



# 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.

➔ ➔ See our **VEGANUARY** Promo 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!

## VEGANUARY – Wait . . . What?

We at *Plant Based Journey* promote healthier eating in general, whatever your diet. We have created a combination snack/meal protein line of whole foods *that works for everyone* that is looking for a super-healthy protein for anytime and anywhere. Everyone is on some eating path and journey, and we are not here to judge, but to inform. BUT, we really do want to help move all of those same *everyones* to consider moving more and more towards a plant-based diet. If you are already well on your way, we offer our hearty congrats! If you are not, just reading this now and thinking about it is a great step in that direction. There are many science-based and morals-based reasons to move in that direction, and we are honored that you have included this PBJ newsletter as one of your information sources. Another great source, though, is the *Veganuary* non-profit. And hey, January is *their month!* *Maybe it will be yours, too!*

*Our vision is simple; we want a vegan world. ~ Veganuary*

Veganuary is a non-profit organization that encourages people worldwide to try vegan for January and beyond. During the 2021 campaign, more than 500,000 people took their website’s 31-day pledge to try a vegan diet and more than 825 new vegan products and menu options were launched in their key campaign countries. *How awesome is that!* Many small steps creates big changes.

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Jan / Feb 2022

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## EDIBLE INFORMATION

### DO YOU KNOW?

**What is the difference between a legume, a pulse & a bean? And what about lentils and peas?**

Although often used interchangeably, the terms

“legumes,” “pulses,” and “beans” have distinct meanings.

A **legume** refers to any plant from the Fabaceae family, including its leaves, stems, and pods.

A **pulse** is the edible seed from a legume plant. Pulses include **beans, lentils, and peas.**

The most important thing to know and remember is that legumes/pulses/beans/lentils/peas are a *super-source* of critical nutrition that will do your body good!

## Quote to Note

It's really simple. Live harmoniously with all life and everything and everybody benefits. Let that guide your journey. ~Christy Krejci, Founder of Vegetarian Traveler

### VEGANUARY (continued from Page 1)

Throughout the year, Veganuary encourages and supports people and businesses alike to move to a plant-based diet as a way of protecting the environment, preventing animal suffering, and improving the health of millions of people.

Here is their straight-forward **Mission Statement**:

Our vision is simple; we want a vegan world.

A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health.

That is some mission! Now check out their **Values**:

**Impact:** We are committed to a vegan world; we will utilize research to evaluate how the highest number of lives can be spared and direct resources to that end.

**Empowerment:** We will optimize our outreach to support and encourage people on their vegan journey in a non-judgmental, positive, constructive, and easily accessible way.

**Collaboration:** By partnering with other mission-driven organizations and working closely with businesses, we will make a bigger difference.

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**Calling all protein lovers!**  
**25% Off** on all  
**Munchy Crunchy Protein Snacks**

Does Not Include Munchy Sampler

➔ Use Code: **VEGANUARY** ←  
**Through February 28, 2022**

[www.MunchyCrunchyProtein.com](http://www.MunchyCrunchyProtein.com)



## SCIENCE & REASON

The PBJ Editors value science and reason. Don't get us wrong – we greatly value feelings and emotions, and we acknowledge that there is a lot that we do not know about or understand. But we believe that *effectively* living by values like those enumerated by Veganuary in this newsletter rely on the *application* of science and reason. This equation sums it up:

defined values + science + reason = a better life

“Science” and “reason” are two words often spoken alongside each other - almost as if they were the same thing. Both are approaches to seeking truths about the world around us; they complement each other, but each is distinct.

Science is about the external world: measurement, controlled experiment, data collection and testing. Reason, by contrast, is internally generated. It's building mental models of the world, starting with your internal sense for what is right and pure, from which further truths can be deduced.

It seems that in so many areas of our lives too many people have lost their way. This state of being does not lead to a better life. We can do better if each of us actively supports all levels of leaders only if those leaders respect science and reason. We each need to actively make it happen. Be the change you want to see!

## Who Is On a Vegan Journey?



MAYIM BIALIK

Actor, Neuro-scientist, Jeopardy Host

“Do you have a sense that you'd like to switch to a healthier, cleaner, kinder diet, but need more info?

Ask questions, try things, do research, and make decisions based on facts, but don't discount your feelings either.

Veganuary is a great place to start exploring!”

## VEGANUARY (continued from Page 2)

**Diversity and inclusion:** We know that it takes people with different ideas, strengths, interests, and backgrounds to achieve our vision; we appreciate the value of this and how it brings us closer to achieving our mission.

**Respect and integrity:** In all internal and external relationships, we will strive for genuine, honest, and transparent communication.

**Resilience:** We will continue to create a professional and sustainable (human, social, economic, and environmental) organization.

*Wow!* Values one would expect from an organization like this. PLUS, with all of the good they have done and continue to do on these big issues, they give you even more, like great recipes for all of your eating occasions and needs, a free celebrity cookbook, eating guides to help you get going and to keep it nutritious so you get stronger and healthier, and a *really cool blog* full of ideas, links, resources and more.

Click here for more about **VEGANUARY**   
<https://veganuary.com/en-us/>

So . . . simply *move towards* a more plant-based life. You don't need to all-out commit to being a vegan. If you can do something that will help you be healthier, feel better by practicing kindness and compassion, all the while helping our planet to better sustain life, why not take that small step in a better direction?

***But wait, what can one person do?*** Can you really make a difference by simply changing your own diet for one month? We think the answer is YES. **Consider these two quotes:**

“What can I do? I am just one person. Said 8 billion people.”  
 ~ Unknown

“A reduction of meat consumption by only 10% would result in about 12 million more tons of grain for human consumption. This additional grain could feed all of the humans across the world who starve to death each year - about 60 million people!”  
 ~ Marc Bekoff; *Animals Matter: A Biologist Explains Why We Should Treat Animals with Compassion and Respect*

*We wish you happiness and good health on your journey!*

## Vegan Funnies



This is advanced veganism.  
 Feel free to start off being *mostly* vegan for a month!



This still qualifies as vegan!

## Website & Social Media Links for You!

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