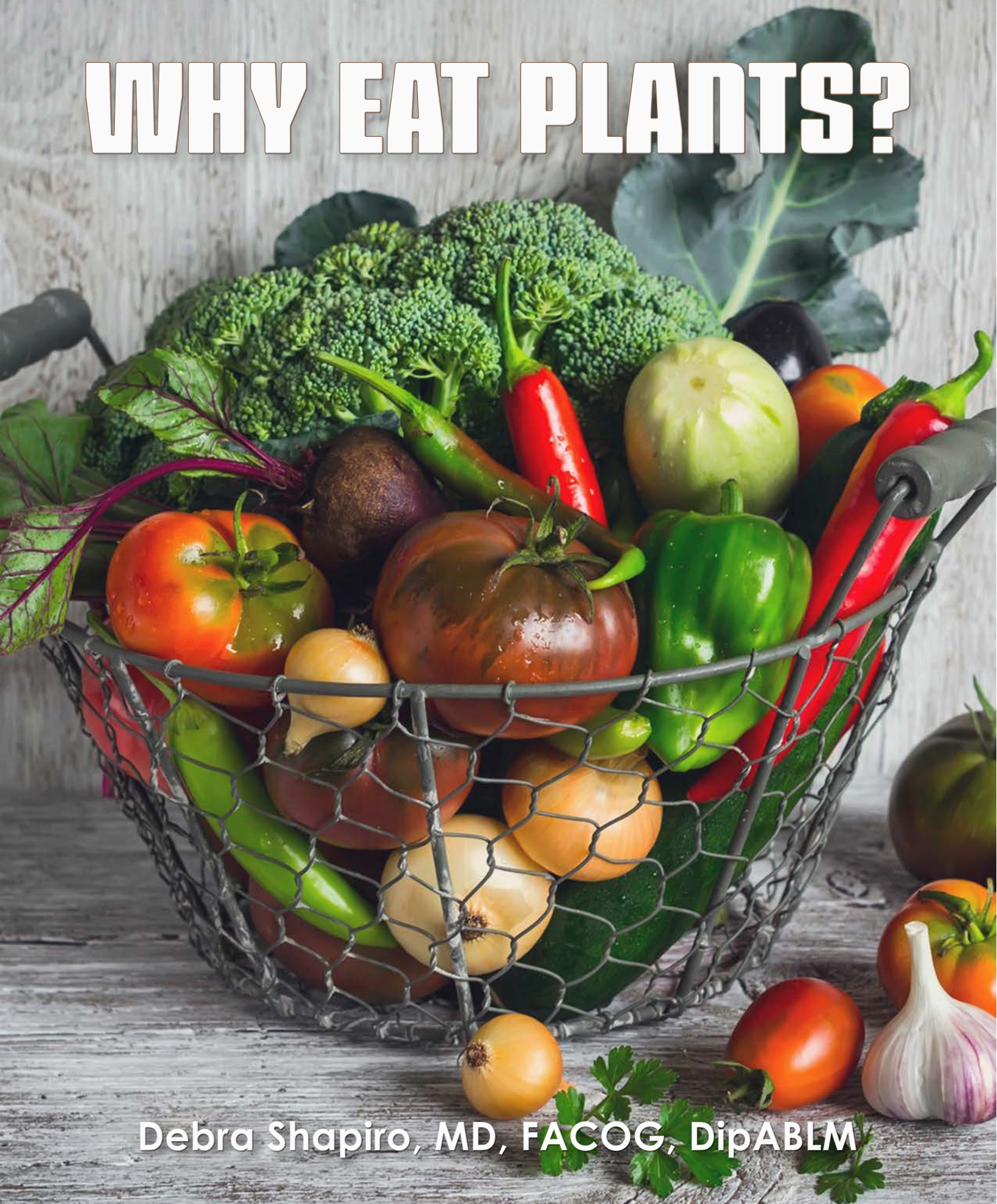


WHY EAT PLANTS?



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PART ONE

Why Eat Plants?

PART TWO

Seven Steps to Thrive
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PART THREE

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WHY EAT PLANTS?

