

Jonathan: [00:00](#) Hey, this is Jonathan here, and welcome.

Jonathan: [00:03](#) I'm thrilled and pleased to be connecting with Ocean Robbins today. Every time I connect with Ocean, I learn something new. And he challenges me to think about what, really, the choices that we need to be making with our food today ought to be and some of the information that we should be privy too. He's always on the front lines, he and his father, John Robbins, have really led, they've been some of the forefront leaders of the food revolution in America. It's a privilege that we get to learn from him.

Jonathan: [00:34](#) I'm looking forward to what you're going to share with us today, Ocean. You've got something super exciting that's happening, and certainly something that I wanted everyone that I know to be connected to this powerful new tools, and resources, and this teaching that we're going to do today. So thank you for being here, Ocean.

Ocean Robbins: [00:51](#) Oh, Jonathan, it's so my privilege. You're always somebody I've known to be on the leading edge. The status quo doesn't cut it for you.

Ocean Robbins: [01:00](#) And in a world with a toxic food culture, with so many people who are sick, and suffering, and even dying from diseases that we now know how to prevent, you know and I know that the status quo isn't good enough. We can do better. And as long as there are lives that can be saved, as long as there are people that don't need to die of heart disease and cancer, and don't need to suffer from type 2 diabetes, and don't need to feel like crap all day long, as long as there are people that don't need to be suffering from dementia and depression, and all the other ailments that we think are normal today, then we've got work to do.

Ocean Robbins: [01:33](#) And the good news is, we've got actions we can take that make a world of difference, and that's why we're here, right? You know, food is the foundation of health, and that's my passion, and I truly believe that if we can bring our food choices into alignment with our values, we can change everything.

Jonathan: [01:51](#) Fantastic, Ocean, I love the passion, and the interest, and the success you've had in helping people prevent, and even reverse disease, using food as a medicine and this lifestyle approach. And I love that you're looking at these foundational choices that people ought to make, rather than just looking at ways to medicate the issue, even if that is through natural

supplementation. You're really looking at building that foundation from the floor with the food choices that we're making and healing the body from those fundamental choices that we get to make every day that happen to be very pleasurable choices, because food is one of the most beautiful, pleasurable experiences. You guys know how people can experience this in a really abundant way as well as in a really healthful way.

Jonathan: [02:38](#) So I want to let you take over here. Why don't you announce what we're going to be talking about today and start leading us through that process.

Ocean Robbins: [02:45](#) Absolutely. Well, we're here to talk about food and about the food revolution. Actually, let me give you a little bit of context, because I'm not sure everyone watching right now knows my family story. My Grampa founded an ice cream company called Baskin Robbins. My Dad, John, grew up with an ice cream cone shaped swimming pool in his backyard and 31 flavors of ice cream in the freezer. He was groomed from early childhood to one day joining and running the family company. But when he was in his early 20s, he was offered that chance, and he said no. And he walked away from the path that was practically paved with gold and ice cream to, as we jokingly say in our family, follow his own "Rocky Road".

Ocean Robbins: [03:26](#) He ended up moving with my Mom to a little island off the coast of Canada where they built a one room log cabin. They grew most of their own food, they lived very simply, practiced Zen meditation for several hours a day, and they named their kid, Ocean, that's me, of course. They say they almost named me Kale and I have to tell you, I'm really glad they took the conservative route when it came to naming their son. But we did eat a lot of kale, and cabbage ,and broccoli, and Brussels sprouts, and all sorts of other veggies. And some years later, my Dad went on to become a best-selling author with books like Diet for a New America. He inspired millions of people to make food choices that were consistent with their values and to transform their health in the process.

Ocean Robbins: [04:10](#) One of his readers ended up being my Grampa, Irvin Robbin. My Grandpa was practically on death's door. He had lost his brother-in-law and business partner, Burt Baskin, to heart disease 15 years earlier. Now, in his early 70s, he was facing serious heart problems, diabetes, weight issues. His doctors told him he didn't have long to live unless he made big changes. He ended up reading my Dad's book at his doctor's request and

making big changes. He followed his advice. He ate a lot more fruits and vegetables, he ate way less animal products and he ended up by giving up sugar and even ice cream. My Grandpa got the results that actually we see predictably with people who make those kinds of changes.

