



Historically Black

Colleges & Universities

College of Plant-Based Lifestyle Medicine

“To a hungry person, every bitter food is sweet. When the preferable is not available, the available becomes preferable!”

— Israelmore Ayivor

A Plan To Transform Healthcare Delivery & Health Outcomes for Communities of Color

The voice of “All Things Plant-Based” in Minority Communities

The Problem

- 47.3% of African-American women have cardiovascular disease⁽¹⁾
- 55% of African American women in the U.S. are obese ⁽²⁾
- 49% of the 100 million obese people in the U.S. are African-American ⁽³⁾
- 37% African-American men with some college aged 20 are obese
- 56% African-American women aged 20 in college are obese
- 40% African-American men in college have hypertension
- 44% African-American college aged women have hypertension ⁽²⁾
- 22.2% of COVID-19 Death in U.S. are African-Americans (21,462 of the 96,678 deaths as of June 2020)⁽³⁾ cause pre-existing conditions
- 12% of HBCUs that offer bachelor's degrees have **no campus clinics**, according to a Post review of the roughly 80 HBCU institutions
- 70% HBCU's do **not have a full-time physician** on staff.

1. 2018 U.S. Department of Health & Human Services Office of Minority Health – [Obesity and African-Americans](#)

2. African American Students at a Historically Black University [Jaesin Sa¹, James Heimdal², Tracy Sbrocco³, Dong-Chul Seo⁴, Beatrice Nelson⁵](#)
OI: [10.1016/j.jnma.2015.12.010](#) - <https://pubmed.ncbi.nlm.nih.gov/26928491>

3. [Black Americans dying of COVID-19 at three times the rate of white people](#) – The Guardian June 2020.

4. [Five Take Aways from the Washington Post Investigation of College Clinics](#) during the Pandemic - By [Jenn Abelson](#) and [Nicole Dungca](#) July 13, 2020



Poor lifestyle choices are key contributors in the development and progression of preventable chronic diseases.

The Hidden Dangers of Fast & Processed Food -AM. J Lifestyle Med 20218

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6146358/>

THE PROBLEM

Forbes ADVISOR

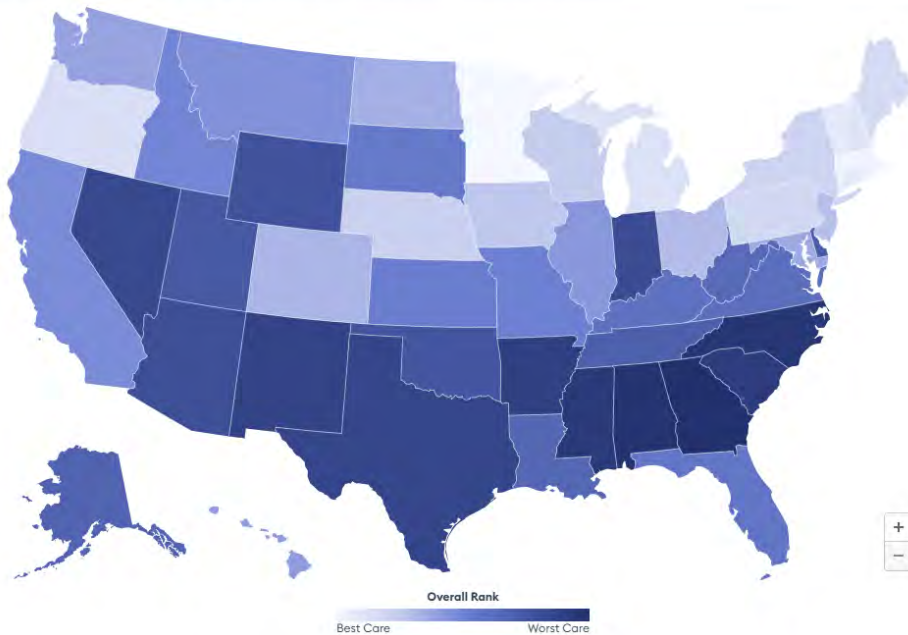
The Worst (And Best) States For Healthcare, Ranked

Updated: Oct 13, 2023, 9:21am

<https://www.forbes.com/advisor/health-insurance/best-worst-states-for-healthcare/>

The Worst States for Healthcare

State ranking is determined by 24 metrics spanning four key categories: healthcare access, healthcare outcomes, healthcare cost and quality of hospital care. To see the overall rank and two of the metrics considered, hover over each state.



Source: Forbes Advisor • Get the data • Embed

Forbes ADVISOR

Besides high rates of chronic disease within the student population, HBCU campuses are located in states that ranked with the worst healthcare.

HBCUs in these States

1.	Georgia	8
2.	Alabama	14
3.	N.C.	13
4.	Miss.	7
5.	S.C.	6
6.	Arkansas	4
7.	Texas	8
Total:		60 HBCUs

U.S. News Oct. 2022 Report

Included additional states with the "Worst" Healthcare are:

8.	Louisiana	6
9.	Oklahoma	2
10.	W. Virginia	2
11.	Tennessee	7
Grand Total:		77 HBCUs

U.S. News Report: <https://www.usnews.com/news/best-states/articles/the-best-and-worst-states-for-health-care>

The Worst States for Healthcare

Search in table

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Rank	State	Healthcare Access Score ¹	Healthcare Outcomes Score ²	Healthcare Cost Score ³	Quality of Hospital Care Score ⁴	Overall Score
1	Georgia	80.87	68.70	94.04	76.42	100.00
2	Alabama	65.88	85.11	79.64	48.62	87.03
3	North Carolina	60.49	75.57	100.00	54.40	85.95
4	Mississippi	62.08	100.00	54.80	48.52	84.70
5	South Carolina	72.01	67.94	88.91	42.84	83.50
6	Arkansas	59.90	95.04	63.74	44.85	82.39
7	New Mexico	74.04	51.53	61.42	100.00	82.17
8	Texas	85.60	51.91	86.59	34.89	81.60
9	Nevada	99.67	50.38	33.77	53.95	79.08
10	Indiana	66.17	74.43	85.76	31.02	79.01

Note: We considered 24 metrics spanning four key categories: healthcare access, healthcare outcomes, healthcare cost and quality of hospital care. The score for each category is measured on a scale of 0 to 100, with 100 representing the worst performance in that category.

1. This score (accounting for 46.50% of the overall score) considers 10 metrics that reflect healthcare access, such as the number of primary care and specialist physicians per 10,000 state residents.

2. This score (accounting for 24.00% of the overall score) considers six metrics that reflect healthcare outcomes, such as diabetes and kidney disease mortality rates per 100,000 state residents.

3. This score (accounting for 15.00% of the overall score) considers four metrics that reflect healthcare cost, such as the average annual premium for employees with single coverage through employer-provided health insurance.

4. This score (accounting for 14.50% of the overall score) considers four metrics that reflect quality of hospital care, such as the percentage of patients who report that hospital staff didn't discussed possible side effects of new medication.

Source: Forbes Advisor • Get the data • Embed

Forbes ADVISOR

60-77%

of the 100 HBCUs
in 2023 are in states
with the worst health
outcomes

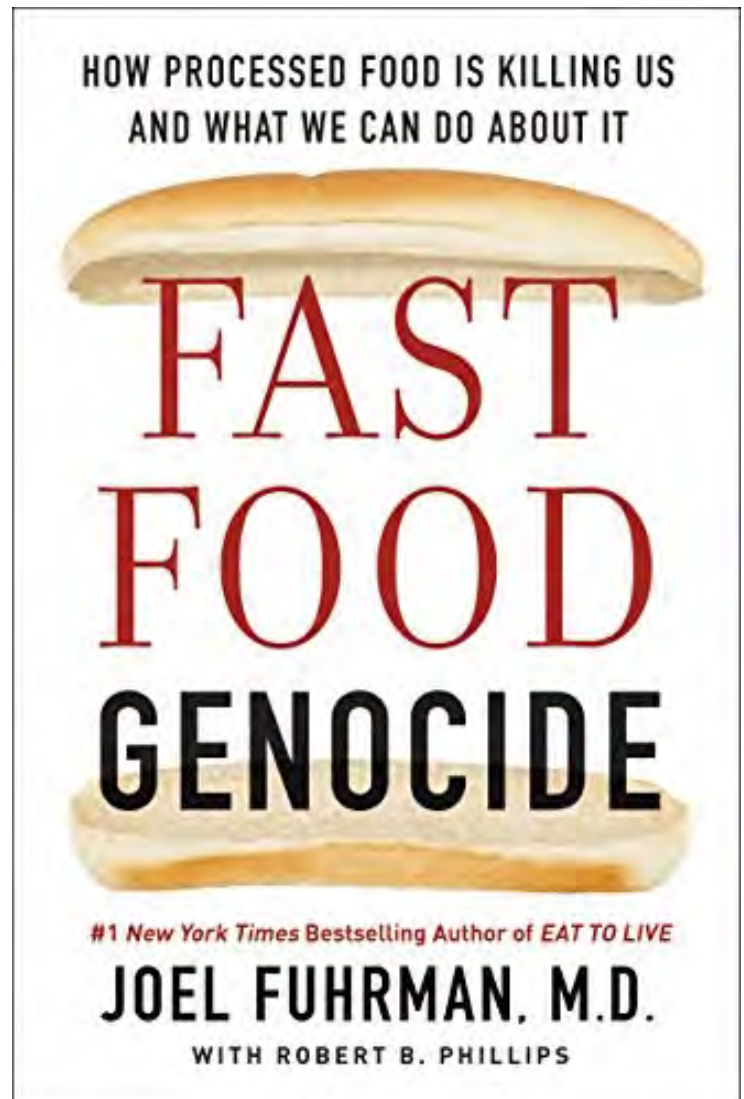
THE PROBLEM

New Study Finds that College Freshmen Exceed Many U.S. Dietary Guidelines, Increasing Risk of Chronic Health Conditions

February 9, 2022 / By Mary Cunningham

Mason: Health Starts Here study finds most college freshmen exceed U.S. dietary guidelines for added sugar, refined grains, sodium, and saturated fat.

<https://publichealth.gmu.edu/news/2022-02/new-study-finds-college-freshmen-exceed-many-us-dietary-guidelines-increasing-risk>



Farm Policy, Food Deserts & Unsustainable Poor Health Outcomes

In 1921
925,708 Black Farmers

By 2017
48,697 Black Farmers
1.4% of 3.4 million U.S. Farmers

2019 Communities of Color
Highest rate of Food Deserts



Poverty

Low income levels can create hard choices when trying to stretch the monthly budget. The cost of groceries compete with housing and other household expenses.



Medical Costs

Medical care and medications result in increased expenses leaving less money in the monthly household budget.

Low Nutrition Foods



Limited grocery dollars result in purchasing inexpensive foods that tend to be high in calories and low in nutrition value.

Overeat

Food insecure households tend to overeat when food is available to compensate for previous food shortfalls.



Health Implications

Food insecure households are at high risk for long-term health implications such as diabetes, hypertension and obesity.



Disease Management

Poor nutrition and increased stress can make food insecure households more vulnerable to disease.



The Biggest Food Fight of the Century

"Fork Violence" kills more people of color than "Gun Violence"



Historically Black

Colleges & Universities

College of Plant-Based Lifestyle Medicine

WHO ARE WE?

The Plant-Based College

Who Are We?

To maintain cultural relevance for target communities of color around our nation, the HBCU-CPLM is governed by its executive officers supported by its 20 member advisory board members, consisting of MD, PhD and licensed health professional alumni and practitioners from the various HBCU campuses.

Below are our plant-based lifestyle medicine medical professional advisory members, including ACLM Certified Board Diplomats who have come together to ensure the College meets its mission of making Plant-Based Lifestyle Medicine a primary practice in the clinics on our nations HBCU campuses and as a career for HBCU health science and medical students.



Theresa Stone, MD, FACP



David Bowman, MD



Judy Brangman, MD



Milton Mills, MD



Kim Rose, MD



Rodney McKeever, MD



Baxter Montgomery, MD



Theodor Watkins, MD



Joycelyn Peterson, PhD



Istoria Ivor Myers, MD



Ruby Lathon, PhD



Columbus Batiste, MD



Ludmilla Scott, PhD



Marsha Gail-Davis, MD



Kirt Tyson, NMD



Camille Clarke, MD

To develop a “Pipeline” of future plant-based practitioners, HBCU-CPLM board is responsible for scholarship fundraising to ensure students enroll in the program and to ensure board certification and training of medical professionals of color in PLM through the certifying organizations ABLM and ACLM. Consequently, voting members of the organization are the HBCU medical schools. The HBCU undergrad schools are Advisory Board members to ensure effective program implementation on all campuses.