I would like to give you three compelling reasons to eat more plants and less animal based foods. The most common cause of death in the US and around the world is cardiovascular disease: Heart attacks and strokes caused by inflammation and cholesterol building up in our arteries. Someone in this country has a heart attack every 40 seconds and more than one person dies of cardiovascular disease every minute. And what is the #1 risk factor for death and disease worldwide? It used to be tobacco, but now it's our diet! Americans eat more calories per day than any other nation in the world. And we spend the most money on health care: 1 and 1/2 times what most westernized nations spend. We have a very big public health problem to solve. I'm hoping to give you some food for thought about how we might really tackle this public health dilemma.

Let me start out with a story: I was asked to assist a vascular surgeon on a case in the operating room. The patient had a severely clogged artery (not around his heart, but in his abdomen) and he was having a stent (like a Teflon straw) placed in the vessel after removing the fatty obstruction. As we were pulling what actually looked like a wad of chewed chewing gum from this

man's artery, I said, "Doctor, look! This is why you should be telling your patients to eat a plant-based diet!" And he said, "See, this is why I shouldn't!" Now let me give you 3 reasons to eat more plants and less animal products because, sadly, you probably won't hear this from your own doctor any time soon.

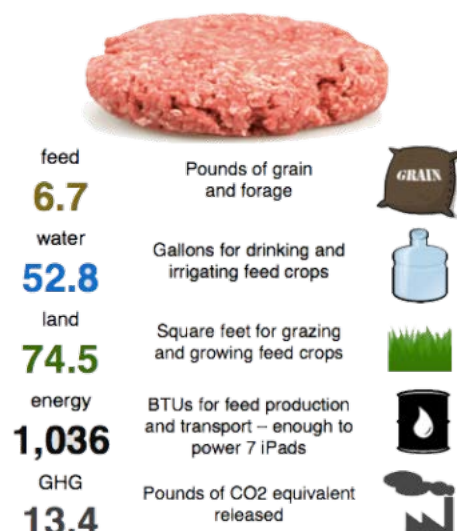
Firstly, consider the environmental impact of a meat and dairy-centered diet: 18% of greenhouse gasses come from animal agriculture—this is more than the entire transportation industry (planes, trains, and automobiles)—combined. Animal agriculture is the #1 cause of deforestation with 1-2 acres of rainforest cut down every minute to grow feed crops for animals raised for food. Animal agriculture is the #1 cause of species extinction: We lose over 100 animals and insects every day due to this habitat destruction. Half of all the land and 1/3rd of all the water on earth is currently used for animal agriculture.

You could shower for 2 months with the amount of water it takes to produce one hamburger! Everybody poops, right? The manure produced by animals raised for food must be stored, usually in vast toxic lagoons. When there is flooding, the resulting contamination of our waterways contributes, along with nitrogen fertilizer run off, to huge dead zones where nothing can live. There is a huge dead zone in the Gulf of Mexico, the size of New Jersey. For every gallon of milk there is 2 gallons of manure produced. In North Carolina, there is more farm animal waste than human waste! Eating legumes and grains directly, instead of cycling them through an animal, would greatly reduce our carbon footprint and go a long way to halting climate change.

<https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196%2818%2930174-8/fulltext>

There are also ethical issues raised when talking about eating animals versus plants. When I was young, I loved my dog dearly and dressed him up in doll clothes, carrying him around like a baby. Yet I made no connection between my pet and the Spam, burgers and fried chicken that I ate daily. I was taught, like almost everyone else, to make a distinction, mostly unconsciously, between the animals we eat or wear, and the animals we love as companions. This is called Carnism and it allows otherwise perfectly ethical people to

What does it take to make a ¼ lb. burger?



participate in an industry that is filled with horrific abuse. Consider that pigs have the intellectual problem-solving capacity greater than that of a human toddler. I know this is very difficult to acknowledge, but we all owe a debt of gratitude to the brave folks who go undercover to shine a light on the reality of factory farms. And 95% of the meat you eat comes from factory farms. Here is information about Carnism if you are interested in learning more:

