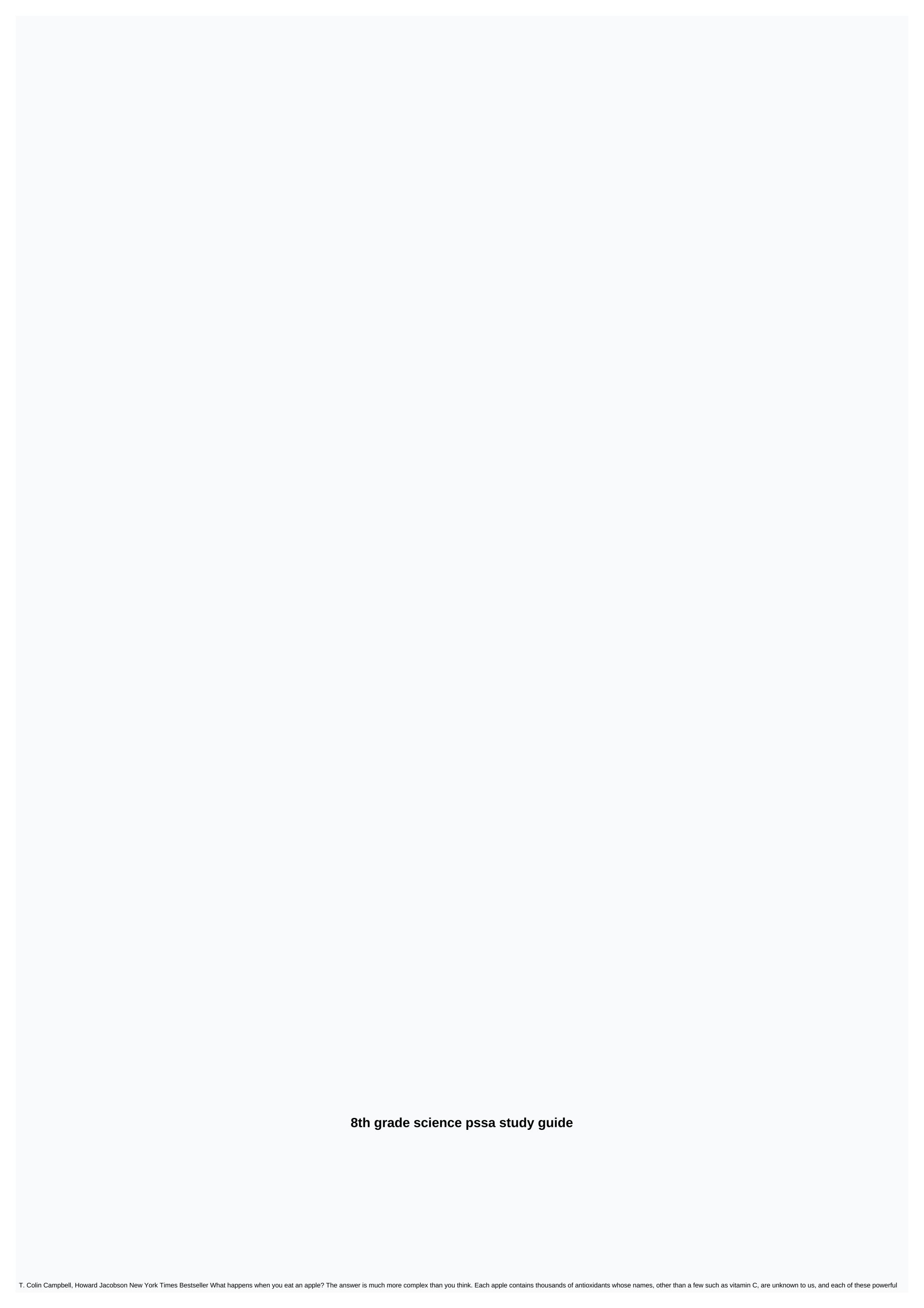
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chemicals has the potential to play an important role in supporting our health. They affect thousands and thousands of metabolic reactions in the human body. But calculating the specific influence of each of these chemicals is far from sufficient to explain the effect of the apple as a whole. Because almost any chemical can affect any other chemical, there is an almost infinite number of possible biological consequences. And that's just from an apple. Food science, long stuck in a reductionist mentality, is on the verge of a revolution. The traditional gold standard of nutritional research has been to study a chemical at a time in an attempt to determine its particular impact on the human body. These kinds of studies are useful for food companies trying to prove that there is a chemical in milk or prepackaged dinners that is good for us, but they offer little insight into the complexity of what is really happening in our bodies or how those chemicals contribute to our health. In The China Study, T. Colin Campbell (along with his son, Thomas M. Campbell) revolutionized the way we think about our food with proof that an entire diet, plant-based diet is the healthiest way to eat. Now, in Whole, he explains the science behind that evidence, the ways in which our current scientific paradigm ignores the fascinating complexity of the human body, and why, when we have so overwhelming evidence that everything we think we know about nutrition is wrong, our eating habits haven't changed. Whole is an eye-opening, paradigm-changing journey through cutting-edge thinking about nutrition, a scientific tour de force with powerful implications for our world. Publisher: BenBella Books The file will be sent to your email address. It may take up to 1-5 minutes for you to receive it. Live a healthier lifestyle with science-based information and how-to advice directly in your inbox. By T. Colin Campbell, PhD with Howard Jacobson, PhD Hardcover/Paperback (May 2014), 352 pp, BenBella Books, Dallas, 2013 If one thing is untouchable in medicine and physiology, it is the complexity of the human body. The functions and metabolism are intertwined and heavily dependent on our daily dietary intake. Dr. Campbell is a respected, well-publicized and well-funded scientist. As a researcher, he has more than five spent studying and writing about human nutrition. During this time, he has undergone a profound evolution in his own thinking about the way we eat and the way we should eat to optimize our individual health. If his recommendations as the norm of our dietary habits, he claims that we will eliminate 90 percent of human disease through nutrition and reduce the cost of health care by 70 to 90 percent. To say that Dr. Campbell is an evangelist for whole food plant-based (WFPB) diets is not an understatement. When one looks at our cost of maintaining the most expensive health care in the world, the rates of obesity and the incidence and prevalence of diseases that kill us, many associated with lifestyle and diet, it seems that we need champions for healthy eating. When I was growing up many decades ago, my high school educated middle-class parents already understood that there were basic conditions for good nutrition. These traditions were supposedly passed on to them by their immigrant parents and certainly not data-based practices. Healthy eating requires a balanced diet of fresh vegetables, starch and fish). Although the Twinkie diet was not allowed by my mother, much less processed and junk food were available in those pre-fast food days. Of