



Center for  
Creative  
Leadership®

# Putting it into Practice A User's Manual







If you are eating a western style diet, then switching to a more plant-centered diet and reducing your intake of processed and animal foods can feel a bit daunting. But before you get started, it might be helpful to get an accurate picture of what you are currently eating in a typical day. To assist with that, fill out the form on the next page (you might want to do a separate one for the weekend and weekday if they tend to differ a lot, which is why we include two sheets). Record what you eat in column 1; then, under the various food groups, estimate how many servings or pieces or bits from each food group you ate under each of the food group columns (see example).

Additionally, here are some good questions to think about.

1. **Why do I want/need to change my diet in the first place?** This is actually a pretty important question, so give it some thought. If you don't have a compelling reason to change how you eat or you really don't want to or need to change, then skip this section.
2. **What do I need to do to create conditions for success?** Another important question. Changing what you eat initially takes some practice, so stacking the odds in your favor will help create success.
3. **What is one thing I can do in the next 48 hours to create success?**
4. **\_\_\_ months from now, I would like to be eating a \_\_\_% plant based diet.** If you don't want to go 100% plant based, shoot for 80-90% at the very least. We find that when people go plant based most of the time, they experience significant benefit, even if they don't do it perfectly.

Record what you eat for a given day in column 1, then record the # of servings from each food group under the food group columns

<b>Foods that I Eat</b>	veggies	fruit	legumes beans	whole grains	nuts/seeds	C.R. A. P*	animal kingdom	mushrooms	other
<b>Breakfast</b>									
example: smoothie	2	2			1				soy milk
<b>Lunch</b>									
<b>Dinner</b>									
<b>Snacks</b>									
<b>Totals</b>									
<b>Ideal</b>	5-6	4-5	1-3	1-3	1-3	<2	0	1-2	

\*Calorie Rich And Processed (desserts, soda, white bread, oils, cookies, candy etc... I think you know what these are)



Now do the math. How many servings of fruit, veggies, beans, whole grains, animal foods etc. do you eat in a day? If you eat like most CEOs, you are probably getting a lot of your calories from nutrient empty foods and not eating nearly enough fruits, veggies, beans and whole grains. The initial goal is to try to eat more of certain foods in addition to trying to reduce or eliminate certain foods.

Spice things up with an assortment of dried and fresh herbs and spices like turmeric, mustard, chili pepper, black pepper and so on. These are incredibly antioxidant, nutrient rich and come with a host of health benefits.

Chances are if you ate all of the recommended servings from each group, you won't have too much room for much else. That is the idea. Remember this is a high volume eating plan.

## Turkeys and Weaners

In our experience there are two kinds of people when it comes to successful dietary change, Weaners and Turkeys. Weaners will gradually wean themselves off of the nutrient empty foods and wean themselves onto more nutrient dense, whole plant foods. Turkeys are those who flip the switch and go cold turkey overnight. They go home, clean out the kitchen cabinets and dive right in. If you are a Turkey, then more power to you. You are a rare bird indeed! We know that approach works, as we know people who have done that, but for most people it might be easier to be a Weaner (but everyone is different).

If you are a Weaner, below is a plan that might be of help. If you are a Turkey, then implement the whole plan at once. We suggest that if you go Turkey then initially set a goal to do it for 21 days. Mentally you can do anything for that length of time. Usually if you make it for 21 days you can continue the habit! One thing we do know is that people who make the switch will often say it is easier than they thought it was going to be.

We think it is a good idea to do things in blocks of three weeks, mostly because that way it feels more doable. It can also take at least that long to start creating a habit; so start with creating good habits in smaller bites (no pun intended) and 6 months from now you will have made a big change. Big changes equals big benefits. That is powerful.

## Recommendation: The daily dose



**Greens:** 2 or more servings per day - Arugula, kale, spinach, swiss chard, salad greens, rommaine and other lettuces (serving = 1 cup raw, 1/2 cup cooked)



**Cruciferous Veggies:** 2 or more servings per day - Broccoli, cabbage, cauliflower, radishes, brussel sprouts, watercress (serving = 1/2 cup)



**Other Veggies:** 2 or more servings per day - Artichokes, asparagus, beets, peppers, carrots, corn, onions, yams, squashes, yams, tomatoes and zucchini (serving = 1/2 cup cooked or raw)



**Berries:** 2 or more servings per day - Blackberries, acai berries, grapes, cherries, kumquats, mulberries and strawberries (serving = 1 cup)



**Other fruits:** 2 or more servings per day - Apples, apricots, bananas, oranges, peaches (serving = 1 medium size fruit or 1 cup of cut fruit)



**Nuts and seeds:** 1 or more servings per day - Almonds, brazil nuts, cashews, chia seeds, flax seeds, pistachios, etc. (serving = 1/4 cup or 1-2 Tbl ground)



**Whole grains:** 1-3 servings per day - Barley, brown rice, oats, quinoa, rye, whole-wheat pastas, wild rice, etc. (1/2 cup hot cereal or 1 slice of bread)



**Mushrooms:** 1 - 2 servings per day - White button, portabella, morels, chanterelle, shiitake, oyster, etc.



**Beans:** 1 or more servings per day - Black beans, pinto, edamame, tofu, hummus, etc. (serving = 1/2 cup)

## The Weaner Plan



**Week 1: Prepare** *“Failing to prepare is preparing to fail”*.

1. **Clean out the kitchen and go grocery shopping.** If you don't have time to shop then have groceries delivered. You can also order the hard to find stuff online. Start by getting rid of all those unhealthy processed snack foods. Part of the strategy is to control YOUR ENVIRONMENT. You need to create safe food environments, both at home and at work. If there is no bad stuff calling your name when you are tired, stressed and hungry then you have to go for the good stuff.

2. **Buy a Vitamix** if smoothies are in your future.

3. **Plan ahead for the week to come.** Look at some recipes. This would be a good time to get the spouse/significant other on board. Watch the “Forks over Knives” documentary with kids and spouse. Let them know you just want to “try this out” for a while and see how it feels. In fact, this is a good way to respond to inquiries by peers, family and friends. Say that you talked with a nutritionist, and you are trying to eat more healthy (you don't even have to say plant based) to see how it might work for you. This way they don't feel judged. Ask for their support, regardless of whether they decide to do this with you or not.



**Weeks 2, 3 and 4: Win the Morning;** Exercise then eat a nutrient rich breakfast and snacks

1. Change your breakfast to a really healthy one.

2. Change your snacks to healthy ones (yes this also means eliminating the bad snacking).

3. Eat more fruit (this kinda goes along with #1 and #2). In fact try to eat fruit at every meal.

If you can start your day off with nutritious whole foods, well, this can set the tone for the rest of the day. Below are some ideas

4. Get some exercise even if it is only 15 minutes. Your brain will thank you.



## Breakfast Ideas

### Cholesterol Lowering Cereal

This has all the important elements to help bring down cholesterol: phytosterols (nuts and seeds), loads of soluble fiber and, if you add berries, an antioxidant rich meal. As this does take some time to cook and prep, this might be something you make on the weekend. It keeps well in the fridge, plus you can freeze it.

#### The Basics

Steel cut outs (1-2 cups)  
PLUS ½ or ¼ cup of 2-3  
other grains  
Barley  
Wheat berries  
Farro  
Quinoa  
Bulgur Wheat



#### Seeds and Nuts

¼ cup ground flax  
  
½ C Chopped nuts  
(walnuts, almonds etc.)  
  
