
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!



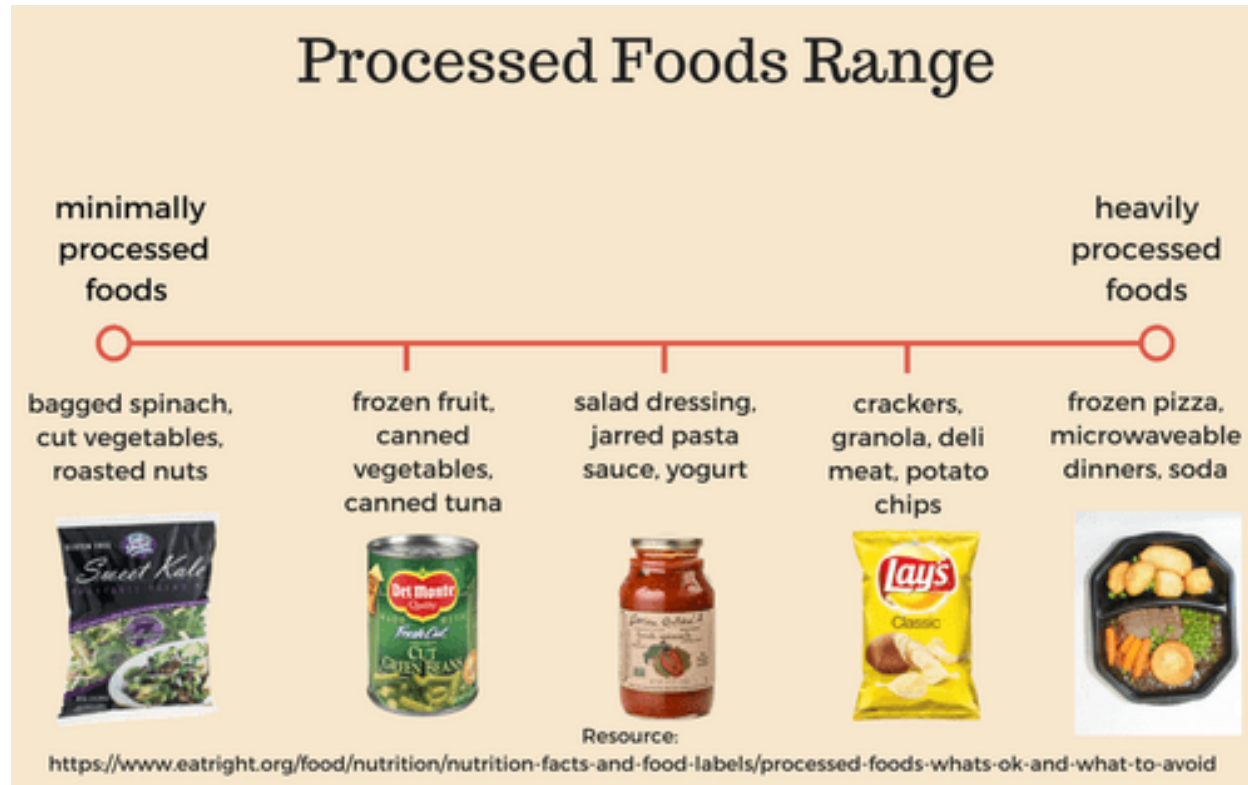
Let's Unpack This...

