



Reset Your Health + Budget

THE PLANT-BASED WAY

presented by Robin + Jules

PLANT-BASED  POINT



INSTITUTE FOR
HUMANE EDUCATION



T. COLIN CAMPBELL
Center for Nutrition Studies



"I have always believed we should match our plate with our heart. After I had kids I took this idea and put it into action by going plant-based and raising my kids vegan."

-Robin Coarts, MA, MEd

"I'm vegan because it's the simplest way to protect our health, non-human animals, and the single planet we share."

-Jules Schnedeker, PMP, MA

PLANT-BASED  POINT

AGENDA

Clearing Up Confusion

Finding Your Why

Plant-Based for the Win

How Much Are We Spending on Food?

Is Buying Vegan Really Cheaper?

A Budget that Works for You

Money-Saving Tips

Cheap 'n Easy Ideas + Recipes

Your Plant-Based Pantry

Our Favorite Resources





CONFUSION



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WHAT'S YOUR WHY?

PLANT-BASED  POINT
PLANT-BASED  POINT

You can have
anything you want,
you just can't have
everything you want.



TRAVEL



FREEDOM

PLANT-BASED  POINT



FAMILY

PLANT-BASED POIN



Match your plate with your heart.



A plant-based diet is a powerful way to achieve good health.

A plant-based diet consists of exclusively plant foods, including fruit, vegetables, grains, and legumes, and avoids meat, dairy, and eggs. Plant-based foods are full of fiber, rich in vitamins and minerals, free of cholesterol, and low in calories and saturated fat. Eating a variety of these foods provides all the protein, calcium, and other essential nutrients your body needs. It's important to include a reliable source of vitamin B12 in your diet. You can easily meet your vitamin B12 needs with a daily supplement or fortified foods, such as vitamin B12-fortified breakfast cereals, plant milks, and nutritional yeast.

Those who eat a plant-based diet lower their risk for heart disease, type 2 diabetes, obesity, and other health conditions. Research also shows that a plant-based diet can be less expensive than an omnivorous diet.



**Physicians
Committee**
for Responsible Medicine

PLANT-BASED  POINT

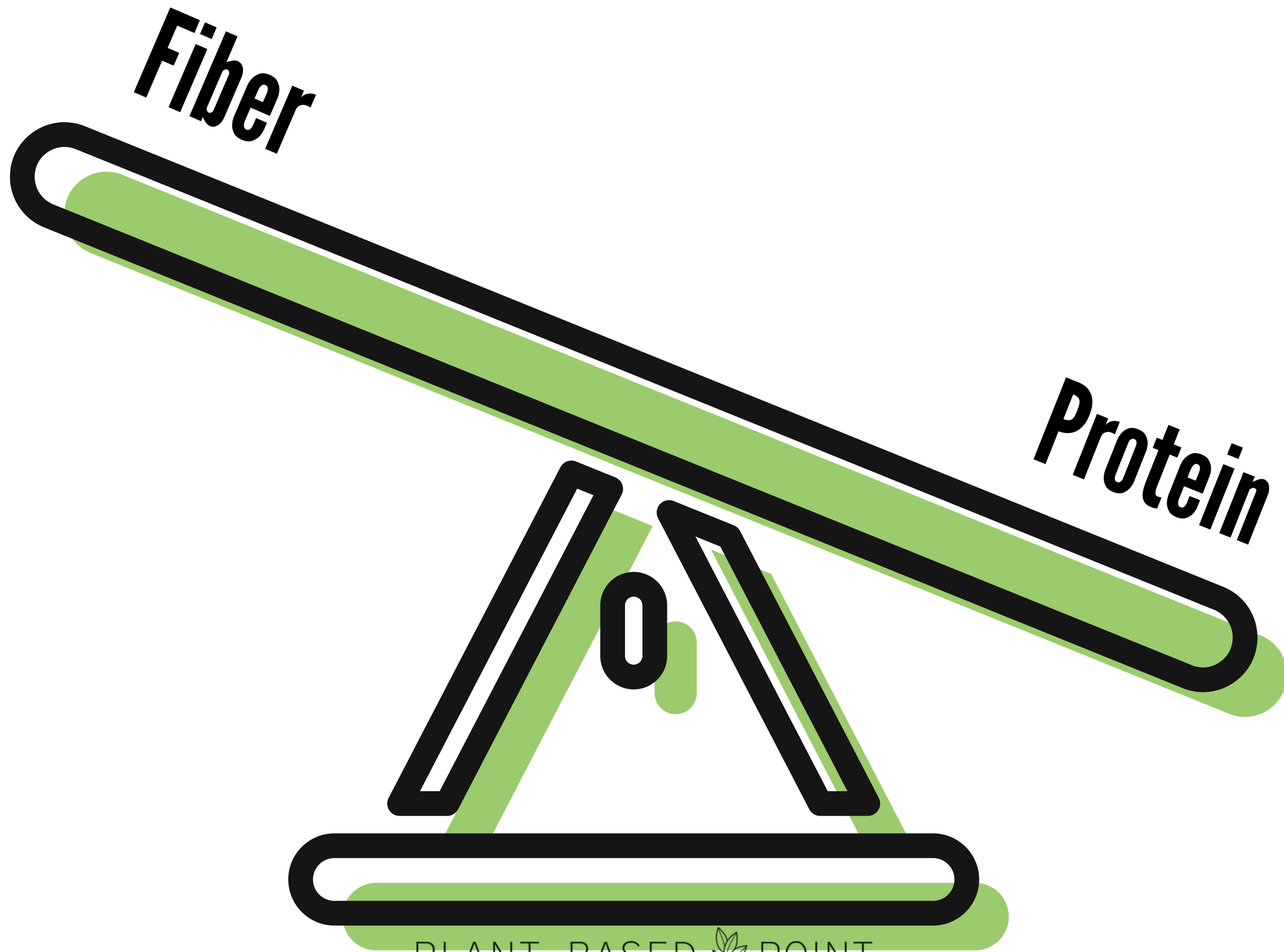


Nutrient Dense Foods:

Asparagus
Avocado
Berries
Bell Peppers
Broccoli
Kale - dark leafy greens
Beans, Chickepas
Edamame, Peanuts
Peas, Soybeans

Mango
Nuts
Pomegranates
Potatoes
Pumpkin
Quinoa
Seaweed
Sweet Potatoes
Yams

Lemons
Blueberries
Apples
Oranges
Cherries
Grapefruits
& more!



PLANT-BASED  POINT



Nutrition Facts
 Serving Size 1 bar (23g)
 Servings Per Container 5

Amount Per Serving	
Calories 90	Calories from Fat 20
	% Daily Value*
Total Fat 2g	3%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate 17g	6%
Dietary Fiber 5g	20%
Sugars 5g	
Protein less than 1g	
Iron	2%

Not a significant source of vitamin A, vitamin C and calcium.
 * Percent Daily Values are based on a 2,000 calorie diet.
 Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

