



PLANT BASED JOURNEY

Fueled with Compassion® & Protein!



Stay Strong. Eating healthy & nutritious meals & snacks has never been more important! **Munchy Crunchy Protein** can be effortlessly incorporated into your snacking and meals to add *a lot* of healthy 100% plant protein that tastes great.

➔ ➔ **Mark your calendar for our EARTH DAY SALE on page 2, exclusively for our newsletter readers!** ⬅ ⬅

Help us spread the word & share your experiences with our healthy high protein snacks with family & friends!

Our Commitment to Protein! – Part 2

Click [here](#) to see Part 1 in the previous edition of the Plant Based Journal, about why we focus on providing protein. *In summary*, protein is a macro nutrient needed every day, in sufficient amounts to maintain optimal health of many body systems. *Protein is critical for good health.*

Quality of Protein

What about the **quality of protein**? You can easily find detailed info on the Internet about the nine essential amino acids and complete proteins. It is enough to say here that *most* single plant proteins (e.g. chickpeas, rice, nuts) do not offer a “complete protein” and that over the course of a day or two it is important to consume all of the essential amino acids so that your body can have the complete proteins it needs. **GOOD NEWS:** soybeans offer a lot of complete protein per serving, among many other benefits. A half-cup of soybeans offers 15.7g of complete protein, versus 7.2g of incomplete protein from chickpeas (garbanzos), or 9g for lentils.

How is that for one-stop-shopping! Nevertheless, varying your sources is always best.

*You know how eating a sugary snack spikes you up and then you crash and want more?
Yeah, protein snacks avoid that!*

Healthy Weight / Appetite Control & Suppression Hormones

Protein is key here, along with fiber. Diets high in protein and fiber are associated with feelings of **satiety** (satisfied fullness). This causes a lower desire to eat other food, especially important later in the day! Eating more protein avoids rises & dips in blood sugar which can lead to feelings of hunger. You know how eating a sugary snack spikes you up and then you crash and want more? Yeah, protein snacks avoid that! Also, studies have shown that eating more protein can increase levels of hunger-suppressing hormones and decrease hunger-inducing hormones. *Talk about win-win!* To top it off, it takes more energy/calories to digest proteins than carbs or fats. These are more reasons we make snacks with so much protein and fiber: ***we provide a better choice so that you can make a better choice!!***

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Give a man a fish & feed him for a day.

Teach a man to fish and he'll empty the seas by 2050 and we'll all die.

We should teach a man to cook beans!

EARTH DAY EDIBLE INFORMATION

Of the many good reasons to live a more plant-based life, being kind to our earth has to be near the top! Our waterways cover 70% of our planet and are critical to supporting organic life. Billions of people rely on fish for protein. Over-fishing, largely due to subsidies and treaty-enforcement issues, plus pollution, if not addressed, will cause this catastrophe to occur around 2050; and we humans do not have a good record of doing the right thing. Moving towards primarily plant-based eating can help avoid environmental catastrophes and outcomes of large-scale malnutrition and employment dislocations that occur when whole industries vanish quickly. ***And guess what? Growing beans & lentils have none of these problems! Eat plant-based!***

Quote to Note

"Becoming vegan is the most important and direct change we can immediately make to save the planet and its species." — Chris Hedges, Vegan, Social Activist, Author, and more . . .

Our Commitment to Protein (continued from Page 1)

Exercise & Nutrition – Build Muscle & Avoid Fatigue

This is truly a no-brainer. Protein is required for building and maintaining muscles. **If you want to add or maintain muscle mass instead of losing muscle mass, you need more protein on a consistent basis.** Even if you maintain or increase physical activity (weight-bearing and cardio exercise), people lose 3-5% of their muscle mass each decade after age 30. Exercise plus protein is absolutely key in maintaining muscle mass, strength and balance. A decrease in muscle mass can cause you to tire out – feel fatigued – just doing your usual household chores. And, adding more protein to your diet can help offset DOMS (Delayed Onset Muscle Soreness). *The editors of PBJ can directly attest to this fact!*

Other Physical Symptoms From Too Little Protein

A consistent diet without enough protein can cause mild to moderate **anemia**, the condition in which the blood does not have enough healthy red blood cells, which carry oxygen to the bodies organs and tissues. Especially when combined with insufficient B12, iron and folic acid, a protein deficiency can cause feelings of being cold, tired or weak.