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

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

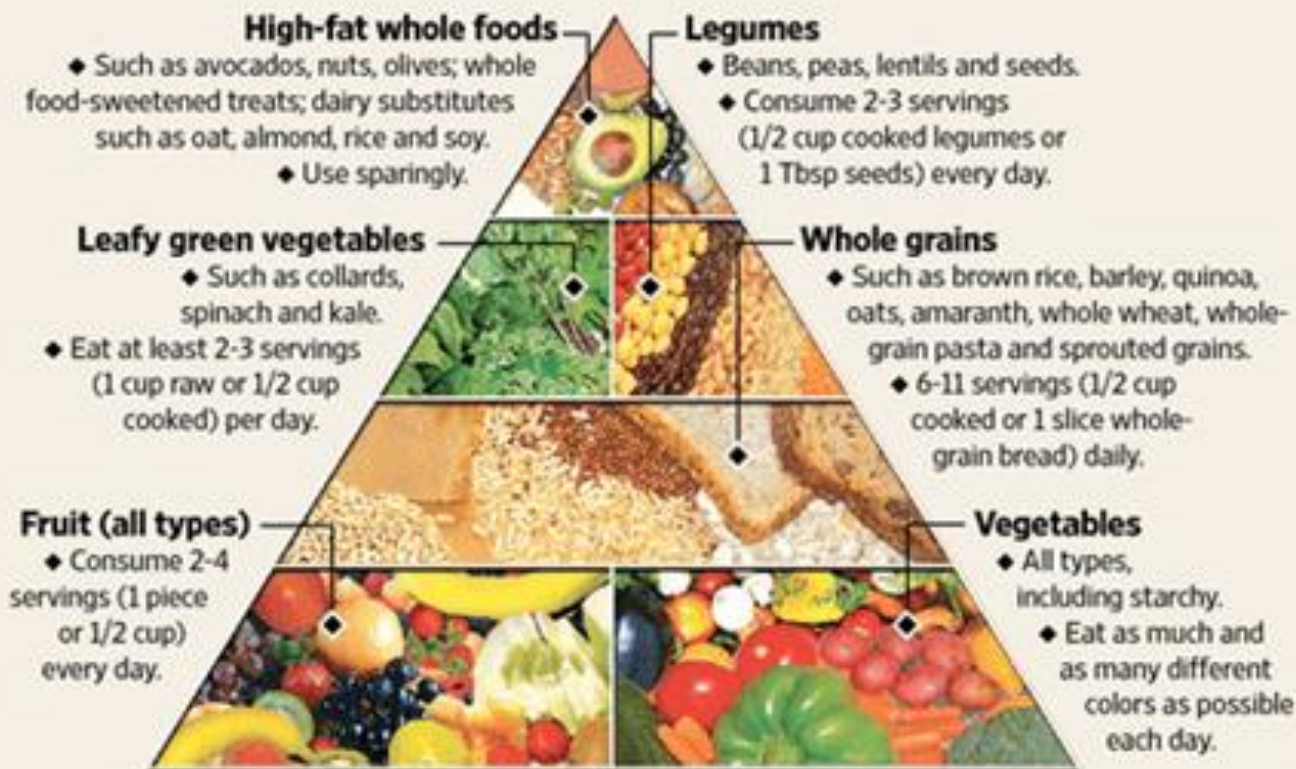
Plants!

