


WSSC
WORLD SUPERFOODS AND RAW FOODS CONFERENCE

DO IT IN THE RAW!
PURE FOODS FOR OPTIMAL LIVING



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Overview and Objectives

- Learn how to increase energy, strength, endurance & mental clarity through foods that contain a wide range of vital life force nutrients, vitamins, minerals, amino acids, oxygen & enzymes.
- Obtain solid information about enzymes, anti-oxidants, living foods, disease prevention & strengthening the immune system.
- Understand how increasing your plant-based intake is one of the best things you can do for your health, as well as providing a pathway to escape the coronary artery disease epidemic.

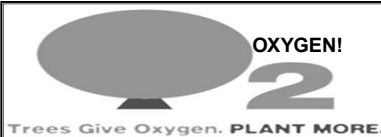
WHY A PLANT BASED DIET?

- ↑ **interest in:** Going green, vegetarian & vegan.
- ENORMOUS** amount of scientific data verifies that whole food, plant-based diets are **SUPERIOR** for disease prevention & treatment.



LIVING OR RAW BENEFITS


- Immune system & blood stream, ~ 80% H2O.
- Immune system is **greatly** enhanced by ↑ **alkalinity**.
- Cancer cells cannot thrive in high levels of oxygen.
- Cancer tissues are acidic, healthy tissues are alkaline.



DR. WARBURG NOBLE PRIZE

- Lack of oxygen & acidosis are two sides of the same coin: where you have one, you have the other.
- All normal cells require oxygen, but cancer cells can live without oxygen a rule without exception.

Dr Otto Heinrich Warburg



discovered the real cause of cancer in 1923 and received the Nobel Prize for doing so in 1931.

In his work *The Metabolism of Tumours* he demonstrated that all forms of cancer are characterized by two basic conditions: ACIDOSIS and HYPOXIA (lack of oxygen).

Cancerous tissues are Acidic, Healthy tissues are Alkaline.

WHO'S WHO?

Fruitarian Raw or dried fruits, nuts, seeds, honey & vegetable oil.

Macrobiotic No animals, dairy & eggs. Only unprocessed natural & organic cereals, grains & condiments.

Vegan No animals, dairy & eggs. Excludes all animal products, honey, gelatin, silk, wool, leather and animal derived food additives.

WHO'S WHO?


Lacto Vegetarian Eats milk & milk products. Excludes animal foods & eggs.

Lacto-ovo-Vegetarian Excludes all animal foods. Eats milk, milk products & eggs.

Pseudo Vegetarian Usually no red meat. Eats poultry, fish & eggs. Eats dairy, beef extracts & fats.


QUICK HISTORY

- One of the oldest types of eating plan.
- Motivated by philosophy, religion & health.
- Always been raw food! Cook in the stone age?



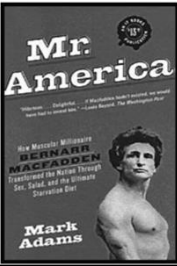
DR. SYLVESTER GRAHAM

- Recommended fruits, nuts, seeds & honey to ↑ intellect.
- Preached simple food **not** compounded by process.
- Followers escaped the cholera epidemic in the 1830




BERNARR MAC FADDEN

- Fitness magazine publisher.
- Believed ↓ calorie longevity.
- **Fasted** to cure ailments.
- Opened a raw restaurant in NYC in 1902.
- Owned 20 by 1911.




DR. HERBERT SHELTON

- Writer for MacFadden who opened a health school.
- Taught that **nutrients**.
- Created a combo of raw food, fasting & foods considered detrimental. (**processed**)



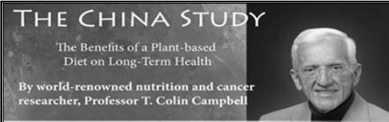
HIPPOCRATES

- Greek physician freed medicine from:
- "Let food be thy medicine & medicine be thy food."



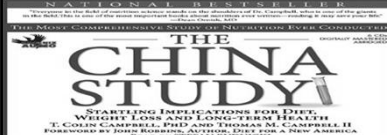
T. COLIN CAMPBELL, Ph.D.

- Campbell Foundation, decades of research.
- China Study author & hundreds of scientific articles.
- Cornell, Oxford & Chinese Academy of Preventive Medicine & Sciences. (**Data on 80 million Chinese**)




THE CHINA STUDY

- Began in 1983
- Populations tend to live in the same area for life.
- Diets & disease rates vary according to region.



