



Our Hen House

CHANGE THE WORLD FOR ANIMALS

a 501(c)3 nonprofit organization

Interview with Dr. T. Colin Campbell

By OUR HEN HOUSE

Published September 14, 2013

Following is a transcript of an interview with **DR. T. COLIN CAMPBELL** conducted by **JASMIN SINGER** and **MARIANN SULLIVAN** of [Our Hen House](#), for the [Our Hen House podcast](#). The interview aired on Episode 192.

JASMIN: I'm so excited to be able to introduce our next guest, Dr. T. Colin Campbell, who is just -- has done so much singlehandedly, in terms of mainstreaming -- speaking of mainstream -- eating a plant-based diet.

MARIANN: He's really a hero of so many people, and with good reason. And he was doing this before anyone, and the information he has uncovered has just changed the way people think about food.

JASMIN: So let's bring you Dr. T. Colin Campbell!

For more than 40 years, T. Colin Campbell, PhD, has been at the forefront of nutrition research. His legacy, The China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the author of the bestselling book, *The China Study*, and the Jacob Gould Schurman Professor Emeritus of nutritional biochemistry at Cornell University. He has received more than 70 grant years of peer-reviewed research funding and authored more than 300 research papers. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventative Medicine.

Dr. Campbell's brand new book, *Whole: Rethinking the Science of Nutrition*, was recently number six on the New York Times Bestseller Science List. *Whole* picks up where *The China Study* left off. *The China Study* revealed what we should eat and provided the powerful empirical support for this answer. *Whole* answers the question of why. Why does a whole foods, plant-based diet provide optimal nutrition? Learn more at tcolincampbell.org.

Welcome to Our Hen House, Dr. Campbell.

DR. CAMPBELL: It's a pleasure to be here.

JASMIN: It's a real honor for us to have you. We're big fans of you and your work, and we're so excited about your new book, *Whole*, in which you help people understand why a whole-food, plant-based diet provides optimal nutrition for health. And your book provides a very detailed explanation that I hope all of our listeners will go out and pick this up. But can you give us the boiled down version of why these foods are so good for us?

DR. CAMPBELL: Yeah. I mean, if we group foods, as I have done, into let's say three groups. So arbitrarily, one being the animal-based foods, the other plant-based foods, and a third group that has sort of come into play in the last 50 years or so, is the processed foods. Processed foods can be all plant-based, but they're still not good because people mix and match things, such that they tend to be high in fat and refined carbs, that's white flour, sugar, and salt. So I group them that way, and two of them, of course, they're the kind of foods we want to avoid, the processed foods and the animal-based foods, leaving us the plant-based foods. And then on top of that, I talk about whole plant-based foods because it's the intact foods, insofar as possible, that should be consumed.

MARIANN: You know, we're constantly bombarded with conflicting information about whether this food is good for us or that food, and it concentrates on particular foods, and it just sometimes makes people throw up their hands and eat whatever they feel like. Can you explain why nutritional information, particularly when it's about these individual foods, is so often confusing?

DR. CAMPBELL: Well, part of that, as I tell in the book *Whole*, is the fact that we tend to focus on details, that is to say we're focusing on individual nutrients, and of course at times on individual foods as you just said, when in reality we should think about it more simply. And that is that if we eat just a variety of vegetables and fruits and whole grains and legumes. And people, we all have our favorites of course, and so we can mix and match as we like. And we should make the diet as much with the colored greens and so forth as we can. And that combination -- not adding back of course salt, sugar, and fat -- that combination has infinite variety, if you will, and we can make our own personal choices. And I think getting caught up in the details, that's the way science has unfortunately been telling this story for the last century I'd say at least or more.

MARIANN: Mm.

JASMIN: Yeah.

DR. CAMPBELL: That's the problem. That's what science is. Science looks at things in detail. And that has, that's informative of course to construct larger ideas, but it has very little meaning for the average consumer. We shouldn't worry about those details.

JASMIN: So while people are somewhat familiar with the effect of animal foods on heart disease, they seem to have less understanding of the cancer connection. How would you sum up the effect of animal foods on your potential for getting cancer?