Coconut flakes  
(unsweetened)  
  
1-2 Tbl Peanut butter



#### Fruit

Diced fresh or dried apples,  
2 chopped dates or ¼ cup  
raisins  
Dried or frozen mango  
Fresh or frozen berries  
Chopped bananas  
You decide!

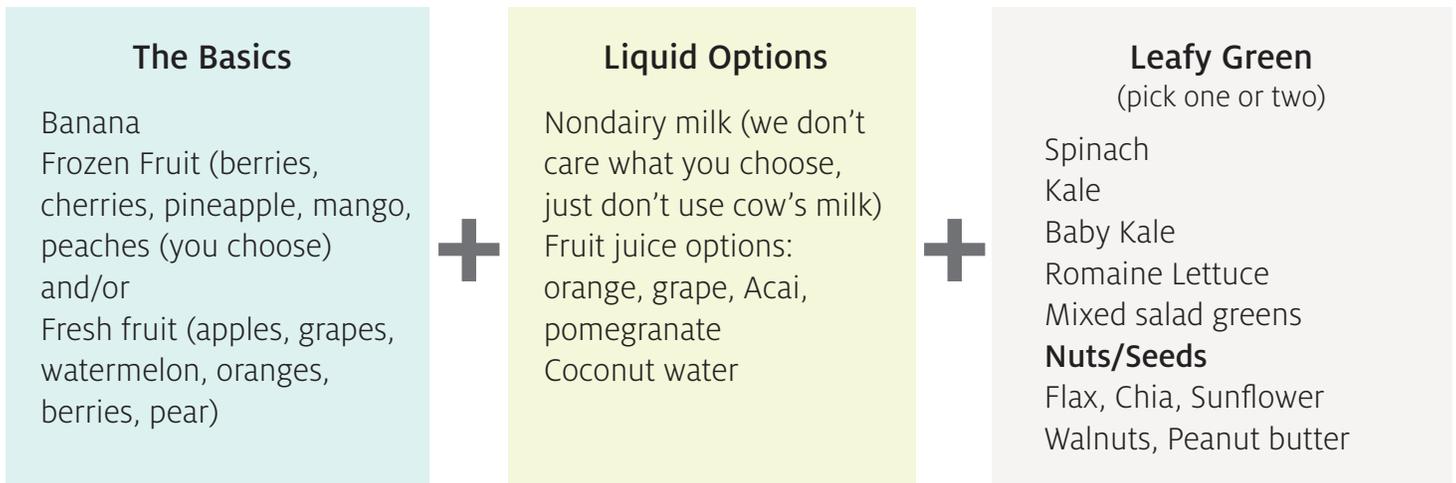
Bring 7-8 cups of water to a boil, add the grains, nuts and seeds, dried fruit and a pinch of salt. Cook for about 20-30 minutes, add the fresh or frozen fruit a bit towards the end (or, if you are lazy like me, just throw everything into the pot and cook). At altitude this takes about 40-45 min to cook. Closer to sea level it will probably take a little less time (30-40 min). Stir periodically and add water as needed to get the right consistency. Serve with non-dairy milk. Freeze in single serving sizes or keep in the fridge to reheat during the week. You can get creative with this; in fact, I don't think I've made it the same way twice.

If you forget to make this, but still want some oatmeal, then you can take regular oatmeal (not steel cut or instant), add some nuts, seeds and fruit, then add hot water and let sit overnight. Just quickly heat in the morning (or eat it cold) and you are good to go. Another variation is to add a bit of grape or pomegranate juice to the oats to soak in.



## The Smoothie

Investing in a quality blender (like a Vitamix) is a great investment in your health. I use mine daily and there are so many easy and healthy things to make. Smoothies are a nutritious way to start the day and give you a jump start on your fruit and veggie intake. By blending your greens you also get more nutrients vs chewing them.



I find smoothies to be quick and easy if you have the ingredients on hand. Bananas or dates add some sweetness. One trick is to freeze your bananas (chopped and peeled) so that you always have some on hand. Smoothies are a great way to get in a giant serving of leafy greens. Start out conservatively then add more greens as your tastes adapt. Vary the greens that you use. Adding some fruit juice is optional, but, if I had to pick one, grape and Acai juice would be the most nutrient dense (and grape juice has been shown to help with brain function). I really don't recommend you use wine.

Nuts and seeds add some satiating power and it is also good to have a bit of fat as that helps you absorb the antioxidants.

You can double batch your smoothies and keep half in the fridge for the next day.

As for the liquid we don't recommend cow's milk, in part because it can actually interfere with the absorption of those wonderful antioxidants (not to mention the other health concerns with cow's milk).

Once you have made it, pour it into some sort of lidded mug or bottle then sip it on the way to work and at work. It has more staying power if you drink it over time vs chugging it all at once.

## Whole Grain Toast Fruit Sandwich

If you are in a real rush, toast some whole grain bread (the heavier, the better or use sprouted grain bread – this is the most nutritious). Spread with a nut butter (almond, walnut, or natural peanut butter). One of my favorite butters is Nuttzo; it has a mix of nuts and seeds, and nothing else added. To make the sandwich add sliced bananas, apples, peaches or squished berries for the filling. If you are in a real pinch, use some kind of fruit jam without added sugar. This is also good to take with you on those early morning flights to have as a mid-morning, in air snack.



## Bars

If you are in a really, really big rush, grab a bar. Now there are bars; and there are bars, some are quite healthy, others are pure junk. First rule of thumb is to read the ingredients. If they have a lot of whole, natural foods listed, then you are probably good to go. Here are some we recommend.

1. G-Bomb bars from [www.DrFuhrman.com](http://www.DrFuhrman.com) These are only available from Dr Fuhrman's website (you can get a repeating order) but they do win hands down as the healthiest bar out there. Just check out the ingredients. And yes, they are quite tasty (my favorite is the Cherry Almond). G-Bomb stands for **G**reens, **B**erries, **O**nions, **M**ushrooms, and **B**eans. As you can see these bars have all of those. I actually use these for my long runs and bike rides and they work quite well.

2. Larabars. These come in a variety of flavors. Most have only 3 to 4 ingredients with no added rubbish.

3. Kit's Organic Bars by Cliff Bar. Again these only have whole, natural ingredients (mostly dates and nuts) and come in a variety of flavors.

4. That's It Bars. Just fruit, that's it.



5. Pressed by KIND. You are probably familiar with KIND bars, a combination of nuts and fruit. If you read the ingredients, well you can see that they aren't perfect (but not the worst either if you are in a pinch). However, they just came out with a new line of bars called Pressed by KIND. These are just fruit and seeds. So go for it.



6. Make your own. It's hard to beat homemade, but with so many good ones on the market, why bother? If you do want to give it a go then check out: <http://www.forksoverknives.com/recipes/banana-blueberry-bars/> Or search for bars on some of the other websites we recommend.

**Weekend Breakfast Ideas** For when you have a bit more time.

## Tofu Scramble

If you are missing those scrambled eggs, this is a decent (and much healthier) replacement. People who claim they don't like tofu will often say they really like this. This is also a good way to get in a bunch of veggies, and the most wonderful of spices, turmeric.