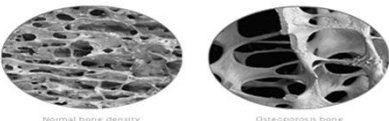
CRUCIAL FINDINGS

- Disease & cancer were almost **non-existent**.
- ↑ iron level in meat encouraged free radical damage.
- Plant based diet provides normal iron levels. **Hmmm?**
- Far East eat 6-24% fat; Americans eat 30-46% fat.
- Far East consume equivalent k ↓ obesity.




OSTEOPOROSIS FINDINGS

- Far East consumes minimal dairy!
- Obtain calcium from plants "yet" get ↓ Osteoporosis?
- Plants contains adequate calcium w/o saturated fat.




CANCER FINDINGS

- **Plant foods** = ↑ fiber. Animal products = no fiber.
- ↑ **fiber intake** = ↓ rate of colon cancer. (**COLONIC?**)
- ↑ **plant food intake** = ↓ colon & breast cancer.
- ↑ **animal protein intake** = ↑ rate of prostate cancer.




BREAST CANCER FINDINGS

- Highest rate in countries with ↑ meat consumption.
- American women
- Deaths related to:
 1. ↑ fat intake, ↑ cholesterol & ↓ fiber.**All associated with ↑ animal protein.**




WEIGH THE BENEFITS!

- ↓ fat, ↑ fiber
- ↓ cholesterol
- ↓ blood pressure
- ↓ type 2 diabetes
- ↓ rate of heart disease
- ↑ magnesium & potassium (electrolytes & osteoblasts)




NAKED TODAY

- New American Kind & Enlightened Diet.
- Supports the consumption of whole plants such as:
- Veggies, fruits, tubers, seeds, legumes, nuts & grains.




NAKED TODAY

- The closer the plant is in nature, the better.
- No animal food, dairy, processed or refined sugar.
- No bleached flour, chemically enhanced for baking.




NAKED TODAY

- Soy (tofu) optional & consumed sparingly.
- **No GM, chemicals or hormones! Mostly organic.**
- No antibiotics, pesticides, additives or preservatives.



NAKED TODAY

- If it is not broken, don't fix it.
- Unbroken original wholeness
- Not GM, cooked, micro waved, processed or pesticide.



DID YOU KNOW?

Companies must have labels telling us what's inside of Padded Toilet Seats.

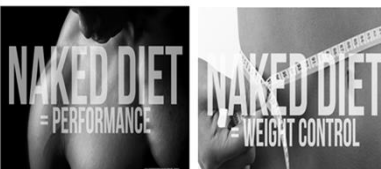


So why doesn't the FOOD INDUSTRY want you to have GMO Labeling?




NAKED TODAY

- Uncooked or unprocessed foods.
- Not exposed to temperatures $\geq 118^\circ\text{F}$.



THE NAKED FACTS

- ↑ level of cancer-protective nutrients.
- **Plants contain antioxidants & sterols.**
- **Sterols help block cholesterol absorption.**
- Plant produce flavonoids, anti-inflammatory benefits.




ANTIOXIDANTS

1. **THE GATEWAY TO OPTIMAL HEALTH!**
2. A, C, E & Selenium free radicals!
3. **Free Radicals:** Substances that damage cells.
4. Studies **clearly** show AO help prevent disease.


What are Free Radicals ?

- Free radicals are like robbers which are deficient in energy.
- Free radicals attack and snatch energy from the other cells to satisfy themselves.




VITAMIN A

- ↑ absorption juiced, blended & pureed.
- Essential for vision, growth & reproduction.
- **Sources:** Red, orange, yellow, green fruits & veggies.



VITAMIN C


- Vulnerable to heat & ↓ in cooking.
- ↑ **iron absorption** & immune function.
- **Sources:** Broccoli, citrus, leafy greens, mango, cantaloupe, peppers, papaya, tomatoes & berries.



IRON

- ↓ **Iron Absorption**
- ↑ **Iron Absorption**

- ↑ Soy intake. (Diosgenin)
- ↑ Fiber intake.
- ~ 300mg caffeine.
- ↑ Phytic Acid intake.
- Meat, fish & poultry.
- **Fruits ↑ in C:** Mango, cantaloupes & apricots.
- **Veggies ↑ in A:** Kale, squash, pepper & carrots.
- Wine.




