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Interview with Brian Rossiter

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Brian Rossiter is the creator of the [Fruit-Powered](#) website. He is so passionate about the raw food lifestyle, that he wants to share it with the world! You'll find everything you need to get you started: sample menus, grocery shopping tips, recipes, a weekly workout routine and even information on the right blender to buy!

He also does coaching services, videos and he has written [Alive!](#), which is about his own personal journey to raw food and includes a 4-step program to help you go raw vegan and raw food recipes.

I'll let him talk now :) You can read the interview with Brian below.

Who are you and could you tell us a little bit more about your website?

"Brian Rossiter, 35, Philadelphia.

I operate Fruit-Powered.com, which provides articles, videos, recipes, tips, coaching services, books and other media, and more on a low-fat, fruit-based raw food diet. Fruit-Powered.com features *Fruit-Powered Digest*, a free e-magazine that comes out the 1st of each month and includes profiles, interviews, features, recipes, tips and more. The site also features *Fruit-Powered Video*, a free video series broadcasting new content such as features, recipes and tips the 15th of each month. I encourage your readers to register to receive [Fruit-Powered Digest](#) and [Fruit-Powered Video](#).

I launched Fruit-Powered in June 2012, when I also released *Alive!*, my raw food transition book. *Alive!* is designed to help anyone go raw vegan in four simple steps. The book also includes low-fat raw recipes, tool recommendations for a raw kitchen, a focus on fitness and insight from three raw fooders. Fruit-Powered.com also proudly offers a robust, growing store of content from raw fooders connected to the raw vegan café Arnold's Way of Lansdale, Pennsylvania, at some recent time, including owner Arnold Kauffman, Matthew Warner, Megan Elizabeth and, March 1, Anna Chmielewska, who will launch *Things You Can Do with Buckwheat in a Raw Kitchen*. Readers may explore these selections at [the store](#)."

What 'diet' do you follow (vegan, raw, ..)?

"I lead a low-fat, fruit-based raw vegan diet."

What do you eat in a typical day?

"Fruit comprises more than 90 percent of my roughly 4,000-calorie daily consumption. Tender greens such as romaine and red and green leaf lettuces are a centerpiece in my diet as well. I eat 1.5 to 2 pounds of greens a day. An average day for me during spring and summer, when more fruit is available, would be:

—Breakfast: [MangOranges](#): 3 pounds of oranges and 1 pound of mangoes (blended)

—Lunch: [Green 'n' Clean](#): 11 bananas and 0.5 pounds of romaine lettuce (blended)

—Dinner: Large watermelon



Hi, my name is Joyce and I'd like to welcome you to

My Healthy Diet!

Feel free to browse around. I'd love to hear your thoughts and insights too :-)

—Second dinner: Mexican Sun Salad, a large salad inspired by Mexican cuisine and featured in *Alive!*. It includes lettuce, cucumber, bell pepper, tomatoes and an avocado-herb dressing with lemon and lime juice. As an appetizer, I also prepare a spread using an avocado, tomato, sun-dried tomatoes and lemon juice. I sometimes eat this spread using "chips" made from thick cucumber slices.

I also eat two-thirds of a pound of celery sticks during and after smoothies."

What do you do for exercise?

"My exercise routine, which averages 10 hours a week, includes daily Egoscue Method E-cises, which are stretches and light exercises designed to promote [proper postural alignment](#). I also engage in circuit training using resistance bands, practice vinyasa yoga, rebound and run. My entire schedule, which continues to evolve season by season, can be viewed [here](#). Lately, I want to explore additional body-weight exercises to keep my workouts fun and me loose and agile, rather than adherent to a strict routine."

Why do you think this lifestyle works for you?

"Eating a raw food diet and getting plenty of wide-ranging exercise makes me feel as if I'm growing younger. I think these two things along with getting plenty of sleep, sunlight, fresh air and laughing and loving plenty are the best improvements a person can make in his or her life, and these choices also affect their relationships, other living creatures as well as the planet. Go raw and work out to feel your best and live on a better planet!"

What was the transformation like when you switched to this diet?