DR. CAMPBELL: Well, that was my main specialty for much of my early career especially. And it turns out that if you look at the relationship -- within science that is to say -- if we look at the relationship between various plant-based foods in terms of the nutrient content only as indicators of living on plant-based foods, if you look at the relationship, the relationship's very strong. That is to say, a whole-food, plant-based diet, high in dietary fiber, basically low in fat, low in protein, high in complex carbohydrates. We have lots of data showing that that kind of diet actually is associated with much lower risk of cancer. When it comes to questions concerning cure of cancer or treating cancer patients, we have much, much less information. But we do have really good experimental information to show that the answer is the same for cancer as it is for heart disease, as it is for diabetes, as it is for a whole variety of autoimmune diseases.

So the breadth of this effect, this is really the key -- of key point -- the breadth of the effect of the whole-food, plant-based diet basically will knock your eyes out. It's just across the board. It's health, it's basic health. And so, the reason we don't see too much in the way of cancer, it's not talked about too much, because researchers and medical people have just been just incredibly resistant to even want to try the idea or to do the kind of research that we really need to do. And it's one of my big complaints quite frankly during my entire career, but I know we have quite a lot of anecdotal information and some published information that people with cancer can, in fact, if they switch to this diet and do it right -- they have to do it right -- then the chances are, I would say good to better for sure, of being able to at least stop the cancer and reverse it in many cases.

MARIANN: Yeah, it's so frustrating that that research hasn't been done -- of course, the major study that so much of your work was based on and that I'm sure many of our listeners are familiar with, though perhaps not all of them are, was of course an epidemiological study, The China Study. And you were at that time able to find large populations that were eating a largely plant-based diet. So, you were able to come at it from the other direction, not how to address cancer, but really, what were the effects on health overall of a plant-based diet? Can you tell us a little bit about those results?

DR. CAMPBELL: Yeah. It was a big study. It involved a total of 130 villages, mostly in rural China, where they are consuming much more plant-based foods than otherwise, and it was about 130 villages. About 600,500 adults, plus their families, were involved in the study. And what we did is actually to compare, across all those villages, the kind of dietary practices they were involved in compared with the rates of disease they incurred, and that included about a dozen different cancers. And so as we looked at that in its totality, what we actually saw was that the greater the consumption of foods of plant-based origin, low in fat, low in protein, high in fiber, so forth and so on, the lower was the risk of cancer. And so, we think we saw the same thing there as we have sort of known for heart disease through the years. And so it is very exciting. And when we combine that kind of observation with the sort of more laboratory-based theoretical observations of how nutrition works on cancer, then you put that combination together, that's where we really get quite excited. At least I do get quite excited that it's all one and the same. And the answer to the cancer question, as far as diet is concerned, it's the same as the answer as I said before to heart disease, diabetes, and all the rest. And I could go on and on as it gets pretty complex from the scientific point of view to talk about some of these details. The fact is, I'm really confident that's just the way it works out.

MARIANN: Yeah, and I know your -- for people who really want those details, I strongly suggest that they read *Whole* so they can really delve into the details. But another thing that I know you've said about The China Study is that you really couldn't do it anymore because there are no large populations eating plant-based anymore. Is there any possibility of doing an epidemiological study, say, of American whole-foods vegans, or is -- what are the studies that science should be doing to give us more evidence to convince people that all of this is true?

DR. CAMPBELL: Well first off, it's not possible, for the most part, of doing that kind of study that we did in China, because even in China, people have started moving around a lot, and they're shipping food all over the place. So it's not a very stable population, as it was when we did the study, and we need a stable population in order to do that kind of study. And the

same is more or less true elsewhere in the world. Either that, or in other areas of the world where you might find these kind of conditions, they don't have the resources and the structure available to be able to do that kind of study. So that kind of study's not really possible now.

But to go back to your question, "Well what kind of study should we be doing?" In my view, it really should be about taking, let's say, groups of people who -- they may be relatively healthy or they may be already diagnosed with certain diseases, and simply put them on this kind of diet and watch the results. That kind of study is urgent. It needs to be done, and it hasn't been done. I mean, most of the information we have in this field now is based on sort of a piecemeal kind of research, I would suggest. And having been in science myself all of my career, I know what kind of research really needs to be done to be totally convincing, especially for policy authorities. And so we just need the kind of study where we can get an aggregate group of people of more or less a similar kind of health or disease condition, and then put them on this kind of diet and see what happens. Now we've done that. Actually, my son and I have done it, some friends have done it. We've done that, and it's amazing what happens in just a matter of a week or two. It's truly, truly amazing.