<https://www.carnism.org/>

I became vegan after watching a Farm Sanctuary video narrated by Steve-O. Here is the link to this powerful video:

<https://www.youtube.com/watch?v=pNxciWLEH8&feature=youtu.be>

It's hard for some to watch but consider how hard it is for the billions of animals who suffer every minute of their artificially shortened lives. I also watched a video of a cow marching along a curved walkway towards the place where he would be stunned (hopefully) by a bolt through his skull, before being slaughtered. The video captures this desperate animal trying to turn his body around to avoid following the cow in front of him. This may actually be one of the better designed slaughterhouses. Still, I challenge anyone to watch this and not feel empathy for the doomed animal. You can watch it here, <https://youtu.be/htUrjOShqOM>

When I am confronted by a person who is encouraging me to eat an animal, or by a delicious looking food that contains animal products, I think back on these videos and others, and remember why I have decided to live a vegan life. And I don't ever feel deprived, and neither will you!



Lastly, the third reason to eat more plants is for your own health. Vegans live 6-9 years longer than meat eaters. Our #1 killer, heart disease, can be prevented, treated and even reversed with a plant-based diet. Heart disease starts early, even in the womb, and is affected by your mother's diet. We know from autopsies of soldiers, that 20 year olds have significant plaque building up in the walls of their arteries.

What's incredible is that Nathan Pritikin was able to reverse heart disease in the 1970's; after Dean Ornish published his landmark Lifestyle Heart Trial in the Lancet in 1990 ([The Lancet](#), Volume 336, issue 8708, P129-133, July 21, 1990); And Dr. Caldwell Esselstyn, Jr. more recently,

<http://www.dresselstyn.com/site/articles-studies/> published data, again showing that arterial plaque disappears and arteries open up on a whole food plant based diet. This is not just a vegan diet, full of processed food, salt, sugar and oil. A diet consisting of whole plant foods has the power to save lives from heart disease: Keeping our blood vessels open, lowering blood pressure, and preventing heart attacks and strokes. Prevention is really key and our Academy of Nutrition and Dietetics (AND), has a position statement on the safety and effectiveness of well-planned vegan diets, for people of all ages: <https://www.ncbi.nlm.nih.gov/pubmed/27886704>

Another dreaded disease is type 2 diabetes. With the absolute epidemic of obesity in this country, we are now seeing children with high blood pressure, as well as type 2 diabetes. Two out of three Americans are either pre-diabetic or diabetic. And, again, this has been shown to be prevented, treated and often reversed with a plant-based diet. Compared with the traditional ADA diet (restricted carbohydrates), Neal Barnard, MD was able to show that a low-fat vegan diet, was superior in reducing hemoglobin A1C (a measure of the average blood glucose over 90 days) and keeping it down. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2677007/>

Animal foods contain naturally occurring trans fats, and we know that this is a risk factor for both cardiovascular disease as well as type 2 diabetes. You may be surprised to learn that fat is the cause of diabetes, not carbohydrates. I understand that this seems to go against



everything you have ever heard, but it is true: The fat inside your muscle cells, called Intramyocellular Lipids, interferes with the proper functioning of the insulin receptors, preventing glucose channels in the cell membrane from opening up (this is insulin resistance). You can imagine the fat interfering with the insulin receptors, like gum in a lock. When the fat you wear, or the fat you eat, blocks the insulin receptors from working properly, the glucose cannot get into the cells to be burned for fuel. Instead, it builds up in your blood, eventually causing fat to be stored first in your liver and finally in your pancreas, destroying the insulin secreting cells. Type 2 Diabetes is a major cause of blindness, kidney failure, and amputations; And the insulin that you eventually need to take by injection, increases the risk of cancer. This is not a trivial disease. And it is occurring now in children. At a recent plant-based nutrition medical conference I attended, I spoke to a doctor from northwestern

Canada, who reported to me that she has seen teenagers requiring amputations due to uncontrolled type 2 diabetes. Can you even imagine this happening to anyone you love?