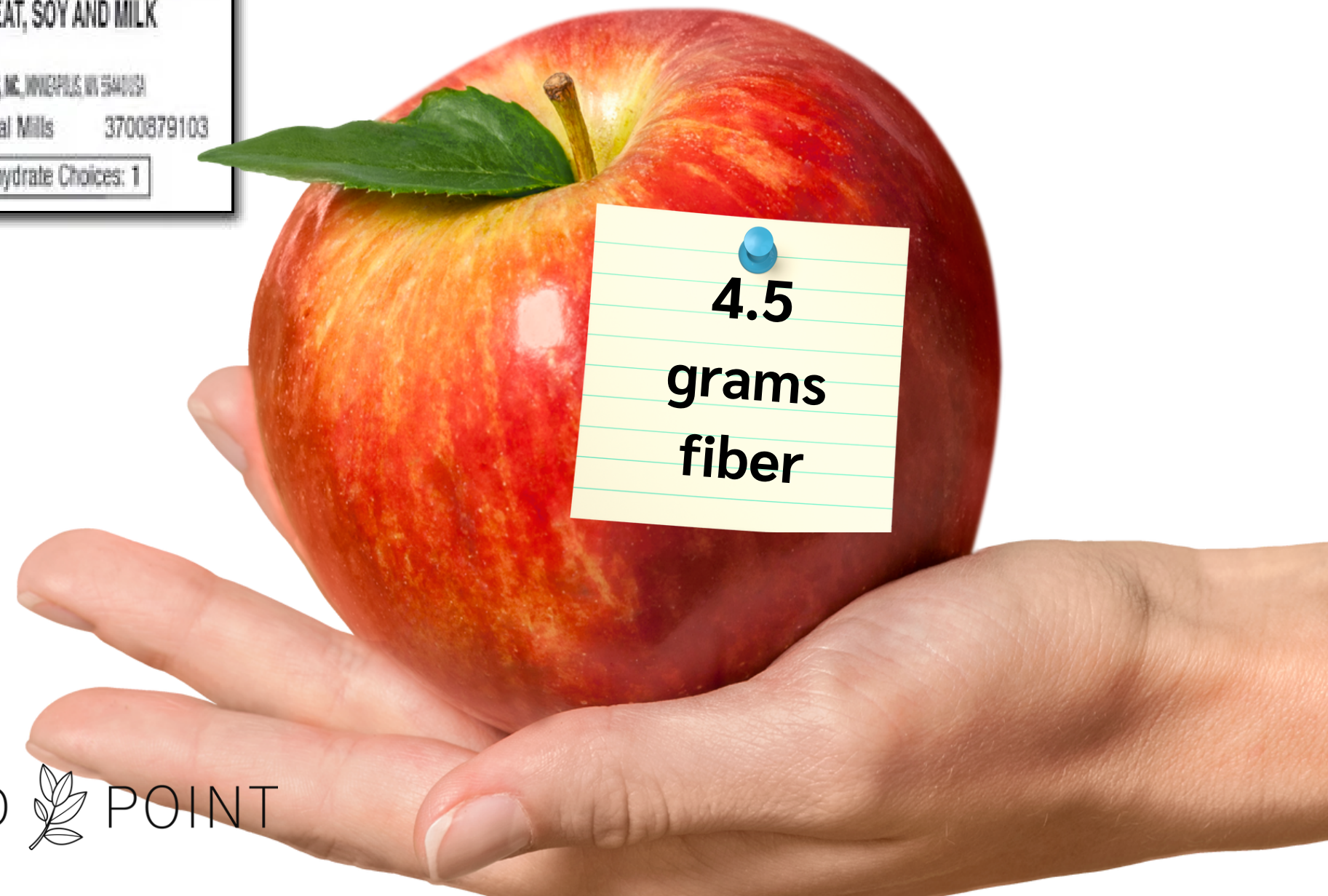
Ingredients: Chicory Root Extract, Rice Flour, Sugar, Whole Wheat Flour, High Maltose Corn Syrup, Whole Grain Oats, Vegetable Oil (palm kernel, canola and/or soybean oil), Semi-Sweet Chocolate Chips (sugar, chocolate liquor processed with alkali, cocoa butter, milkfat, soy lecithin, natural flavor), Puffed Wheat, Glycerin, Honey, Cocoa Processed with Alkali, Maltodextrin, Soy Lecithin, Salt, Barley Malt Extract, Milk, Cellulose Gum, Reduced Minerals Whey, Fructose, Baking Soda, Natural Flavor, Yeast, Color (yellows 5 & 6 lake, red 40 lake, blue 1 lake and other color added). Mixed Tocopherols Added to Retain Freshness.

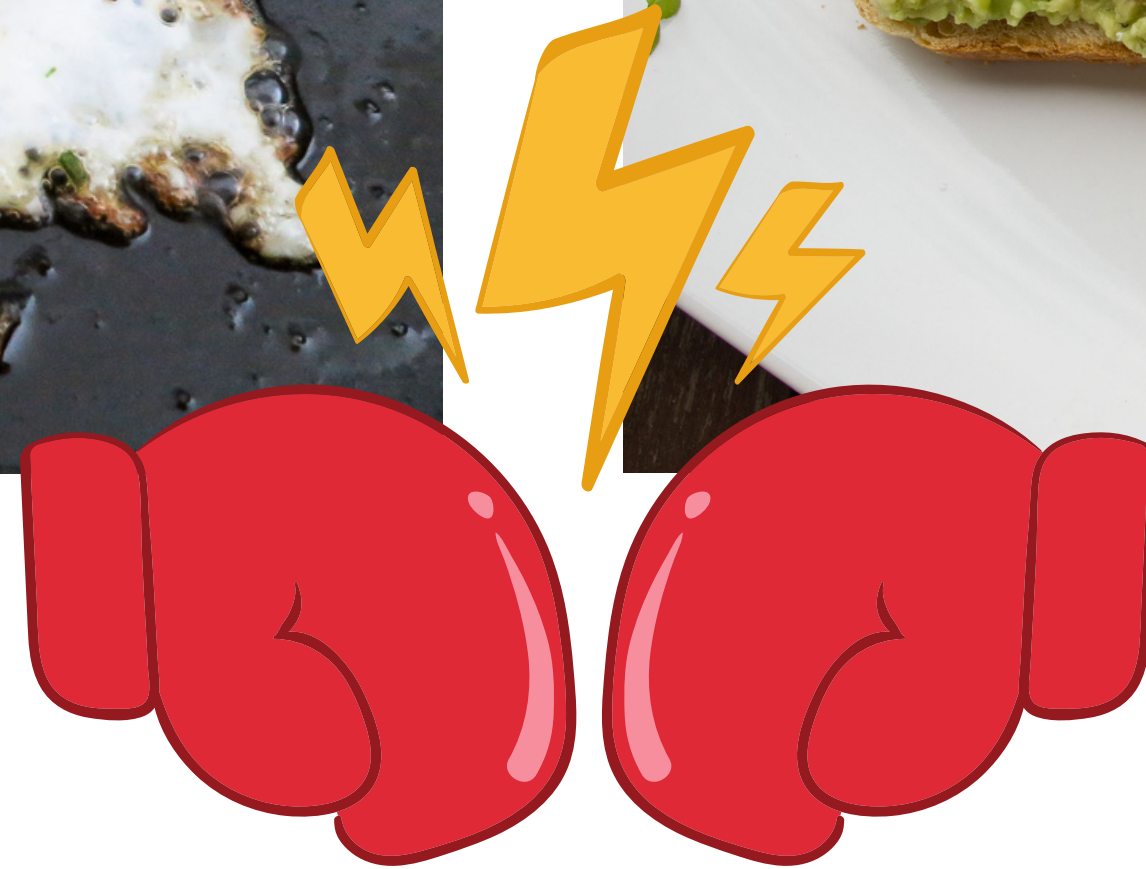
CONTAINS WHEAT, SOY AND MILK INGREDIENTS.

DIST. BY GENERAL MILLS SALES, INC., WILKESBORO, NY 54405A

© 2014 General Mills 3700879103

Carbohydrate Choices: 1





One Egg =

**187 mg cholesterol
6 grams protein
0 fiber**

**One Avocado Toast
w/ chickpeas =
0 cholesterol
16 grams protein
18 grams fiber**



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Small but mighty, the power of seeds!