And I'm not really talking about a vegan diet, I must say. In fact, I really don't use that word. I mean, I know a lot of the folks that listen to me here are -- they classify themselves as vegans, if you will, but which is fine. The problem is that, I don't talk about vegan diets and vegetarian diets because about 90% of all vegetarians are still consuming dairy, and occasionally fish and eggs and things like that. And vegans are closer to, let's say, being a more complete change. But unfortunately vegans are -- chose their lifestyle for good and sufficient reasons, basically of an ideological nature. But unfortunately too many of these aren't aware that what they really should be doing is using whole-food, plant-based foods, without adding back the oil and salt and sugar and fat. And that's unfortunately what we'll find with too many vegans. So their nutrient composition of their diet is not nearly as good as it could be.

JASMIN: I've seen a lot of vegans, myself included, really transition through some of the more processed vegan foods and then eventually come to embrace a whole foods-based vegan diet. But I still emphatically and passionately identify as a vegan, even though I'm consuming the whole foods.

DR. CAMPBELL: Sure, that's -- right. But it is an important point, and the reason it's important is because in science, to the extent that research has been done on so-called "vegan" populations, unfortunately, the people they're studying are people, too many of them, are not doing exactly the right thing, so we don't get the kind of results that I know we can get as a result.

MARIANN: You know, I agree with you, Dr. Campbell. It's so frustrating when you see these studies and they never seem to study what they should be studying, a whole-foods, plant-based diet. And I know we said we weren't going to talk about individual nutrients, but there are a few that have been kind of trashed and that seem to me to be important. And I'd like you to talk a little bit about soy. We love soy. Do you think it's part of a healthy diet?

DR. CAMPBELL: Yes, I do. Of course I'm thinking of the whole soybean, if you will.

MARIANN: Right.

DR. CAMPBELL: And having said that, I should say that much of the same kind of properties also exist for other legumes as well. It's not just soy. Soy's had a big buildup in the last two or three decades because of the industry advertising. But peas and beans of other kinds also have much the same properties.

JASMIN: The closer you could get to the source I guess is your point. Maybe not opt for the soy chips that are deep fried.

MARIANN: What about tofu?

JASMIN: What about tofu? Is that cool?

DR. CAMPBELL: Yeah, tofu, sure.

MARIANN: We love tofu.

DR. CAMPBELL: Tofu is fine. It's just that I think sometimes we get too excited about that kind of thing and maybe overdo it, and we have some evidence that it *can* be overdone, so - - because it is a fairly rich source of protein. And so I think using that one a little more modestly. I don't know what means, but it's just not doing it all the time.

JASMIN: Sure. Do you have an opinion about raw versus cooked or maybe both? Anything?

DR. CAMPBELL: Yeah. What I like to say, and I think the science supports this basically, and that is, the closer we get, in a sense, to -- I don't want to say the closer we get, but let's say the more raw food we have, like salads, like whole fruits, like vegetables, raw vegetables, a lot of that kind of food in our diet is a good idea. And those kind of foods probably are a little bit better as far as the nutrient contents are concerned, but I'm not a 100% raw food type of person. I don't know that science really supports that. In fact we have some evidence -- my clinical colleagues will tell me this, who are working with patients that -- people who are raw food people 100% of the time, do have some difficulty because they tend not to be able to use the grains, and so they have to get some energy, and they get it from nuts and so forth and so on. But I don't want to pose that as a big negative. It certainly is not. Raw food diets, I'm sure, are good for many people most of the time.

JASMIN: Yeah, I've actually noticed that a lot of people who advocate for a raw foods diet have sort of come around to incorporate a little bit of cooked food into their diet as well. Even, we live here in New York City, and there's like -- you can't trip without landing on a raw food restaurant or a juice place, and even *they* are starting to incorporate some whole-foods, cooked items with quinoa and whole grains and things like that, so it's interesting.

DR. CAMPBELL: Right. I think that's true. That's a good trend.

JASMIN: Yeah. And a lot of health professionals who believe in a largely plant-based diet think that it might be okay to have a small amount of animal protein in their diet. And it's our impression that you think zero is better than a bit, which is also our impression. Can you expand on that a little bit? Is it true?