Most of us know someone with cancer. Both of my parents, as well as all of my uncles died of cancer. Vegans have half the risk of cancer compared to meat eaters. There are many reasons for this. Animal based foods contain many carcinogens, like heme iron, Neu5Gc, and nitrosamines. Certain amino acids found predominately in meat, like methionine, encourage cancers to grow. Animal protein increases IGF-1 (insulin-like growth factor-1) that increases cancer growth. Carnitine and choline in meat and dairy are turned into trimethylamine (TMA) by the gut flora of omnivores. TMA is oxidized in the liver to TMAO (Trimethylamine-N-Oxide), and this compound is atherogenic (causing LDL-cholesterol to be deposited under the arterial vessel wall), as well as highly inflammatory and associated with advanced cancers, metabolic syndrome and death. Even the way that we cook meat increases its potential carcinogenicity. When meat is cooked at high temperatures, when grilled, for example, carcinogenic Heterocyclic Amines and Polycyclic Aromatic Hydrocarbons are produced. The World Health Organization now lists processed meat as a group 1 carcinogen (the same designation it gives to tobacco and asbestos), and all red meat is a probable carcinogen. Pesticides, heavy metals and other chemical residues and bacterial endotoxins are all found in the meat and fish that we eat, and they all negatively impact our physical and mental health.



Dairy itself is associated with certain cancers, especially prostate cancer. Dean Ornish, MD has been conducting research on diet and lifestyle changes affecting the progression of prostate cancer https://www.ornish.com/wp-content/uploads/Intensive_Lifestyle_Changes_and_Prostate_Cancer.pdf and his work is ongoing and very exciting. The changes that can be seen in gene expression on plant-based diets, specifically with regard to cancer promoting and cancer suppressing genes, are extraordinary. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2430265/>



A diet rich in organic, non-GMO whole or minimally processed soy foods such as soymilk and tofu will reduce the risk of breast cancer as well as prostate cancer and reduce the risk of breast cancer recurrence in women who already have the diagnosis. As an OBGYN, I find the misinformation regarding soy to be particularly distressing. Here is a great review for you, in case anyone you know has breast cancer and is fearful of soy: <https://nutritionfacts.org/topics/soy/>

And while there are many reasons to avoid animal products, there are also a few very good reasons to eat lots of plants. Plant foods are our only sources of fiber. Fiber, found in fruit, vegetables, whole grains and legumes is an important food for our healthy gut bacteria. These fiber-munching bacteria make short-chain fatty acids, like acetate and butyrate, that protect the gut lining, reduce inflammation, and protect us from colon cancer. Short-chain fatty acids are involved with mineral absorption and metabolism. Did you know that your gut microbiota is at least partly responsible for body fatness? If you change your diet, you alter your microbial species living in and on every part of your body. And if you eat a diet centered around whole plant foods, you will be promoting (by feeding) the healthiest gut bacteria and suppressing the harmful bacteria, that can do you no good at all.



Plants are full of antioxidants and phytonutrients, and plant stanols and sterols (these lower our cholesterol). Antioxidants heal the DNA damage from other chemicals and just normal daily metabolic reactions. Phytonutrients have numerous beneficial effects for humans. You might appreciate seeing this list of all the healthful properties of phytonutrients, from Brenda Davis' wonderful book, [Becoming Vegan](#).

1. Anticancer activities
 - Block tumor formation
 - Reduce cell proliferation
 - Reduce oxidative damage to DNA
 - Repair DNA damage
 - Induce enzyme systems that help rid the body of carcinogens (cancer-causing substances)
2. Antioxidant activities
neutralize free radicals, which damage vital components of cells, including DNA
3. Antiestrogenic and weak estrogenic activities
 - Antiestrogenic effects may reduce the risk of hormone-related cancers
 - Weak estrogenic effects could help maintain bone density and improve blood cholesterol levels
4. Anti-inflammatory activities
5. Antibacterial, antifungal, and antiviral activities
6. Cardiovascular protective activities
 - Decrease damage to blood vessels walls
 - Decrease oxidation of LDL cholesterol
 - Decrease platelet stickiness
 - Increase blood flow
 - Lower blood pressure
 - Reduce blood cholesterol levels
 - Reduce blood clot formation
 - Slow cholesterol synthesis
7. Immune-enhancing activities
 - increase activity of cells that protect the body from microorganisms that cause disease
8. Modulation of cell-signaling pathways, which regulate the growth, division, and death of cells
9. Prevention of macular degeneration and cataracts
10. Prevention of motion sickness
11. Prevention of osteoporosis

Now, it shouldn't be a surprise to anyone, that plant-based eaters suffer lower rates of just about any chronic disease you can name, from Alzheimer's to Crohn's.