Stir-fry the veggies (except for the tomatoes) and mushrooms, if using. I dry sauté, but if you want you can use a tad bit of oil. Stir in the crumbled tofu. Add spices, tomatoes, ¼ to ½ cup of salsa and nutritional yeast. Cook about 5 more minutes. Serve with heated corn tortillas topped with avocado or guacamole and more salsa. For a spicier version, add chopped jalapenos.

This is so good it could also be a dinner option.

## Pancakes

I had one woman who was somewhat resistant to going plant based, until she tried these pancakes. Then she was sold.



### Buckwheat Power Pancakes

2 cups of buckwheat pancake mix (look for brands that do not include added egg or milk in the batter. Hodgson Mills is a good choice)

1 banana mashed or sliced

1 cup applesauce (no sugar added)

½ cup chopped walnuts, pecans, or almonds

2 tablespoons flaxseed

Rice, soy, or almond milk as much as needed to blend batter. Blend all ingredients and cook on a griddle. I sometimes add frozen blueberries to the mix.

Makes about 8-12 4" pancakes, great to save for later. Top with fresh berries, nut butter, applesauce or other fruits. If you must, you can use some maple syrup.

### Sausage Alternatives?

But, what if you are really craving the bacon and sausage breakfast? Well to keep you on the safe and narrow, try some veggie sausage and tempeh bacon options. True they are not the healthiest foods out there, but they are far, far better than the animal options. Mostly we don't like that they have a fair bit of oil, and some can be quite processed. But if consumed as an occasional treat, then it can be a great alternative, especially during this transitional phase. BTW tempeh has also been shown to have anti-cancer properties.

For sausages, we like the **Field Roast** brand.



Below is a list of the ingredients. As you can see there is actually some healthy stuff in there (spices, herbs, garlic, veggies). The Italian sausage even has red wine (of course) so this is the one time it is ok to have wine for breakfast.

**Italian Sausage ingredients:** Vital wheat gluten, filtered water, expeller pressed safflower oil, red wine, eggplant, onions, yeast extract, garlic, barley malt, dried red bell pepper, fennel seed, granulated garlic, spices, sea salt

**Mexican Chipotle Sausage ingredients:** Vital wheat gluten, filtered water, expeller pressed safflower oil, onions, garlic, apple cider vinegar, yeast extract, chipotle peppers, onion powder, granulated garlic, brown sugar, spices, sea salt, barley malt, black pepper, chili de arbol peppers, cumin seed, paprika oleoresin, oregano

**Smoked Apple Sage Sausage ingredients:** Filtered water, vital wheat gluten, expeller presses safflower oil, non-sulphured dried apples, Yukon gold potatoes, yeast extract, onion powder, barley malt, garlic, natural hickory smoke flavor with torula yeast, sea salt, spices, rubbed sage



This is the ingredients list for the benevolent bacon.

Smoky, saucy and savory, this all-natural vegan bacon alternative from Sweet Earth is made with non-GMO ingredients and has 10g of protein per serving! With 57% fewer calories and 75% less fat than pork bacon, this awesome breakfast meat alternative is full of flavor and has an awesome texture that goes great as a breakfast side, works well on your vegan BLTs, or can be used for toppings or appetizers as well. 5.5 oz. (156g) package contains 8 slices. \$5.99 per package.

**Ingredients:** Filtered water, vital wheat gluten, extra virgin olive oil, organic red beans, organic buckwheat groats, vegan bacon natural flavors, natural hickory smoke, organic evaporated cane juice, organic maple syrup, natural soy sauce, garlic, sea salt, tomato paste, nutritional yeast, coconut oil, apple cider vinegar, cumin, sage, rosemary, caramelized sugar (non-bone char), spices

True these don't taste exactly like the real thing, so if you have that expectation, you will be disappointed. But honestly the real thing is just scary. The alternatives can taste good, just in a different way. You can also add these to tofu scramble, or other dishes as a condiment. You will usually find these in the tofu section of the grocery store. Organic or health food stores, like Whole Foods, are more likely to carry the veggie "meats". You can also order them online from [www.veganessentials.com](http://www.veganessentials.com).

## **Snacks:** Fruit, Nut mixes, Dried fruit, Veggies and Bars

Fruit is nature's fast food! Get into the habit of taking whole fruit to work and making it the first thing you go for when hunger comes knocking. Have your assistant keep a fruit bowl full and handy. Create a safe food environment by making your office and surrounding area "A Junk Free Zone". I had one executive who placed fruit bowls around the workplace; all fruit was free for the taking. Invariably, by the end of the day, they were empty. Yes people are opportunistic eaters and will eat what is in front of them. Plus you will be setting a great example.

And what holds true at work also holds true at home. Keep the fruit bowl full. Make home a "junk free zone".

Some tips about fruit. The best tasting fruit is what is in season. Bananas are always in season (in my book). Messy fruits, like melons, might not be the best choice for taking to work (unless someone is willing to slice and peel them for you--although you can buy pre-cut, ready to eat fruit). Tangerines, apples, pears, grapes, bananas, peaches, plums, and berries are all good choices. For the home, a good way to keep fruit in stock is to buy bags of frozen fruit. (I buy the 5 pound bags from Costco and get the blueberries, mixed berries, mango, pineapple and cherries)

Some people worry about all the sugar in fruit. DON'T; remember the packaging is important. Fruit comes with fiber, water and nutrients. Berries, bananas and mangoes have actually been shown to help CONTROL blood glucose. So go for it. As an added benefit, high water content foods like fruit help keep you hydrated.

**Dried fruit** like apples, pears, peaches and dried berries can also be good; easy to carry with you (like on trips) and to add to cooked cereals. If you are concerned about your weight, then this is one time you need to watch your portions as dried fruit can be quite calorie dense.



**Nut mixes and bars** are always easy and quick. If you have a bag of nuts, just don't eat the whole bag (unless you struggle to keep weight on). Avoid the salted nuts, these tend to have added oils to make the salt stick. Raw is best, but if you want you can slightly roast them as this will help bring out the flavor. These are quite calorie dense, but a handful or two a day won't make you fat. See previous section for our recommended bars.

**Veggies** can be bought pre-cut and washed. Sometimes it is worth paying the extra money if it increases the likelihood that you will eat them. Throw in some hummus (or other bean dip) for dipping and you have a bean serving as well. Guacamole also makes for good dipping. Veggies are probably the healthiest snack option, but this takes a bit more planning and it is helpful to have a refrigerator at work to store them. My favorites are baby carrots, celery, sliced bell peppers, cauliflower and jicama. Broccoli is really, really good for you, but, personally, I don't care that much for raw broccoli (although I will eat it).



## Weeks 5, 6 and 7: Lunch

Now that you have breakfast and snacking done right, build on this good work and focus on lunch.

If you are like many executives, you might not be good at taking time for lunch during busy days. You might eat at your desk, order in, go out, do fast food, or skip it altogether. We really don't care when, where, or how you eat it, for the next 3 weeks just focus on eating a plant based lunch. If you do tend to skip lunch, make sure you have healthy snacks available, and/or eat a more substantial breakfast (like a smoothie and toast and oatmeal) so that you don't get hungry later in the day. If you don't front load enough calories, you can lose all control in the evening and at night. You might even find yourself at the fast food drive through on the way home. Hunger is a powerful driver, but it is most dangerous when you are tired and stressed (as tends to occur at the end of the day).