Jennifer Rooke, MD,
MPH, FACPM,
FACOEM, DipABLM
Director & Professor
Morehouse School
of Medicine



Kevin Billups, MD
Dir. of Men's Health
Meharry Medical
College



Timothy Ackers, PhD
Vice President
Innovation & Research
Morgan State University



LaShanda Hodges, PhD
Professor
Plant & Soil Sciences
Southern University



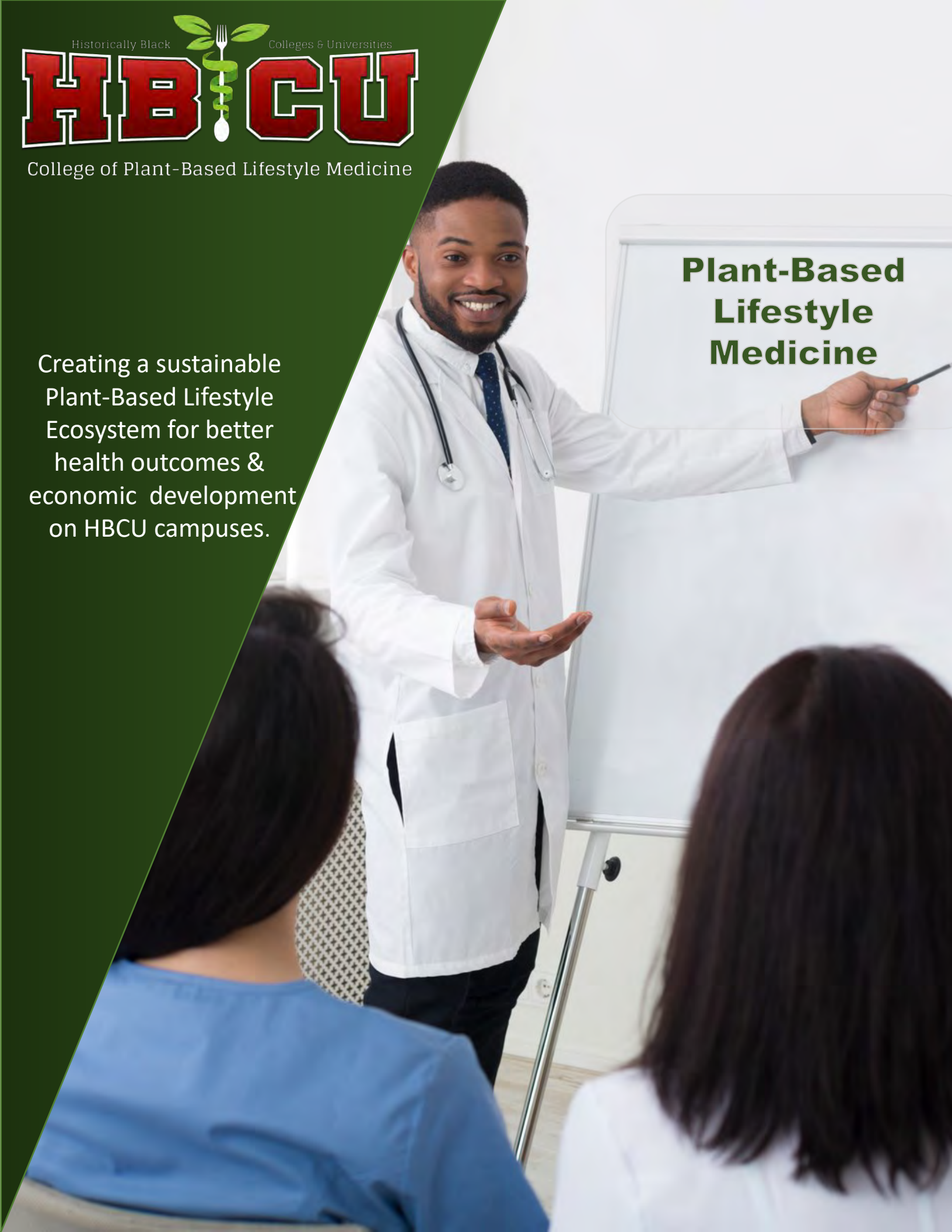
Above are members of HBCU Health Sciences & Agriculture Advisory Committee.



College of Plant-Based Lifestyle Medicine

Creating a sustainable
Plant-Based Lifestyle
Ecosystem for better
health outcomes &
economic development
on HBCU campuses.

Plant-Based Lifestyle Medicine



"PLANT FOOD AS MEDICINE" SOLUTION



Plant-based Lifestyle Medicine (PLM) is the evidenced based practice of prescribing whole minimally processed plant food along with nine (9) lifestyle interventions to treat, prevent and reverse many chronic and communicable diseases which scientific research reveals is caused by key determinates of health including unhealthy lifestyle practices, and environmental factors that when changed can improve health outcomes.

[View Research Summary](#)

A WHOLE FOOD, PLANT-BASED PLATE

Nutrition Prescription for Treating & Reversing Chronic Disease

The American College of Lifestyle Medicine Dietary Lifestyle Position Statement recommends an eating plan based on predominantly on a variety of minimally Processed vegetables, fruits, whole grains, legumes, nuts and seeds.



The “solution” is obvious - lifestyle related diseases require lifestyle interventions to reverse their affections. In 2012, the American College of Lifestyle Medicine (ACLM) was founded at Loma Linda University Medical to train physicians in the practice of prescribing “Plant-Food as Medicine” along with lifestyle interventions that medical research has established can treat, prevent and even reverse most chronic disease. ACLM is global with its certifying body the American Board of Lifestyle Medicine that board certifies trained professionals which has trained over 7,000 medical professionals around the world.

ACLM has hundreds of peer reviewed studies that show that specifically a “plant-based dietary plan” in the practice of LM can reverse degenerative disease and reduce premature deaths.

The HBCU -CPLM as adopted the mission of ACLM, with a special focus on educating and training HBCU medical professional students and alumni in the specific practice of “Plant-Based Lifestyle Medicine” through our program “The Ten Laws,” focused on “whole person” healing that considers the various determinates of health including environment and faith.

Secondary Problem

There are less than 25 board certified LM practitioners of color in the United States.

Also, the clinical practice of LM interventions lack culturally relevant modeling.

The HBCU College of Plant-Based Lifestyle Medicine (HBCUCPLM) seeks to solve these two problems.

OUR MISSION

To reduce and eliminate chronic disease in communities of color by educating & training a pipeline of HBCU health care and agriculture students, alumni and faculty in the practice of Plant-Based Lifestyle Medicine, Plant Food Innovation & Supply Chain Management From HBCU Campuses That Serve as Hub for Access To & Development of A Sustainable HBCU Plant Food Industry

Our Methodology



Provide Continuing Medical Education (CME)
Degree & Certification Programs

Incubation of Plant Based Medical
Clinics & Supply Businesses



Data Collection
& Research



Campus Food Service
100% Vegan Menu &
Athlete Training Table
Development



Advocacy, Public Policy
Access to Resources &
Best Practices

Career Fair & Community Fest
Plant Food Industry Expo
& Recruitment



Our Motto

THE TEN LAWS

Trust/Faith
Hygiene
Exercise

Temperance/Behavioral Control
Excellent Air
Natural plant nutrition

Lots of Rest
Attitude of Gratitude
Water
Sunshine

Transforming
Mind, Body & Spirit
Through
“THE TEN LAWS” ©
of Plant-Based Lifestyle Medicine

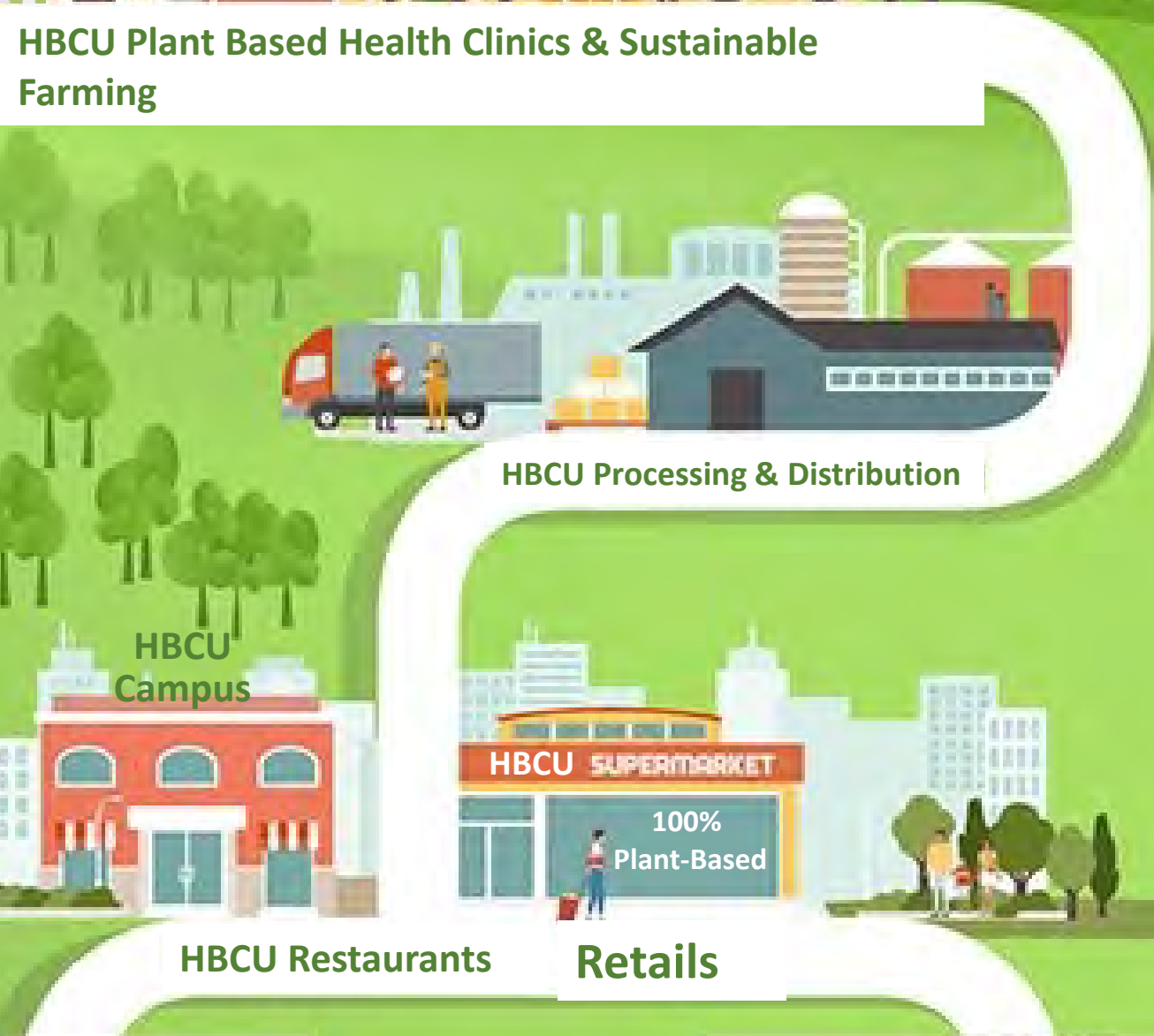
[View Research Studies](#)

At the heart of Plaintiff-Based Lifestyle Medicine (PLM) is a focus on “**whole person**” health that integrates an understanding of the natural laws that govern the human anatomy with behavior modification methods and environmental law. Research establishes that if “The Tens Laws” are followed, premature death and disease can be reduced, and individuals transformed in mind, body and spirit based on a “Creationist” model of health that incorporates individual faith systems. Many HBCU institutions were founded in the 1800s as schools of religious training.