- 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	✓	✓	✓

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

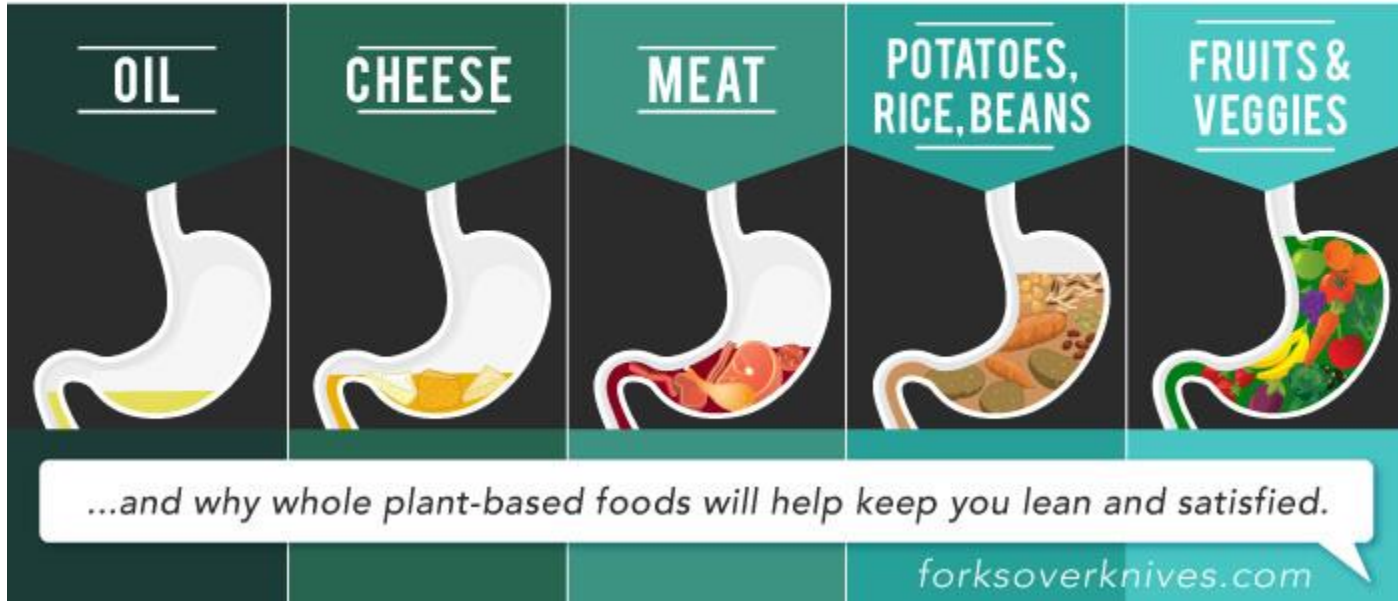
Myth #1

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

False

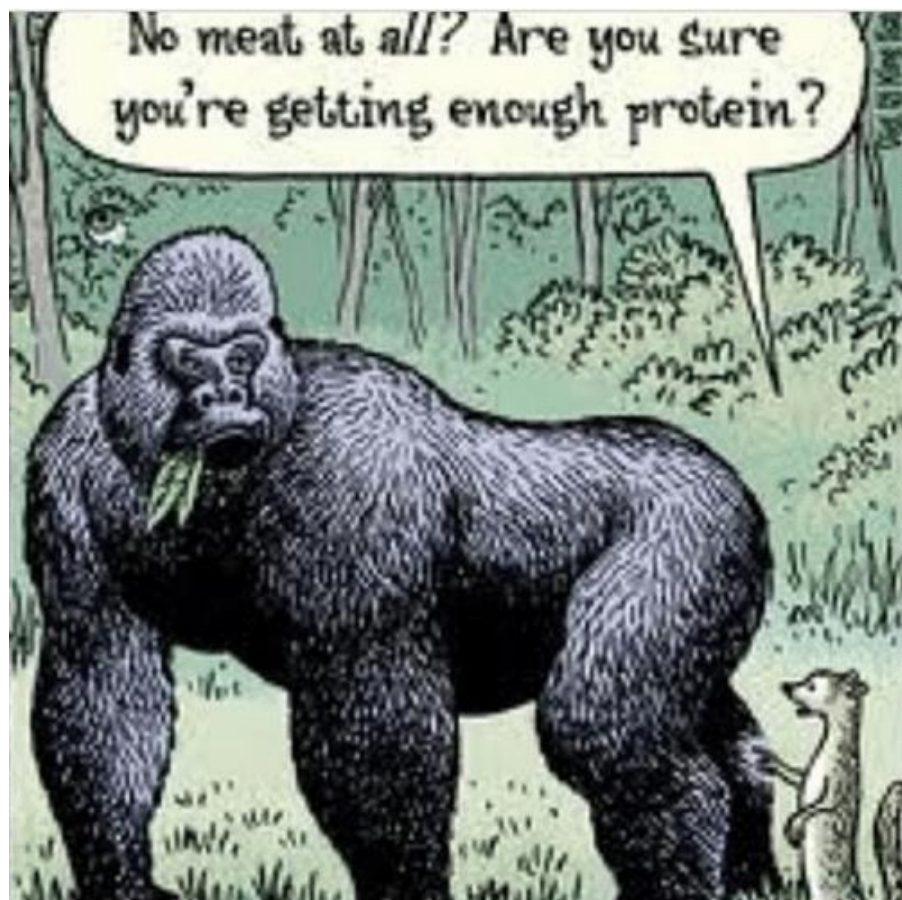
CALORIE DENSITY

WHAT 500 CALORIES LOOK LIKE



Myth #2

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

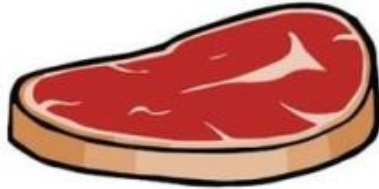


Sunflower Seeds



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% 59%



Hamburger

51% 49%



Chicken Breast
With Skin

54% 31%



Tofu

● Protein ● Fat

Myth #3

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

It's too expensive to eat this way.



"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

@brusswole_sprouts



Bacon and Eggs



Beans and Broccoli

6.58

12.54



Chicken and Broccoli



Beans, Rice, and Potatoes

8.45

12.29



Ground Beef, Rice, and Potatoes

\$19.39

\$33.88

GOING VEGAN IS EXPENSIVE?

@vegancommunity



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

WIIFM?

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

VeganAlliance
connects