Here are some lunch scenarios and ideas:

### Workplace Cafeteria

If you have a cafeteria at your workplace, this can be a great option or one filled with landmines. As an executive, try to influence them to serve more plant based entrees, sides, soups and salads. You would be doing yourself AND your employees a huge favor by doing this.

Start the meal by eating a big salad from the salad bar (hopefully your cafeteria has one). Add beans, olives, raw veggies, nuts, seeds and artichoke hearts to jazz it up. Choose the vinegar/olive oil dressing (eating less oil will come later). As Dr Fuhrman likes to say the salad is the main dish. Don't skimp on portions, more is better. Supplement the meal with a veggie sandwich, peanut butter sandwich, fruit, nuts and/or a veggie/bean soup. You can bring dried soups with you to work that just need hot water. We like Dr. McDougall's brand as they tend to be healthier.



## Fast Food Eateries and Other Restaurants

**Mexican** (e.g. Chipotle). Get the veggie/bean and rice burrito or the veggie burrito salad bowl. Have them pile it high with lettuce, beans, rice (preferable brown rice), sautéed veggies, corn, salsa, and guacamole. This meal is hard to beat for goodness and tastiness.

**Pizza.** Order a thin crust, no cheese pizza with as many veggie toppings as they offer. Jazz it up with olives, artichoke hearts, etc. Some places may even do a vegan cheese option, although these are often just as high in fat and calories. You will be surprised at how tasty a no cheese pizza can be, plus you don't have that blood sludging effect that often follows a cheezy, meaty, high fat pizza. Always get a salad.

**Subway.** Get the whole/multi grain sandwich bread. Ok it is still pretty processed but better than the white stuff. Get the veggie sandwich option and ask if they have the veggie patty (some do, some don't). Add avocado or guacamole to make it a more hearty meal. Get the veggie salad and supplement with the veggie soup option. Skip the potato chips and cookies.

**Wendy's.** Order the baked potato (or two of them), and top with ketchup or the vinegar salad dressing. Get the salad and skip the chicken toppings. Get two salads if need be.

**McDonald's.** I don't think there is really anything here that is good, unless things have changed in the last few years. To be honest I haven't been inside a McDonald's for about 20 years.



For restaurants, go ethnic. Greek, Asian and Indian places all have good veggie/bean options. Always go for the dishes that have lots of veggies! If you have to eat them with white rice or noodles, no worries, just pack on the veggies. Tofu, bean and lentil dishes are great options, especially if they are curried! At Italian restaurants, get the veggie pasta primavera or pasta with marinara sauce if that is the only veg option. Always get the salad, and eat it first.

If you do find yourself at a steak house, then look at all the veggie sides. Start with a baked potato (skip the sour cream and use a salad dressing as a topping) and go from there. Sometimes there are also veggie burger options, but skip the cheese. If you feel conspicuous not ordering a meat, order a small chicken breast, cut into pieces and move the pieces around your plate. You don't have to eat it, or just eat a few pieces. Eat all the veggie options first; you are less likely to eat the meat.

You can also search ([www.happycow.net](http://www.happycow.net)) for vegetarian friendly restaurants in your area. On occasion try some

100% vegan or vegetarian restaurants; you will be amazed at how good the food can be. They are starting to pop up all over the place. Be adventurous, but in a healthy way.

Other tips: Start the meal with a large salad (but without the creamy dressings or chicken/bacon add-ons). Vegetable or bean based soups are also a good way to start the meal. Remember, this is a high volume eating plan, so eat enough and don't worry about portion control. Eat until you are full. Don't be afraid of grains and starches, like potatoes, rice and pasta. At only 300-500 calories per pound, these help fill you up without adding a lot of calories. Right now your goal is to be plant based, even if it isn't perfect. If you know that the place you are going to is pretty slim on healthy options, then eat a snack before you go. Walking in hungry is a sure fire way to fall off the wagon.

If you find yourself at a company sponsored meal, try to request a vegan option in advance, or, when the plate arrives, cut up the fish or chicken, then move it around your plate but just eat the veggies and salad. Don't go to these events hungry, so grab something to eat beforehand if you know that there won't be a lot of options. Fill up on the bread if need be. Again, this is not about perfection. Also, bread is not the enemy. What tends to go on top of the bread is. As the CEO do your best to influence what is served at these events.



**Weeks 8, 9 and 10: Dinner** Go 100% plant based for at least 3 out of 7 dinners (you can always do more, but shoot for at least 3) while keeping breakfast, lunch and snacks healthy and plant based.



**Weeks 11, 12 and 13: Dinner** Go 100% plant based for at least 5 out of 7 dinners. See ideas below.

For some this might be really easy, for others it could be the toughest meal to change, especially if family members are not on board. Again, ask for support and remember you can do anything for 3 weeks. You will notice that you can eat some animal foods a couple times a week. For these choose a fish (ones that have low levels of contamination) or organic chicken that is cooked with a moist heat (marinated and baked, for example, not broiled, fried or barbecued). This reduces formation of AGEs (see the brain paper) and HCAs (carcinogens). What we find is that over time, people will lose the taste for animal foods, but it is ok to eat occasionally.

However, if you are trying to reverse a chronic condition like diabetes, high blood pressure, heart disease, stroke, obesity then restrict that meat serving for special occasions (or not at all). Research shows that even 2-3 servings a week can increase risk for the above conditions.



**The easiest option:** Order pre-made meals from [www.forksoverknives.com](http://www.forksoverknives.com). You can pick from a variety of meal options. Easy, quick, reasonable, and super healthy (it is 100% plant based with no added oils). This is a good way to try different dishes, get the recipe and subsequently make the meals yourself. This is a wonderful option if family members aren't on board (that way you don't have to cook two meals). If you don't like to cook or don't have time to cook then this is an especially good way to go!

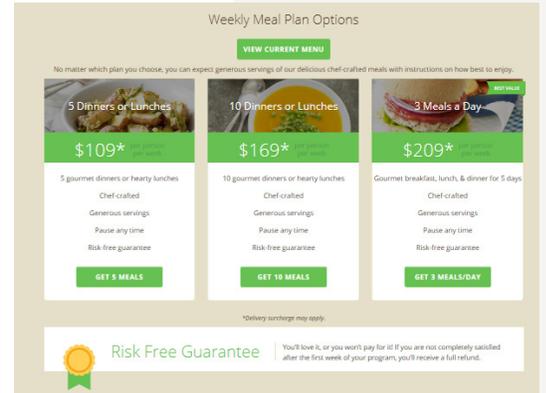
If you like to cook but don't like to plan (like me), Forksoverknives.com also has a meal planner service. So that could be another option.

If you like to cook, but don't like to shop, do a lot of prep or have a hard time planning ahead (like me) then here is another great option: [www.thepurplecarrot.com](http://www.thepurplecarrot.com). They deliver the ingredients and you just put them together and cook.

Finally, one more idea for the "I don't like to cook or I don't have time to cook" people, is to hire a local vegan chef to cook and deliver meals. For many of the generals that have attended our programs, they have their own chefs assigned to them. A number of them have gone plant based simply because they gave their chefs the information from the program and told them to "cook like this". So we know having someone else do the work makes it really easy, tasty and sustainable.

If you like to cook, but don't have a lot of time, here are some ideas.