Future HBCU Plant-Based Food Supply Chain & Eco System From Physician To Farm to Table



HBCU Plant Based Health Clinics & Sustainable Farming



HBCU Processing & Distribution

HBCU Campus

HBCU SUPERMARKET

100% Plant-Based

HBCU Restaurants

Retails

Plant-Based Food Services

Reduction in chronic disease through the development of a Plant-Based "Ecosystem" that provides access, education & support for a sustainable healthy plant-based lifestyle

Physician Led Plant-Based Lifestyle Medicine Clinics

PLANT POWERED EDUCATION

“Building the New System by Training the Mind”

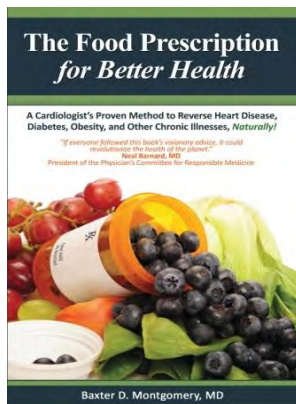
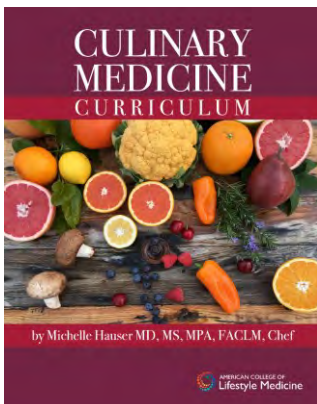
The World Health Organization estimated 2019 that 80% of people worldwide rely on herbal medicines for some part of their **primary health care**. In Germany, about 600 to 700 plant based medicines are available and are prescribed by some 70% of German physicians. In the past 20 years in the United States, public dissatisfaction with the cost of prescription medications, combined with an interest in returning to natural or organic remedies, has led to an increase in herbal medicine use.

Course Curriculums

The HBCU-CPLM partners with schools to offer three (3) types of course training:

- 1) 18 CME credit education for alumni health professions that leads to board certification through the American Board of Lifestyle Medicine
- 2) Undergraduate degree specialties under existing Allied Health & Agriculture degree programs in Plant-based Culinary Medicine & Business
- 3) Certifications in Plant-based Culinary Food Services & Health Coaching

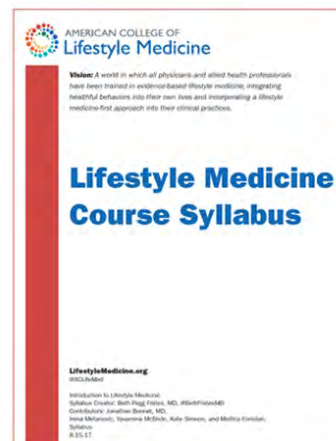
The Culinary Medicine Curriculum is the first of its kind that includes concrete PLM strategies for health care providers that desire to partner with their patients on improving dietary choices, thereby assisting them in transitioning along a spectrum to a more plant-centric diet focused on whole foods. Developed by Dr. Hauser as a culinary medicine elective course for medical students at Stanford University School of Medicine in 2017, Dr. Hauser partnered with ACLM to share the program with other schools to grow the field of MD Chefs.



Dr. Baxter Montgomery is a 30-year cardiologist and preeminent plant-based practitioner, researcher and author of “The Food Prescription For Better Health” which is the main textbook for the HBCU-CPLM degree & certificate programs. Dr. Montgomery’s Heart & Wellness Clinic is the model Plant-Based Lifestyle Medicine clinic that we seek to replicate on HBCU campuses. View his research papers



[Watch](#) Dr. Montgomery explain how Plant-based Lifestyle Medical Clinics will provide “primary care” for the future.



The ACLM Lifestyle Medicine Course is provided during CME medical professional conferences for alumni to prepare attendees for board certification through the ABLM.

Course Curriculums

The HBCU-CPLM has prepared curriculums for community certification and student degree programs that we are able to embed into the existing curriculum offerings at the 50 HBCUs with schools of allied health and 19 Schools of Agriculture. We supply the curriculum and Plant Powered Professors and the schools benefit from our plug in solution to raising up a Next Gen. Plant Powered health and agriculture professional who lives Plant Food Nutrition but is able to become a prescriber, teacher or coach in the community. Below are the proposed courses to be taught as part of the core curriculum.



Course The Ten Laws of Plant-Based Lifestyle Medicine Intro Course Part 1 + 2

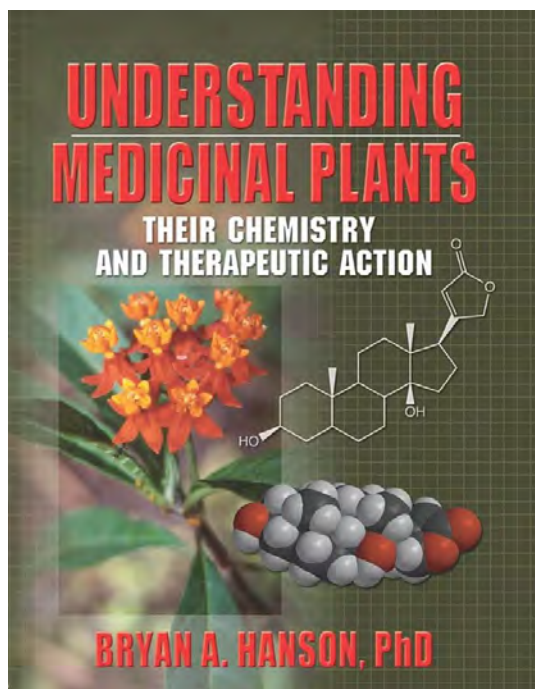
Credits – 3 Credits

Meeting; 90 Min Mon, Tues and Thurs

Seminar course involving discussion of medical journal articles that provide the evidence of the effectiveness of THE TEN LAWS of Plant Based Lifestyle Medicine and why the practice provides a wholistic approach for preventing, treating and reversing most chronic disease - includes presentations by peers. Each of THE TEN LAWS are broken down into subtopics where the students are taught the power of daily sunlight on health, the role of Rest in hormone and metabolic balance, why Water is the most critical beverage that sustains life and optimizes health- how Faith is critical to healing and understanding of various faith healing practices that focus on Plant Food as Medicine.

Course Curriculums

18 Credit Hours – Minor Plant Based Lifestyle Medicine



Course: Medicinal Plant Chemistry I + II

3 Credit Hours – Spring and Fall - Food Science Prep Course

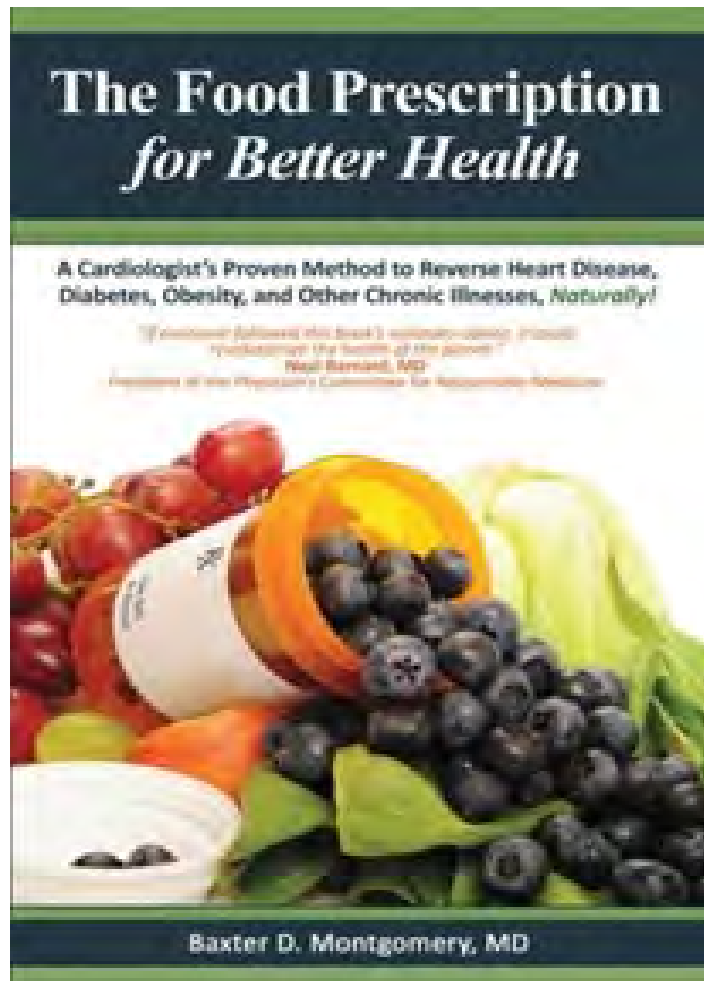
Meeting days Tuesday and Thursdays – 90 Minutes each day

The Medicinal Plant Chemistry course incorporates the biology curriculum with a generalist level knowledge of medicinal plant research, foundational knowledge of FDA, legal and policy issues, and an overview of the medicinal plant industry from the biological standpoint. This alternative provides exposure to the medicinal plant field and prepares students for transfer to baccalaureate degrees.

Upon successful completion of all program requirements, graduates will be able to:

- Explain the scientific method, including the reasoning process inherent in scientific inquiry, and the dynamic nature of scientific knowledge;
- Analyze biological data;
- Evaluate the impact of humankind and technology on the natural world and their ethical implications;
- Utilize critical thinking skills to understand and solve biological problems, differentiating scientific fact from opinion;
- Communicate the terminology, concepts, and principles of biology effectively in written, verbal, and electronic formats;
- Demonstrate competency in utilizing information technology to expand their current and future knowledge;
- Examine potential medical uses and pitfalls of medicinal plants;
- Evaluate biological concepts related to diversity, equity, and inclusion in the Medicinal Plant industry.

Course Curriculums



3 Credit Hours

The Food Prescription for Better Health will teach students how to prescribe plant foods for optimal health. For years Dr. Baxter Montgomery, has been helping patients overcome heart disease and other chronic illnesses through nutritional excellence.

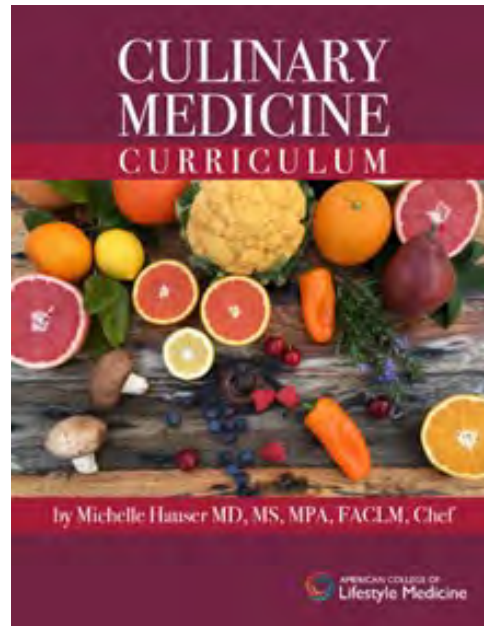
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Book Features:

- Covers proprietary plant food classification system developed for precision prescription of foods for specific conditions
- Provides a detailed description of how the body works
- Tells the real story of what healthy food is, dispelling many myths
- Describes how proper nutrition is important for optimal health
- Provides a step-by-step approach to reverse your health problems using nutrition
- Shows scientific evidence for the efficacy of the program

Course Curriculums

Prescribing Plant Food As Medicine



3 Credit Hour Course

This curriculum has been designed to focus on whole food, plant-based (WFPB) nutrition. The curriculum also includes concrete strategies for health care providers wishing to partner with their patients on improving dietary choices, thereby assisting them in transitioning along a spectrum to a more plant-centric diet focused on whole foods. The original course was taught by dually trained chef-MDs with nutrition expertise. Understanding that this combination of training is rare among health professionals, the curriculum has been adapted to enable a wide variety of health professionals to teach Culinary Medicine in their training programs. The goal is to provide students with lessons about healthy diet, tasty food preparation, and dietary behavior change while teaching them to effectively counsel patients via motivational interviewing to do the same. Because patients come from a variety of backgrounds and food traditions, the curriculum introduces the WFPB diet through the lenses of different world flavors and culinary traditions while keeping in mind resource constraints.

Providing health care professionals with a strong foundation in Culinary Medicine—including what constitutes a healthy diet and how to find, obtain, and prepare healthy and delicious food—is a key part of educating health professionals to support patients in achieving better health outcomes.