Flaxseed or Flaxseed Meal

Sunflower Seeds

Chia Seeds

Pumpkin Seeds

Hemp Seeds (Hearts)





**What
About
Cost?**

**Official USDA Thrifty Food Plan:
U.S. Average, October 2023¹**

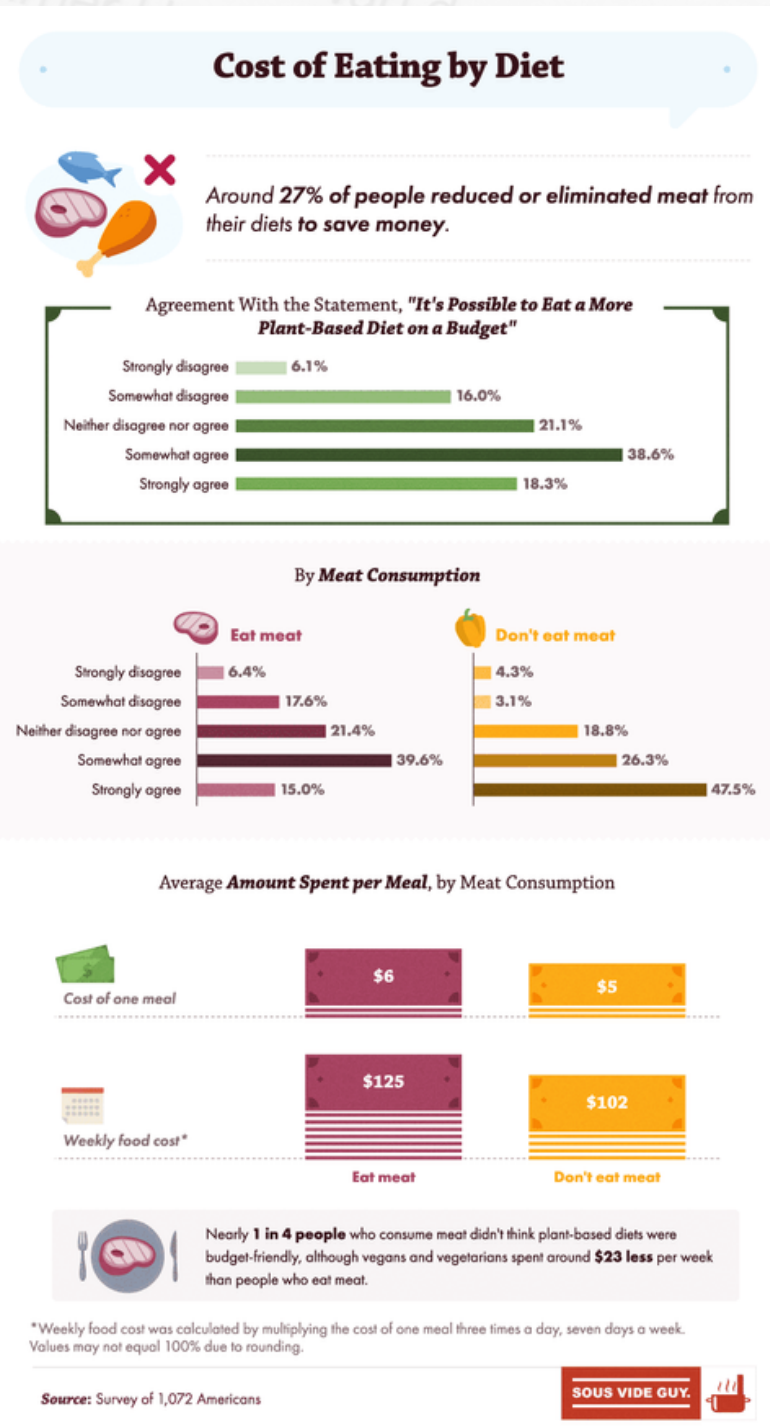
Age-sex group	Weekly cost ²	Monthly cost ²
Individuals³		
Child:		
1 year	\$25.10	\$108.90
2-3 years	\$37.90	\$164.10
4-5 years	\$41.30	\$179.00
6-8 years	\$46.00	\$199.40
9-11 years	\$53.20	\$230.70
Male:		
12-13 years	\$56.90	\$246.80
14-19 years	\$71.80	\$311.20
20-50 years	\$70.00	\$303.20
51-70 years	\$61.70	\$267.30
71+ years	\$58.80	\$254.90
Female:		
12-13 years	\$49.20	\$213.30
14-19 years	\$57.10	\$247.20
20-50 years	\$55.90	\$242.20
51-70 years	\$51.80	\$224.60
71+ years	\$57.00	\$247.10
Reference Family:⁴		
Male and Female, 20-50 years and Two Children, 6-8 and 9-11 years	\$225.10	\$975.30

FIGURE	AMOUNT
Total household debt, Q3 2023	\$17.29 trillion
Average household debt, Q2 2023	\$103,358
Total credit card debt, Q3 2023	\$1.08 trillion
Average credit card debt, Q2 2023	\$6,365

Based on the USDA's October 2023 data, the average family of four eating on a low-cost budget spends around **\$973** monthly on groceries – **20%-30%** of their income! [\[source\]](#)

According to Experian, average total consumer household debt in 2023 is **\$103,358**.

That means the average American spends nearly **10%** of their monthly income on debt payments. [\[source\]](#)



"...meat eaters spend **\$23 more** per week on groceries than do vegetarians, vegans, or those who don't eat meat for any reason."

SOURCE



Home > News > Sustainable eating is cheaper and healthier - Oxford study

Sustainable eating is cheaper and healthier - Oxford study

PUBLISHED 11 NOV 2021

CLIMATE CHANGE | ENVIRONMENT | HEALTH | RESEARCH | SOCIAL SCIENCES | TRUE PLANET

"...in countries such as the US, the UK, Australia and across Western Europe, adopting a vegan, vegetarian, or flexitarian diet could slash your food bill by up to **one-third**."

SOURCE

THE LANCET
Planetary Health

ARTICLES | VOLUME 5, ISSUE 11, E797-E807, NOVEMBER 2021

The global and regional costs of healthy and sustainable dietary patterns: a modelling study

Marco Springmann, PhD • Michael A Clark, PhD • Prof Mike Rayner, PhD • Peter Scarborough, PhD • Prof Patrick Webb, PhD

Open Access • Published: October 26, 2021 • DOI: [https://doi.org/10.1016/S2542-5196\(21\)00251-5](https://doi.org/10.1016/S2542-5196(21)00251-5)

"...Switching to a more plant-based diet could save almost **\$900** per person every year."

SOURCE

100G BEEF

VS

100G BEANS



22G OF PROTEIN

0G OF FIBRE

1.9MG OF IRON

16MG OF CALCIUM

23MG OF MAGNESIUM

74MG CHOLESTEROL

\$3.00 PER 100G

1,480 LITRES OF WATER



22G OF PROTEIN

15G OF FIBRE

5MG OF IRON

123MG OF CALCIUM

171MG OF MAGNESIUM

0MG CHOLESTEROL

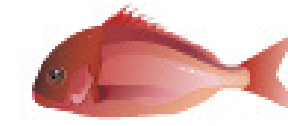
\$0.50 PER 100G

103 LITRES OF WATER

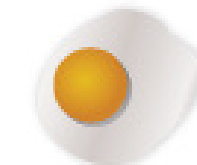
Meal:



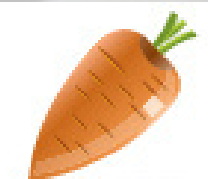
Meat-Eater



Pescetarian



Vegetarian



Vegan

BreakFast

1 egg (\$0.20)
3 strips of bacon
(\$1.60)
Wheat toast (\$0.25)
Orange juice (\$0.40)

\$2.45

Bagel (\$0.50)
Smoked salmon
cream cheese
(\$0.25)
Orange juice
(\$0.40)

\$1.15

Frozen blueberries,
thawed (\$0.80)
Yogurt cup (\$0.80)
Wheat toast (\$0.25)
Orange juice (\$0.40)

\$2.25

Frozen blueberries,
thawed (\$0.80)
Oatmeal (\$0.30)
Orange juice (\$0.40)

\$1.50

Lunch

Turkey & Swiss
sandwich (\$2.20)
Carrot sticks (\$0.30)
Apple (\$0.90)

\$3.40

Tuna cheddar melt
(\$1.05)
Carrot sticks
(\$0.30)
Apple (\$0.90)

