



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 2 INCREDIBLE PROMO CODES on page 2 for our newsletter readers! ⬅ ⬅

Please share your experiences with our healthy high protein snacks & meal protein with family & friends!

Earth Day & Plant-Based Month *April is a Cool Month!*



No doubt about it – April is a very cool month!

We at *Plant Based Journey* love promoting plant-based living to support our personal health & the health of our one and only Planet Earth!

This years Earth Day Theme is: “Invest in Our Planet”. Click <https://www.earthday.org/earth-day-2022/> for a lot more information.

And for those of you thinking “What can *just I* do?”, remember one of our favorite quotes: “What can I do? I am just one person. Said 8 billion people.”

Plant Based Journey is pleased to provide some highlights of what Earth Day is about this year.

This years Earth Day Theme: #InvestInOurPlanet

All TOGETHER now! This is the moment to change it all — the business climate, the political climate, and how we take action on climate. Now is the time for the unstoppable courage to preserve and protect our health, our families, our livelihoods... together, we must Invest In Our Planet.

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Apr / May 2022

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EDIBLE INFORMATION – SORTING OUT SOY CONFUSION

Talk about FAKE NEWS! Back about 15 years ago a group from the Weston A. Price Foundation, a pro-meat/dairy, anti-vegetarian group, published (& republished, recycled, & otherwise spread widely with the help of others), a lot of disinformation about soy in human diets. They have done, *and continue to do*, a lot of damage to the reputation of the incredible soybean! We have published a FACT SHEET with the Claims & Answers for you to see for yourselves, complete with extensive references. You can see this on our BLOG at: <https://munchycrunchyprotein.com/blog/>

Please know that we use healthy-for-you whole soybeans (soaked/roasted) and always non-GMO!

FACT: less than 2% of humans have a soy allergy, and whole or fermented soybeans are highly healthy for you! Please click the link to see this eye-opening report!

Quote to Note

We are all connected: To each other, biologically. To the earth, chemically. To the rest of the universe, atomically. ~ Neil deGrasse Tyson, Astrophysicist & Rational Thinker

EARTH DAY (continued from Page 1)

Because a green future is a prosperous future.

We need to act (boldly), innovate (broadly), and implement (equitably). It's going to take all of us. All in. Businesses, governments, and citizens — everyone accounted for, and everyone accountable. A partnership for the planet.

And while there is still time to solve the climate crisis, time to choose BOTH a prosperous and sustainable future, and time to restore nature and build a healthy planet for our children and their children, time is short.

*The Earth Day 2022 Theme is Invest In Our Planet.
What Will You Do?*

Unless businesses act now, climate change will ever more deeply damage economies, increase scarcity, drain profits and job prospects, and impact us all.

Smart companies are discovering that it is no longer a choice between going green and growing long-term profits — **sustainability is the path to prosperity.**

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Thanks to our Customer Reviewers!

We love making the most nutritious plant-based snacks and high-protein meal add-ins around. A lot of our customers must love that we do because we get so many great reviews from people all over e-commerce! *Thank you for telling us how you feel about Munchy Crunchy Protein!*

Amazon – Yummy crunchy snack: I really like the crunch in these, and that they fill me up. They take the crave off wanting to munch on chips.

WW.com – The "just right" snack this Goldilocks wanted: These are fantastic! Love the sweet, salty crunch. I divide these in half and savor the joy of getting to crunch on a high protein, lower carb snack that tastes "just right."

MunchyCrunchyProtein.com – Just received my order of Chillin Chipotle and I loved it on top of my stuffed sweet potato. Great flavor, great crunch and perfect portion.

These are by far my favorite keto snack!!! Definitely buying box after box! Very awesome flavor & a great little snacky if you're in the mood for something crunchy.

These snacks are amazing!!!! They are great as a snacks as well as adding to salads!! They definitely curb your appetite and taste great!!!

Calling all Planet & Protein lovers!

Munchy Crunchy Protein
15 to 30% Off!

In Packets; does not include Munchy Sampler

15% April-June 2022

➔ PlantsRule15 ⬅

30% Only on EarthDay, April 22

➔➔ EarthLove30 ⬅⬅

Use these promo codes at
www.MunchyCrunchyProtein.com

Who Is On a Vegan Journey?

THE EARTH!

YES! *Humans* on earth are moving towards a more plant-based lifestyle. Every year there are more human vegans, vegetarians, flexitarians, and *planetarians!*

And did you know that 32% of all animals on Earth are *herbivores* (eat only/mostly plants)? Cool, right?

So join the movement already!

Happy Earth Day!



EARTH DAY (continued from Page 2)

So for both humanitarian and business reasons, it is imperative that **COMPANIES** of all sizes take action and embrace the benefits of a green economy. Tell business leaders to get on board with a sustainable future or get out of the way.

When it comes to climate change, money talks. Through regulations, incentives, and public/private partnerships, **GOVERNMENTS** hold the keys to transform and build the green economy. Similar to the industrial and information revolutions, governments must incentivize their citizens, businesses, and institutions to build a resilient future. Imagine the impact of shifting to policies and partnerships that build a renewable economy. **Tell your government leaders to launch the sustainability revolution TODAY.**

As INDIVIDUALS, we have the simple yet effective power to make our voices heard through our choices, our civic actions, and our personal interactions. What each of us does, and how we do it, has a huge ripple effect on our ecosystems, and on the pace of corporate and government action.

Gen Z is providing inspiration, with 45% having [stopped purchasing certain brands](#) because of ethical or sustainability concerns. We have the power to lobby for and support businesses that take active steps to protect our environment through their practices and climate-friendly investments, and fight against those that don't.

At a rally, a cleanup, with your vote, or your wallet, be heard however you are able. For all of us – today and for our future – let's **INVEST IN OUR PLANET!**



<https://www.earthday.org/earth-day-2022/>

Vegan Funnies



Do this ↑ . . .



. . . and be cool!

Website & Social Media Links for You!

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