IRON

- Deficiency can lead to anemia.
- **Dairy** ↓ iron absorption. (**MUCOID PLAQUE**)
- Helps red blood cells carry oxygen & enzymes.

Age	Males (mg/day)	Females (mg/day)	Pregnancy (mg/day)	Lactation (mg/day)
7 to 12 months	11	11	N/A	N/A
1 to 3 years	7	7	N/A	N/A
4 to 8 years	10	10	N/A	N/A
9 to 13 years	8	8	N/A	N/A
14 to 18 years	11	15	27	10
19 to 50 years	8	18	27	9
51+ years	8	8	N/A	N/A

VITAMIN E & SELENIUM


- Helps convert thyroxine to usable form.
- **T3 → 2-4mcg/dl T4 → 4-12mcg/dl**
- Can help balance hormones. ↑ level in sprouts.
- **Sources:** Nuts, seeds, olives, grapes, raisins & cereal.



THYRONINE & THYROXINE

- AA tyrosine based hormones (phenylalanine).
- **Iodine & tyrosine required** to produce T3 & T4.
- T3 & T4 helps control CHO, fat & protein metabolism!

NORMAL T3 & T4 LEVELS



Wang et al 2009, Biol Trace Element Res


HOW TO GET MORE TYROSINE

- SPIRULINA
- SPINACH
- EGGS (EGG WHITES)
- SALMON
- COTTAGE CHEESE
- FAVA BEANS
- AVOCADOS
- BANANAS
- PEANUTS
- TURKEY
- CHICKEN
- EDAMAME

RDA: 10mg per lb

FUNCTIONS OF IODINE


- Helps regulate cortisol!
- ↑ quantity in breast tissue.
- Low levels ↑ the risk of breast cancer.
- Unborn baby gets vitamins & minerals first.
- After children, iodine reserves can be **depleted**.
- Sacrifice your own well being! Motherhood is tough!



SOURCES & HOW MUCH

- **FISH**, Dulce, Kelp, Hiziki, Arame & Kombu.
- Dairy, potatoes, strawberries, cranberries & beans.
- **RDA:** 150 mcg/day, pregnant 220, breastfeeding 290.

Sea Veggies Iodine




Stadel BV. Dietary iodine and risk of breast cancer. Lancet. 2010 24:1(7965):890-1

BROMIDE ↓ ABSORPTION

- In tons of stuff.
- Bread products!
UK & Canada banned.
- Citrus drinks, plastics,
toothpaste & mouth wash.

Bromide & the thyroid gland
Velicky, Immunochemistry 1997.




NEED VITAMIN B12!

- **NO** plant contains adequate B12.
- B12 helps convert methionine (AA) to:
- ↑ carbohydrate metabolism, ↓ cholesterol & liver fat.

Increase your Energy Level with B12


LACK OF VITAMIN B12?

- **Deficiency** can = anemia & ↓ BMD.
- **Dosage:** ~ 2.5mg. **Stomach acid & aging ↓ absorption.**
- **Vegan Sources:** Algae, nuts, seeds & yeasts.
- **Animal Sources:** Fish, liver, beef, pork, milk & cheese.



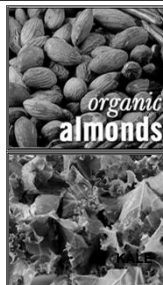
NEED CALCIUM!

- Vitamin D **required** for maximum absorption!
- Glucocorticoids (cortisone, prednisone) ↓ absorption.
- Poor nutrition, 6 & 6. ↑ protein & caffeine ↓ absorption.




CALCIUM

- Food first, then supplement.
- Hijiki, kelp, kale & almonds!
- 8oz milk/yogurt is ~ 300mg.
- ~ 500 mg at a time, **do not** exceed 2,500 mg (stones).
- Magnesium ↑ absorption.
- **Dosage?** 1000-1200 daily.
- **Postmenopausal?**



PROTEIN FACTS


- 22 AA are available from plant food.
- LOTS of protein with animal & plant foods.
- Need ~ 5-6% K
- **What has more protein per K: Sirloin or Broccoli?**



PROTEIN IN VEGGIES

- Cows eat grass! Greens pack a protein punch.
- Big animals (elephant, gorilla, hippo) eat mostly greens.

Food	Sirloin	Broccoli	Romaine Lettuce	Kale	Spinach	Sweet Potato
Protein/g per 100 k's	9.4	11.6	11.2	9.6	12.2	4.2



Fuhrman, J. (2009). *Eat to Live*. New York: Little, Brown and Company.