\$2.25

Tomato, mozzarella,
and pesto sandwich
(\$1.70)
Carrot sticks (\$0.30)
Apple (\$0.90)

\$2.90

Hummus, red
pepper, and tomato
sandwich (\$1.70)
Carrot sticks (\$0.30)
Apple (\$0.90)

\$2.90

Dinner

Chicken fajita (\$7.30)
Taco cheese (\$0.35)
Sour cream (\$0.20)
Guacamole (\$0.45)

\$8.80

Side Salad (\$0.50)
Fish fajita (\$7.80)
Taco cheese (\$0.35)
Sour cream (\$0.20)
Guacamole (\$0.45)
Side Salad (\$0.50)

\$9.30

Tofu fajita (\$5.80)
Taco cheese (\$0.35)
Sour cream (\$0.20)
Guacamole (\$0.45)
Side Salad (\$0.50)

\$7.30

Tofu fajita (\$5.80)
Guacamole (\$0.45)
Side Salad (\$0.50)

\$6.75

Total Meals

\$14.65

\$12.70

\$12.45

\$11.15

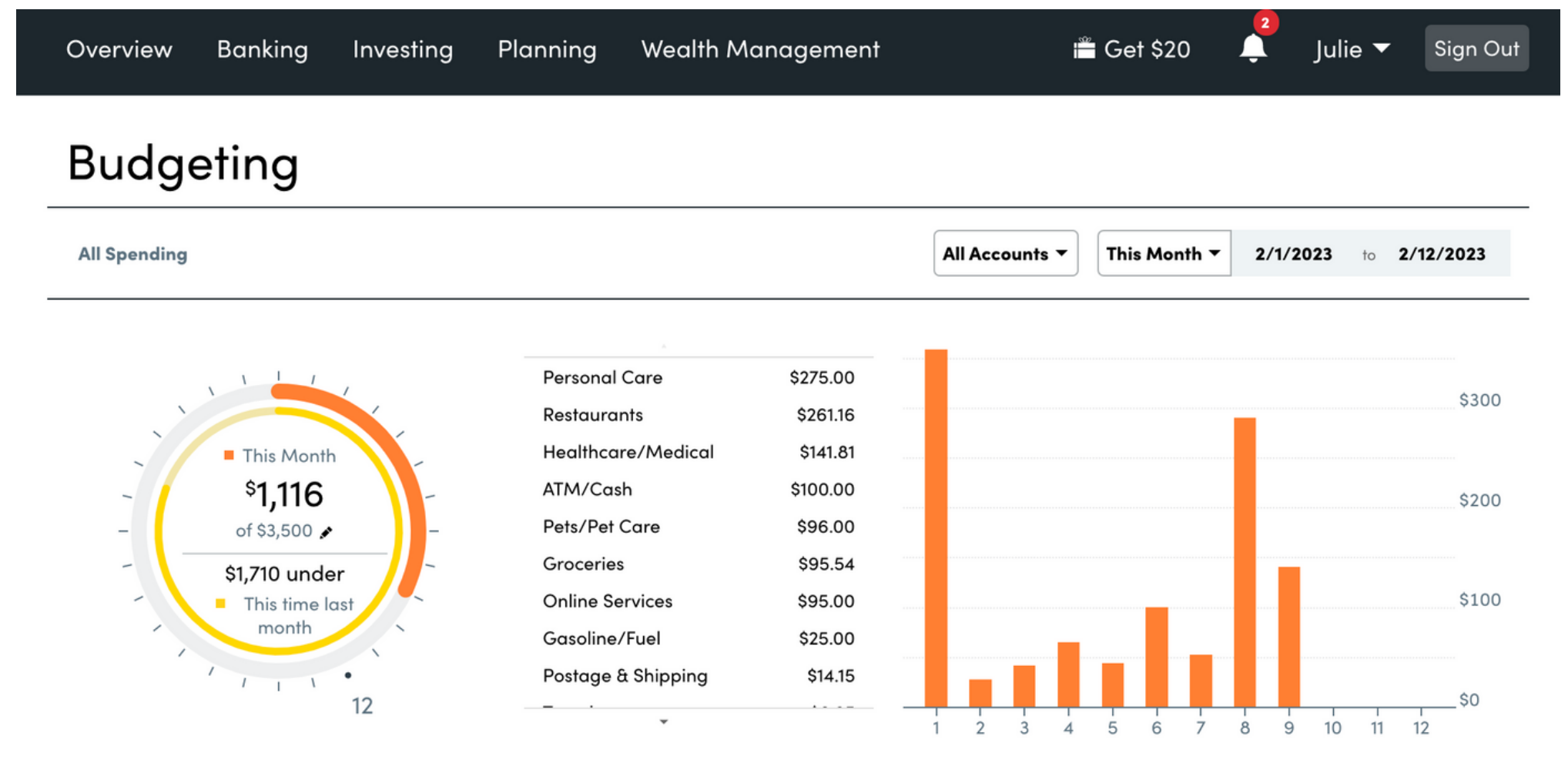
KEEP IT SIMPLE.