Ocean Robbins: [04:56](#) He got off all of his diabetes and blood pressure medications because he no longer needed them. He lost 30 pounds that he needed to lose. He felt way better and he actually, his golf game improved seven strokes. My Grampa wound up living another 19 more healthy years. We have seen in our family what happens when we follow the standard American diet which is, that we get the standard American diseases. But we've also seen that when we make a change, we can incredible results.

Ocean Robbins: [05:27](#) So I'm passionate now about helping share this message with as many people as possible. I had directed a nonprofit for 20 years where I traveled the globe working with leaders in over 65 countries and I saw that everybody eats and that what we eat has a huge impact all over the world. I saw that the American way of growing food with big agribusiness, and agrichemicals and GMOs, the American way of processing food, and producing food, and selling food was spreading. KFC, McDonald's, Baskin Robbins, we're spreading around the globe. And in the process, waistlines were expanding and hospitals were filling up, more and more people were getting sick.

Ocean Robbins: [06:04](#) And I said, "You know what? I need to focus on food directly," and that's when I launched Food Revolution Network with my Dad in 2012. And we've grown to over 500,000 members and we're just getting started. And my passion is helping everybody to have life-saving, world-changing knowledge about how food can be the foundation of health, because it really truly can be. And I wrote a book, it's called 31-Day Food Revolution. And I'm just so excited to share it with you and with your whole community right now, Jonathan, because I wrote this book from the heart to help everybody have access to the life-saving, life-changing knowledge and the ability to [inaudible 00:06:42] on this.

Ocean Robbins: [06:42](#) So there are 31 chapters, because I say 31 steps to health can bring you more satisfaction, more pleasure, even than 31 flavors of ice cream. There are 31 chapters and each chapter ends with simple action steps you can take to put what you're learning into practice. And that's what it's all about. You know, at the end of the day, cancer, diabetes, dementia, they don't care a heck of a lot how much you know, or how many seminars

or docuseries you watch, or books you read, but they do care what you eat and how you live. So the goal of 31 Day Food Revolution is to help you put life-changing knowledge into action and get results that you want now and for the long term.

Ocean Robbins: [07:22](#) One of the chapters, Chapter 10, is about breakfast and not what to do about breakfast because it all starts with breakfast, right?

Jonathan: [07:29](#) Fantastic.

Ocean Robbins: [07:31](#) Yeah, so that's a free giveaway and I'd like everyone who is interested, there's a link, I think, below here and you can go ahead and click on through and get my breakfast chapter completely for free. And then if you want to go a step further and get the whole book, please do because I wrote it for you.

Jonathan: [07:48](#) Excellent. Thank you, Ocean. What a great contribution. I appreciate you sharing the background, the story, that's obviously fundamental. And it was a huge choice that your father made which then, obviously, shifted the course of your life. And your grandfather, Irv, his life was changed forever and certainly the proverb, the saying, "When a man has his health, he has a thousand dreams, but when he has ..." or a woman, "... but when you have lost your health, you only have one dream and that's to reclaim your health." And that was certainly true for Irv, even though he built like a dynasty, I mean, it's a billion dollar company. These are the landmarks of so many entrepreneurs and business people, but it's nothing if you don't have your health.

Jonathan: [08:37](#) So certainly your family was then putting that as the biggest thing of the contribution to the world, living with that purpose and passion. And that fundamental story that I think that people really need to understand in order to understand why Ocean and John are doing what they're doing, because their content is different to a lot of people out there and that's a good thing. Because what you'll find is marketing is a great thing because that's how people get their message out and so we need it, But what's happened is a lot of things that are being marketed right now are not proven and they're leading people to food choices that are going to bare their fruit, probably like some years from now, a decade or two from now. What we're going to see more and more is a lot of the fad diets that we're moving toward are actually extremely detrimental.