course, many things have changed in the American diet since my formative experiences many years ago. The broad food landscape is becoming more and more complicated. Considering that the health and social benefits of a WFPB diet are verifiable and convincing, Whole: Rethinking the Science of Nutrition tries to answer two important questions: why has so little changed to embrace and support this dietary approach, and why do so few people know about it? This complex subject is addressed by an equally complex book designed for a lay audience. It has components of a memoir of Campbell's accomplished scientific past, summaries of scientific research supporting WFPB diets with many references, including his previous book The China Syndrome, discussions on basic science, and critiques of traditional scientific methods. It also includes analysis, perspective, and many condescending comments on the varied factors that have effectively barred these changes in the U.S. It further addresses the myriad problems of government, food culture, health care companies, medical institution, nonprofit health care societies, and research institutions that may hinder dietary change in America. Dr Campbell points out in substantial detail that companies that have fast food, junk food, and sugar and salt enhanced processed convenience foods are central to creating spin and influence in modern diets. Much of this gain has been achieved through financial practices that influence the dog and public opinion as a result of lobbying efforts focused on government and research Throughout the book, Dr. Campbell offers many perspectives and exactly how destructive these policies and approaches have been to healthy eating in general. There many things this book does very well in advocating for major dietary change and a WFPB emphasis. The book contains a long discussion about reductionism in research and why the inherent limitations of looking at smaller and smaller pieces of the food pie can mislead our understanding of the complex whole. Campbell discusses in detail the pitfalls of reductionism in related areas of nutrition research, biology, medicine, and social health policy. He points out the misunderstandings that reductionism can generate and contrasts them with wholistic (Dr. Campbell's spelling) research and approaches that would not be plagued by the same shortcomings. Campbell is convinced that a WFPB diet is greater than the sum of its components. Is his wholistic research data convincing? Recently I was in Tanzania and visited two dramatically different ancient tribes. The Hadzabe are a group of hunter gatherers. They live off the land by collecting roots and berries that are available by foraging year-round. Their diet includes a number of animal proteins obtained from a sometimes successful hunt. Living in the most primitive conditions, the Hadzabe can live between 60 and 80 years without the intervention of modern medicine. In contrast, the Maasai tribe in Tanzania is pastoral. They live almost entirely eating animal proteins, meat, milk and animal blood. Plant-based food components in their diet are almost non-existent. Maasai can also live between 60 and 80 years without modern medical intervention. Which diet is best, whole plants and roots or high protein/fatty meat and dairy? It is clear that it is not easy to draw a conclusion from this uncontrolled multivariant anecdotal observation, but perhaps it demonstrates the difficulty of whole food research. Data generated from our Western tradition and from The China Study seem rather convincing that adopting a WFPB diet can be more beneficial than animal protein and processed