DR. CAMPBELL: Yeah. I'm wearing two hats, one being my scientific hat, if you will, and the other is sort of the practical side of things. From the scientific point of view, we don't

have enough evidence to say that 100% plant-based is better than, let's say, 95% just to choose a number. In other words, a little bit of animal-based foods probably in many cases is not going to show up as hurting anyone. But in a nutshell, that's the science answer, okay?

On the more practical side, I say 100% plant-based and it's for this reason. And that is, we choose foods, we eat foods that we prefer for which we have taste preferences, okay? And the tastes that people have become accustomed to in this country, obviously mostly not involved in -- I mean there's all kind of diets -- the tastes we become accustomed to are high in fat and high in salt. Those are addictions, they are physiological addictions, so therefore, just like any other addiction, like nicotine or caffeine or anything else. That is an addictive substance. And so, I think, let's do the 100% thing, get rid of the addiction, and by that time when we get to that particular point, then we really enjoy this good food, all the plant-based food. And if we just tease ourselves with a little bit of the wrong kinds of food, it's the same as trying to quit smoking if we're going to have a cigarette now and again when we're trying to stop. It really doesn't work. And so my point is that we should just go do the 100% thing, and not add back a lot of oil or fat especially, allow our taste preferences to change. We have good science on that, and that'll be maybe in a month or two for some people. And by that time, you don't want to go back. You just lose that taste for that high-fat stuff. And that's my main argument.

JASMIN: Well, I agree with that completely. I think that's -- I love the way you say that as well. Can you give us the skinny on fats? How many fats do you think people should be incorporating into their diet? Of course, whole-sourced fats like nuts and seeds and things like avocado. How much do you think we should be having of those in our diet?

DR. CAMPBELL: Well, the first and main point to make is that we should think of the oils and fats either in terms of the kinds of foods they happen to be in, on the one hand, and on the other hand we can think of them as added fats. It's the added fats and oils that I say, let's not use them. But the fat that's in some foods like avocado or nuts and such, I don't see anything wrong with having some of that kind of thing. It's a different deal because the high-fat foods there, they're in their natural form and they usually also have a lot of other good nutrients in them. It really balances things out. So I don't have any problem consuming obviously nuts and avocados and things like that.

Let's not overdo them, once again, but those are good foods. They're really good foods on the one hand. But on the other hand added fat's a different deal. To start off we shouldn't use fried foods, you know, fried and deep-fried and that kind of thing. And the more we can get away from the oil-based salad dressings, the better off we're going to be as well. And at the same time, not use the spreads, you know, like the butter and the margarine and so on. That's always -- that's kind of a no-no as well. So it's the added fats and oils that we should be avoiding and not get too concerned about consuming some of the high-fat foods. They're really quite good.

MARIANN: You know, you've had -- you've alluded to some of the problems in the scientific community currently, but I know in the past you've had to fight really, really hard for your views in what was often a very hostile environment. Do you feel that anything is getting better in the scientific community? Have attitudes shifted? Do you think there's a chance that better research is going to be done?

DR. CAMPBELL: Well, you ask a really interesting question. And I have to tell you I think of this question 24/7, because I've been in science all these years, and I spent about 20 of those years in national policy development. I was on expert panels, I gave testimony before congressional committees, and I was doing a lot of those public kind of things. So I've seen how information gets to the public, and I know how it can be corrupted, and I find it really, really disturbing. And yes, I have had barriers thrown in my way, and those barriers, much of them are still there, on the one hand.

On the other hand I have to say, too, that most of my lectures in the last two or three years have been to medical schools. And that's fantastic. I've spoken at medical schools and conferences all over the country and abroad, in Europe. And I'm finding a lot of doctors, as individuals of course, are buying into this idea. They really like it, even though they weren't taught this. So that community, I think there's some hope. The institution is still tough. It's really, really tough. But the individuals within the institution, that's a different story. Now if I come over to the biomedical research community, of which I'm a member, you know, we have mostly PhDs, some MDs in the research committee who are doing the medical research. Unfortunately, they're real slow. But again, individuals can buy into it, but the fact of the matter is, from the institutional perspective, we do the research for which we can get funds. And if funds are not there and made available for this kind of thing, if we don't have the funding to do the research it's not going to be done.