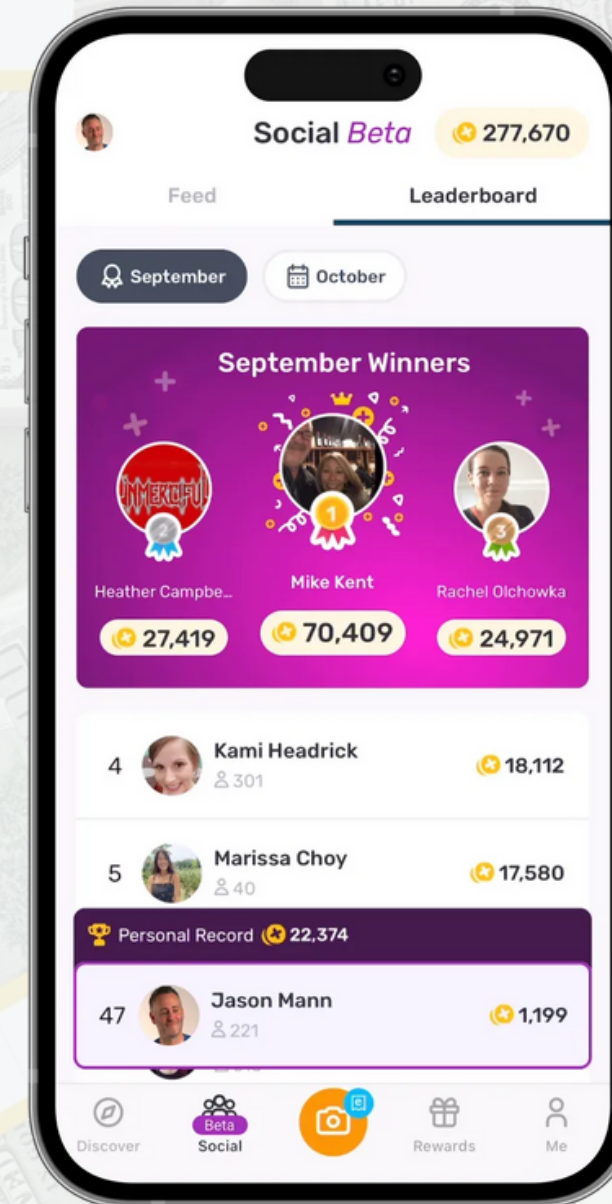
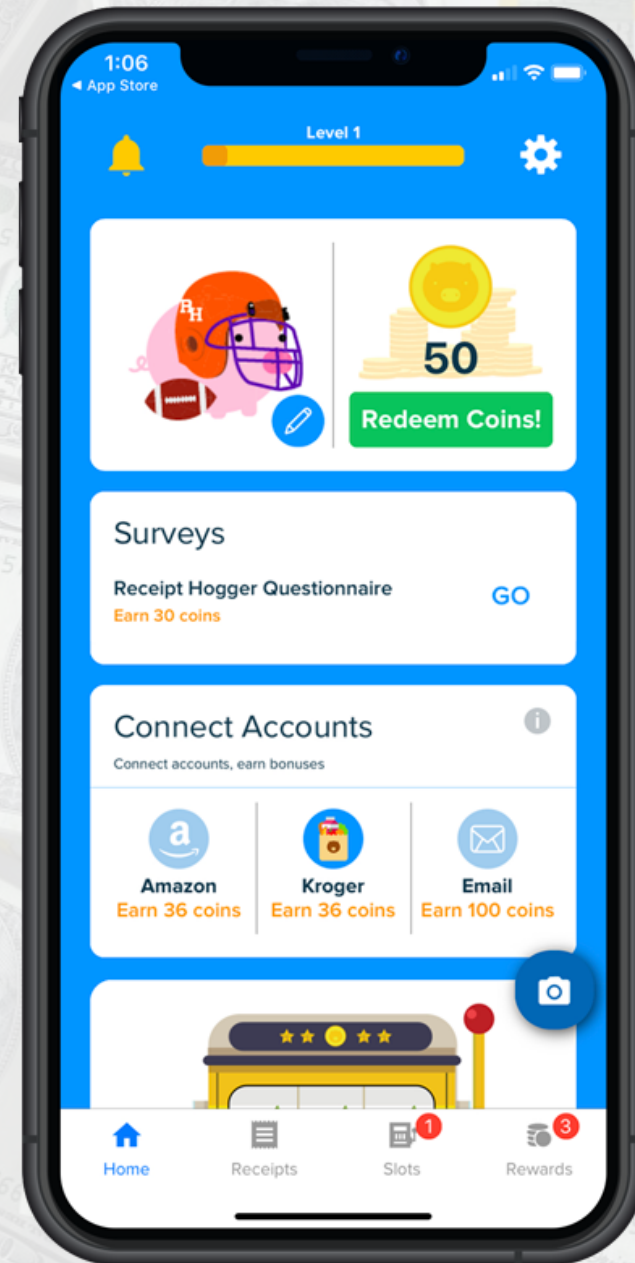
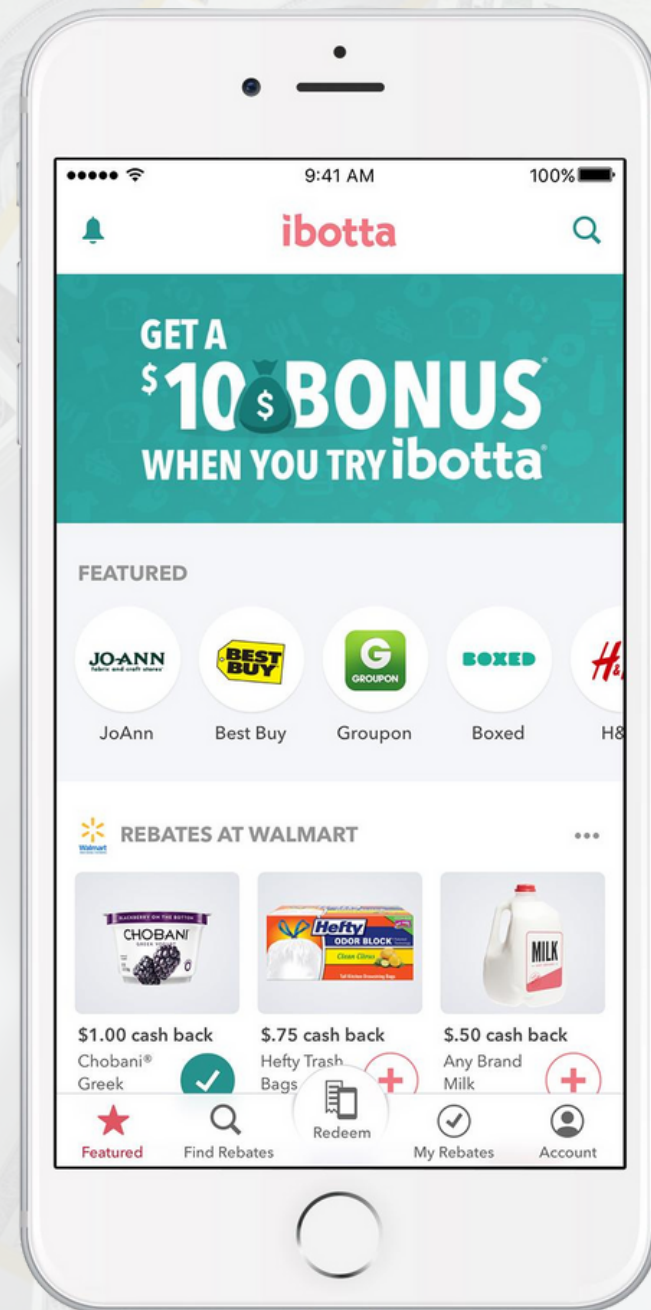
<https://www.empower.com/>



<https://mint.intuit.com/>



Money-saving apps and plug-ins



KEEP IT REAL.

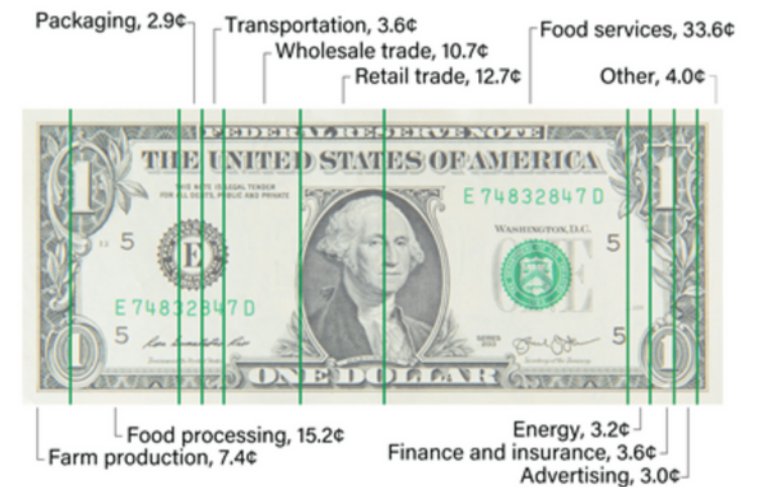


Is it a **Habit**
or
Have-to-Have?



One-third of the U.S. food dollar spent on eating-out services i

2021 nominal food dollar by industry group



Note: Other includes Agribusiness (2.2 cents) and Legal and accounting (1.8 cents).
Source: USDA, Economic Research Service, Food Dollar Series.

For a typical dollar spent in 2021 by U.S. consumers on domestically produced food, including both grocery store and eating-out purchases, 33.6 cents went to foodservice establishments such as restaurants and other eating-out places. This amount resumes the foodservices share's upward trend after it declined in 2020, due to changes in food-away-from-home spending early in the Coronavirus (COVID-19) pandemic. For the remainder of the food dollar, retail trade (12.7 cents) decreased to its lowest share since 1995 and wholesale trade (10.7 cents) decreased to its lowest share since 2011.

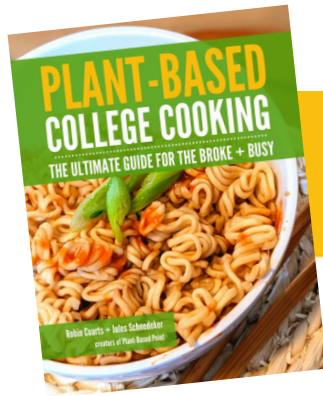


Money-saving tips

- \$ Limit pre-packaged/frozen/prepared items**
- \$ Shop sales/in season**
- \$ Create a theme**
- \$ Repurpose ingredients**
- \$ Choose a few splurges and pair with cheap staples: bread, pasta, beans, grains, tortillas, tomato sauce, coconut milk, potatoes**
- \$ Gradually build your pantry (spices, sauces, etc.) and then leverage it!**



Leftovers?
Try a Canine Compost!