Protein is used by the body to support virtually all vital systems, so when it is in short supply protein that supports hair, nail and skin growth will instead go to support more important systems. This can lead to **hair** thinning/loss, weakness or deformities of **nails**, and **skin** issues. Skin is made largely of protein and regenerates itself about every month and is used to fight infections. Without sufficient protein, wound healing becomes more difficult.

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The Vegetarian Traveler team has a BIG SHOUT OUT for Robert Cheeke and the co-writer of their newest book:

The Plant-Based Athlete: The Game-Changing Secret Revolutionizing How the World's Top Competitors Perform

by Matt Frazier and Robert Cheeke

The definitive guide to adopting a plant-based lifestyle & using its power to help you achieve your goals. Featuring more than 60 recipes, insights from famous plant-based athletes, & scientific research, it is the ultimate guide for the growing community of vegans who use plants to power their workouts & their life.

A few of the athletes who have discovered the power of plants: ALEX MORGAN, World Cup champion US Women's Soccer Team, credited a plant-based diet for her strength and endurance. NOVAK DJOKOVIC, the world's number-one ranked men's tennis player, praised his plant-based diet for boosting his energy, stamina, and overall performance.

VENUS WILLIAMS, who turned to plant-based eating to alleviate a chronic condition, and in less than a year went from pain to winning a Wimbledon title and Olympic Gold, reclaiming her #1 world ranking.

More cool info about this at these Instagram Links:

<https://www.instagram.com/p/CMSQFDKAG2B/>

https://www.instagram.com/p/CL7oP6Pp5_y/

Who Is On a Vegan Journey?

Here are just a few more of the vegan athletes interviewed in

The Plant-Based Athlete

Meagan Duhamel, two-time world champion and Olympic gold medalist in figure skating	Darcy Gaechter, the first and only woman to kayak the Amazon River from source to sea
Scott Jurek, ultrarunner , Appalachian Trail Speed Record	Dotsie Bausch, Olympic silver-medalist in track cycling
Rich Roll, ultra-distance triathlete	David Carter, NFL defensive end
James Wilks, UFC champion fighter, mixed martial artist	Rip Esselstyn, world record holder in swimming

Vanessa Espinoza, three-time Colorado Golden Glove champion **boxer**

And many more . . . !

Celebrate Earth Day April 22
35% Off on all
Munchy Crunchy Protein Snacks

➔ Use Code: **PLANTSRULE** ⬅

Mark your calendar now . . .
Good on Earth Day Only!

www.MunchyCrunchyProtein.com

Why Protein, Part 1

Bone Health

It is likely that getting enough calcium is the first thing you think of to keep your bones strong, and it is true that calcium is critical to bone health. Your body needs to properly absorb calcium to keep your bones strong. What about protein? Bones are made up of about 50% protein, and sufficient protein is also required to keep bones healthy because protein is critical to the intestinal absorption of calcium.

Fluid Balance and Swelling (aka Edema)

Getting enough protein is vital in maintaining a body's proper fluid balance. Among the number of different forms of protein in blood, albumin is the most important in keeping that balance. It is like a "water magnet", holding water and other fluids in the blood. If you don't get enough dietary protein your albumin levels can become low and those fluids can leak out of the blood vessels, collecting in other tissues which causes the swelling. Edema has many causes, but a common cause is protein deficiency.

Wait a minute . . . all of this from too little protein?

Remember where we started? How much protein do we need for basic health? Does more protein provide optimal health? As you can see, protein is critical for many bodily systems and functions. If your protein intake is very low, your health will eventually suffer. If your protein intake is at the minimum recommended amount, you will probably *get by* OK without serious body breakdowns. If you increase your protein to the optimal amount

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Website and Social Media Links for You!

Munchy Crunchy Protein Website:

www.MunchyCrunchyProtein.com

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Vegan Funnies

I went to a vegan store.
The clerk said she recognized me,
but I had never met herbivore.

*Herbivore: any person, animal, or organism
who only or mainly eats plants.*



for your size, activity level, age and specific needs, *you will see positive changes in many ways!* We specifically created our high protein snacks and toppers so that you can easily increase your daily protein intake using high quality plant protein made with whole food and simple, natural ingredients.

Look for Part 3 in the next edition of PBJ for the connection of protein to sleep, anxiety, mood and focus! In the mean time, consider increasing your daily plant protein starting today!

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*Vegetarian Traveler is
Fueled with Compassion®*

*Always kind to animals,
the earth, and our bodies.™*