- 1 Think about dishes that you already prepare, or have prepared, that are plant-based and revisit those. These are low hanging fruit, so to speak.
- 2 Think about those dishes that are not plant-based, but can easily be converted to plant-based without a big loss in taste and enjoyment. You can google just about any dish and put vegan in front of it and voila, a plant-based version will show up. For example, if you google vegan meatloaf, you will come up with a number of options. Here are some other examples of everyday foods that can easily be made plant based.



Weekly Meal Plan Options

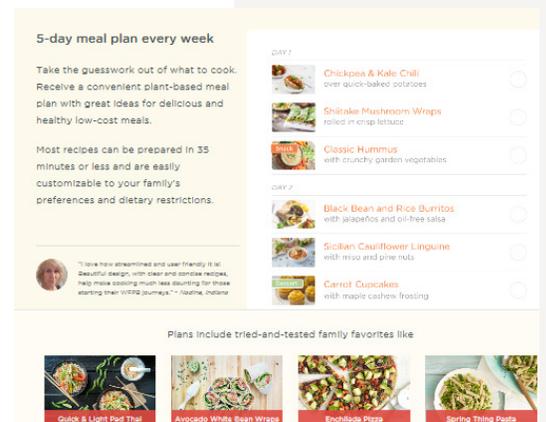
VIEW CURRENT MENU

No matter which plan you choose, you can expect generous servings of our delicious chef-crafted meals with instructions on how best to enjoy.

 <p>5 Dinners or Lunches</p> <p>\$109*</p> <p>5 gourmet dinners or hearty lunches</p> <p>Chef-crafted</p> <p>Generous servings</p> <p>Pause any time</p> <p>Risk-free guarantee</p> <p>GET 5 MEALS</p>	 <p>10 Dinners or Lunches</p> <p>\$169*</p> <p>10 gourmet dinners or hearty lunches</p> <p>Chef-crafted</p> <p>Generous servings</p> <p>Pause any time</p> <p>Risk-free guarantee</p> <p>GET 10 MEALS</p>	 <p>3 Meals a Day</p> <p>\$209*</p> <p>Gourmet breakfast, lunch, &amp; dinner for 5 days</p> <p>Chef-crafted</p> <p>Generous servings</p> <p>Pause any time</p> <p>Risk-free guarantee</p> <p>GET 3 MEALS/DAY</p>
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\*Delivery surcharge may apply.

**Risk Free Guarantee** You'll love it, or you won't pay for it! If you are not completely satisfied after the first week of your program, you'll receive a full refund.



5-day meal plan every week

Take the guesswork out of what to cook. Receive a convenient plant-based meal plan with great ideas for delicious and healthy low-cost meals.

Most recipes can be prepared in 35 minutes or less and are easily customizable to your family's preferences and dietary restrictions.

DAY 1

- Chickpea & Kale Chili over quick-baked potatoes
- Shiitake Mushroom Wraps rolled in crisp lettuce
- Classic Hummus with crunchy garden vegetables

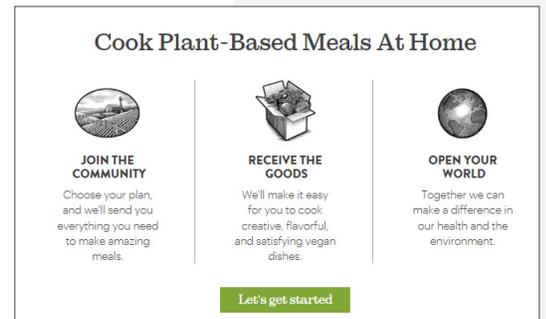
DAY 2

- Black Bean and Rice Burritos with jalapeños and oil-free salsa
- Sicilian Cauliflower Linguine with rosemary and pine nuts
- Carrot Cupcakes with maple cashew frosting

Plans include tried-and-tested family favorites like

- Quick & Light Pad Thai
- Avocado White Bean Wraps
- Enchilada Pizza
- Spring Thing Pasta

"I have been streamlined and user-friendly. It is beautiful design with clean and concise recipes. Help make eating much less daunting for those starting their WWF journey." - Nadine, Indiana



**Cook Plant-Based Meals At Home**



**JOIN THE COMMUNITY**

Choose your plan, and we'll send you everything you need to make amazing meals.



**RECEIVE THE GOODS**

We'll make it easy for you to cook creative, flavorful, and satisfying vegan dishes.



**OPEN YOUR WORLD**

Together we can make a difference in our health and the environment.

**Let's get started**

**Burritos:** Skip the beef and cheese. Pile in the beans, rice, veggies, guacamole, and salsa. If you really want the sour cream, there is a vegan sour cream option, but it isn't the healthiest. There are recipes, however, to make sour cream from cashews, which would be a healthier alternative. To jazz up the burrito, add lemon almond sauce (see recipe page 24).

**Burgers:** With the plethora of veggie burgers out there, this is actually pretty easy. It might take some experimenting to find ones you like and that have healthy ingredients. Or better yet make your own.

A company called Beyond Meat™ makes a pretty convincing 'beef' burger from pea protein that is about as close to the real thing as you can get but without the GMOs, cholesterol, fecal contamination, AGEs, heterocyclic amines (carcinogens) or isolated soy proteins. [www.beyondmeat.com](http://www.beyondmeat.com). These are also available at select Whole Foods stores.



Meatloaf: Speaking of meatloaf, here is an easy one:

### Lynn's Veggie "Meatloaf"

Serves 6

#### Ingredients

2 celery stalks, chopped  
 1/2 onion, chopped  
 2 cloves garlic, minced or pressed  
 10 oz firm tofu, drained  
 1/4 cup walnuts, finely ground  
 12 oz vegetarian meat crumbles like Smart Ground  
 1 1/4 cups quick-cooking oats  
 2-3 Tbl lite soy sauce (or Braggs liquid aminos)  
 2 Tb ketchup (plus additional for topping)  
 1 Tbl Dijon mustard  
 2 tsp dried parsley  
 1/2 tsp each thyme, sage, and rosemary  
 Ketchup to taste

#### Instructions

Preheat oven to 375 degrees. Spray a loaf pan. Sauté the celery, onion, and garlic on high heat in a sprayed skillet for 3-5 min until tender. Remove from heat and cool. Mash the tofu in a large bowl. Stir in the cooked mixture and remaining ingredients, and combine well. Spoon the mixture into a loaf pan. Top with a layer of ketchup. Bake for 55-60 min, or until a toothpick inserted in the center comes out clean.

From [www.Engine2Diet.com](http://www.Engine2Diet.com)

**Lasagna:** This one is also pretty easy. You will be amazed at how good a non-dairy, non-meat vegetable based lasagna can taste. Prep time 30 mins, cook time 30 min, serves 4  
Here is one of our favorites:

### Ingredients

6-9 whole wheat lasagna noodles  
1 lb extra firm tofu, drained and pressed  
5 oz garlic or regular hummus (heaping ¼ cup)  
¼ cup nutritional yeast  
½ cup chopped spinach (you can use frozen)  
½ to 1 tsp garlic powder  
½ tsp salt  
½ tsp dried basil  
1 26 oz jar of marinara sauce

### Instructions

Pre heat oven to 350 degrees  
Cool lasagna noodles  
In a large bowl, crumble drained tofu until it looks like ricotta cheese  
Add hummus, nutritional yeast and chopped spinach (if using frozen, squeeze out the water), salt, garlic and basil  
In a baking dish (7x11" or 8x8") cover bottom with sauce, then layer with noodles, tofu mixture and another layer of sauce. Do 3 layers (if you cooked nine noodles, 2 if you cooked 6),  
Bake for 30 min.  
From Skinny Vegan

**Chili:** Use your traditional chili recipe but replace the beef with bulgur wheat (healthiest) or Smart Ground beef crumbles. Add mushrooms for some extra nutrition. Pile in the beans.