So I don't want to make disparaging comments about obviously, about individuals in the community. What I'm talking about is the institution of biomedical research. Who's providing the funds? Where are the funds coming from? Who decides on the priorities what should be funded? I've been in that part of the game too for many years. And I'm just finding the institution of biomedical research is largely controlled, subtly but very powerfully, not easily seen by the public, they are subtly controlled by the corporate sector, whether it's the food industries trying to protect their stuff, or whether it's the drug industry trying to protect their products. And I find this extremely disturbing. And as I said, I will -- I'm prepared to go on any stage, any place, to debate any of those people because I've seen it firsthand. I've probably known them involved in more of that kind of activity than almost anybody in the country, and I'm not afraid to name events.

And so I say that the public needs to know this. They need to know that we need to change the institution. And that involves all of us. We really need to get out there and talk about this message. And on the message we're talking about today, a so-called vegan diet or whole-food, plant-based diet, it's one thing to talk to the converted. It's always fun, to talk to the choir in a sense. But I am really interested in extending this to the larger population, because we have big problems in this country. We have very high healthcare costs that continue to rise. It's breaking the bank essentially. And so we need to -- and this is the answer. The answer is to get people to understand this business about using a whole-food, plant-based diet, to understand that the results that they get physically and mentally and every other way, the results they get can happen very fast. It's more powerful than any combination of drugs that anybody can imagine, and that's the way we get well, and that's the way the country can get well. And we can reduce healthcare costs by, I'm suggesting, at least 60-80%.

MARIANN: Wow.

DR. CAMPBELL: That's the big story, and it's far beyond our -- our own much smaller community of knowing that it works, and we use it for ourselves and our families. But really, there's a very big story here that needs to be told. And you betcha I'm willing to -- if anyone's listening -- I'm willing to go on any stage, any place, just to talk about this particular topic because it's very germane.

MARIANN: Well, I'm so glad you're out there doing it, Dr. Campbell, and publishing your book. And really, I know our listeners are already converted, but you're empowering them to spread the word. And unfortunately, that's the way this word is being spread in many cases, just individually. But the truth of it is so strong that it really is getting out there and of course largely due to your work and largely due to *Forks over Knives* and all of the work that you've done getting it out there. And I know that this is really a family affair for you and that your daughter recently published a China Study cookbook. Can you tell us about that?

DR. CAMPBELL: Yes. She -- her training -- and has her doctorate, in fact, in education. And she does some exciting work of her own. But she did publish the book, using some of the recipes that her mother, my wife, have used over the years for our family. And our family now with five children and seven grandchildren and spouses of course, there are 17 of us, I think, and we're all 100% eating this way. And so a number of us -- I've got three sons and a daughter and now some grandsons too that really have taken a great deal of interest in this and are doing things.

JASMIN: That's wonderful. Let's get personal for a moment. What do you eat on a given day? Like, what did you have for breakfast this morning?

DR. CAMPBELL: Oatmeal.

JASMIN: Nice.

DR. CAMPBELL: Usually hot cereal, oatmeal with lots of fruit on it. We either have fresh fruit, as in the summertime, in the wintertime we've got frozen fruit that we've picked in the summer. And then of course we have, I can have cold cereal as well. The -- what do you call it -- the mixture of stuff that my wife makes?

JASMIN: Some kind of muesli?

DR. CAMPBELL: Yeah, some kind of muesli, I think, you know, raisins and some nuts and so forth, and dried fruits. We use that a lot just for the cold cereal. Also, mostly oats. And then lunchtime it's salads. My wife has gotten really good at making some really delicious salads, and our taste preferences have all changed as I indicated before. So here we actually crave a salad if we don't get one on a regular basis. And we may have some cooked food too at lunchtime. And dinnertime, she's got us, oh, half a dozen or so dishes that are basically all in our daughter's cookbook, that's *The China Study Cookbook*. And so we use those, and her book is really doing quite nicely and people seem to be getting a lot of good stuff out of it.

JASMIN: That's great, yeah. It sounds incredible. What do you do to stay healthy when you're on the road or eating out in restaurants?