There you have it! Three solid reasons to eat more plants and less animal products. You'll be improving your health, lowering your carbon footprint and reducing animal suffering. I would argue that we are **only** going to be able to feed and care for the more than 9 billion humans expected by 2050, if we all move towards a plant-based diet. Are you convinced yet? Is it at least starting to seem less extreme? I certainly hope so. And I am always excited and honored to help you learn to love eating a plant-based diet.



SEVEN STEPS TO THRIVING ON A PLANT BASED DIET

1. Forgiveness

You must forgive yourself for getting where you are (wherever that is, health wise, career wise, size wise, etc.) and you absolutely must forgive others who have hurt you. What does forgiveness have to do with food? Just about everything. Feeding yourself, feeding others is an act of love. When you feel that love, you naturally gravitate toward healthier food choices. When you are having negative emotions-oh let's just say it... when you hate yourself, you feel like eating crap. How do I know? I was anorexic and then bulimic in my teens



and early 20's. I still am capable of some emotional and stress eating, although I might be munching on pistachios now and not donuts. Learning to deal effectively with your stress is going to allow your body to get into a fat burning, healing state; when you are full of emotional pain, this just cannot happen. How do you start to forgive? I read The Book of Joy, by His Holiness the Dalai Lama and Archbishop Desmond Tutu. I also received coaching, (and counseling earlier in my life) and I learned to let some things go. I strongly advise you to do the work: get a therapist, meditate, write it out in a journal. Do whatever you need to do to heal, and forgive yourself. If you don't work on this first step, none of this will make any sense and your ability to maintain a truly healthy state will remain elusive.

2. You'll need a kitchen makeover next.

Chef AJ says, "If it's in your house, it's in your mouth", and this is very true. I've been known to throw parts of vegan sweets into the compost, so that I don't have to rely on willpower. You don't want to have to be continually making decisions about what to eat or cook in your own home. It's going to be hard enough outside of your home. Your pantries need to be free of animal products, and overly processed food (whole grain pasta and tofu/tempeh are some examples of minimally processed food, which can be part of a very health promoting diet). Go shopping and stock up on whole grains, legumes, fruits, vegetables, seeds, nuts and spices. Get organized with mason or other glass jars. In San Francisco, we have the fabulous Rainbow Grocery, where most food is found in bulk, and it can be quite an exciting outing to experience all the aisles of whole plant food. If you aren't ready to make your own plant milk, there are so many to try. Even Trader Joes has an organic soy milk that is just organic soybeans and water. Some gadgets are very helpful, especially a high-powered blender, like a Vitamix or a Blendtec. A food processor, InstantPot, or slow cooker, can also save you time and allow you to make different dishes with less effort. An electric spice grinder or coffee bean grinder is very helpful for grinding flax seeds, if you don't have the Vitamix dry grains container. A cutting board, sharp knives, and good quality cookware are essential; I use stainless steel, and some ceramic (like le Creuset). I've learned to bake on parchment paper (and so will you!). Label and organize your spices, so you can find them easily.