Those are just a few examples, of many. Sometimes the plant-based version tastes better, sometimes it isn't quite as good as the original, but the important thing is to get something that is healthy AND tasty.

**3** Think outside the salad. People often think that eating plant-based, or vegetarian, means just eating steamed vegetables and salad. Nothing could be further from the truth. I love salads, but even I get bored with them, plus they don't completely fill me up. A tasty alternative are grain based salads. This is a good way to get a whole grain serving and different kinds of leafy greens, like parsley and cilantro. They can also be made on the weekend as they keep well. Part of the beauty of these is that they can be repurposed, i.e. you can make stuffed lettuce rolls with peanut sauce, or put them onto corn tortillas with lemon almond sauce (see below) or hummus spread or added to burritos.



Here is one example of a grain based salad.

Boil 1 cup of quinoa in 2 cups of water for 15-20 min (until water is absorbed and quinoa is soft)  
Cool

Combine with the following:

1/2 c edamame (thawed)

1/2 c corn (thawed)

1/2 to 1 avocado

Juice from 1 small lime

Chopped fresh cilantro (1/2 to 1 bunch)

Sliced cherry tomatoes

Small can black olives (optional)

Salt and pepper to taste



You can get creative with this and add different peppers and other veggies. If you don't like cilantro, try parsley.

Sometimes I will add a hot grain to a traditional salad with mixed greens (grains like couscous, bulgur, or quinoa work well). It wilts the lettuce a bit and adds some heartiness. Olives and artichoke hearts also add flavor. Tabouli is another good option. For the grain you can use quinoa, bulgur or whole wheat couscous. The key ingredients are tomatoes, parsley, olives and cucumber (see link for a full recipe). For extra zip, throw in chopped mint leaves, onion and some chopped jalapeño pepper. This can be repurposed into lettuce wraps (spread with hummus first then add tabouli) or eaten with corn tortillas and hummus. I throw the greens, tomatoes and olives into a food processor which saves me a lot of chopping.

For more grain based salad ideas, visit my website: [www.sharonlarsen.org/recipes/grainsalads](http://www.sharonlarsen.org/recipes/grainsalads).



Do bowls, or one dish meals. I like these because you can follow a basic format, but you don't need to follow an exact recipe. Thus you can often use what you have on hand and come up with some great tasting meals.

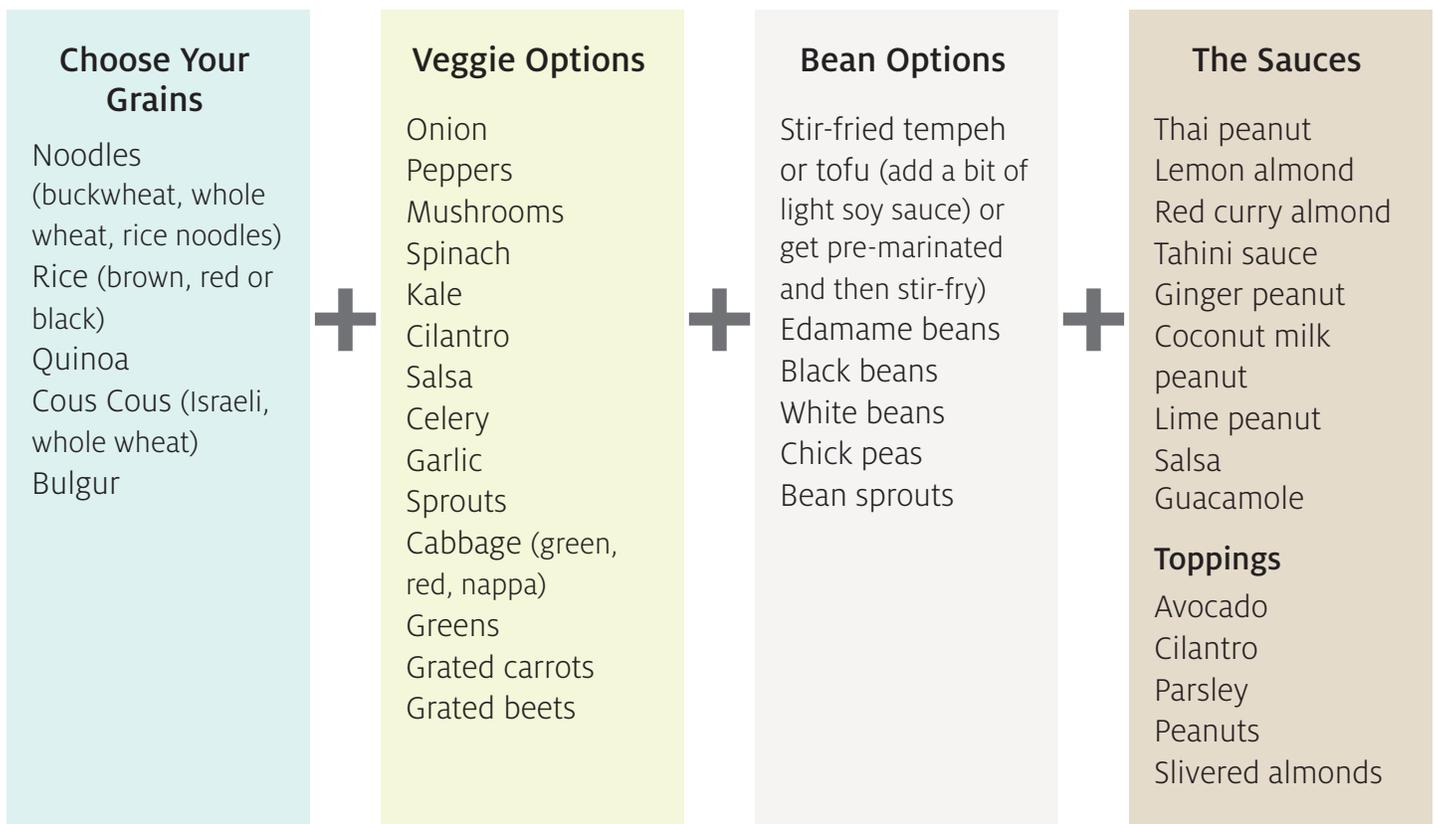
Here is the basic formula: Pick your grain (rice, noodles, pasta (whole wheat), quinoa, are my go to grains as these cook up quickly).

Pick your veggies, they can be steamed, raw or stir fried. If raw, sometimes grating the veggies (like carrots or beets) can be good.

Pick your bean, shelled edamame, red lentils or black beans work well. Tempeh or tofu also works.

Pick your sauce; **the sauce** is the magic, which is why I have included some recipes. They are pretty quick and easy to make, but this is what really MAKES the dish.

There are obvious combinations that go well together. For example, the black beans go well with rice and salsa. Tofu and noodles go well with some of the peanut or coconut sauces.