DR. CAMPBELL: Well, we've become -- we're not afraid to speak up when we go to a restaurant, and to say what we want. My wife is always very -- she's out front on that every

time, and that's basically just to say, cut down the oil, don't use it at all. If we like a dish, and there's Indian dishes, Chinese dishes, a lot of ethnic cuisines that are quite good, and so we can order off the menu as long as they don't add a lot of oil and they just have the plant material that we're interested in. If I'm traveling, which I do a lot, my wife will oftentimes pack something for me to take along. Or by the time I go someplace -- I give a lot of lectures, of course, and obviously, people know what I prefer, so I get some wonderful food when I'm on the road with various and sundry hosts. It's all very nice.

JASMIN: Oh that's lovely.

DR. CAMPBELL: So, we do well. It's not a big chore at all.

JASMIN: You focus specifically on the health harms of animal agriculture, which is important so that people don't think you have an ulterior motive. But we're curious about how you feel about some of the other harms of animal agriculture, especially the harm to the animals.

DR. CAMPBELL: Well, there's two things there. First off, I should say, as many people know, I was raised on a farm myself, grew up milking cows and so did my family all before me, so I'm a farm boy, to say the least. But what I've seen change over the years is very disturbing. Now we have the big factory farms. Animals are just put in coops or cages or in the barns and never really see the outdoors, never even hardly know what nature is. And they only live long enough to produce their products at a high rate. As soon as that starts to decline, they're killed. And the conditions in factory farms is just really disgusting in my view. On our farm and most family farms that's not the way it was. And so that's an issue.

But then in addition to that, there's also the issue of the environment. I mean, there's really serious environmental problems now that are attributed, with really good evidence, attributed to the raising of livestock. First off, it's very costly. The amount of land that we need is maybe seven to ten times as much to get the same unit of nutrition if we use animals when we can in fact use our land far more efficiently if we just used it for plants, vegetables and fruits and grains.

And so, soil erosion is a huge problem in this country. I cannot overemphasize that enough because when we lose our soil -- as what happens in runoff down the Mississippi for example and into the Gulf of Mexico -- when we lose our topsoil, it takes 500 years -- according to some of my friends, my colleagues in that field -- it takes 500 years to regenerate that kind of soil. And that's a big issue.

Deforestation in some of the countries in the world, that's been going on at a rapid pace as many people know. And my daughter was in the Peace Corps, so I've worked a lot in third world countries too, and I've seen this. It's terrible, the way they're ripping forest down in order to grow cattle. That's the name of the game. And that land tends to be somewhat fragile, for grazing, to start with to put the cattle on, and so it doesn't have a very long lifetime even after they cut all the trees down, and that has consequences.

Water pollution, depletion of the big Ogallala Reservoir, for example, in the Midwest, and pollution of groundwater. That's another thing. All this stuff that's happening where they're using livestock is just really quite incredible. Global warming now is according to my friends at the World Bank, with whom I have worked, are clearly showing some of these -- some of

the new evidence is showing that it's not about the carbon dioxide footprint that we really need to worry about as much as it is about the methane production from cattle and other sources that actually is causing most of the global warming.

MARIANN: Yeah

DR. CAMPBELL: So that's -- I mean, when you add all this up, whether it's about environment or whether about the violence to the land and to the animals, and I would argue also violence to people. Wars are fought, quite frankly, at times over who has access to either getting the resources to raise this unnecessary amount of livestock, or in other ways. All that kind of stuff just adds up in addition to our personal health, as well as the cost of healthcare. It's huge. It's really, really huge. And we need to work together to get this done.

MARIANN: It's just all so crazy when you put it together like that and look at the big picture, and think of that all of this is done, we're destroying ourselves, just to help us maintain an addiction, as you said. Once you get used to the food, you like it better. It's all so crazy.

DR. CAMPBELL: That's right. Yeah, that's the message. It actually tastes better, I'm sure you know this. I mean, we do crave the kind of food that we become used to, and it's really good, and we're healthier on top of it.

JASMIN: Dr. Campbell, we would love to hear what you'll be working on next. You always have something else in the pipeline. What's in your pipeline these days, besides kale?