3. Get more comfortable with the science of plant-based nutrition.

Watch and read. There is so much evidence that this is the healthiest diet for humans. If you still have doubts, please get clarity. Here are some resources I hope you will find persuasive. The science is overwhelming, but I am aware that there is a lot of conflicting noise out there. It can be hard to know what really are the facts. These are some resources you can trust:

- Forks Over Knives (the film is fabulous, and they have cookbooks, and meal plans, and quarterly magazines)
- Any book or video by Dr. Neal Barnard. He heads up the Physicians Committee for Responsible Medicine, in D.C. I would encourage you to check out their website as well, as they have educational material on line, as well as for sale. Dr. Barnard has written many practical and informative books and has numerous peer reviewed publications. He recently published The Vegan Starter Kit which will be an excellent guide. His Barnard Medical Center offers patients primary care with an emphasis on Plant Based Nutrition, and PCRM offers a free 21 day Vegan Kickstart in multiple languages for people wanting 21 days of support, education and meal plans.
- NutritionFacts.org, the amazing ad-free website by Dr. Michael Greger. Dr. Greger and his team read every English language research paper on nutrition every year and put out 5-8 minute videos almost daily. You can sign up to receive these emails and sometimes blogs. His books: How Not to Die and How Not to Diet, with their accompanying cookbooks, are invaluable combinations of science and practical information.
- T. Colin Campbell, PhD published The China Study and Whole, both amazing books, that could change your entire way of thinking about nutrition.
- Caldwell Esselstyn, Jr., MD wrote How to Prevent and Reverse Heart Disease after his own incredible research on our #1 killer. Any videos you can watch of this dedicated physician will have you also understanding and repeating his words, "NO OIL!"
- There are many other physician leaders, with books and video presentations available on YouTube: Dean Ornish, MD was perhaps the first physician to demonstrate that heart disease could be reversed (Nathan Pritikin was able to demonstrate this in the 1970's but he was an engineer). Dr. Ornish is now reversing prostate cancer with diet and lifestyle changes. His newest book, UnDo It! will surely be a best seller. John McDougall, MD, Joel Kahn, MD, Michael Klaper, MD, Garth Davis, MD, Kim Williams, MD, Joel Fuhrman, MD, Milton Mills, MD are just some of the inspiring speakers you may find on-line and on the bookshelves.
- There are also incredible nutritionists whom I trust and admire: Brenda Davis, RD and Julieanna Hever, RD. Their books remain important resources for me as



I guide others on this journey to health. Jeff Novick, RD and Doug Lisle, PhD have videos on YouTube that are in the must watch category. “Calorie Density: How to Eat More, Weigh Less and Live Longer”, and “The Pleasure Trap” (with a book by the same name) will absolutely change the way you think about food.

- For more science based information, check out <http://plantricianproject.org/>, <https://nutritionstudies.org/>, www.pcrm.org, and www.NutritionFacts.org
- For more on Veganism: John Robbins, Victoria Moran and Will Tuttle, PhD will absolutely take you to a deeper understanding.
- If you want even more formal education, take the eCornell course on Plant Based Nutrition offered by Dr. T. Colin Campbells’ Center for Nutrition Studies.

4. Get a cookbook or two (or more if you like to have them), subscribe to a plant based food blog, or a Facebook page dedicated to whole plant food cooking.

Forks Over Knives, Engine 2 Diet Cookbook, The How Not to Die Cookbook, Plant Powered Families, Plantpure Nation Cookbook and The Vegiterranean Diet are all wonderful. However, you should know that every book about the power of plant-based nutrition usually includes some of the authors’ favorite recipes. You can also find recipes on line using Google or on social media sites, like Instagram. The website, One Green Planet will send you inspiring vegan stories, as well as vegan recipes to enjoy. There are food delivery services, if you absolutely cannot cook for yourself, but I would encourage you to get some skills first and use the meal delivery service only if you absolutely will not be able to prepare your own food. For example, if you are going to be having surgery, and you know that you need a freezer full of whole plant food meals to help simplify your recovery. I had no cooking skills when I decided to become a vegan. The Rouxbe on-line cooking school and Forks Over Knives offers 1, 3 and 6-month cooking courses. I thoroughly enjoyed the 3-month course. Again, I would recommend you get some cooking skills, if you really have never cooked for yourself. Don’t forget to download the **Happy Cow App** which will lead you to vegan and veg friendly restaurants, farmer markets and shops all over the world. And while you are downloading Apps, **Dr. Greger’s Daily Dozen** will help you remember exactly what you should be feeding your cells (your own, as well as your friendly microbes).