### Tahini Sauce

1-2 cloves garlic  
3 TBL lemon juice  
¼-1/3 cup nutritional yeast flakes  
1/3 cup water  
1-2 Tbs light soy sauce or Braggs  
1/4 - 1/2 cup tahini paste  
2 TBL oil (optional)  
1 TBL parsley (optional)

Put ingredients into a blender. Drizzle in the oil if using. Add additional water 1 TBL at a time to get desired consistency.  
1 tsp maple syrup (optional)

### Thai Peanut Sauce

2 green onions finely chopped (red or white onions work also)  
1-2 garlic cloves, crushed or pressed  
Generous pinch of chili powder or a few drops of chili sauce (like Siracha)  
2 TBL vinegar (I like rice vinegar)  
2 TBL crunchy peanut butter  
1-2 TBL Braggs liquid aminos or light soy sauce  
Mix in a bowl, add water to get desired consistency

### Coconut Milk Peanut Sauce

1 ¾ cup light coconut milk  
1/3 cup peanut butter  
2 TBL Braggs liquid aminos or light soy sauce  
½ tsp red curry paste  
¼ tsp red pepper flakes  
Blend in a blender  
This makes about 2 cups so halve the recipe to get one cup

### Ginger Peanut Sauce

½ cup natural peanut butter  
¼ cup rice vinegar  
1 TBL minced or grated ginger  
2 tsp Braggs liquid aminos or light soy sauce  
1 clove garlic  
Juice of 1 lime  
1 tsp lime zest  
¼ chopped cilantro (optional)  
Whiz in a blender and add 2-4 TBL warm water for desired consistency



There is a great website that has some wonderful bowl ideas and a recipe for a lime peanut sauce which is to die for (see her rainbow shirataki bowl). Due to copyright reasons we couldn't give you the recipe, but go to: [www.itdoesn'ttastelikechicken.com](http://www.itdoesn'ttastelikechicken.com) and check it out. Her creamy vegan lime noodles are also really good.



## Lemon Almond Sauce

This was inspired by a company that makes Bitchin Good Almond Sauce. If you are close to a Whole Foods they might carry it (it comes in a number of different flavors, like chipotle, cilantro and Bombay). Otherwise, here is something that is close, but I confess, not quite as good as the real thing. Honestly, this stuff is like vegan crack.

½ cup almonds (soaked, if you don't have time to soak, add hot water)

½ cup water

Juice of ½ or 1 lemon (I like more lemon)

1 TBL Braggs liquid aminos or lite soy sauce

½ clove garlic (or more)

1TBL nutritional yeast

Small bunch of cilantro

Red pepper flakes or sriracha to spice it up

Add a tad more hot water to get to desired consistency

Other spices (I added some onion powder)

Blend in a blender until smooth.

This is good with burritos, tortillas, as a veggie dip.

Add more water to create a lighter sauce for a veggie bowl.



## Cashew Cream Sauce

2 cups raw cashews (if you have time, soak in warm water beforehand)

1/4 cup lemon juice (or lime)

1 clove garlic

salt and black pepper to taste

1/2 cup to 1 cup water

blend in a good blender

Optional adds

1/4 cup nutritional yeast (cheesier taste)

chipotle or chili seasonings (1-2 TBL)

non dairy milk instead of water

small bunch of cilantro or parsely

## 5 Sandwiches, wraps or pita

Using some of the sauces above you can really get creative. I often make wraps using the Almond Lemon Sauce, hummus, sprouts and other veggies. You can also stuff pita bread (whole wheat) with tabouli, hummus, sautéed mushrooms, tahini sauce and other veggies. Also, you can use the vegan cheese spreads below.

## 6 Non-dairy cheese spreads

Non-dairy cheeses have come a long way. There are really good ones on the market made from cashews or almonds, seasonings and pro-biotics. These taste as good as or even better than the real thing. There are a number of companies that make really good ones, like Kite Hill, Heidi Ho, Treeline and Miyoko's Kitchen. They are usually available at health food stores, or online from [www.veganessentials.com](http://www.veganessentials.com). I love Kite Hill's cream cheese spreads made from almonds. You won't believe how good these are until you try them. Heidi Ho makes some good ones from veggies and chia. These are less calorie dense and quite healthy. For cheese rounds and mozzarella type cheeses checkout [www.MiyokosKitchen.com](http://www.MiyokosKitchen.com)



Some of the hard vegan cheeses are a little harder to find (no pun intended), but there are some good ones out there.

### Avellana Creamery Handcrafted Vegan Hemp & Hazelnut Cheese

This is what [www.veganessentials.com](http://www.veganessentials.com) had to say about this cheese:

*"We are delighted to offer Avellana Cheese, a unique vegan cheese that is one of the best we've ever had, created with organic hazelnuts and organic hemp seeds grown in the Pacific Northwest and using age-old traditional cheese-making methods, this cheese is made from actual nut and seed milk instead of nut pastes that used in many vegan cheeses. The result is a cheese with a lush, silky creaminess, and a rich, cultured taste. Avellana Hemp & Hazelnut Cheeses are available in 6 amazing flavors."*



There are some non-dairy cheeses made from coconut oil which we really don't recommend (except perhaps on a rare occasion) as they really aren't that healthy. They are ok for an occasional snack or as part of a veggie dish.

My guess is that these cheeses will become easier and easier to find. They are a tad pricey but a little goes a long way. It is also worth it, especially if they prevent you from eating the real thing.

## 7. Desserts

There are healthy dessert options; I refer you to [www.forksoverknives.com](http://www.forksoverknives.com), or [www.engine2diet.com](http://www.engine2diet.com), for some of the healthier recipes. On my website ([www.sharonlarsen.org](http://www.sharonlarsen.org)) are recipes for frozen banana chocolate ice cream and some other yummy healthy desserts that are easy and quick. The easiest options are non-dairy dark chocolate bars:



These are quite calorie dense so, if you are trying to lose some weight, then keep it to one or two squares.

## Finally



### Weeks 14 through the rest of your life

If you have followed the plan so far, you are well on your way to eating a plant based diet. At this point you might decide to go 100% or mostly plant based; but if you are only eating animal or processed foods a couple times a week that is really good and you will feel the benefits. Don't be afraid to continue to make other tweaks (like reducing your oil or fake meat intake) or eating even more veggies (you can never go wrong there). Remember, your health is at stake and you are worth the investment.

Most people find that they lose the taste for processed and/or animal foods. Yes, your tastes can and will change. And, because you are replacing these foods with so many other tasty dishes, you won't really miss your old way of eating.

Remember it isn't about being perfect, but about making progress and doing the best that you can. Just know the difference between food and a treat. Eat the cake at the birthday party, just don't bring it home. But be warned, once you start eating super healthy then the cake usually doesn't sit that well. Frankly, crappy food just loses its appeal and can make you feel a bit sick afterwards.

Finally, know that you will fail. We all do and will continue to mess up. Learn from those mistakes and failures and move on. Breaking addictions to food can be really hard. None of us learned how to do this overnight. None of us is perfect either.

A cautionary note: Sometimes when people eliminate foods that are addicting and/or toxic, they can experience withdrawal symptoms, i.e. you might feel worse for the first few days after changing your diet. For example, if you are addicted to coffee and you go off of it, you might get headaches and feel worse for a few days. The same is true for food. Hang with it, there is something called toxic hunger and it just takes a while to 'detox'. Once you get past that you will start to feel all of the benefits, like increased energy, better sleep, a better complexion, and weight loss.

