	✓	✓

FORKS & KNIVES



Myth Busting

BEING PLANT-BASED



What my grandma
thinks I eat



What my coworkers
think I eat



What society thinks I
eat



What meat lovers think I
eat



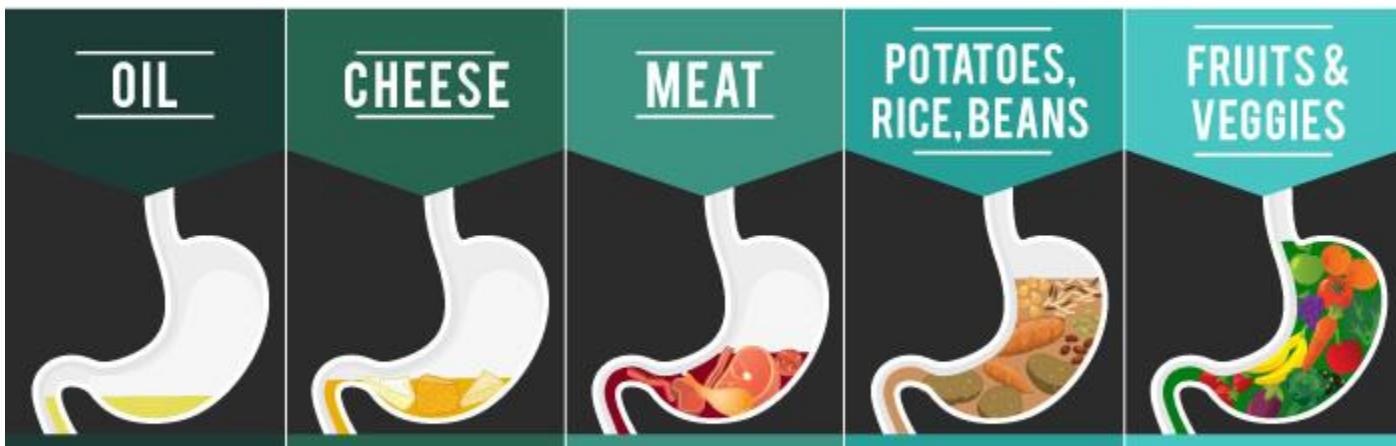
What I actually eat

Myth #1

If I don't eat meat, dairy , or eggs I'll starve!
I'll be hungry all the time!

False

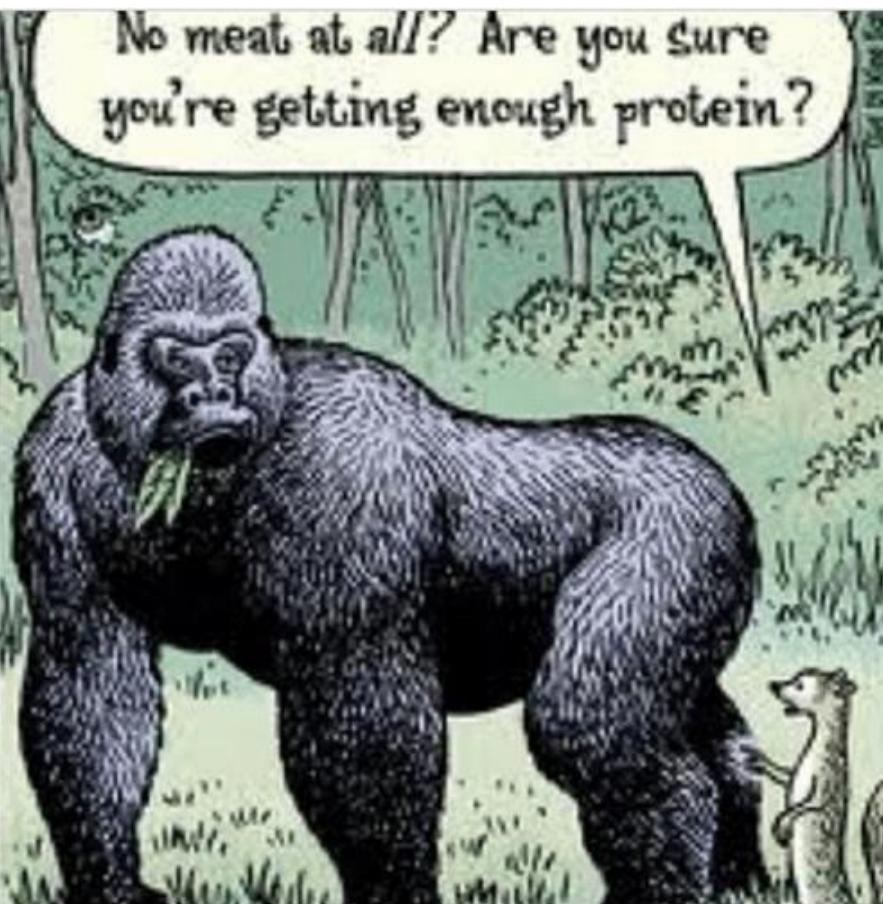
CALORIE DENSITY WHAT 500 CALORIES LOOK LIKE