5. Take care of your physical body: Hydrate, sleep, move and love MORE!

A healthy lifestyle encompasses more than just diet. Spend time with friends, get 6-8 hours of sleep a night, make sure you are managing your stress, incorporate more movement into your days. Some things you cannot change, and I understand that. Do what you can. What is one small change you can make in your lifestyle that will have a positive impact on your overall health? Take that small step every day until it becomes second nature.



6. Get prepared and stay prepared.

Delicious whole plant foods don't grow on trees (actually, they do)! I mean that if you have to go to work all day with meetings at lunch, and commutes and social events—you have to be prepared. Being consistently prepared with tasty, nutritious food for you to enjoy no matter what else is scheduled comes out of loving yourself and appreciating yourself. If you leave the house empty handed, and say, 'What the heck, I'll just find something to eat later' you aren't showing any love for yourself. And you are most likely not going to be able to find anything nearly as nutritious as you can make yourself. You love your pet, you feed her the best you can afford. You love your children and you do the same. I'm just asking that you treat yourself to your love and eat food that will truly be nourishing. You want to center your diet around whole plant foods that reduce your risk of cancer, feed a healthy and diverse gut microbiota, fight inflammation and damaging free radicals, and reverse many chronic diseases. This step is the hardest, and it takes a long time to get down. We all get caught sometimes in a difficult food situation; it might be in an airport, a movie theater, a party or a family dinner at a steakhouse. But you can develop skills that will keep you strong and making the best decisions regardless of the situation. You decide what you want, and don't settle for much less, because you love yourself and you are worth loving.

7. Enjoy everything you have achieved! Notice all the changes in your body, your mind and your spirit.

Get your labs checked and brag about the improvements. Be enormously proud of the more ethical life you are embracing. Visit a farm animal sanctuary and hug a rescued animal. Then spread the word: Invite some friends over to share your new favorite dish, and let other folks know how easy it is to thrive on plants!





IS BUTTER BACK?

Are you feeling confused about saturated fat and dietary cholesterol? Are you, like me, hearing a lot of conflicting news about the healthfulness or harm of animal fat?

We know that cardiovascular disease is the number one cause of death here in the US and worldwide. We know that in the US, a person has a heart attack every 40 seconds!

The 2015 US Dietary Guidelines warn to decrease saturated fat (to no more than 10% of calories) and dietary cholesterol (to 100-300mg/day; with an egg having 213 mg), and the American Heart Association as well as the American College of Cardiology all warn about the danger of saturated fat and dietary cholesterol as significant risk factors for our #1 killer.

However, high fat diets, like the very popular, and Hollywood chic, keto diet (as well as the Atkins and Paleo before it), are getting a lot of positive press, as if the concerns are completely without merit. How can this be?

Unfortunately, we live in a world dominated by very large, wealthy corporations; The meat, dairy and egg industries, as well as others (confectionary and soft drinks), have a great deal of power, even over researchers. Unscrupulous scientists can be hired to design studies favorable



to the industry. This is not unlike the tobacco industry dilemma years ago. A tobacco industry insider memo said, "Doubt is our product." They didn't need to prove that cigarettes were healthy (or bacon or butter); They just need to sow confusion among consumers. Most of us then just throw up our hands and decide that we'll do (or eat) what we want!

Human biology is well understood. Eating more saturated fat and cholesterol from food will raise your cholesterol levels. There is even a mathematical equation (from 1965) used to predict the change in cholesterol: The Hegsted equation. Add grams of saturated fat, and you can predictably see a rise in cholesterol. There may be a smaller rise in the HDL or good cholesterol, but the rise in LDL cholesterol is greater and of more clinical significance. And dietary cholesterol increases the effect that saturated fat has on your cholesterol levels. So, eating eggs with your sausages will raise your cholesterol more than eating sausages alone.



