**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!!

![Munchy Crunchy Protein](image)

**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!
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

Continued on next column

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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Website and Social Media Links for You!

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