Course Curriculums

Reversing Type 2 Diabetes And Insulin Resistance



4 Credits Course

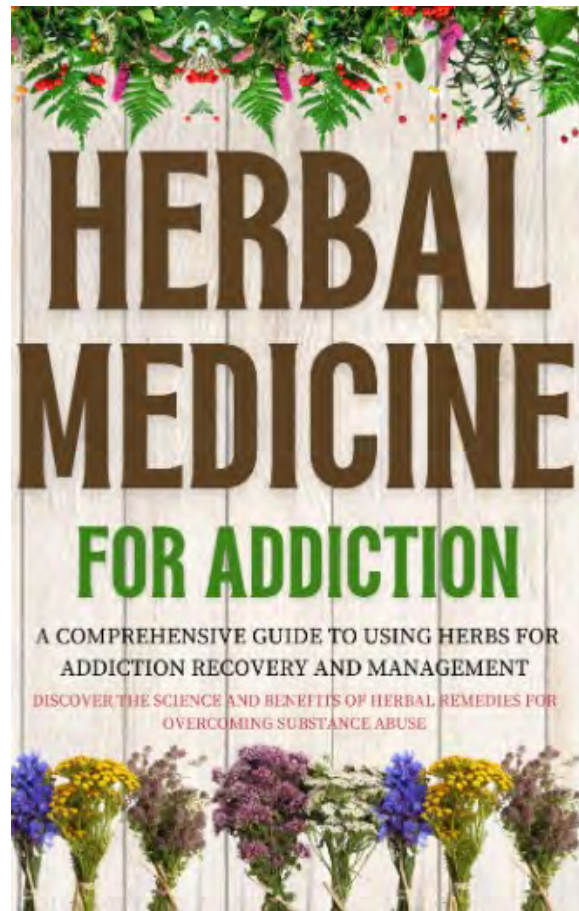
Module 1: Defining Diabetes Reversal: The Evolving Paradigm of Diabetes
Module 2: Key Metabolic Disturbances in the Pathophysiology of Type 2 Diabetes and Insulin Resistance
Module 3: Insulin Resistance in Type 1 Diabetes and Latent Autoimmune Diabetes in Adults (LADA) |
Module 4: Treatment and Reversal of Insulin Resistance in Type 1 Diabetes and Latent Autoimmune Diabetes in Adults (LADA)
Module 5: Insulin Resistance and Cognitive Impairment
Module 6: Effective Modalities for Reversal of Type 2 Diabetes and Insulin Resistance
Module 7: Essential Characteristics of Lifestyle Medicine Treatment for Reversal of Type 2 Diabetes and Insulin Resistance
Module 8: (Part 1-3) Essential Characteristics of Dietary Plans for Reversal of Type 2 Diabetes and Insulin Resistance
Module 9: The Role of Plant-Based Diets in Type 2 Diabetes Management
Module 10: The Impact of Fasting on Reversal of Type 2 Diabetes and Insulin Resistance
Module 11: The Role of Physical Activity in Reversal of Type 2 Diabetes and Insulin Resistance
Module 12: The Role of Sleep in Reversal of Type 2 Diabetes and Insulin Resistance
Module 13: (Part 1-2) Medication De-Prescribing for Reversal of Type 2 Diabetes and Insulin Resistance

The Reversing Type 2 Diabetes and Insulin Resistance with Lifestyle Medicine course, offered by the American College of Lifestyle Medicine (ACLM), and led by founding president, John Kelly, MD, MPH, ABLM certified LM Specialist, reviews the epidemiology, risk factors, and current medical approach to preventing and treating all forms of diabetes. Expert faculty in the fields of diabetes and lifestyle medicine address the scientific literature that supports the treatment, reversal, and prevention of type 2 diabetes and insulin resistance. Most importantly, the application of Lifestyle Medicine methods, guidelines, tools, and monitoring standards will be explained in order to enable healthcare practitioners to successfully apply lifestyle medicine techniques in their practices for the purpose of treating, reversing and preventing type 2 diabetes and insulin resistance.

Learning Objectives

Discuss the role of nutrition and particularly whole food plant-based nutrition in the prevention, treatment and reversal of type 2 diabetes and insulin resistance. Discuss the role of physical activity, sleep and other essential characteristics in the prevention, treatment and reversal of type 2 diabetes and insulin resistance. Review the key metabolic disturbances and pathophysiology of type 2 diabetes, insulin resistance, type 1 diabetes and type 1.5 diabetes. Review the current literature and considerations around medication de-prescribing for type 2 diabetes and insulin resistance reversal. Review the definitions and success rates of the

Course Curriculums

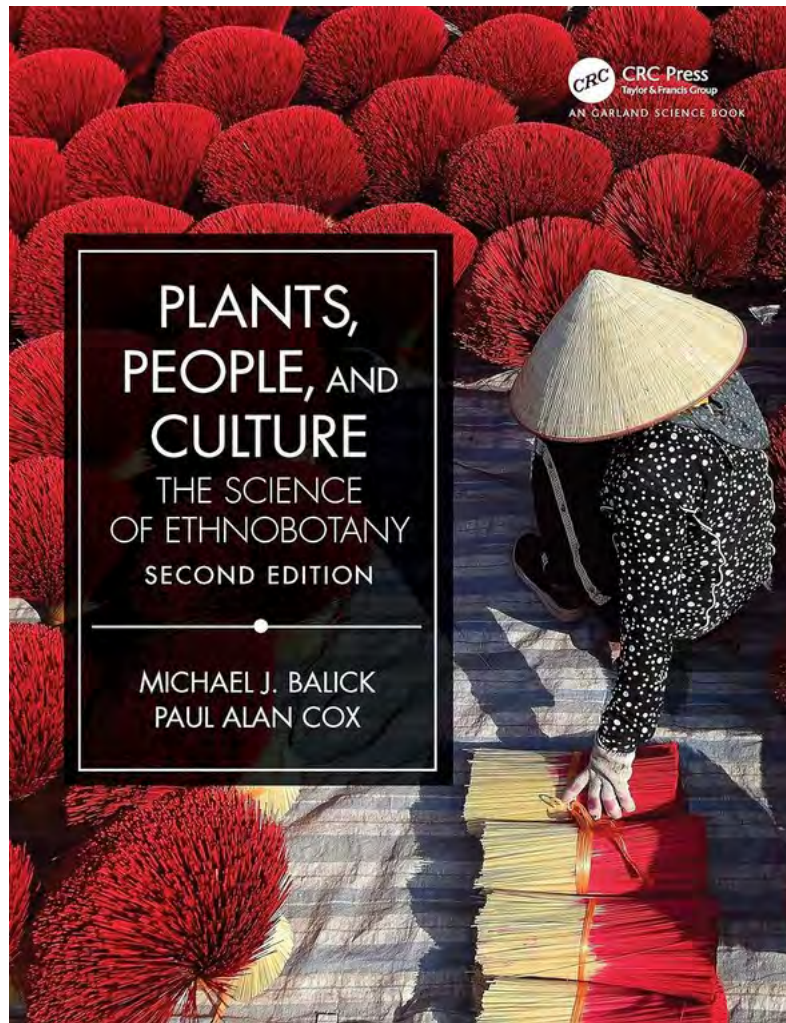


3 Credit Hour Course –

"Herbal Medicine for Addiction: A Comprehensive Guide to Using Herbs for Addiction Recovery and Management" is the ultimate resource for anyone looking to overcome substance abuse using the power of nature. This comprehensive guide, written by a professional author and medical herbalist, delves into the science of addiction and the role that herbal medicine can play in the recovery and management process.

With in-depth information on the different forms of herbal medicine, common herbs used in addiction treatment, and herbs for managing withdrawal symptoms, relieving stress and anxiety, improving sleep and mood, and boosting brain function and cognitive ability, this book provides a comprehensive overview of the benefits and use of herbal remedies for addiction. In addition to the informative and easy-to-read chapters, the book also includes a step-by-step guide to creating an herbal plan for addiction recovery and management, as well as a discussion of the safety and precautions involved with using herbs.

Course Curriculums

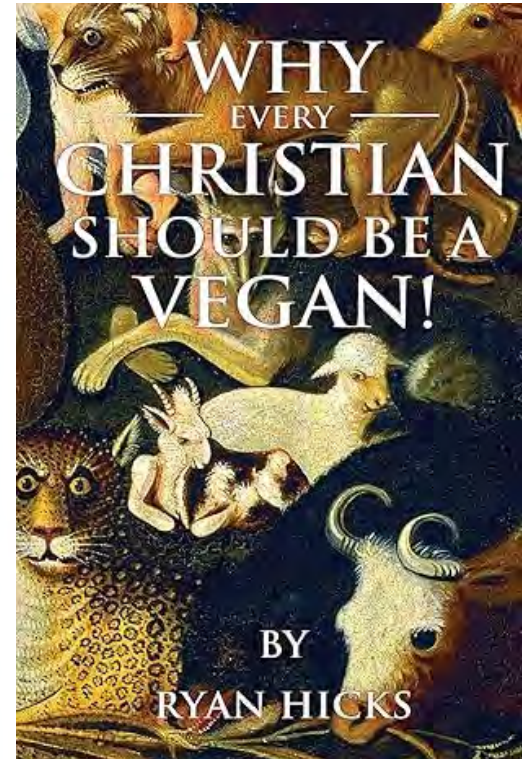
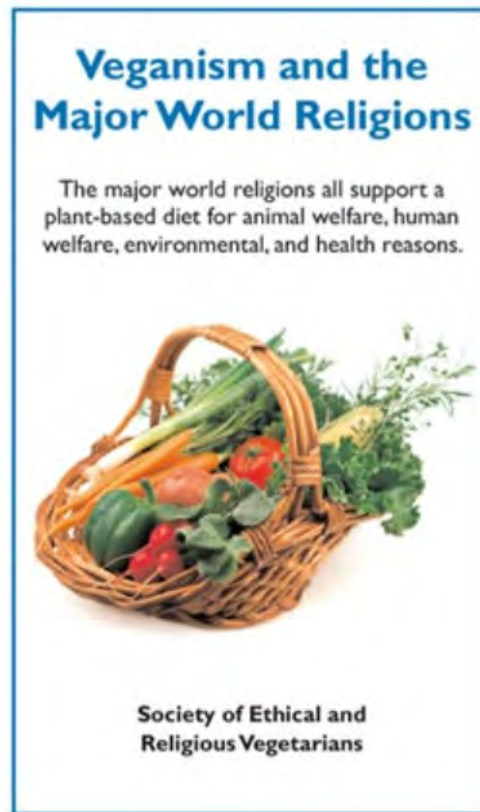
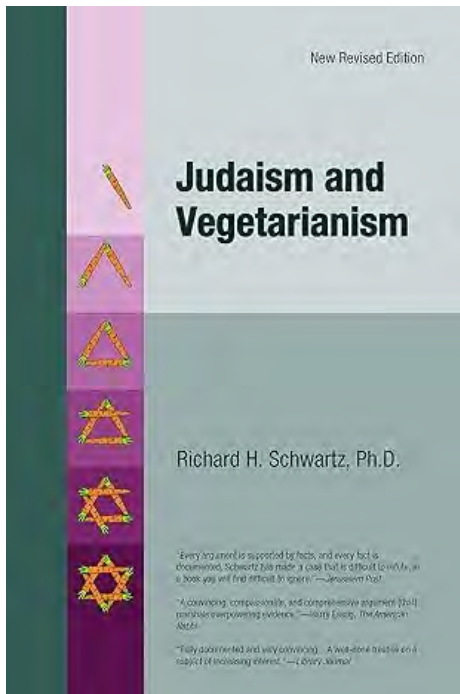


3 Credit Course

Indigenous agricultural innovations continue to feed, clothe, and heal the world's population. One out of four prescription drugs, for example, were discovered from plants used by traditional healers. Objects as common as baskets for winnowing or wooden boxes to store feathers were ornamented with traditional designs demonstrating the human ability to understand our environment and to perceive the cosmos. Throughout the world, the human body has been used as the ultimate canvas for plant-based adornment as well as indelible design using tattoo inks.

Plants also garnered religious significance, both as offerings to the gods and as a doorway into the other world. Indigenous claims that plants themselves are sacred is leading to a startling reformulation of conservation. The authors argue that conservation goals can best be achieved by learning from, rather than opposing, indigenous peoples and their beliefs.

Course Curriculums



3 Credit Course

The major world religions all provide a sound basis for a vegan/vegetarian diet, especially as informed by advances in nutrition, ecology, and agriculture. This course will cover a reading of the above text to understand the various faiths writings that focus on Plant Food as the source of their faith practices, economy and healthcare.