Jonathan: [09:29](#) But the problem was, that they were never based on fact and science and they were just very persuasive arguments and very influential kinds of people that got behind it. So one, I want to commend Ocean for standing up against that and coming with the proven food choices that have worked for centuries and that are proven scientifically as well. And they're in his book, so I've learned a lot from him. And a disclaimer here, Ocean has actually been very instrumental with a lot of work that I've produced. Every time I've created something, I've got him to check in with the major resources that create and asked him like, "How do you feel that this is advocating truthful messaging around a diet and food and these types of things," and he'll give me feedback. And there will be different changes because we're looking to actually share true information.

Jonathan: [10:27](#) Back to you Ocean, I appreciate the work you do. Let's talk about breakfast and dive in here.

Ocean Robbins: [10:34](#) Sure, absolutely. Just touching first on what you were just saying, Jonathan, first of all, the status quo kind of stinks, we all know that standard American diet is full with toxic additives, and chemicals, and flavorings, and sugars and 1,400 chemicals have been added to our food supply, most of them never tested for their long term health impact on humans. The average American eats 54 pounds of added sugar per year. We're getting 34% of our calories from factory farmed animal products, on average, in the United States today. These animals aren't just being treated terribly, but their flesh, and milk, and eggs are contaminated with hormones and antibiotics and E. coli, the results of treating animals horrendously in these conditions.

Ocean Robbins: [11:23](#) That said, in the natural health sector, there are a lot of people who are saying, "Hey, let's do something better." They're responding to people who are sick of being sick and fed up with the status quo and hungry for a change, and are offering solutions. But there's something a little sickening happening, which is that sometimes those solutions are more interested in making money off of what sounds marketable than they are in actually helping people be healthy. The reality is that a lot of people respond to what's new and what's different, and if people can be told, "Hey, you can have all your same old bad habits, but now it's good for you," a lot of people like that message and they'll pay for it, even if in the long run, they'll die because of it.

Ocean Robbins: [12:06](#) From my perspective, we need nutritional information that is sound, that is credible, that is rooted in medical studies and that is based on what we actually know. There's a lot of misinformation out there. One day you hear that, that's bad, the next day you hear it's back, one day you hear that kale and broccoli are great for you, the next year you hear they're overwhelmed with goitrogens. You hear that tomatoes help fight prostate cancer, then we hear that they're full of lectins and they're toxic. With all of this sea of misinformation, you know what happens? The status quo prevails, and we just keep getting fatter and sicker.

Ocean Robbins: [12:41](#) So one of the things I did, as I was researching 31 Day Revolution, was I really looked into the data. What I found was that there was actually virtually a consensus amongst serious researchers about the steps we could take that would radically uplift the health of millions of people, hundreds of millions of people. Now let me be clear, there are some points of disagreement because not everyone's the same and because we still have more to learn. But there's a lot, like 95%, that we agree on. So let me tell you exactly what that is, Jonathan, then I'll talk about breakfast. Okay?

Ocean Robbins: [13:12](#) I think that most serious researchers would agree that we need to eat less fat and sugar, 54 pounds of added sugar per year is a lot. No wonder we're obese. Most researchers would agree that 1,400 chemicals in our food supply that have never been tested on human beings for the long term health impact was a bad idea. Eat less processed junk, eat less sugar, most people would agree that we need to eat less than 34% of our calories from animal products, especially those that come from factory farms. And most researchers would agree, less white flour, less bottled oil, and more whole plant food. Most serious researchers would agree, we need to eat more vegetable, and frankly, more berries and fruit.

