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Lani Muelrath, MA, is an award-winning teacher, author, speaker, and plant-based, active, mindful living expert. She is certified in Plant-Based Nutrition from Cornell University and recipient of the California Golden Apple Award for Excellence in Instruction. Guest lecturer at San Francisco State University and associate faculty at Butte College, Lani has also served as presenter and consultant for the Physician's Committee for Responsible Medicine and the Complete Health Improvement Project. In addition to *The Plant-Based Journey*, Lani is also the author of *Fit Quickies*, and has been featured on and in ABC-TV, CBS-TV, NPR, *Prevention* magazine, *USA Today*, *The Saturday Evening Post*, and more.

Learn more at LaniMuelrath.com and connect on social media:

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PREFACE BY
T. Colin Campbell, PhD, & Howard Jacobson, PhD

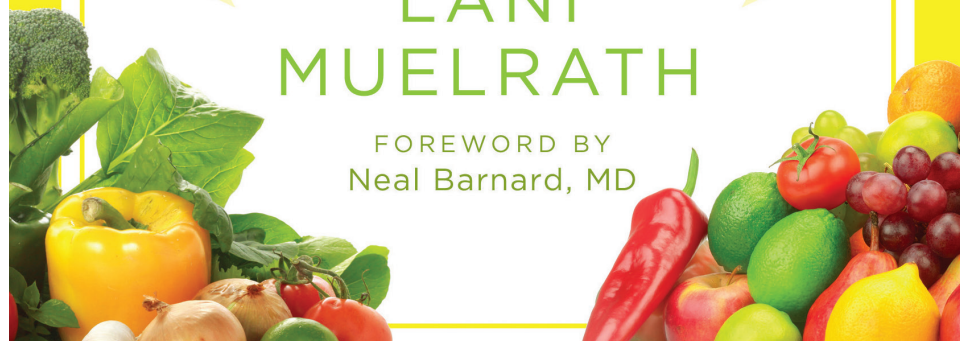
THE PLANT-BASED JOURNEY



A Step-by-Step Guide
for Transitioning to a Healthy Lifestyle
and Achieving Your Ideal Weight

LANI
MUEL RATH

FOREWORD BY
Neal Barnard, MD



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Preface to Lani Muelrath's *The Plant-Based Journey*

by T. Colin Campbell, PhD, & Howard Jacobson, PhD

As my son Tom and I signed the contract, I knew *The China Study* wasn't going to sell a lot of copies. Turned down by a dozen publishers who knew the market cold, the manuscript was accused of being "too full of science" for ordinary readers. Its message was too far out of the mainstream to be convincing. And, the kiss of death, it was a food book without recipes.

So when a small Texas publishing house, BenBella Books, took on the orphan manuscript in 2004, my expectations were modest. At best, I hoped, it might find its way into the hands of a few serious policy makers and science bigwigs, and thereby influence public discussion in a roundabout way. After all, the weight of evidence favoring a whole food, plant-based diet was overwhelming. The challenge, I thought, was just getting people to see the truth. I was neither delusional nor imaginative enough to have foreseen what happened next. From a slow start, *The China Study* has now sold over one million copies worldwide. My work and that of the colleagues we profiled in the book have been brought to even wider audiences thanks to films like *Forks Over Knives*.

Now I had another puzzle on my hands. If *The China Study* was so convincing, and it was reaching an audience in the millions, then why was the world so slow to change?

Given that:

- consumption of animal products is clearly linked to overweight, disease, disability, and untimely death
- industrial-scale animal agriculture is the single biggest contributor to the most immanent threats to our environment, including climate destabilization, drawdown of our aquifers, and the rise of antibiotic-resistant "superbugs"
- our meat-heavy Western diet promotes cruelty to other life forms and to economically and politically disadvantaged humans

Why on earth wasn't the message, now widely heard, changing our food system more quickly and systemically?

Nine years after *The China Study*, I published *Whole: Rethinking the Science of Nutrition* (also with BenBella, a loyal partner for all these years) to explain what I thought was holding us back.

I identified two main obstacles: all the moneyed interests exerting "subtle power" on the system, and a mindset that elevated unrelated facts at the expense of large, observable patterns.

My background is in biochemical and epidemiological exploration, with an unavoidable minor in public policy due to my decades of trying to convince political functionaries to create policy based on science, not corporate largesse or threat. *Whole* explored both of those domains in its answer and prescription. Yet there was a companion book to be written – and I wasn't the one to write it – about how people can move from understanding to action.

While I'm no expert on behavior change, I know first-hand (and have heard personal stories from literally thousands of people) that there's a big difference between knowing about the benefits of a plant-based lifestyle and actually living it.

So when my *Whole* contributing author and co-writer of this preface, Howard Jacobson, told me that Lani Muelrath was working on the book you now hold in your hands, I knew it was the companion volume to *Whole* that needed to be written. Lani has been on the plant-based journey far longer than we have (decades, in fact, before I coined the phrase "whole food, plant-based" to describe more accurately than "vegan" the dietary pattern shown to promote individual and global well-being). As she humbly writes, she's made all the mistakes so you don't have to.

It's one thing to have a guide who's already mastered the path you're about to walk; it's another thing entirely when that guide has devoted herself to understanding how and when and why people succeed and how and why and when they stumble. Lani's own transition to a whole food, plant-based lifestyle and subsequent health, energy, and fitness are admirable and instructive. But it's her experience coaching thousands from initial awakening to unconscious competence that makes her a powerful partner on your own plant-based journey.

As researchers, we have long love affairs with valid data and validated theories. We're happy to report that this book contains both. Not only has Lani scoured the medical and nutritional literature to present her case for a plant-based diet, she has also devoured the literature on habit formation and behavior change, exercise physiology and brain function, and psychological processes of decision making.

The most useful data, however, comes from Lani's own research. She surveyed over 1200 people at various stages of the plant-based journey, to discover what they found helpful, what strategies did and didn't work, and what advice they'd give to someone just about to take the first step.

This book represents the culmination of their combined experience with Lani's wisdom, compassion, humor, and "just the facts" outlook. If you are just starting out, or finding yourself struggling to eat in accord with your knowledge and your values, or looking to take your plant-based game to the next level, *The Plant-Based Journey* is your new best friend.

We wish you abundance, harmony, and joy on your plant-based journey.