From God's first injunction, "Behold, I have given you every herb yielding seed, which is upon the face of all the earth, and every tree, in which is the fruit of a tree yielding seed, to you it shall be for food." (Gen. 1:29) The Hebrew Scripture offers countless examples of how God intends a compassionate and caring attitude toward animals, our health, and the health of the planet. This attitude, as Richard Schwartz shows in his pioneering work now fully revised, has been a constant theme throughout Judaism to the present day. Indeed, Judaism's particular concern for tikkun olam, a healing of the world, has never been more urgent today—given the current state of world hunger, environmental degradation, and the horror of factory farms. Dr. Schwartz, in the text "Judaism and Vegetarianism shows not only how Judaism is particularly well suited to solving these problems, but how doing so can revitalize one's Jewish faith.

The text "Why Every Christian Should Be A Vegan" compliments Dr. Schwartz's review of Scripture but explores God desires from us, and what the Holy Scriptures says about it all. Students who have been you have been raised thinking that animals are here to be food or for our entertainment, then by reading this book you will discover many edifying truths.

Course Curriculums

Proposed SUMMER INCUBATOR/ACCELERATOR



PLANT POWERED STARTUP MANUAL

*An all-you-can-read buffet
on planning, launching, and
growing a good food business.*



Version 1.1. Last updated May 2019.

Plant Based Business Entrepreneurship - 4 cr. Summer Course

Students investigate the nature and history of entrepreneurship. Opportunity searching and creative processes are used to develop new entrepreneurial ideas. Students are exposed to the development of an entrepreneurial business plan. The accounting, finance, management and marketing aspects of entrepreneurship are analyzed. Each student develops and presents a new venture plan.

Course Curriculums

Proposed SUMMER INCUBATOR/ACCELERATOR



PLANT POWERED STARTUP MANUAL

*An all-you-can-read buffet
on planning, launching, and
growing a good food business.*

Topics covered in course.



Investment ›

Connect with alternative protein startups who are fundraising. Also meet co-investors and understand the market and technical landscape alternative proteins.



Entrepreneurship ›

Learn about planning, launching, and growing a startup — from white space identification to product development, fundraising, and commercialization.



Manufacturing & production ›

Capitalize on the growing alternative protein market and accelerate the pace at which your plant-based products gain market share.



Retail ›

Find strategies for product assortment, own-brand product development, merchandising, and marketing.

A close-up, top-down view of a glass filled with a vibrant green smoothie. The smoothie has a thick, frothy texture with many small bubbles on the surface. A slice of yellow lemon is perched on the right edge of the glass. The background is a soft-focus green, suggesting fresh herbs or vegetables.

PLANT POWERED ALUMNI & STUDENT PAST PROGRAMS

“Building the New System by Training the Mind”

Physician & Health Care Worker Training



College of Plant-Based Lifestyle Medicine

Food As Medicine Conference

July 31 - August 2, 2021
Virtual Meeting

- Target Audience - Health Equity & Medical Professionals seeking solutions to tackle chronic disease in underserved communities
- 18 Hours of Instruction on How Prescribing Plant-Based Food As Medicine Can Improve Health Outcomes and Reduce Chronic Disease
- 15 Plant-Based MD Clinical Instructors
- Attendees will be provided evidence based effective tools to support organizational Health Equity Community Outreach
- Report on the state of the Global Plant-Based Industries

*Lifestyle Medicine
Revolutionizing the
Management of Disease
in the 21st Century*



www.HBCUPlantBasedLifestyle.com

Physician & Health Care Worker Training



THE TEN LAWS OF PLANTBASED LIFESTYLE MEDICINE

Boosting the Immune System for the Next Pandemic

Plantbased MD Speakers



David Bowman, MD
Howard University Hospital
Certified - Lifestyle Medicine



Jennifer Rooke, MD
Morehouse Medical School
Certified - Lifestyle & Internal
Medicine



Milton Mills, MD
Inova Fairfax Hospital
Certified - Critical Care

and more....

SUMMIT & EXPO
SEPT. 7-8, 2023
New York, New York

8 Hrs Live Lectures
Thursday & Friday
8AM - 12:00PM



**PLANTBASED WORLD
FOOD EXPO-FREE PASS**
1PM- 5PM THURS & FRI.
7pm Thurs Night Film Screening



Yotel Hotel
Green Fig Meeting Center
570 10th Ave.
(@W42nd) NY,NY



www.HBCUPlantbasedLifestyle.com

Only 150 Registrations Left!!

Two events One Price Save 50%

Scan to Register

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exec@hbcuplantbasedlifestyle.com



Integrating Agriculture & Health Programs



HBCU Assistive Ag Tech & Empowerment Workshop

August 26-27, 2021

Live In Person

Sponsors



EXECUTIVE PRODUCERS
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CHRIS PAUL



FILM SCREENING TOUR

Exploring the Science & Careers in Plant-Based Lifestyle Medicine
to Treat, Reverse & Prevent Chronic Disease
In the Black Community

AUG 26 | 7PM – 9PM

Plant-Based Food Taster

FAMU College of Pharmacy - Blue Cross/Blue Shield Auditorium

1415 South Martin Luther King Jr. Blvd., Tallahassee, FL

sundance
FROM ACADEMY AWARD-WINNING DIRECTOR
LOUIE PSIHAYOS

FUELED
BY
THE
TRUTH
THE GAME
CHANGERS

Speakers: Plant-Based Medical Professionals



Dr. Columbus Batiste
Cardiologist – Film Cast



Dr. Milton Mills
Critical Care



Barbara Miller, RN, MSN
Certified Lifestyle Wellness



Jo Saint-George, Esq.
Chair & General Counsel

Past Sports & USDA Programs





Historically Black Colleges & Universities
HB-CU
College of Plant-Based Lifestyle Medicine

Presents

The Plant Powered Coach

J.B. Blair
NBA Washington Wizards

Heart & Soul of A Champion
Film Screening &
Free Plant Food Taster

April 24, 2024 @ 5:30pm

Coppin State University
J. Millard Tawes Ballroom
HBCU Plant Food As Medicine Conference





HB-CU
College of Plant-Based Lifestyle Medicine

Presents

PLANT FOOD MATTERS

THE FUTURE OF HEALTH EQUITY

Tues. September 24, 2024
6:30pm - 8:30pm

Health & Human Services Building
2500 W. North Ave., 3rd Fl. Baltimore, MD 21216

Fire-side chat with USDA Under Secretary
On the Power of Plants to Change Health Outcomes and Deliver True Health Equity



Dr. Chavonda Jacobs-Young
Under Secretary of USDA
Research, Education and Economics

Alumni, Student, Faculty & Community Boot Camp Training



**FREE
10
DAY**

September 6th - 15th, 2020
Nightly Webinars
7:30 – 8:30pm (EST)

**Back to School
PLANT-BASED
PANDEMIC
SURVIVAL
BOOT CAMP**

Extra Special Offer



Poached Mushroom Wrap



Pad Thai



Southwest BBQ Chicken

For 10-Days Enjoy Delicious Plant-Based Meals - Delivered To You! Fees Apply



For 10-days via Live Stream Learn:

- Medical evidence for why you don't need to wait for a vaccine to fight Covid -19 or any virus
- How you can optimize your immune system in just hours with plant-based raw food
- How to have more energy, strength, & improve brain health for better performance
- Receive the Free copy of the Survival Guide

Jo Saint-George, Esq.
Host - The "Healthy Lawyer"



Speakers



Kim Rose,
Certified Dietician &
Nutritionist



Dr. Columbus Baptiste, MD
Certified Cardiologist



Kirt Tyson, NMD;
CPBN; FAAOPM Certified
Naturopath, MD



Dr. Judy Brangman, MD
Certified Internal Medicine
& LMP

Register Now!

"Coming Soon
Pre-Order Now"
@info@HBCU_LifestyleMedicine.com

Historically Black Colleges & Universities
HBCU
College of Plant-Based Lifestyle Medicine

**PANDEMIC
SURVIVAL GUIDE**

Top 10 Recommendations & Survival Schedule
from African-American Plant-Based Physicians for
HBCU Students to Resist any Virus or Chronic Disease

By Jo Saint-George, Esq.

with physicians from the HBCU College of Plant-Based Lifestyle Medicine

The HBCUCPLM Pandemic Survival Guide which brings together in one easy to read pamphlet a foundational understanding of how the immune system (along with the 9 other systems of the body) works to fight disease, viruses, and parasites, which can invade the body at any time.

The Pandemic Survival Guide ebook, which is a collaboration of the HBCUCPLM Black physician members, will outline the **T.E.N. L.A.W.S.** of health which are free, natural and plant-based interventions that optimize the immune system to maintain good health. Included in the guide is a sample lifestyle schedule and nutritional guide that also helps students in their performance on exams.

This guide will give students confidence that their immune system can resist COVID and any pandemic if followed. HBCU-CPLM also seeks sponsors for the printed version of the guide to be given to students free.

A close-up, top-down view of a glass filled with a vibrant green smoothie. The smoothie has a thick, frothy texture with many small green bubbles. A slice of yellow lemon is perched on the right edge of the glass. The background is a soft-focus green, suggesting fresh herbs or vegetables.

PLANT POWERED MARKET & CAREER DATA & HBCU TRENDS

“Building the New System by Training the Mind”

Market Data for Career & Entrepreneurship



PLANT-BASED FOODS

STATE OF THE MARKETPLACE

RETAIL

AUGUST 14, 2023



RETAIL **TRENDS** // CATEGORY **PERFORMANCE** //
CONSUMER **INSIGHTS**

The State of the Market



¹ Unmet Needs: Insights and Solutions, PaFA and B45L (2023) <https://www.plantbasedfoods.org/wp-content/uploads/2023/03/UnMetNeeds-Preparation.pdf>

PLANT-BASED FOODS STATE OF THE MARKETPLACE
// RETAIL REPORT 2022

HBCUs Are Located In Growth Markets

REGIONAL GROWTH

When looking at dollar and unit sales by region, **Southern households had both the most dollar sales at \$2.6 billion, and largest growth for total plant-based products (+10.1%).** Unit sales for total plant-based foods were highest among Western households (462 million) and lowest among North Central households.

All 100 HBCUs Exist In The Southern Region

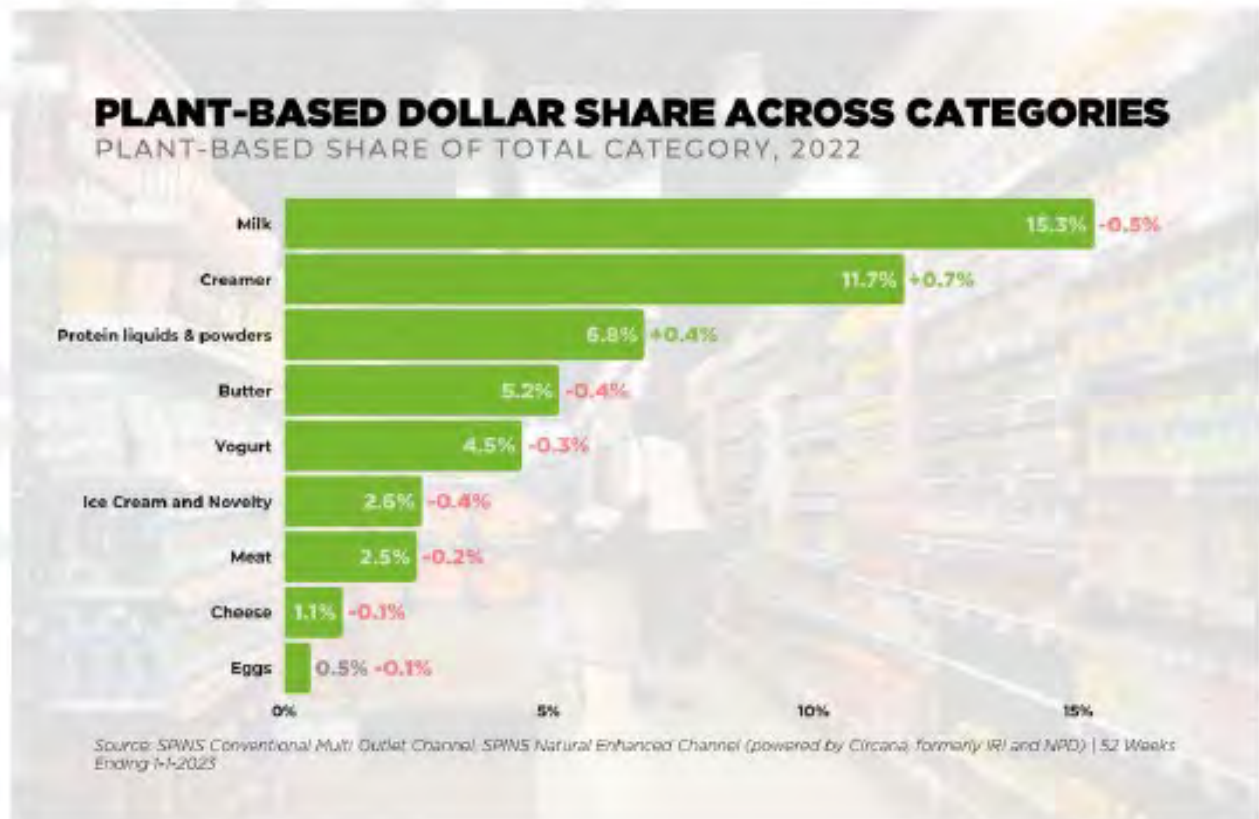
UNITED STATES CENSUS REGIONS

PERCENT OF TOTAL DOLLAR SALES OF PLANT-BASED PRODUCTS, BY REGION



The State of the Market Data

In 2022, plant-based foods grew across most categories, further illustrating strong consumer interest. While the plant-based dollar share declined slightly for most categories, the dollar share for plant-based creamers and plant-based protein liquids and powders grew, demonstrating consumers' strong demand in these categories.