Ocean Robbins: [13:53](#) So the data's kind of in on this. And there are tens of thousands of medical studies published in peer review medical journals telling us, in no uncertain terms, that we could uplift the health of most of humanity simply by moving in these directions. So the four principles of the food revolution diet plan are very simple: less processed food and sugars, less animal product, especially from factory farms, more whole plant food, and conscious sourcing, and so forth. It matters how food was grown. It matters whether farmers were contaminated and died in their 40s from cancer because they were spraying pesticides in fields. It matters whether animals were tortured in factory

farms or got to live a natural life, got to see the sun and got to eat grass. It matters, I think, whether children were enslaved in the chocolate industry so they couldn't go to school, so that their families could keep a roof over their head because the average chocolate farmer got paid 78 cents a day for their labors, or whether there was fair trade so that the farmers were paid enough that they could live decently.

Ocean Robbins: [14:55](#)

It matters to our ethics and our conscience as humans, but it also matters to the future of life on this planet, because when chocolate farmers aren't treated decently, they're more likely to cut down tropical rain forests to increase [inaudible 00:15:07] just to survive. Guess what? That impacts the future of our climate, the air, for future generations. So all these things come back in circles. And what I'm saying with 31-Day Food Revolution is, you can be a part of the solution. You can actually help change the world for the better. You can help create a world where we have topsoil, where we have water, where we have forests, where we have a stable climate for future generations, just by changing what you eat. And the same food choices that help your heart, help your cells, help your brain, also help your world. The spoiler alert is, it's a heck of a lot easier to change the world than you ever imagined, and I'll show you how.

Ocean Robbins: [15:42](#)

Back to breakfast because it all [crosstalk 00:15:44] to breakfast, right? A lot of people are like, "Okay, where does the rubber meet the road here?" So I wrote a chapter, Chapter 10, it's about breakfast. I was looking at why is it that breakfast is hard for so many people. And the reality is that a lot of times when we get up in the morning, we're busy, we're stressed. And the last thing I want to do when I wake up in the morning is spend an hour [inaudible 00:16:06], right? Occasionally, on a Sunday or something, but most days, I want to get going with my day. So I looked at that, and I created some really simple solutions, a few different, really practical ways you can address breakfast, you can prepare it the night before, even prepare it a week before, and I'll talk about how and how you can have a fabulous, delicious, nutrition-packed breakfast.

Ocean Robbins: [16:29](#)

There are different solutions for different people. Some people love smoothies and going light in the morning, and then having more solid food later. Other people love to really start with a protein-packed power breakfast, so you've got to listen to what's right for you. And in this chapter, I tell you how to find out what's right for you and I offer some solutions. I'll say, there is one idea in there that will probably be controversial. You'll

either love it or hate it, but, if you love it, you might really love it. So check it out. You can grab the link down below here and get your free Chapter 10, breakfast chapter, right away and then I hope you'll also consider getting this book. Because I really put the power in your hands, where it belongs, to create the health, and the life, and the world that you want.

Jonathan: [17:13](#)

Awesome. Thank you, Ocean. And just seconding that, for me, I'm just here because I love Ocean's work. He's been a huge support to me in getting the right information out and also sharing my resources with his audience. And I think a lot of people, I think there's a whole sector of us health influencers that were so excited when we found out that your book was coming out. In fact, I was in a room of a bunch of top influencers from different fields. And every woman rejoiced and was so excited about this coming out and saw the need for it. And so, for me, yes, please do get this chapter. Please do read and learn about these amazing articles and tools you can use for breakfast. It's simple, fun, easy, tasty, delicious. These things that you really need to start the day right and really have a fantastic way of life.

Jonathan: [18:14](#)

And then, that's, obviously, totally free so go ahead and do that. Why not? That's fantastic, click on that now. And secondly, I love Ocean's work, it's very important. Reading a book can be one of the best ways to get a lot of information really quickly and take advantage of somebody's hard work, that has taken, for Ocean, a couple of decades now to really get to the point where he was ready to create this. With the insight and pioneer work of his father that was largely one of the first influencers to, especially perhaps the first mainstream health influencer, that helped to shift ... like a lot of people today that chose healthy life choices were getting influences by a book like Diet for New America by John Robbins.