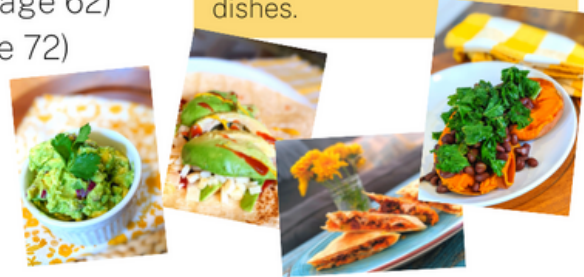
SAMPLE MEAL PLAN: WEEK #1

meals:

- Cheater Guacamole x 3* (page 26)
- Hash Brown Burrito x 4-5 (page 40)
- Loaded Sweet Potato x 3 (page 62)
- Quick Quesadilla x 4-5 (page 72)

*x 3 equals the number of times you can make this recipe based on your grocery list, e.g., for Week #1, you make 3 portions of the Cheater Guacamole recipe

This meal plan uses avocado, tortillas, vegan cheese, beans, sweet potatoes, greens, and hash browns across several dishes.



grocery list:

PREPARED:

- Black beans (2 15-oz cans)
- Salt (if needed)
- Sriracha or your favorite hot sauce (1 bottle)
- Tortillas (burrito-sized, 8 or 10-count pkg)
- Yellow mustard (optional)

FROZEN:

- Hash browns (1 30-oz pkg)

REFRIGERATED:

- Shredded vegan cheese of choice (1 pkg)

PRODUCE:

- Avocados (3)
- Greens (collards, kale, or spinach), 2 large bags
- Scallions (1 bunch)
- Sweet potatoes (1 2 or 3-lb bag)
- Red onion (1)

OTHER:

- Nutritional yeast (buy about 1 cup in bulk if possible)

notes:

- Use Cheater Guacamole alongside or in any of the other dishes
- Batch cook the entire bag of sweet potatoes and use in all recipes except Cheater Guacamole
- Leverage potatoes, beans, cheese, greens, red onion, scallions, nutritional yeast, and sriracha across all meals

- ✓ Shop sales/in season
- ✓ Create a theme: **easy summer meals**
- ✓ Repurpose ingredients: **avocado, tortillas, hot sauce, potatoes, cheese, onions, greens, nutritional yeast**
- ✓ Choose a few splurges: **produce, vegan cheese**
- ✓ Pair with cheap items: **tortillas, beans, potatoes**
- ✓ Leverage your pantry: **nutritional yeast, hot sauce, seasoning, mustard**



Jules's Strategy:
Splurge on a few
prepackaged items and pair
with cheap items!





\$5.99
Makes **48**
cups of
broth!



save **25%-50%**
= buying in bulk



\$0.99
Pair with
fried
onions and
greens!



\$0.99
Pasta salad
for DAYS...

\$3.69
Pair with
beans.
All the
tacos!



\$3.99
Peanut
sauce,
anyone?



PLANT-BASED  POINT



Cheap 'n Easy Pita Pizza

- whole wheat pita
- hummus
- tomato
- scallions
- cilantro
- nutritional yeast

Bake directly on oven rack at 350 degrees for 10 minutes.

Cheater Guacamole

-2 ripe avocados

1-2 TBSP minced red onion

-sea salt to taste

Mash together in bowl and dig in!

Batch cook and freezer-friendly!



CREAMY TOMATO SOUP + RICE

- 1 can (15 oz) tomato puree or sauce
- 1 can (13.5 oz) full fat coconut milk
- 1 cup water
- 1/2 cup rice
- salt + pepper to taste

Combine in small sauce pan and simmer
until rice is cooked
(cook time per rice package instructions)

What's for dinner in this fabulous kitchen*?

*not Robin's kitchen :(

- Don't be afraid to repeat meals
- Make a meal schedule
- Plan a take-out night
- Forget the 'traditional' plate
- Think tapas or small plates/appetizers



Dried Banana Snack

Cost = \$1.00



1/2 cup kernels =
15 cups popcorn



Snack
TIME



Cost = \$10

pop your own popcorn for pennies!

PLANT-BASED  POINT

Vegan Instant Pot Chili

19 gr fiber, 17 gr protein

red pepper 1.00

corn (frozen) 3.00

2 cans of beans 2.00

crushed tomatoesx2 6.00

celery 2.00

onion 1.00

spices 2.00

=\$17.00 (8 servings)<\$3/serving





Tofu \$3.00
10 gr protein

Bean burger
\$1.00/per
11 gr protein



A week of meals = \$178.00, family of 4

Limit pre-made
meals, packaged
goods
Pack lunches

Average family of
4 grocery bill =
\$235

Dinners:

Lasagna, Pot Pie, Soup/Salad, Chili, Pizza

always paired with steamed vegetables or frozen veggies warmed up

Snack plates:

Mix and match with fruit, nuts, veggies, rice cakes, and hand held foods

School Lunches:

Fresh fruits/veggies, dip, pretzels, applesauce, sandwiches, crackers and sunbutter

Breakfast:

PB&J Waffle, Oatmeal, Nice Cream (frozen banana blended with milk and PB), Smoothies

Leftovers Night

One Dinner Out

NOTES:

Most spices already had in pantry, used pie crust in freezer, lasagna noodles already in pantry



**Split
Ingredients!**





Frozen fruits and vegetables

Bananas

Coconut Water

Pantry Staples

Sale or discount days
Sign up for rewards
*connect with gas points
Ask for items they don't carry



Sales can be amazing
Friendly return policy
LOTS of vegan options
Knowledgeable team



Plant-Based Pantry Staples



1. Nutritional Yeast
2. Vegetable Broth/Boullion
3. Grains
4. Beans
5. Cashews
6. Tahini
7. Agave
8. Coconut Aminos
9. Coconut Milk
10. Miso Paste
11. Spices

Check out our Pantry 101 video with Natural Grocers!



PLANT-BASED POINT



BEEFLESS CAKES

About

Courses

Shop

Videos

Blog

More

Our Favorite Resources

Our Favorite Products

Events

Our Favorite Pantry Staples

- Nutritional yeast
- Raw cashews
- Tahini
- Vegetable broth
- Dried beans (chickpeas, mung beans, black beans)
- Grains (brown rice, quinoa, bulger)
- Coconut aminos
- Spices (smoked paprika, garlic powder, dill, oregano)
- Coconut milk



Looking for more in-depth guidance on setting up your plant-based kitchen? Take a peek at our [1-on-1 coaching packages!](#)