The overarching numbers make it clear: Plant-based is strong, and here to stay.

- Plant-based foods maintained 6.6% sales growth in 2022 (up from 5.9% in 2021) and maintained a steady dollar and unit share of 4.5%.²
- While the average retail price (ARP) of animal-based foods increased by 15%, the ARP of plant-based foods only increased by 10%.
- Household panel data from Circana, formerly IRI and NPD, showed that 60% of total U.S. households were purchasing plant-based foods, which remained steady from the year prior, and 80% of households were repeating these purchases, **demonstrating loyalty to and satisfaction with plant-based foods.**

Click to view [Livekindly article](#)



**HBCUs within
1.5 miles of a
Walmart**

26

[See list of WM near HBCUs](#)

The number of
**Walmart
Supercenters**
near an
HBCU in general:

418

[Click to view](#) - WM Safer, Healthier Food Programs



The number of **Walmart
Stores** within 5 Miles
of an HBCU

262

The percentage
Walmart Stores
within 5 Miles
of an HBCU:



40%



HBCU Future Plant Based Job Market

The Plant Based Foods Industry Contribution to the U.S. Economy



Annual Revenue
\$4.5 billion

55,634	<u>Employment</u>	
JOBS	\$59,300	\$3.3 billion
	AVERAGE INCOME	TOTAL JOBS INCOME

The plant-based foods industry has created more than 55,000 jobs. These jobs pay a total of \$3.3 billion in income each year. At the current rate of growth, the plant-based foods industry will add more than 1,900 jobs to the economy each year.

The jobs generated by the plant-based foods industry are better than most, with an **average income of \$59,300 — or about \$12,500 more than the average income in the United States**

HBCU CAREER & ENTREPRENEURSHIP

As part of the organizations “pipeline development,” future HBCU-CPLM conferences and summits, we seek to host a Plant-based Food Industry student and agriculture school job fair to assist retailers and manufacturers in their recruitment efforts.

HBCU Plant Powered Job Fair

“Coming Soon”

HBCU Future Plant Based Job Market

alt
protein
careers.

[Search Jobs](#)[Interview Prep](#)[Resources](#)[Podcast](#)[About](#)[For Employers](#)[Post a job](#)

Do something that matters.

Make an impact. Find a job with meaning in the alternative protein industry.

[Search](#)

Executive-level roles

4 jobs



Good for Recent Grads

56 jobs



Food Science

29 jobs



Marketing & Sales

96 jobs



Operations & Supply
Chain

47 jobs

VeganWork.com

[Home](#) [Vegan Jobs](#) [Job Categories](#) [Locations](#)

Vegan jobs

VeganWork.com connects you with the best vegan job sites to help you find your next career opportunity.

Below is a collection of recent jobs, internships, and volunteer opportunities for anyone interested in veganism, animal rights, or working within the plant-based industry.

[All jobs](#) [Categories](#) [Locations](#)

Regional Foodservice Sales Representative – NY Metro

Redefine Meat

Tagged: FULL-TIME

Location: NY, US

Posted: 08/27/2024

Discovered: 08/27/2024

Source: Redefine Meat

Regional Foodservice Sales Representative - LA

Redefine Meat

Tagged: FULL-TIME

Vegan job boards

Find even more vegan jobs by visiting the following vegan job boards.

[Vegan Job Board by Vegan Mainstream](#)[VeganJobs.com](#)[Animal Advocacy Careers](#)[Animal Jobs Digest](#)[Beyond Animal](#)[VegNews Vegan Job Board](#)[VH Playground](#)[Citizen Kind](#)[Vegpreneur](#)[FAST Forum](#)



College of Plant-Based Lifestyle Medicine

PLANT POWERED *POLICY & LEGISLATIVE AFFAIRS*

"Building the New System by Training the Mind"

Plant-Based Policy Initiatives



To grow a Plant Powered HBCU Ecosystem requires policy changes to increase government investment in plant-based medical start-ups and agriculture. The HBCU-CPLM is an official affiliate of the nation's largest trade organization the Plant Based Foods Association with over 300 plant food manufacturers. In 2022, the organizations partnered to inform the White House on the policy needs of the plant-based food industry and the need for HBCU investment for clinic & plant food manufacturing development. In Sept. 2023, the organizations spoke before the Congressional committee on dietary guidelines.

PARTNER-LED CONVENING TO INFORM THE WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH:

Hosted in collaboration with the Plant Based Foods Association and the Historically Black College and University College of Plant-Based Lifestyle Medicine

[View White Paper](#)

In July 2023, PBFA introduced the Federal **"Plant Act"** to seek federal funding to increase production of U.S. plant food agriculture supply – [view act](#)

In 2021, Cong. McGovern introduced the Federal **"Medically Tailored Meals Home-Delivery Pilot Act"** to authorize Medicare/Medicaid to cover home delivery of physician prescribed **"Food as Medicine"**

[View act](#)





Policy Priorities

As “Plant Food Advocates” on HBCU campuses we support the following legislative priorities:

- **Add Soy Act - S.2943** - This bill requires schools to substitute a nondairy beverage for fluid milk in the National School Lunch Program upon the request of a student or their parent or guardian. Under current law, schools participating in the program may provide a substitute at the request of a medical authority or the student's parent or guardian. The bill also removes current requirements that (1) the substitute request be based on an identified medical or other special dietary need that restricts the student's diet, and (2) the school food authority pay for any additional expenses resulting from providing the substitute that exceed the covered reimbursement amounts.
- **Amend the definition of term “Food”** in the Food, Drug and Cosmetic Act at 21 USC 321(f) to have the following meaning or close to:

Food is defined as -“any living substances when consumed that contains naturally occurring proteins, carbohydrates, fats, fiber, and water along with vitamins and minerals that when eaten in combination are necessary to sustain human cell growth, vital bodily processes and furnish energy that are free from toxic hazardous substances and biohazards, including but not limited to blood, methionine, cysteine and histidine, and may include other articles that may not be living when consumed that are used for food or drink for man or other animals so long as the articles are labeled indicating that the article is not a living article, and/or contains toxic hazardous substances, and/or biohazards and do not contain water, fiber, carbohydrates and vitamins and minerals in which case the article label must indicate if it is fortified with vitamins, minerals, fiber and water.
- **Passage of the Peas, Legumes, and Nuts Today Act (PLANT Act) H.R.5023** by McGovern to expand opportunities to support farmers and food companies making plant-based foods
- **Passage of the Medically Tailored Home-Delivered Meals Demonstration Pilot Act H.R.6780** as a permanent program of Medicare & Medicaid Services (CMS) under which hospitals can provide medically tailored, home-delivered meals and associated nutrition therapy for beneficiaries who have a diet-impacted disease (e.g., kidney disease) after they are discharged from the hospital.
- **Passage of the Farm Bill** that includes the creation of a HBCU Plant Food As Medicine Center of Excellence, Research and Health Equity
- Bills that increase Plant Foodpreneurship on HBCU campuses and the development of Plant Powered Medical Clinics and Centers of Farm and Medical Innovation on HBCU campuses.

PLANT FOOD - THE FUTURE OF HEALTH EQUITY

WWW.HBCUPLANTBASEDLIFESTYLE.COM - EXEC@HBCUPLANTBASEDLIFESTYLE.COM

A close-up, top-down view of a glass filled with a vibrant green smoothie. The smoothie has a thick, frothy texture with many small green bubbles. A slice of yellow lemon is perched on the right edge of the glass. The background is a soft-focus green, suggesting fresh herbs or vegetables.

PLANT POWERED FUTURE PROGRAM ENGAGEMENT

“Building the New System by Training the Mind”

NATIONAL BASKETBALL
PLAYERS ASSOCIATION



Hosts
HBCU

PLANT POWERED ATHLETES

**Coming Soon
T.B.D**

NBPA Conference Center
New York, New York



**IMPROVING ATHLETIC PERFORMANCE
ON & OFF THE FIELD**

Athletes are the greatest influencers on any college campus, yet they too suffer from lifestyle and communicable related diseases. With the rise of Sudden Cardiac Arrest (SCA) in athletes during the recent Pandemic related to cardiomyopathies or viral infections, which researchers report accounts for 47% of SCA incidents ([see study](#)), the HBCU-CPLM has developed the [Plant Powered Athlete Summit & Expo](#) to educate HBCU sports doctors, and athletic directors in THE TEN LAWS and to develop a plant powered dietary training table for athletes who want to reduce the risk of SCA and other chronic diseases that may run in their family. The NBPA Conference Center has been identified as the Summit location for 2024.

Summit will convert to a HBUC student athlete summer conference with expo where the 300 PBFA food manufacture companies can provide a taster of their new products for the students to learn about the Healthiest plant-based food products and athlete services.

Speaker Summary:



Dr. Mills, MD
Critical Care



Tamika Trameglio, Esq.
Executive Director NBPA



Dr. Bowman, MD
Howard Univ. Medical



Dr. Billups, MD
Meherry Medical



Dr. Montgomery, MD
Cardiologist



Dr. Rooke, MD
Morehouse Medical

Historically Black Colleges & Universities



College of Plant-Based Lifestyle Medicine

HOSTED BY: NATIONAL BASKETBALL PLAYERS ASSOCIATION

PRESENTED BY: HBCU COLLEGE OF PLANT-BASED LIFESTYLE MEDICINE

Student Engagement Activities

The success of any community health program that seeks to introduce new healthcare interventions to treat, manage or prevent disease is measured by the effectiveness of the programs ability to engage the target audience as well as the medical professionals needed to implement the program.

Writing and cooking contests that provide monetary rewards for engagement have a proven track record for success. Below are programs HBCUCPLM and its partners seek to implement to encourage students to adopt the plant-based lifestyle and to seek a PLM degree and career. The HBCU Plant-Based Lifestyle Network, however, will produce the “Battle of the Plant-Based Chefs” as a TV show and seek partners, like ABC, CBS, BET, Netflix, or Amazon Prime for distribution. The goal is to provide national attention to the HBCU’s that offer PLM degree programs in order to increase enrollment.

This promotional graphic features a smiling man in a yellow sweater pointing at a QR code. The background is split into green and blue sections. On the left, a collage of fresh fruits and vegetables is shown. The text includes:

- CONTEST RULES**
Watch *Heart & Soul of a Champion* & *"The Game Changers"* Films & Write an 800 word essay that explains how a plant-based diet can reverse chronic disease & help to optimize the immune system to resist & fight communicable disease.
- \$1,000 Awards for Best Article**
- 1 Monthly Winner Starting Jan 2024**
- Approx. 35% of HBCU Students come from Food Insecure Homes!**
- Register** (with QR code)
- Plant Food Cafeteria Scholarship Drive & Next Pandemic Game Changer Essay Writing Scholarship**
- HBCU** (Historically Black Colleges & Universities) logo with a heart graphic.