"My journey to a raw food diet began in April 2010, when I consumed my first green smoothie. By the fifth straight day, I felt striking improvements in energy, mental clarity and state of positivity. I committed to drinking green smoothies every day and haven't missed a day in more than 1,000 days. Once I began drinking green smoothies in the afternoons in addition to for breakfasts, my body instinctively told me it no longer wanted animal products, and I went vegan October 1, 2010. Three months later, I went raw after accepting a friend's invitation to join him during his annual raw cleanse.

I stayed 100 percent raw in January 2011 but didn't thrive. It took me a few more months to find Doug Graham's *The 80/10/10 Diet*, which provides the best basis for a raw diet, by way of the videos of Harley "Durianrider" Johnstone of www.30BananasADay.com. This groundbreaking book puts a low-fat, fruit-based diet in perspective by shining a light on history, the laws of nature and common sense. The book also provides scientific data on why consuming a minimum of 80 percent of our calories and no more than 10 percent each from protein and fat is best for us. Quite simply, eating fruits for our meals and consuming plenty of tender greens along with some other vegetables and a limited amount of nuts and seeds is our natural diet. We are not designed to consume animal products or cooked foods."



What are your favorite foods?

"My favorite fruits are watermelon, oranges, strawberries, raspberries, apples and bananas. I've eaten as many as 46 bananas in a single day."

Do you think there are downsides to the way you eat and live? Which ones?

"It can take some time for a person to become comfortable in his or her new (healthy and soft) skin. One's outlook on life will become clearer, sharper and more colorful and expansive, and a person will come to understand fairly quickly

how his or her food choices affect the way he or she thinks, feels and behaves. Rather than feeling awkward during social situations, a new raw fooder may embrace these outings as opportunities to enjoy company the most, not unhealthy foods. Most raw folks are so thrilled about the positive changes they experience they love to share what they've been learning and doing. Lately, I've been working on tuning out a world of white noise to pick up the gentle sound of the inner guide, buoyed by nature and others' discoveries."

What's your favorite recipe?

"My favorite recipes are Mexican Sun Salad, featured in *Alive!*, and [Pepper Pizza](#). I like my recipes to evolve. A recent addition to Pepper Pizza, for example, is a "cheese" made from blending 1 avocado, 1 plum tomato, 35 to 50 grams of sun-dried tomatoes and the juice of half a lemon. A chunky soup version of Mexican Sun Salad is Mexican Sun Soup, and your readers can learn how to prepare it by viewing a [Fruit-Powered Video](#).

Of course, I also love smoothies such as MangOranges and Green 'n' Clean and eating watermelon and grapes exactly as they're found in nature! Enjoying these "monomeals" are best for us and require no preparation work!"

What benefits have you experienced on your diet?

"I've experienced exceptional overall health, youthful vitality and a euphoric sense of well-being. I've enjoyed sustained energy and enhanced mental clarity. Digestion and elimination are quick and easy. Sleep is restful and recharging. My body feels lighter, stronger, quicker and faster. I feel a deeper connection to nature and appreciation for the gift of life. The list goes on. To eat raw is a beautiful thing."

What's the most challenging on your lifestyle?

"It can take some time for one's stomach to expand to fit in enough fruits to make up a full meal because almost all of us are accustomed to eating small, water-starved meals. A large watermelon contains about as many calories as a bacon cheeseburger and fries at a sit-down chain restaurant but is much larger in volume. Once one learns how to count calories and about staple foods such as bananas, he or she will thrive as long as he or she consumes plenty of tender greens—2 to 6 percent of calories, according to Graham's 80/10/10 recommendation. This is about 1 to 2 pounds of greens a day."

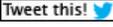
Any tips for our readers?

"Going raw is the single best thing a person can do, I think. This single change will enable one to see large windows to their world where they once saw walls or sealed-shut doors. Going raw will help inspire one to launch an exercise program and many more positive practices. Few, however, are successful in learning about a raw food diet with ease because lots of information about gourmet raw, which is heavy on nuts, seeds and oil, is available. These food choices aren't optimal. Even fewer are able to learn about a low-fat, fruit-based raw diet and hit the ground running without ever looking back. I strongly recommend a transition, starting with green smoothies for breakfast every day. I outline what I view to be an effortless, natural transition to a raw vegan diet in *Alive!* and also offer [coaching services](#) for those who'd like a personalized touch."

If Brian's positivity and energy doesn't convince you to adapt more raw foods in your diet, I don't know what will :-)

Click here for more information on a [raw food diet](#) and [raw food recipes](#).

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