PLANT PROTEIN % OF CALORIES

■ Spinach 51%	■ Cauliflower 23%
■ Broccoli 45%	■ Lima beans 22%
■ Lentils 36%	■ Oats 15%
■ Alfalfa sprouts 35%	■ Walnuts 14%
■ Cabbage 32%	■ Almonds 13%
■ Mushrooms 31%	■ Pistachios 13%
■ Romaine 28%	■ Apricot 10%
■ Peas 27%	■ Cantaloupe 9%
■ Kidney beans 27%	■ Grapefruit 8%
■ Asparagus 26%	■ Brown rice 8%

Plant protein content as a percent of calories

PROTEIN CONTENT

	Protein (g)	Kcal	Protein per K	% Protein
1 banana	1.2	105	0.01	5
1 cup brown rice	4.8	220	0.02	8
1 corn on the cob	4.2	150	0.03	11
1 baked potato	3.9	120	0.03	13
1 cup pasta	7.3	216	0.03	14
6 oz fruit yogurt	7	190	0.04	15
2 slices ww bread	4.8	120	0.04	16
B.K. cheeseburger	18	350	0.05	21
1 cup peas	9	120	0.08	27
1 cup lentils	16	175	0.09	36
1 cup tofu	18	165	0.11	44
1 cup broccoli	5.8	52	0.11	45
1 cup spinach	5.4	42	0.13	51

(Fuhrman 2009)

BREAKFAST IDEAS

- Hummus with red pepper toast.
- Quinoa & banana bowl with almond butter.
- Almond & pumpkin porridge, gluten & grain free.
- Lemon cornmeal blueberry pancakes gluten free.
- **Green Smoothie:** 2 cups kale, spinach & cucumber. 2 tsp flax & hempseed, 2 cups frozen fruit & 2 cups rice milk, water or juice.

LUNCH IDEAS

- Quinoa & sweet potato salad.
- Avocado slices on sprouted grains.
- Quinoa, avocado, raspberry & kale salad.
- Aduki & mung beans with yams & alfalfa sprouts.
- Raw nori rolls with Veggies & hempseed dressing.
- Kale & sprout salad, goji berries & pumpkin seeds.

DINNER IDEAS

- Maple roasted acorn squash & tofu.
- Sweet potato lentil loaf & pine nut salad.
- Red quinoa salad, kale, & cashew cheese.
- Tempeh tortillas with napa cabbage citrus slaw.
- Citrus salad with hazelnuts, fennel, radish & tofu.
- Teriyaki quinoa, chickpeas, steamed kale & salad.

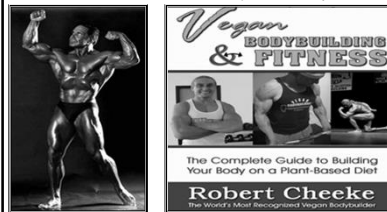
PLANT BASED ATHLETES

- **Tony Gonzalez:** 11 time NFL Pro Bowler.
- **Desmond Howard:** Heisman Trophy and MVP.
- **Robert Parish:** ESPN #44 Athlete of the Century.



PLANT BASED ATHLETES

- **Bill Pearl**
- 4X
- **Robert Cheeke**
Competitive Bodybuilder



PLANT BASED ATHLETES

- **Edwin Moses:** 2 X Olympic gold medalist.
- **Keith Holmes:** 2 X WBC Middleweight Champion.
- **Carl Lewis:** 10 Olympic medals, ESPN #12 Athlete.



PLANT BASED ATHLETES

- **Billie Jean King:** Ranked #1 for 7 years.
- **Chris Evert:** Wimbledon & U.S. Open Champion.
- **Martina Navratilova:** ESPN #19 Greatest Athlete.



PLANT BASED ATHLETES

- **Ruth Heidrich, Ph.D.**
- 13 world running records for her age group. (70)
- Author of A Race for Life. Breast cancer survivor. (1982)
- **Brendan Brazier:**
- Iron-Man Athlete.
- Creator of Vega, plant-based nutrition line.
- Author of Thrive: The Vegan Guide of Performance.



WORLD SPINNING® AND SPORTS CONDITIONING CONFERENCE

- Thank you for being a part of WSSC 2019.
- Please remember to submit a session evaluation.
- Your feedback is important to us!