



*T. Colin Campbell, PhD  
Cornell University  
U.S. Mastermind of China Project*

### **His Background**

Dr. Campbell was an unlikely candidate for becoming one of the main scientific defenders of a non-meat diet. “I was raised on a dairy farm. I ate plenty of meat and eggs,” he says. “Actually, I wrote my PhD dissertation on the ways animal protein could be produced more efficiently so that we could eat more animal-based foods.” But once he started doing nutrition research in the 1960s, this defender of meat consumption became convinced that a diet as low as possible in animal-based products was a far healthier choice. “I was paying attention to what the scientific evidence was showing me,” he says. Now his diet is over 98% vegetarian, and he and his wife, Karen, have raised five children who consume an essentially plant-based diet.

Until his recent retirement in 2001, Dr. Campbell was the *Jacob Gould Schurman Professor of Nutritional Biochemistry* at Cornell University. He has also been the Senior Science Advisor to the American Institute of Cancer Research/World Research Fund. He has authored over 300 scientific articles published in peer review journals.

### **On Diet**

“We are consuming far too much in terms of animal foods. We need to get away from eating them. Instead, we should be eating more plant foods.”

“Animal products are higher in fats and carry cholesterol. They are a poor source of fiber and antioxidants. And their high protein content has been clearly linked to many Western killer diseases.”

“A plant-based diet is more likely to produce good health and to reduce sharply the risk of heart problems, cancer, diabetes, osteoporosis, gall stones, and kidney disease.”

### **His Diet Rx for America**

“Change the diet so that protein comes almost exclusively from grains, legumes, and vegetables.”

“Build meals around grains, potatoes, beans, vegetables, and fruits. If you want to use meat, then use it only for *flavor* and not for *focus*.”

“Cut the currently recommended 30% fat level of the U.S. diet to a safer 10-15% of total calories.”