FREE
PLANT-BASED
PRIMER WHEN
YOU JOIN OUR
MAILING LIST

never miss an update

Email

Submit



THE JUICIEST
COOKBOOK

YOU'VE EVER LAID EYES ON

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NOW SHOWING

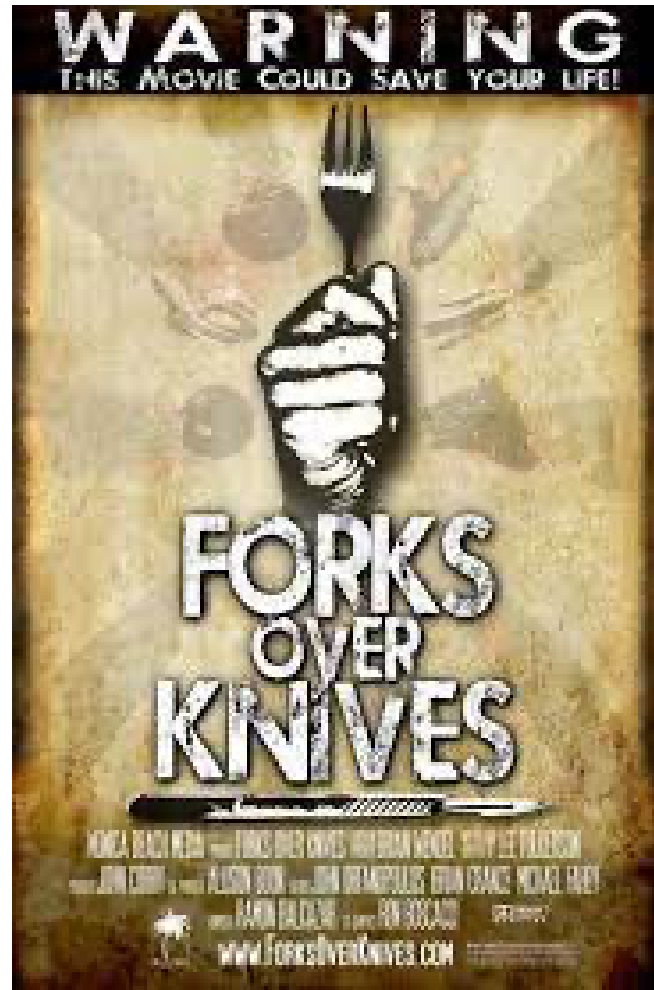


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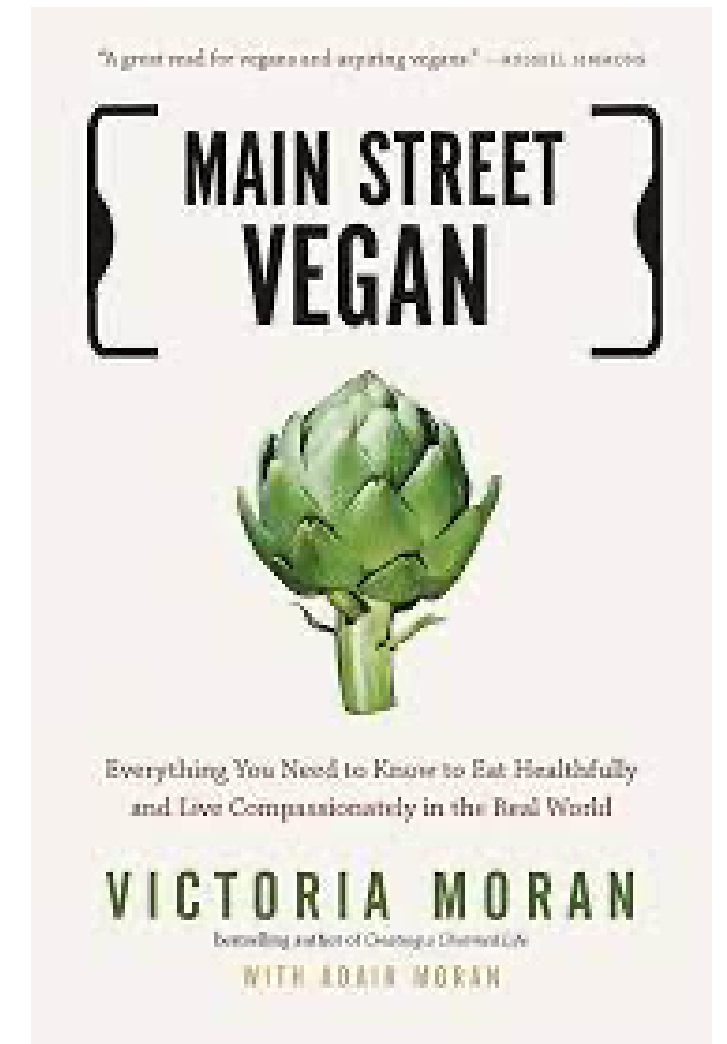
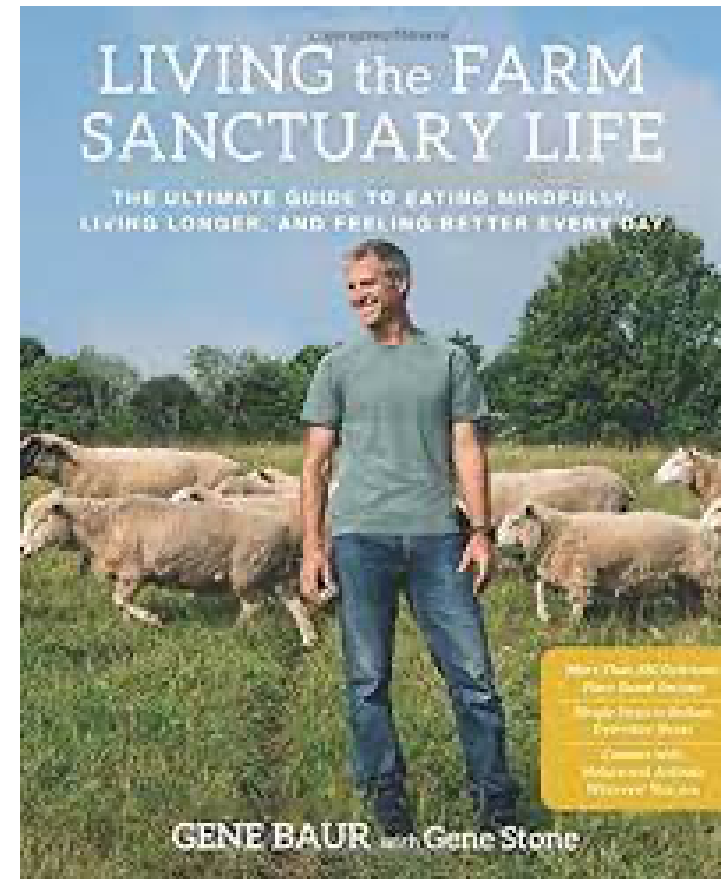
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DREENA BURTON

Dr. Fuhrman



The Health Film That Health Organizations Don't Want You To See.

WHAT THE HEALTH

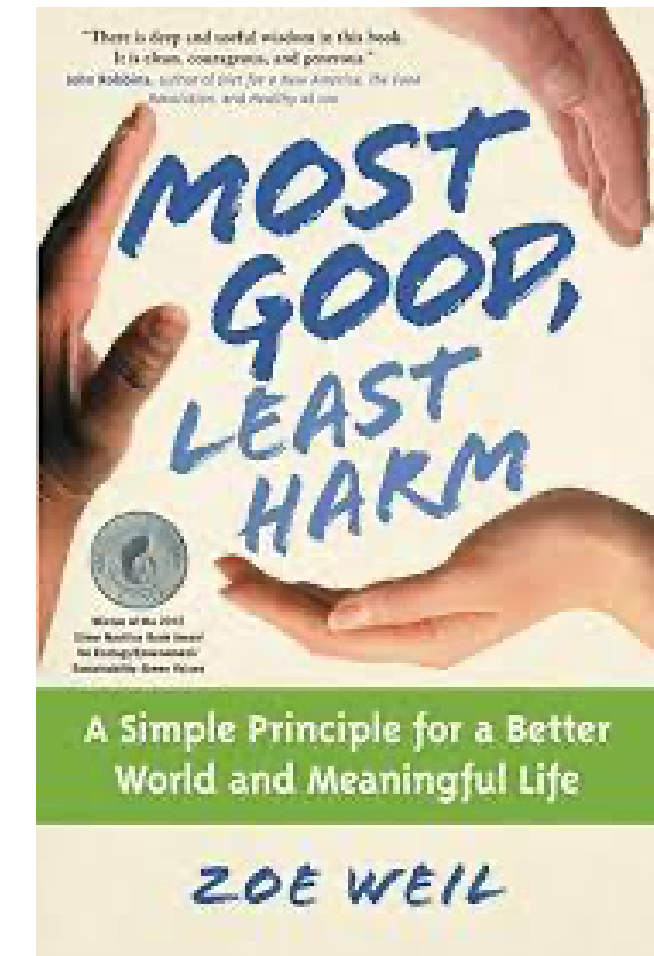
FROM THE CREATORS OF THE AWARD-WINNING FILM 'FOODSPRAY'