Another downside is that you might initially experience bloating and gas (and sometimes impressive bowel movements – this is normal). This can happen when you switch from a low fiber diet to a high fiber diet. It can be painful and uncomfortable to say the least. What is happening is that you don't have the intestinal bacteria to deal with all the extra roughage. Give it time. Usually this will clear up in a couple of weeks, about the time it takes to start to grow healthy bacteria. Ultimately your gut will be healthier as a result.



## Shopping List

### Staples:

Braggs Liquid Aminos, (this is like light soy sauce, only better)  
Nutritional yeast (available at most health food stores either in a container or from the bulk section. This is a good source of B12. It is great added to popcorn and other sauces).



Assorted raw nuts (almonds, peanuts, cashews\*, walnuts)  
Assorted seeds (chia, flax, sunflower, sesame)  
Ginger and Turmeric root, keep in the freezer and then just use a fine grater to grate into recipes, no peeling or cutting necessary  
Assorted whole grains: again from the bulk section of the health food store (oats, bulgur, couscous, rice, barley, quinoa, groats)  
Assorted noodles/pastas  
Assorted canned beans, low sodium (black, chickpeas, white, pinto, refried)  
Frozen fruits (berries, mango, pineapple, cherries)  
Frozen veggies (spinach, corn, edamame-shelled and unshelled, broccoli)  
Frozen lemon or lime juice for when you run out of fresh  
Sriracha and/or red curry sauce (small jar)  
Rice vinegar and other vinegars  
Dried red lentils, dried split green and yellow peas (these cook up pretty fast)  
Frozen brown rice (for when you don't have time to cook it from scratch)  
Coconut milk (lite), and coconut flakes (unsweetened)  
Frozen veggie burgers  
Smart Ground  
Seitan (found near tofu section)  
Tofu and/or Tempeh  
Frozen sprouted grain bread  
Natural peanut/almond butter  
No sugar fruit jam or preserves  
Dried fruit (raisins, dates, mango, apple, peach)  
Cocoa powder  
Vegan dark chocolate  
Fresh fruits

\*cashews are very versatile. Soak them and then blend with lemon juice and spices for a savory spread, or add vanilla, cocoa powder, maple syrup for a dessert spread. I've even made a vegan Nutella by adding roasted hazelnuts.

## Good Websites:

[www.forksoverknives.com](http://www.forksoverknives.com) - they have recipes on their website as well as a great recipe app

[www.ohsheglows.com](http://www.ohsheglows.com) - great recipes

[www.veganricha.com](http://www.veganricha.com) - great recipes

[www.kblog.lunchboxbunch.com](http://www.kblog.lunchboxbunch.com) - more great recipes

[www.rouxbe.com](http://www.rouxbe.com) - online plant based cooking school for those aspiring chefs

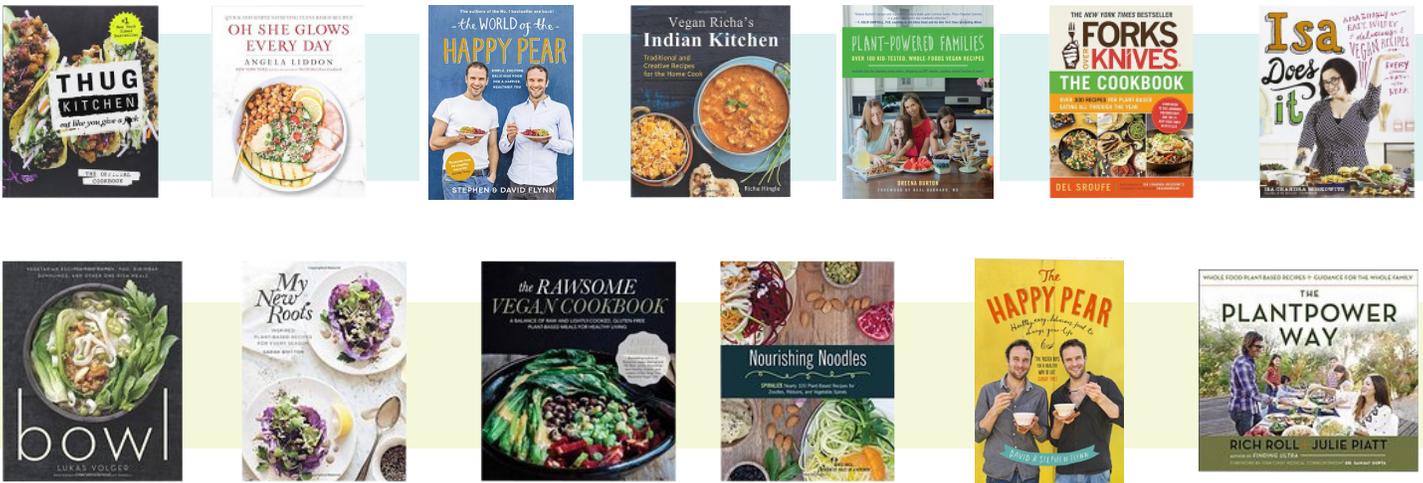
[www.ItDoesntTasteLikeChicken.com](http://www.ItDoesntTasteLikeChicken.com) - really great recipes

[www.Lighter.world](http://www.Lighter.world) - meal planning service creates shopping lists, etc.

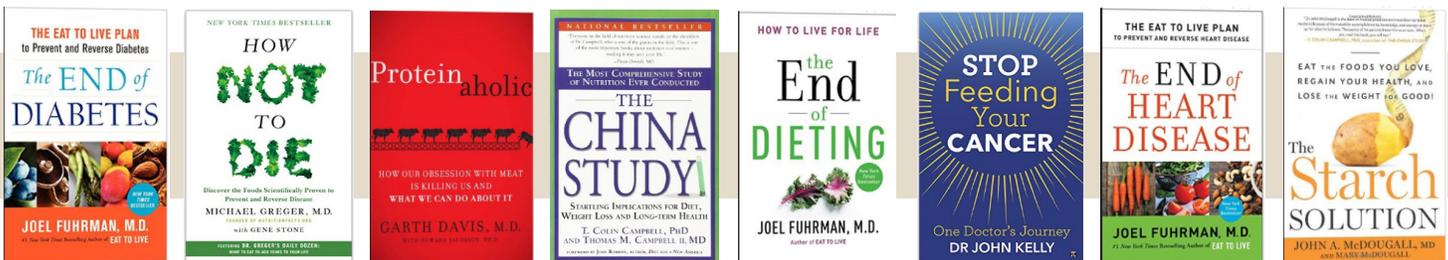
[www.nomeatathlete.com](http://www.nomeatathlete.com) - good for inspiration and ideas.

## Recipe Books:

*My favorite* ↘



## Recommended books to learn more about the science of nutrition:



## Other good websites:

*My favorite* ↘  
[www.nutritionfacts.org](http://www.nutritionfacts.org); [www.drfuhrman.com](http://www.drfuhrman.com); [www.engine2diet.com](http://www.engine2diet.com); [www.sharonlarsen.org](http://www.sharonlarsen.org);  
[www.pcrm.org](http://www.pcrm.org); [www.drmcDougall.com](http://www.drmcDougall.com); [www.forksoverknives.com](http://www.forksoverknives.com)





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