...and why whole plant-based foods will help keep you lean and satisfied.

Myth #2

If I don't eat meat, dairy , or eggs I'll starve!
WHERE WILL I GET MY **PROTEIN**?!?!?!



No meat at all? Are you sure
you're getting enough protein?

probably.

PROTEIN IN PLANT FOODS



Spinach



Goji Berries



Figs



Brazil Nuts



Avocado



Sprouts



Kale



Hemp Seeds



Broccoli



Maca Root



Cauliflower



Almonds



Barley Grass



Romaine



Chia Seeds



Pumpkin Seeds



Asparagus



Quinoa



Peas



Sweet Potato



Sesame Seeds



Mushrooms



Watercress



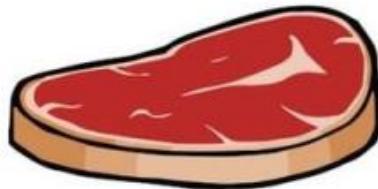
Sunflower Seeds



Spirulina

100g

BEEF



22g protein

0g fibre

1.9mg iron

16mg calcium

23mg magnesium

74mg cholesterol

£1.40 per 100g

vs

100g

BEANS



22g protein

15g fibre

5.0mg iron

123mg calcium

171mg magnesium

0g cholesterol

£0.21 per 100g

=====WHY=====

PLANT PROTEIN IS BEST

Plant-based protein is usually cheaper and healthier than animal protein. And it's delicious, too!

Price per Gram of Protein

Kidney Beans: 3.6¢ per gram



Chicken Breast: 5.0¢ per gram



Canned Tuna: 5.4¢ per gram



% Calories From Protein vs. Fat

41% Protein



Hamburger

51% Protein



Chicken Breast
With Skin

54% Protein



Tofu

● Protein ● Fat

Myth #3

It's too expensive to eat this way.

New Michael Kors certified Non-GMO organic raw vegan handbag
\$429.99



"I'D GO PLANT BASED BUT I
CAN'T AFFORD RICE AND
BEANS"



Data collected includes US national average of the cost of food for about one week



Oatmeal with Banana

4.36 9.05

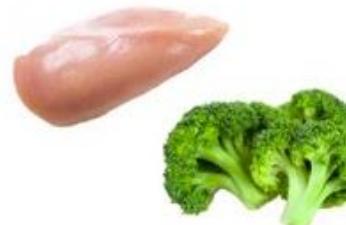


Bacon and Eggs



Beans and Broccoli

6.58 12.54

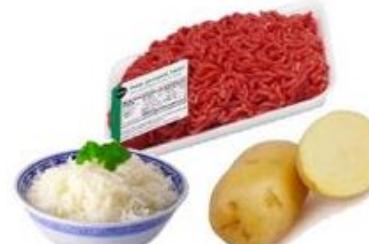


Chicken and Broccoli



Beans, Rice, and Potatoes

8.45 12.29
\$19.39 \$33.88



Ground Beef, Rice, and Potatoes

GOING VEGAN IS EXPENSIVE?

@vegancommunity



Vegan Community

**PLEASE TELL ME MORE ABOUT HOW EATING
MCDONALDS HAS SAVED YOU A FORTUNE**

WIFM?

IF THE WHOLE WORLD SWITCHED TO PLANT-BASED FOOD BY 2050



8.1 MILLION HUMAN LIVES
WOULD BE SAVED
... EVERY YEAR



FOOD-RELATED GREENHOUSE
GAS EMISSIONS WOULD
FALL BY 70%



\$1 TRILLION WOULD BE
SAVED EVERY YEAR IN
HEALTHCARE COSTS

Vegan Alliance