

it works

MY CAUSE

Greg Grunberg, Actor

MY WORKOUT

David Calhoun, Executive

MY BAG

Peter Kingham, Doctor

MY STYLE

Christian Bédât, Designer

MY PASSION

Joe Eszterhas, Screenwriter

my diet

john robbins

Two Scoops of Quinoa

Why a man with ice cream in his blood swapped the 31 flavors for grains and fruits



As a kid, John Robbins lived a Willy Wonka-worthy fantasy. As the son of Baskin-Robbins cofounder Irving Robbins, he grew up in a house with a freezer stocked with all 31 flavors of ice cream. For fun, Robbins splashed around in the ice-cream-cone-shaped swimming pool and played with cats named Orange Sherbet and Marshmallow. But then, in 1968, he saw his uncle

Burt Baskin (his father's business partner) die from a heart attack at age 51. "He was a very big man who ate a lot of ice cream," says Robbins. When Robbins confronted his father about the connection between his uncle's girth, heart failure, and constant ice-cream consumption, his father denied a link, saying, "His ticker just got tired and stopped working." As a student activist at the University of California at Berkeley in the 1960s, Robbins felt he couldn't sell a product that compromised people's health, and he explained to his father that he wanted to live by and work for his own values. The decision created a rift between father and son, and although they have since reconciled, he does not expect to inherit any of the family fortune.

Over the next two decades, Robbins penned several best-selling books on health, the environment, and vegetarian eating. *Diet for a New America* sold more than a million copies and was nominated for the Pulitzer prize in 1987. He harnessed the incredible response from that book and started a nonprofit organization, EarthSave International, which provides education on the foods that are best for people and for the environment, and now has 40 chapters around the country. His newest book, *Healthy at 100*, brings together the secrets of the world's healthiest and longest-living people, focusing on small villages in Ecuador, Pakistan, and Russia. Today, Robbins eats mostly locally grown and organic fruits and vegetables, whole grains, beans, soy products, and, occasionally, wild (not farmed) fish. He admits that drastically changing his diet was a process. "Healthy eating is like moving to a different city. It's hard at the beginning when you don't know your way around. Where are you going to do your banking and your shopping? But in time it becomes second nature," says Robbins. The result of making a habit of healthy eating? "I have more energy now than I did at 21 by a factor of 10, and I'm almost 60," says Robbins. And his ticker is still going strong.

AMY LEVIN-EPSTEIN

HOW SIX MEN ACHIEVE THE BEST LIFE

for me



the live-to-100 eating plan

PRE-YOGA AND MEDITATION, 5:30 A.M.

- Glass of water

PRE-RUN, 6:30 A.M.

- 8 ounces freshly squeezed orange juice (no food)

"Food causes blood and oxygen to be diverted to the stomach, so less is available for your muscles," says Robbins.

BREAKFAST, 7 A.M.

- Cereal bowl of quinoa (a whole grain) cooked for 25 minutes (less if you prefer it chewy), topped with dried apricots and flavored with organic vanilla soy milk

Quinoa is a major source of protein (11 grams per 1/2-cup serving) for the mostly vegetarian Vilcabamba people of Ecuador, many of whom live active and disease-free lives into their 90s. "If you can get protein from a plant source, you spare yourself the cholesterol and saturated fat that comes with animal products," says Robbins.

LUNCH, 11 A.M.

- Large salad made with a variety of locally grown vegetables, such as romaine lettuce, arugula, broccoli, cauliflower, green onions, green peas, corn, asparagus, tomato, beans (cooked garbanzo, kidney, black, or pinto), and nuts (walnuts, almonds, hazelnuts, or pecans)
- Salad dressing: blended fresh lemon juice, organic extra-virgin olive oil, tamari or shoyu soy sauce, garlic cloves, maple syrup, and nutritional yeast flakes

The yeast flakes provide a creamy texture and are rich in B12, a vitamin that is found in meat, eggs, and

dairy products, and is often missing from vegan diets. It is essential to the production of red blood cells and the maintenance of the nervous system.

DINNER, 7 P.M.

- Vegetable soup made with chopped steamed kale or collard greens, root vegetables, broccoli, cauliflower, corn, carrots, onions, lentils, peas, tahini, and flaxseeds (sprinkled on top)
- 1 piece of sprouted whole-grain toast

Sprouted means the grains are allowed to sprout before being baked. Sprouting breaks down some of the complex carbohydrates in the grain, which can make the bread easier to digest. The Hunzan people of Pakistan eat a diet rich in flaxseeds. Studies show that the omega-3 fatty acids found in flaxseeds may help prevent heart disease and cancer. These diseases are rare in the Hunzan population, says Robbins.

SNACKS

- Peaches, nectarines, plums, apricots, blackberries, and raspberries

"I gorge on fruit. How bad can it be? A lot more people gorge on ice cream than on peaches and that has made my father very wealthy but the result is obesity, heart disease, and diabetes," says Robbins.

OCCASIONAL SPLURGES

- Organic dark chocolate
- Nondairy soy "ice cream" (Soy Delicious and Soy Dream brands)

"These vegan desserts pack none of the artery-clogging, high-fat dairy of ice cream."