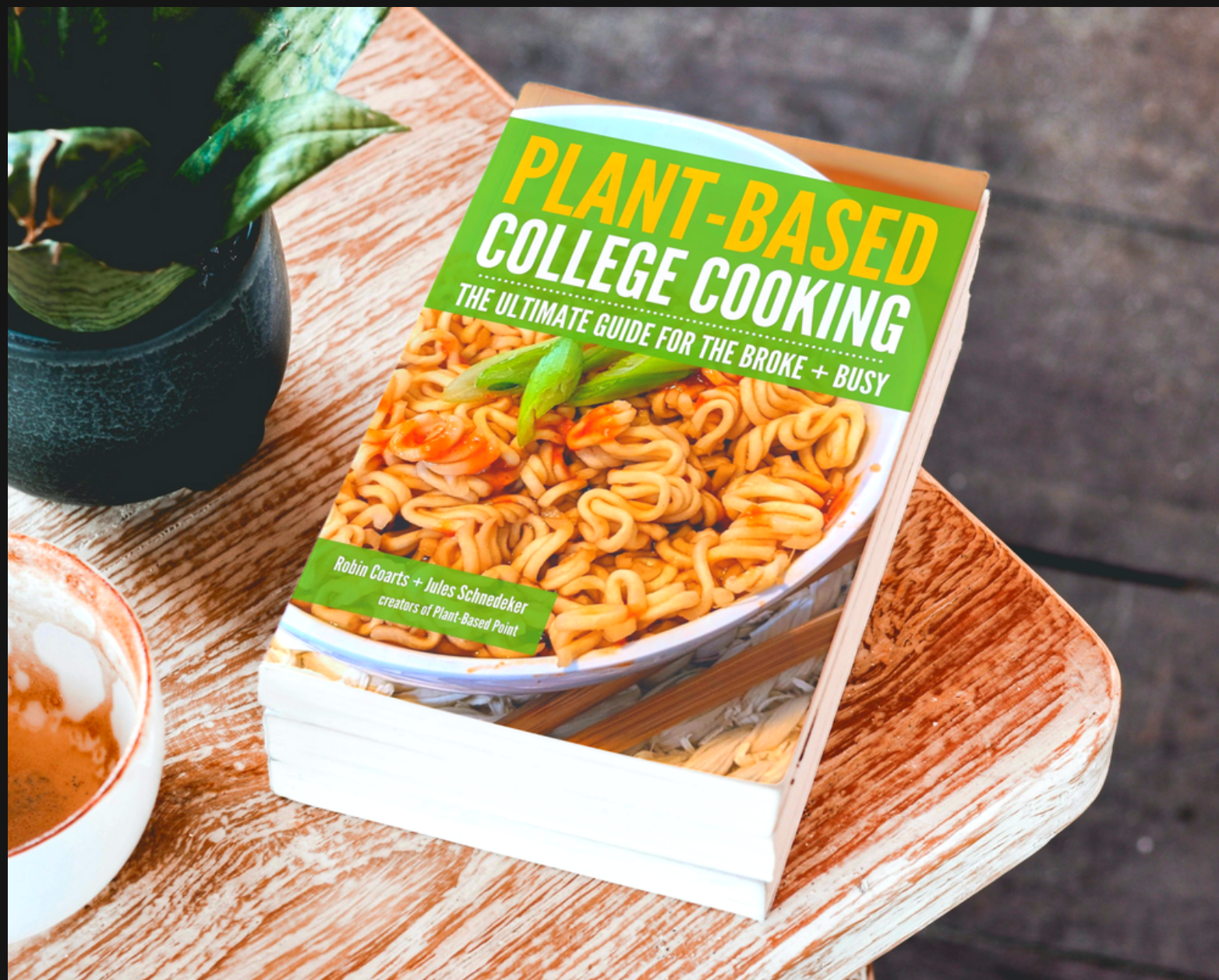


www.WhatTheHealthFilm.com

NutritionFacts.org

PLANT-BASED POINT





- Microwavable recipes
- 5 week meal plan at \$20-\$25/week
- 9 page beginner guide
- Photos for every recipe
- 6 ingredients or fewer
- No kitchen required



Available in print + digital on PlantBasedPoint.com + [Amazon!](https://Amazon.com)



a portion of proceeds donated to vegan causes

PLANT-BASED  POINT

BEEFLESS CAKES

EASY PLANT-BASED RECIPES featuring BEEFLESS CAKES



AS SEEN ON

OneGreenPlanet

CASCADE
A&E

NEWS
CHANNEL
21
KTVD.COM

backyardbend
community inspired

CASCADE
cbn BUSINESS NEWS

PLANT-BASED  POINT



PLANT-BASED POINT



Plant-Based Living Made Simple

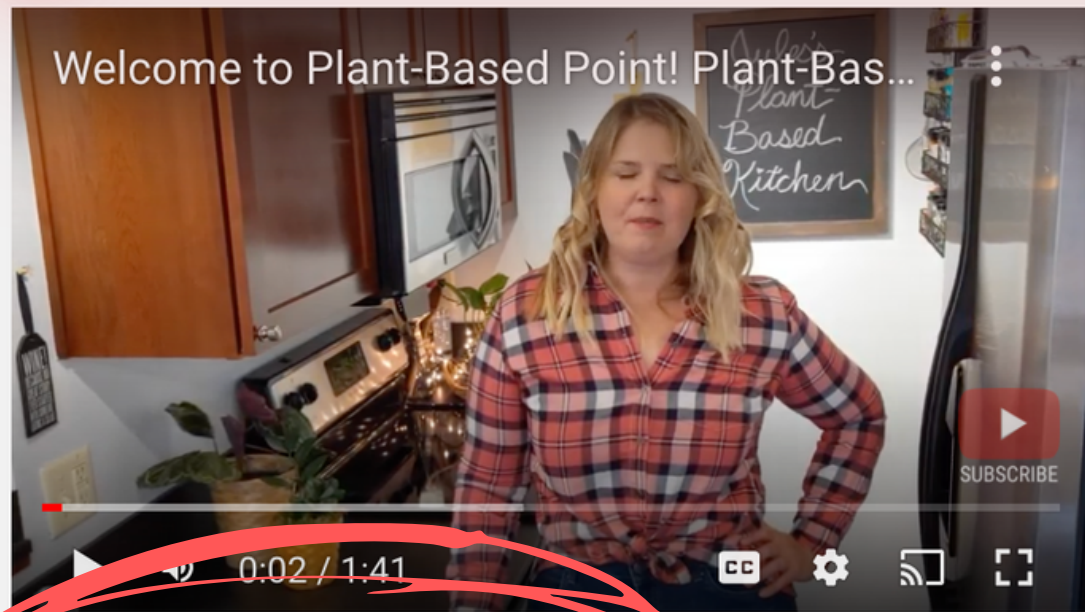
new videos every other mon + bonus uploads



visit our website to get your FREE plant-based primer!



youtube.com/c/plantbasedpoint



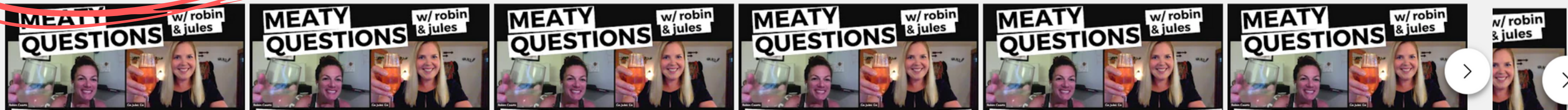
Welcome to Plant-Based Point! Plant-Based Living Made Si...

114 views • 9 months ago

We are SO excited to welcome you to Plant-Based Point, where we make plant-based living simple, fun, and affordable. From our YouTube channel to our website to our easy recipes to our free downloads to our courses to our blogs to our resources to our (WHEW, yes we're still going!) eco-friendly merchandise, you have found the best resource for all things plant-based - no matter where you are on your plant-based path.

READ MORE

Q&A  PLAY ALL



Questions, Comments, + Thank you!!



@plantbasedpoint