This promotional graphic features two chefs, a woman on the left and a man on the right, both with their arms crossed. The background is green with a large tomato and a knife. The text includes:

- HBCU** (Historically Black Colleges & Universities) Plant-Based Lifestyle Network logo.
- BATTLE OF THE PLANT-BASED CHEFS**
- COMING SPRING**
- REGISTER** (in a red button)
- FOR A CHANCE TO WIN \$1K, \$5K or \$200K GRAND PRIZE**
- COPPIN STATE UNIVERSITY** logo (bottom left).
- MORGAN STATE UNIVERSITY** logo (bottom right).

HBCU Plant Powered TV Coming Soon

SPEAKERS



KEVIN L. BILLUPS, MD
Urologist & Professor Meharry
Medical Group, Meharry Medical College



MILLARD COLLINS, MD
Primary Care/Family Medicine at
Meharry Medical Group.

COMING SOON!

DIABETES UNCHAINED

THE PLANT-BASED WAY!

LIBERATING BLACK MEN
FROM THE CHAINS
OF DIABETES COMPLICATIONS

STREAMING ON:



SPONSORED BY:
MEHARRY MEDICAL COLLEGE &
HBCU COLLEGE OF PLANT-BASED
LIFESTYLE MEDICINE

Plant-Based *Lifestyle* **Fact v. fiction**

WITH DR. DAVID BOWMAN



Watch Only On:



PEDIATRICIAN & BOARD DIPLOMAT
AMERICAN BOARD OF LIFESTYLE MEDICINE
HBCU COLLEGE OF PLANT-BASED MEDICINE
HOWARD UNIVERSITY HOSPITAL

Coming Soon - Community Engagement Through a Social Justice Lens

To engage communities, churches and civic organizations surrounding HBCU campuses, select campuses will be provided technical grants to host outdoor “Veggie Food Justice Fest”. Physician members of the HBCU-CPLM will speak on the latest research about the benefits of a plant-based lifestyle. Plant-Based lawyers will also discuss the need for food policy changes in K-12 meal programs, prisons and hospitals. Also, community plant-based restaurants, caterers and plant-based food manufacturers will be invited to demo and sell their products to attendees. HBCU medical and health science school members of the HBCUCPLM will be requested to provide free health screenings and attendees will be invited to participate in on-campus community Plant-Based Bootcamps/Challenges and research studies.

The Fest will include a career & degree recruitment fair, where the community can learn about the degree & certificate programs in Plant-Based Lifestyle Medicine & Food Science Innovations and employers from the 300 plant-based food companies can recruit HBCU students into one of the hottest growth industries.

5 Year Program Goals

- **Host 5 VF Justice Fests** on HBCU campuses a year and to grow to 10 events in 5 years.
- **Reach 5 Million** minority residents before, during and after each event to ensure that the plant-based lifestyle is embraced in those communities. Surveys of the health status of attendees will be obtained and free health screenings offered.
- **Survey** attendees for their interest in a career in PLM and participation in PLM education and career programs.
- **Provide information** regarding the PLM degree programs offered at the member HBCU schools.

Historically Black Colleges & Universities
HBCU
College of Plant-Based Lifestyle Medicine

Veggie Food Justice Fest
Fighting Disease thru Plant-Power
& CAREER FAIR - COMING SOON

Florida A&M University
1601 S Martin Luther King Jr Blvd,
Tallahassee, FL 32307, United States

FREE EVENT

The Plant-Based Doctors:

Kim Rose, Certified Dietician & Nutritionist
Dr. Columbus Baptiste, MD, Certified Cardiologist
Dr. Tyeon, NMD, CPBN, FAACPM, Certified Naturopath, MD
Dr. Andy Brangman, MD, Certified Internal Medicine & LMD
Dr. Camille Clarke, MD, Internal Medicine, Certified Lifestyle Medicine

FOOD . LECTURES . GIVE AWAYS
Guest Speakers, Delicious Vegan Food, Musical Performances
Activities, Give Aways & More...

Proposed Sponsors:



Digital Engagement & Trade Development



Plant-Based Lifestyle Network

www.HBCUPlantbasedLifestyle.com

The HBCU Plant-Based Lifestyle Network (PLN) is a private social media platform being developed and owned by FGH Media Enterprise, a black owned media company, to promote the positive effectiveness of PLM in communities of color. The PLN will report on the latest news in the plant-based industry, promote the HBCUCPLM degree & resident programs and accomplishments while promoting and branding minority owned plant-based companies, interest groups, manufacturers, and the work of plant-based medical professionals.

The PLN will be a digitally connected ecosystem where the narrative that PLM is a social justice “right” is marketed and the HBCU Colleges become the authoritative voices of the plant-based movement in minority communities.

PLN will work with each HBCU medical school to develop a weekly TV show type program that will be exclusively distributed by PLN to promote the schools PLM programs, research and initiatives.

The HBCU-CPLM has incubated the HBCU Plant-Based Food & Beverage Association (Association) as a trade organization start-up that provides technical, business development and advocacy services to minority own plant-based start-ups in sustainable farming, retail, grocery hospitality, restaurant, manufacturing, as well as inventors and educators.

The Association connects entrepreneurs with HBCU researchers to commercialize HBCU inventions to grow new businesses and to support and scale existing businesses. [Gallup reported in January 2020](#) that its 2019 poll indicated that African-Americans are the fastest adopters of the plant-based lifestyle in the U.S.

Through our membership with the Plant-Based Food Association, we will train HBCU PB foodpreneurs in industry best practices to provide a pipeline of BIPOC industry workers ready for job opportunities.

PB Industry Data:

- 60,579 jobs
- \$59,400 average salary
- \$3.6 billion in total job income
- As of March 2020, Plant-Based sales increased by 200% due to COVID -19.

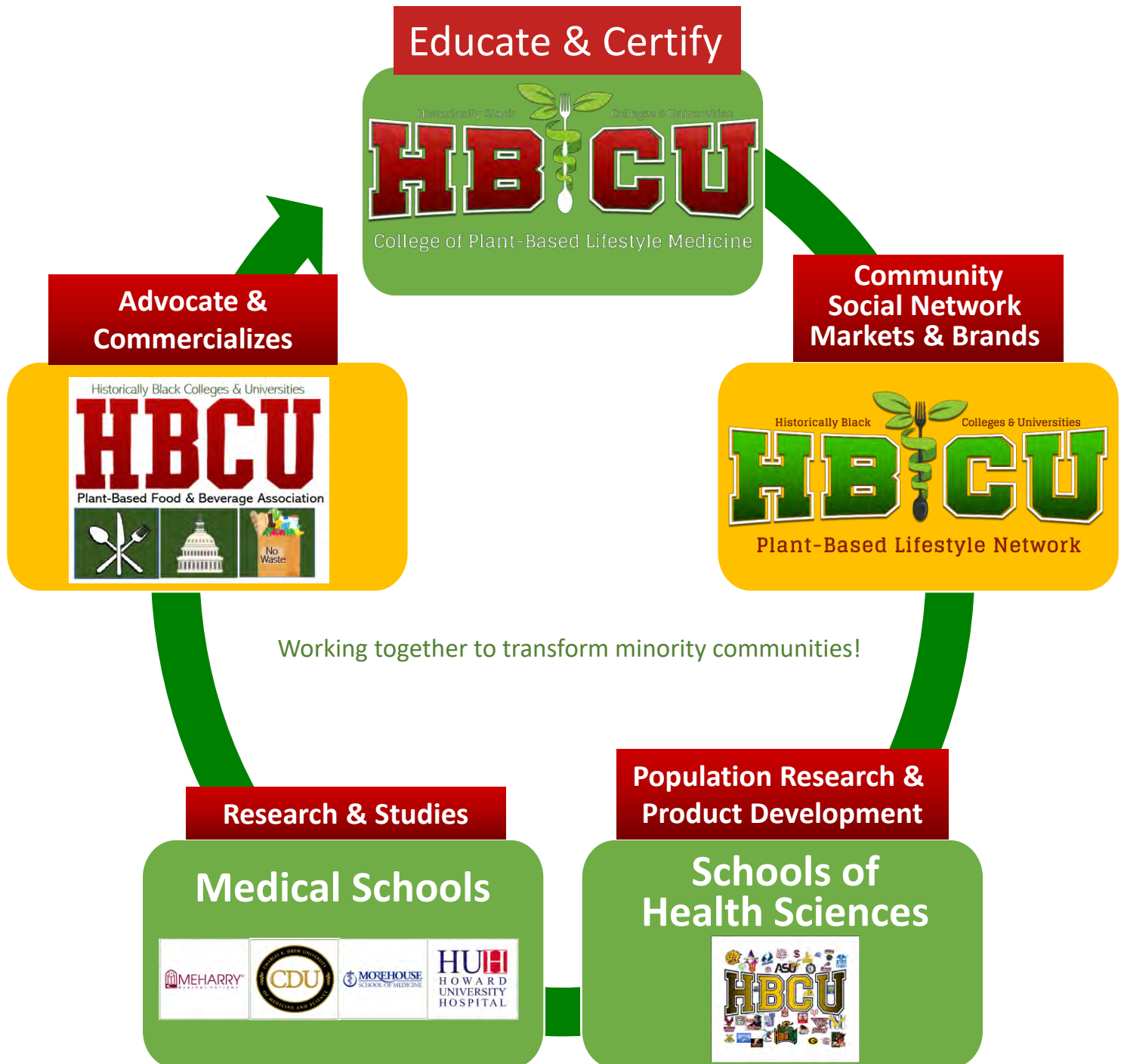


2019
Report



The Collaborative

Building A Sustainable Plant-Based Economy In Communities of Color



Coming Soon - Research Magazine

HISTORICALLY BLACK COLLEGES & UNIVERSITIES

PLANT POWERED

LIFESTYLE MAGAZINE

MOCK COVER SAMPLE ONLY

20

HBCU
ATHLETES
GONE
PLANT-BASED

BEST
PLANT
POWERED
CAMPUSES

*Dr. Lubmilla Scott
Professor
Morgan State University*

PLANT POWERED
ENTREPRENEURS

*Southern University Plant
Powered Incubator*



FUTURE CENTERS OF PLANT-BASED LIFESTYLE MEDICINE & FOOD INNOVATION

70% of HBCU's are located in communities with depressed real estate values, higher than average unemployment rates with the need for new affordable housing development with wrap around medical services.

Our goal is to develop through public/private partnerships 15 mixed use Plant-based Lifestyle Medicine & Food Innovation Centers of Excellence with newly developed "Student Dorms/Housing" on or near HBCU campuses. Through the Biden Administrations proposed \$45 Billion HBCU infrastructure commitment, the HBCU-CPLM seeks to partner with BIPOC real estate developers to develop LEEDS certified mixed-use developments to house the following:

- Mixed Use Student Housing that include: "Plant Powered Zones" that contain:
 - Plant-based Lifestyle Medical Clinics
 - Research Center
 - Produce Delivery Center
 - Start-up Accelerator Offices
 - Retail – PB grocery & specialty stores
 - Community Lecture & Cultural Center



See [Dr. Montgomery's Plant-Based Lifestyle Clinic](#) which serves as a model for replication