food-oriented diets. Patients with heart disease, high cholesterol, or hypertension are often recommended to reduce or eliminate sources of animal fat in their diet. Does this suggest that we should preemptively eat a vegan or vegetarian diet? Apparently not quite. In the absence of specific convincing data, Campbell thinks the jury is still out. He writes that a WFPB diet that ranges between 95 to 98 percent of calories from unprocessed whole foods is the most healthy approach to nutrition today, leaving little room for animal protein. Unfortunately, when reading this book, one can be left with the impression that Dr. Campbell believes that he has personally been victimized by malicious pharmaceutical food industries and various government agencies. Many parts of this book read like a conspiracy theory novel. Campbell describes self-interest, corruption and collusion between industry, government and in research and medical communities that have prevented a WFPB diet from gaining traction in our disease/treatment driven system. He repeatedly protests that these groups care more about maintaining the commercially profitable status quo than improving human health. A curse on his career and lifelong mission, his opposition refuses to accept and others, research-based perspectives regarding the importance of eating whole foods and the dangerous effects of meat and dairy-based diets. The book does not contain a real silver lining. Nowhere in the book does he mention efforts by growers, suppliers, distributors and others to support their own interest by funding research and public exposure to push back against their meat and dairy protein driven opposition in favor of WFPB diet approaches. Nowhere is a strategy proposed to overcome these barriers to achieve greater adoption of WFPB diets. Rhetorically, there are many useful issues that could have been addressed. Where is the manufacturing industry in supporting WFPB research and promoting such diets? Why don't we see more advertising and visibility touting the benefits of whole diets? How can vegetarians, who represent two percent of the U.S. population, help promote this information? Where were the proponents of WFPB diets decades ago, when policy shifts began? Which path should WFPB-supporting organizations follow to regain influence and policy direction, leading to a different balance? Who should lead this effort and what type of strategy should be applied? A balanced and open national discussion on nutrition and nutrition based on scientific evidence is justified and necessary in view of the rising cost of health care. Plasters don't work; a paradigm shift is required. I found that the arguable superiority of WFPB diets was somewhat overshadowed by two things in particular. First, Dr. Campbell's tirade against those competing factions that depend on the meat protein industry for financial survival, and second, selectively pruning some of his anecdotal stories to amplify his points without showing the other side of the coin. Conviction is about effective communication strategies. Change takes time, perseverance and often good financial and social incentives. The whole contains essential and well-presented information for people interested in the complexities and challenges of dietary improvement of society. From that point of view, it's a book worth reading considering important of the ongoing debate on health care. At least for me, the book would have more lasting value if there were any inclusion of the proposed strategic and political solutions to the many problems discussed. Discussed. Discussed.

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