DR. CAMPBELL: Well, I have a nonprofit foundation where we offer a course online called "Plant-Based Nutrition." We do that in partnership, our foundation does it in partnership with the arm of Cornell University that does online courses. And that's been doing fabulously well. We're able to offer 30 continuing education credits for doctors, and equivalent professional units for other health professionals. And so about a third of our students now are physicians and health professionals like that. So we're doing that in concert with, in collaboration with the arm of Cornell. And Cornell is now listed as one of the top ten online university programs in the country. And they offer about 200 programs. Ours is number one out of the 200.

JASMIN AND MARIANN: Wow.

DR. CAMPBELL: But that's really, really exciting because we do have this online course that's a very unique kind of interactive education opportunity, not just people going online and just listen to stuff, but they listen to lectures and then there's a lot of interaction between themselves within their own class and discussions and stuff like that. So it is, it's just an exciting opportunity. My son, who wrote the book with me, our younger son, who then went off and left his acting career to go into medicine, and he actually finished his medical degree, he finished his residency in family medicine and he's now just been appointed to the faculty at the University of Rochester Medical Center. And he's very much into this, and now he's also on the side of becoming the CEO of our foundation.

JASMIN: That's really wonderful. How fantastic.

DR. CAMPBELL: Thank you. We really want to put out a program in education because I think that's where a lot of it starts. And education comes in various sundry forms as

everyone knows. And so, we want to put out a program that is as professional as we can make it. I'm really kind of passionate about that idea. I want this story to be told in a professional way because the evidence is sound, it's important, and it's gotta be credible. And I think when you develop that level of credibility and that level of professionalism, then I can begin really to talk seriously with my colleagues in policy development within the institutions, and say, "Hey, you've got to get this right, and don't be making up stories if we don't have evidence." But they'll buy into that if we, in fact, have a good professional product and professional story to tell. So that's our mission, is to make our program as professional as we can manage to do it.

JASMIN: That's incredible. And we've actually covered your certificate in Plant-Based Nutrition on our online magazine, and it's on my wish list for something to do. It's such a remarkable program, and it's so frustrating too, whenever I just go to my general practitioner, to see a Diet Coke and a salami sandwich on his desk. It's like, "Really? This is who's giving me advice about how to live optimally? I don't know about that."

So, Dr. Campbell, I think finally, aside from buying your book what can our listeners do to share this information with their friends and family? In other words, what's the best way in your opinion to encourage people to adopt a plant-based diet?

DR. CAMPBELL: Well, education is point number one. I think stage number two is actually getting people simply to just try it. They don't need to know all the science and the details. You say, "Just try it and do it for 10 days." And I have two other sons, two older sons, who are actually now doing this, each in their own way, basically developing a program, that's our aim, is to have that be adopted in communities around the country. And so that's, we're in that stage right now just bringing that up to speed, and that's a sort of a more for-profit kind of thing because programs like this have to pay for themselves, as I'm sure you know, and so that's a for-profit initiative.

MARIANN: So people will be able to sign up in their community and get advice and help on adopting this diet?

DR. CAMPBELL: That's right. We'll have a template, if you will, or sort of like a franchise kind of opportunity. We'll have a template by which people can do this. And my oldest son has about, I think it's about 40 recipes that have been taste-tested that are basically good quality. He's actually tried them with groups of people; you get remarkable results with people. And so that kind of food will be available, that can be purchased online or people can just pick it up and prepare that kind of food in their own sort of programs. That's our aim, we're working toward that end, but that's, as I say, a kind of a capital-intensive project. At the present time, we're still sort of raising capital for that. But that's a very exciting initiative as well.

MARIANN: That's very exciting. That can really spread the word, and I'm so excited that you and your family are on the side of the angels here, and doing -- I can't imagine where we would be without the work that you've done. And I'm so excited to hear that you're going strong and more programs are coming out of this.

JASMIN: Yes, Dr. Campbell, I can't thank you enough for sharing your wisdom with the vast mainstream of really, people who need to be hearing it, and today for sharing your wisdom with Our Hen House listeners and with us. We are -- as I said, we started off this interview

as big fans, and now we're even bigger fans. We adore you, and are so grateful for the work you do. So thank you for joining us today on Our Hen House.

DR. CAMPBELL: Well, thank you for having me. It was a pleasure.

JASMIN: That was Dr. T. Colin Campbell. Thank you, Dr. Campbell, for joining us. Read his new book called *Whole: Rethinking the Science of Nutrition*, and visit tcolincampbell.org.