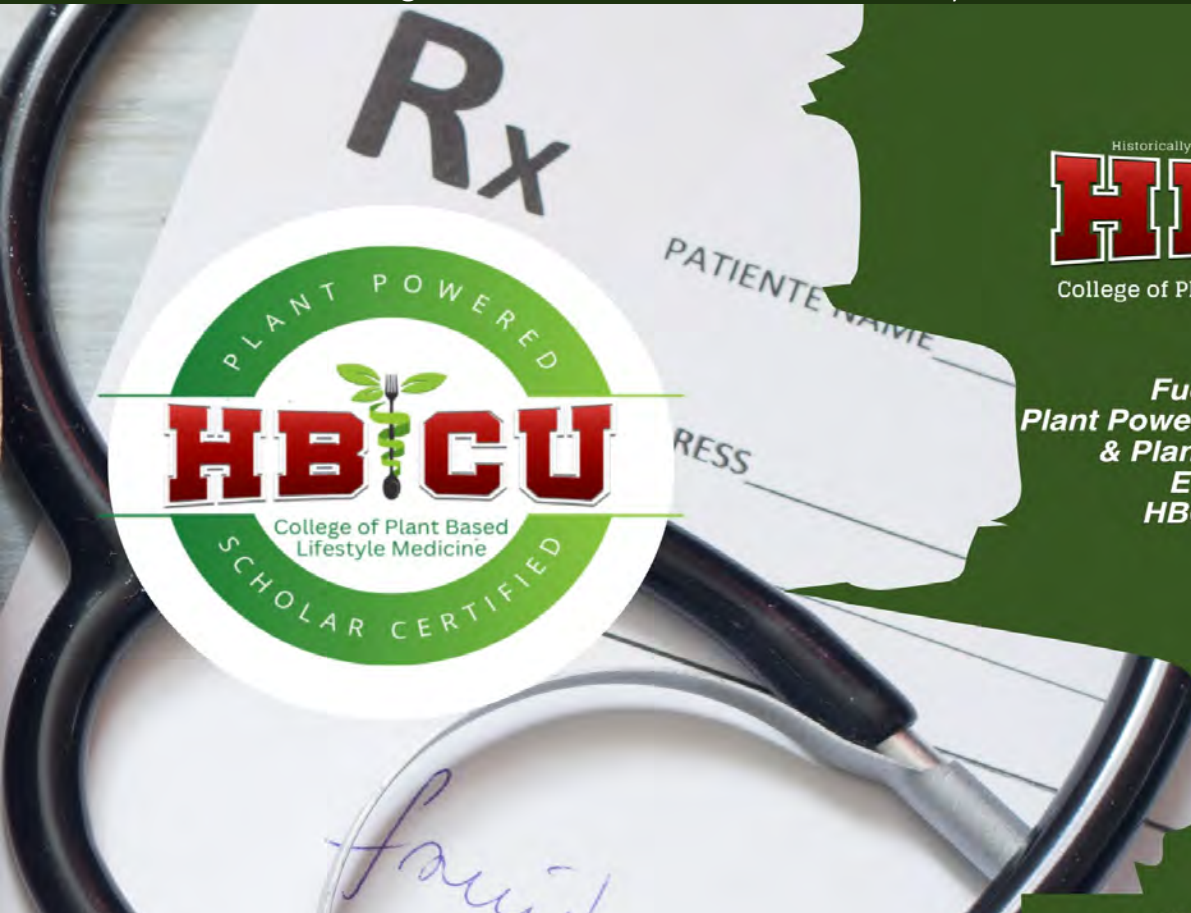
A close-up photograph of a glass filled with a vibrant green smoothie. The smoothie has a thick, frothy texture with many small bubbles on the surface. A slice of yellow lemon is perched on the right edge of the glass. The background is a soft-focus green, suggesting fresh herbs or vegetables.

PLANT POWERED SCHOLARSHIP & RESEARCH DONATIONS NEEDED

"Building the New System by Training the Mind"

Scholarship & Research Mission

Building A Sustainable Plant-Based Economy In Communities of Color



**Fueling A Pipeline of
Plant Powered Medical Professionals
& Plant Food Supply Chain
Entrepreneurs on
HBCU/MSI Campuses**

Our Mission: To train by 2030 2,000 healthcare professionals in prescribing whole and minimally processed plant food as medicine & to grow HBCU plant food suppliers through our Plant Powered Scholar Program.



NEEDED RESEARCH TO DEVELOP THE HBCU PLANT-BASED SUPPLY CHAIN FOR BETTER HEALTH

Study to Assess the Obesity & Chronic Disease Burdens & Eating Habits of HBCU Freshman on 100 HBCU Campuses

Expanded follow-up study done on 1 campus in 2015 - <https://pubmed.ncbi.nlm.nih.gov/26928491/> to assess need for student lifestyle interventions.

Study To Determine Student Food Insecurity & Eligibility for Plant-Based "Food For Thought" & SNAP Benefits

Expands surveyed performed by Temple Univ. in 2021 that did not include HBCUs. DOE 2020 reports approx. 35% of HBCU students on higher ed. assistance come from food insecure homes. Study will determine eligibility for USDA hunger elimination programs.

Study 100 HBCU Cafeteria Meal Plans to Assess the Relationship Between Nutritional Composition & Obesity & the Availability of Whole Plant Based Plans

Comprehensive analysis of HBCU meal plans for macro & micro nutrient density in relation to the Freshman 20 lb gain & availability of whole plant food - to be published in the "Best & Worst" HBCU Meal Plans report in the coming soon "HBCU Plant Powered Lifestyle Magazine" See draft magazine @ <https://online.fliphtml5.com/phknf/qsjl/#p=1>



Farm to Fork (FTF) Study to Identify Gaps In Supply of Plant Produce to HBCU Cafeterias That Black Farmers Are Unable To Fulfill

Study to assess Black Farmer capabilities to supply organic plant produce direct to HBCU cafeteria procurement and evaluate financial and infrastructure needs of Black Farmers to use hydroponic grow systems to produce to scale the produce needs of HBCU cafeterias.

Grow & Study Plant Act Targeted Plant Proteins & Compare Nutritional Content of the Proteins in Powdered form to Fresh picked form to store purchased

Study to be performed at at least three- 2 HBCU 1890 institutions to grow and study the proteins in Kale, Cabbage, Maca, Turmeric, Yarrow, Maca and Yam to identify nutritional chem content vs. agronomic - produced plant chemical content with consumer taste testing to determine if fresh or powdered forms are preferred.

Follow-Up Study to USDA FNS 9/23 SNAP Online Transaction Report to Assess prevalence of SNAP Online purchases in low food access areas around HBCU campuses to improve access to Healthy Plant Foods

Report - <https://fns-prod.azureedge.us/sites/default/files/resource-files/snap-online-pilot-report.pdf>

Plant Powered Scholarships

The Problem: Obesity is a growing public health crisis in the United States and is associated with a substantial disease burden due to an increased risk for multiple complications, including cardiovascular and metabolic diseases. Also, obesity disproportionately affects the African American population, women in particular, regardless of socioeconomic status. HHS Office of Minority Health – Feb 17, 2023

Food Insecurity: Compared with students who are food secure, students who are food insecure have been associated with having poor dietary quality, poor physical activity habits, and greater odds for obesity. Journal of the Academy of Nutrition and Dietetics, “Food Insecurity on College & University Campuses – Published Oct. 27, 2021

Food insecurity disproportionately impacts students of color academic and social performance, which is made worse by additional socioeconomic barriers that make actions like buying textbooks or staying enrolled in school extremely difficult, if not impossible,” said Rep. Barragán – Co-sponsor “2023 Food For Thought Bill” (bill will provide HBCUs grants to supply free meals (including plant-based meals) but for only 10 students per campus) More is needed.

The Solution: Plant Powered Academic & Meal Plan Scholarships

Academic Scholarships

To develop a pipeline of Plant Powered healthcare professionals who can help to fight the health and food insecurity programs, specialized education is needed at the undergrad level. One of the main goals of the HBCU-CPLM is to implement a Plant-Based Lifestyle Medicine 30 credit hour “emphasis or specialty” program as part of the existing Health Science programs on 50 HBCU campuses. To create a B.S. in Nursing with an emphasis in “Plant-Based Lifestyle Medicine” as a new innovative program on each campus, each course must have a minimum of 10 students enrolled with at least three (3) professors to teach the program. The goal of the HBCU-CPLM is to provide scholarships for a cohort of 15 students by Fall 2024 or Spring 2025 at Coppin State University. [Click here to see our strategic curriculum plan.](#)

Academic Scholarship Goal

Goal: \$675,000 for the CSU Plant Power Scholarship

CSU Tuition is \$15,000 x 25 students = \$375,000

Professor Funding

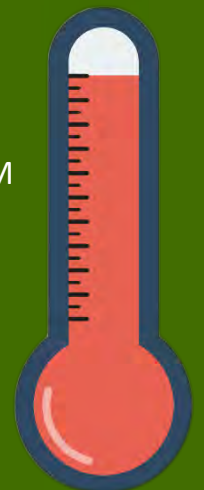
Goal: \$300,000 covers
3 Adjunct Professors
provided thru HBCU-CPLM

Plant Powered Meal Plan Scholarships

To fuel the success of the Plant Powered Scholars suffering from food insecurity or economic hardship, HBCU-CPLM seeks to provide 15 HBCU Plant Powered Meal Plans wherein the students will each 100% plant based all year round thru campus dining to launch the Plant Powered Green Zones. The Plant Powered Scholars will become ambassadors and story tellers regarding the benefits of having a Plant Powered Meal Plan.

Goal: \$5,000 meal plan x 25 Plant Powered Scholars = \$125,000

Note: The HBCU –CPLM seeks to raise an additional \$100K to cover costs of replicating the “Plant Food As Medicine Summit” at the other 50 HBCU’s.



Total Goal:
\$800,000

HBCU Plant Powered Scholar Certified

Would your company like to drive sales to the over 15 Million HBCU alumni consumer market and the over 40 Million broader African-American consumer market interested in quality plant-based products to improve their health?

Does your company seek brand loyalty from its customers?

Donate to the HBCU Plant Powered Scholar Fund and pledge 3% of gross revenues in the U.S. annually to the Fund and your company can place the HBCU Plant Powered Scholar Certified logo on your product packages to drive sales.

When you give to HBCUs, HBCU alumni will reward your philanthropy with brand loyalty.

Our media partner, FHG Media Enterprises developers of the HBCU Plant Powered Network will work exclusively with PBFA members to develop affordable and cost effective "crowd" funded marketing campaigns to provide targeted advertisement in:

- print (Black newspaper, HBCU Plant Based Lifestyle Magazine and HBCU cafeteria print advertisement),
- HBCU sports digital billboard or banner advertisement,
- social media and cable TV & TV podcast marketing campaigns

We want to tell your company's "Plant Powered" story in culturally relevant campaigns that include HBCU Plant Powered Student Scholars on the 107 HBCU campuses that communicate to the 15 Million HBCU Alumni and 40 Million African-American supporters.

Contact: steven@fhgmediaent.com to join the HBCU Plant Powered Network to donate and obtain your HBUC Plant Powered Scholar Certified logo.

Note: Quarterly revenue reporting is required so that



When your company gives to HBCUs, you transform lives and improve health outcomes!

One time minimum first donation level based on gross U.S. sales as listed below, and then annually 3% of gross sales donated quarterly.

- | | |
|------------------------|-------------------|
| • Start-ups - \$ 9.5 M | - Game Changer |
| • \$10 M - \$80 M | - Green Friend |
| • \$80.5M - \$100M | - Silver Apple |
| • \$101M - \$200M | - Golden Broccoli |
| • \$201 and above | - Platinum |

Note: This donation program is over above, i.e. separate from the HBCU Plant Food As Medicine sponsorship, although the donor levels from the Summit are used.

Companies who only seek to participate in the "Plant Powered Taster" & "Scholar Certified"

Investing In Plant Powered Scholars On HBCU Campuses

Donate to the Plant Powered Scholarship Fund to cover tuition & plant-based meal plan for majors in Plant Based Lifestyle Medicine & Food Science Innovation

To start the Plant Powered Scholarship program, we need 70 donors to at least become "Green Friend Supporters to implement both the academic and meal plant powered scholarship. When you donate, donors receive the following benefits that provide opportunity for engagement with the student awardees and reach the larger community on each campus. See the benefits below.

Benefits	Platinum Asparagus \$150,000	Golden Broccoli \$75,000	Silver Apple \$50,000	Bronze Carrot \$20,000	Green Friend \$10,500	Game Changer Supporter \$5,500
Logo featured monthly on member electronic newsletter & micro site on HBCU-CLP Network website	•	•	•	•	•	•
Logo featured on Press Release for Student Scholarships & Student Ambassadors	• 15 Student scholarships	• 7 Student Scholarships	• 5 Student scholarships	• 2 Student scholarships	• 1 Student Scholarships	• 1 Student Easy Contest Winne
Unlimited posting of job opportunities on the job board www.HBCUPlantbasedlifestyle.com	•	•	•	•	•	•
Full-page Ad In HBCU Plant Based Lifestyle Digital Magazine	• Inside front cover	• Back Cover	• Inside back cover			



Bright Innovations For Better Health Outcomes

CONTACT FOR MORE INFORMATION



College of Plant-Based Lifestyle Medicine

HBCU College of Plant-Based Lifestyle Medicine

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