Jonathan: [19:05](#)

They have that history and legacy and they just continue to create these tools. And so this is going to be a fantastic tool for you to learn about things that people aren't willing to talk about right now because they seem and sound too controversial for most people, that Ocean is willing to go there. And, most importantly, before you have a strong opinion about it, or against, read the facts. Read the case studies that he's citing, and all the research that's gone into this, so you can understand and know the whole story on this subject so you can understand the right food choices that you and I ought to be making to have healthy and vivacious lives. Go ahead and support Ocean's work by owning his book and implementing the tools in that book,



got special offers, and bonuses, and gifts, and things that they're doing right now so this is the time to do that.

Ocean Robbins: [19:59](#)

Absolutely. Let me just add, Jonathan, I know I touched on this, but I think it's important, that there are four parts to 31-Day Food Revolution. Part 1 is Detoxify, how you can get rid of the bad stuff that might be making us sick, in our kitchens, not just our food, by the way, but also our kitchen lives, water, food storage containers, everything, incredible data out on plastics. And if you have plastic containers or use plastic in your kitchen right now, when you read this chapter, you're probably going to rethink that. And then, on water and so forth, but mostly we focus on food. Part 2 is Nourish and that's where we look at the simple foods you can incorporate every day that can make a world of difference for your health, and how to do it deliciously and easily, and how to create healthy habits that sustain you in the long run so you love foods that love you back.

Ocean Robbins: [20:52](#)

And then Part 3 is Gather, we look at the social side of food because we're not just lone wolves. I think most diet books actually fundamentally fail us in this regard because we need support mechanisms to catch us when we fall, to inspire us, to make it fun. I [inaudible 00:21:07] think live in a world that's pretty lonely. And I'm interested in healing that so we can have love and connection because loneliness kills even faster than cigarettes. And I want to help show how we can build positive social networks, social connections, networks and fabrics by eating healthy food and building healthy food connections. And then Part 4 is Transform. And that's where we look at how you can use your food choices as a vote for the kind of world that you want, for the future of life on this planet. And it's so much easier to make a difference than you ever imagined.

Ocean Robbins: [21:41](#)

So that's what it's all about. It's, "Put your own oxygen mask on first before helping others," and then we've got to save the freaking planet. Because, in a toxic food culture, too many lives are being lost, too many people are suffering when they don't need to be. And this is my stick in the ground to say, "Enough is enough, let's create a change and let's make it easy and delicious and enjoyable." And I invite you to join me. I invite you to join me in your food revolution, and I invite [inaudible 00:22:06] revolution, so please go ahead and check out the free sample chapter. Check out the book. And most importantly, live it, because that's what it's all about, right? Making it happen, so we can create a healthy, sustainable, delicious, fabulous food feature for everyone.

Jonathan: [22:23](#) Thank you, Ocean. I really appreciate you spending the time with me, and that the person watching today with my [inaudible 00:22:29] community. I really appreciate your work and I'm super looking forward to the results that are going to happen in the lives of the people that are watching this right now and that made the choice, "Hey, I'm going to go read that chapter right now. I'm just going to go download that free chapter." I'm looking forward to hearing the results that people get when they do that. We're also looking forward to hearing results of people that choose to support your mission, and own the book, and purchase the book today so that they can also report back and let me know of all the changes that have happened in their lives.

Jonathan: [23:02](#) So go ahead and do that and get started today, so you can make those best choices for you because you deserve to be well and you deserve to know the truth. And that's right in front of you and use tools that are available to you to have monumental shifts. Certainly this is such a great opportunity. So I wanted to let you know about this because I care about you. I want to see you well. I want to see you being your best self, because that's when we can contribute and make the world a better place just like Ocean is talking about. So take action today. I look forward to connecting with you very soon.

Jonathan: [23:34](#) Thank you, Ocean, for your time.

Ocean Robbins: [23:36](#) Absolutely. Thank you so much, Jonathan.