Nutrition, as a concept, is often discussed by most people, but it is not clear that many people really know what it means. This is most unfortunate because, if truly understood and properly used, nutrition has more power to create and restore health than all the pills and procedures put together. Professional medical institutions must take this science seriously, offer it in medical school training and participate in helping medical professionals and clinics establish programs and strategies to deliver this message. Anything less is unacceptable.

T. Colin Campbell, PhD, is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University, and the author (with son and co-author Thomas Campbell II, MD) of The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss, and Long-Term Health, and (with contributor Howard Jacobson) Whole: Rethinking the Science of Nutrition. He was trained at Cornell (MS, PhD) and MIT (Research Associate) in nutrition, biochemistry, and toxicology. Since 1983, he has been the director of the Nutrition and Cancer Program Project (Collaborative Project with Chinese Academy of Preventive Medicine, Chinese Academy of Medical Sciences/China Cancer Institute, and University of Oxford). He has authored over 300 research papers, and is the recipient of a number of awards, both in research and citizenship.

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