Genetics, however, determines what your actual cholesterol level will be. So, given the same diet, two people can have very different LDL cholesterol levels: one might be 90 and the other 120. If they each reduce their saturated fat by eating 5 less chicken nuggets for example, the one with 90 may go down to 85 and the one with 120, down to 115, but they will both decrease by the same number of points, but still be very different. Industry paid researchers are well aware of this, easily using it to their advantage. They design studies that are observational. If you look at everyone across a particular population, you will not be able to find a statistical correlation between saturated fat intake and cholesterol levels, because of the individual variation. And if you pool all of those cross sectional or observational studies together into a meta-analysis, you form the basis of the "Butter is Back" Time Magazine article.

There have been 100's of controlled feeding studies that prove the very real relationship between saturated fat intake and cholesterol levels, but perhaps only Finland paid attention. They actually lowered saturated fat in the entire populations' diet by 75% and reduced heart disease mortality by 80%. This was following a controlled feeding study they performed on patients in a mental hospital.

I'd like to give you just a couple more study designs to help you develop a healthy skepticism when you hear about the healthfulness of meat, eggs and dairy: One study was designed to show that added red meat could actually lower your blood cholesterol. This was the BOLD study which stands for Beef in an Optimum Lean Diet. Researchers were able to add red meat to a study group and saw LDL cholesterol drop from 133-125. Not lifesaving change, but a decrease and good enough for the press release. How did they do it? They added so much pork, eggs, cheese and chicken to the control group that the saturated fat was actually lower in the added beef group! Chicken actually has more saturated fat than beef. The beef eating group was at 6 grams, while the control group was eating 12 grams of saturated fat.



Here's another, funded by the Dairy Industry. Three groups of folks on different diets are being compared: one on high meat, one on high cheese and one high carbohydrates. They want to show no difference in the change in cholesterol among the three groups. Remember, they are peddling doubt. Just show that cheese is not worse than meat or carbohydrates, the addiction to dairy will

do the rest. You know now that all they needed to do was keep the saturated fat levels the same in all three groups. How could the high carbohydrate, vegan, diet have so much saturated fat? They added coconut oil and cookies to the high carb group. And as predicted, got the results the Dairy industry wanted.

I can personally attest to the effects of coconut oil on my own LDL-cholesterol. When I started roasting my vegetables in coconut oil my LDL's increased to 120, and when I learned to roast my vegetables on parchment paper, without oil, my LDL's dropped to 60!

The Egg Board is notorious for spreading misinformation about their product. Did you know that they are not, by law, allowed to say that eggs are safe or nutritious? They have too much salmonella contamination to be safe and too much cholesterol to be nutritious. Still, the scientists they hire are able to design very misleading studies. We know that after you eat eggs,



there is a spike in your cholesterol level after about 1 hour and it slowly returns to your baseline after about 7 hours. We “live” in a post prandial state, eating about every 4 hours, except for when we sleep. So, the Egg Board designed a study where cholesterol was only measured first thing in the morning, after a night’s fast. That’s just one of the ways they were able to demonstrate that eggs do not raise cholesterol levels.

What about Tofu vs Beef? How about stuffing the tofu with lard? It was done in one study. Do you think the popular press looks that closely at these studies? I don’t think so. As is so often said, people love to hear good news about their bad habits.

What if I told you now that saturated fat and cholesterol may not be the only drivers of cardiovascular disease? There have been studies that seemed to show that a lower fat diet was actually worse for heart disease; what’s going on there? Well, the amount of animal protein ingested in those studies was higher. People ate less chicken, but added more low-fat dairy, for example, and heart disease rates increased.

Is this possible: Animal **protein** fuels cardiovascular disease? **Yes!**

Animal protein is rich in two compounds, Carnitine and Choline (also known as lecithin), which are derived from amino acids. These compounds get broken down by the gut bacteria of meat eaters to trimethylamine (TMA). This gets oxidized by the liver to TMAO (trimethylamine-N-oxide). TMAO is atherogenic, it accelerates plaque formation in blood vessels. Higher levels of TMAO are associated with heart attacks, strokes and death. Vegans don’t make TMAO as they have different gut bacteria. The carnitine and choline from plant protein do not have the same effect.

Please, consider the science before falling prey to the manipulative tactics of these industries. Forget the hype, and listen to your hearts, as one stops beating every 40 seconds.





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