



Sprouting the Seeds of Persistence | Doug Evans

[00:00:00] Podcast Intro

Darin: You are listening to the Darin Olien Show. I'm Darin. I spent the last 20 years devoted to improving health, protecting the environment, and finding ways to live a more sustainable life. In this podcast, I have honest conversations with people that inspire me. I hope that through their knowledge and unique perspectives they'll inspire you too. We talk about all kinds of topics, from amping up your diets to improving your well-being to the mind-blowing stories behind the human experience and the people that are striving to save us and our incredible planet. We even investigate some of life's fatal conveniences, those things that we are told might be good for us but totally aren't. So here's to making better choices in the small tweaks in your life that amount to big changes for you and the people around you and the planet. Let's do this. This is my show, the Darin Olien Show.

[00:01:11] Guest Intro - Doug Evans

Darin: Hey, everybody, welcome to the show. This is Darin Olien. This is The Darin Olien Podcast. How are you all doing? How's it going? Are you creating your dreams? Are you creating your super life? Come on, this is it. Every day, it is an opportunity to overcome because we're going to get hit with challenges, we definitely are. That's what life is. That's their propeller of opportunity. I've said this before, the propeller of opportunity is obstacles and challenges, and you're going to get hit. So it's the resiliency that you can create, and ultimately, build your future from when those challenges happen. What can you learn from it? What can you gain from it? How can you overcome it? How can you gain wisdom and knowledge and apply that knowledge of what you're gaining beyond the pressure, beyond the challenge? You have to go through it to get it. My guest is the epitome. He is an amazing human. Doug Evans, a new brother from another mother. This guy I connected with. He is instantly at the top of my list of one of my favorite humans. Doug Evans' early pioneer in the natural food industry in 2002. He co-founded Organic Avenue, one of the first exclusively organic plant-based retail chains in the country, incredible. He also created and founded Juicero, remember that? It was the first fresh farm to glass automated cold-pressed juicer, raised a ton of money, and we get into that. He was flying full of all kinds, we're investing into this. He had so much support, handed it off to a group to take it to the next level, and sometimes it doesn't work out. We talked about that challenge as a serial entrepreneur as an ass-kicker of magnitude, Doug is phenomenal. He gets into a monologue that stopped me in my tracks. That tells you exactly the DNA of this human, and you're gonna extract something from listening to this yourself. From the East Coast, now lives in Mojave Desert near Joshua Tree at Wonder Valley Hot Springs. He wrote an incredible book, The Sprout Book, and his efforts to teach people which of course, if you know me by now I talk about it in super life, all the power in the sprouts, Doug wrote a book on it. So he got into it, how it transformed his life and made seeds into the power many vegetables that harness the living power of raw food that you can create for [00:04:18] who's revolutionizing the garden game in us learning and incorporating more sprouts. You can do this, you can create this. I'm jumping into some efforts with him to bring more of this out to the people of the planet, so we're excited. I know



you're going to get a lot from this, whether you're plant-based, whether you're an entrepreneur, whether you're someone who's gone through challenges and wants some encouragement, inspiration, and tools. This episode is for you. You're going to meet a wonderful human being, a heart of gold, a notch unstop ass-kicker, Doug Evans, my new friend. Kick back, relax, take some notes, dig in, tune in, turn on, and enjoy my great friend, Doug Evans.

[00:05:19] First Part of the Interview

Doug: This is a chapter from the greatest salesman in the world on persistence.

[00:05:29] Doug's opening monologue on persistence

Doug: And since we're here in real-time, in my kitchen, in my dining room, and all the same room, in my bedroom, so welcome. There's no teleprompter here. This is part of my DNA, and it's the chapter on persistence. I will persist until I succeed. In the Orient, young bulls are tested for the fight arena in a certain manner. Each is brought to the ring and allowed to attack a Picador who pricks them with a lance. The bravery of each bull is then rated with care according to the number of times he demonstrates his willingness to charge in spite of the sting of the blade. Henceforth, while I recognize that each day, I am tested by life in like matter. If I persist, if I continue to try, if I continue to charge forward, I will succeed, I will persist until I succeed. I was not delivered until this world in defeat, nor just failure course in my veins. I am not a sheep waiting to be prodded by my shepherd. I am a lion, and I refuse to talk, to walk, to sleep with the sheep. I will hear not those who weep and complain for their disease is contagious. Let them join the sheep. The slaughterhouse of failure is not my destiny. I will persist until I succeed. The prizes of life are at the end of each journey, not near the beginning, and it is not given to me to know how many steps are necessary in order to reach my goal. Failure I may still encounter at the thousand steps. Yet success hides behind the next bend in the road. Never will I know how close it lies unless I turn the corner. Always will I take another step. If that is to no avail, I will take another and yet another. In truth, one step at a time is not too difficult. I will persist until I succeed. Henceforth, I will consider each day's effort as but one blow of my blade against the mighty oak. Each blow may cause not a tremor in the wood, nor the second or the third, each blow of itself may be trifling and seem of no consequence. Yet from childish swipes, the oak will eventually tumble. So it will be with my efforts of today, I'll be likened to the raindrop which washes away the mountain, the ant who devours a tiger, the star which brightens the Earth, the man who builds a pyramid. I'll build my castle, one brick at a time, for I know that small attempts repeated will complete any undertaking. I'll persist until I succeed. I will never consider defeat and I'll remove from my vocabulary such words and phrases as quit, cannot, unable, impossible, out of the question, improbable, failure, unworkable, hopeless, and retreat for they are the words of fools. I will avoid despair, but if this disease of the mind should infect me, then I will work on in despair. I will toil and I will endure. I'll ignore the obstacles at my feet and keep my eyes on the goals above my head for I know that where dry desert ends, green grass grows. I'll persist until I succeed. I'll remember the ancient law of averages and I'll bend it to my good. I'll persist with the knowledge that each failure to sell will increase my chance for success at the next attempt. Each nay I hear will bring me closer to the sound of yay. Each frown I meet only prepares me for the smile to come. Each misfortune I encounter will carry in it the seed of tomorrow's good luck. I must have the night to appreciate the day. I



must fail often to succeed only once. I'll persist until I succeed. I will try and try and try again. Each obstacle I will consider as a mere detour to my goal and a challenge to my profession. I'll persist and develop my skills as the mariner develops his by learning to ride out the wrath of each storm. I'll persist until I succeed. Henceforth, I will learn and apply another secret of those who excel in my work when each day is ended, not regarding whether it's been a success or failure. I will attempt to achieve one more sale when my thoughts back in my tired body homeward. I will resist the temptation to depart. I will try again. I'll make one more attempt to close with victory. And if that fails, I will make another. Never will I allow any day to end with a failure. Thus, I'll plant the seed of tomorrow's success and gain an insurmountable advantage over those who cease their labor at a prescribed time. When others cease their struggle then mine will begin and my harvest will be full. I'll persist until I succeed, nor will I allow yesterday's success to low me into today's complacency for this is the great foundation of failure. I'll forget the happenings of the day that has gone, whether they were good or bad, and greet the new sun with confidence that this will be the best day of my life. So long as there is breath in me, so long will I persist for I know one of the greatest principles of success, I persist long enough, I will win, I will persist I will win.

Darin: Dude, wow. Hold on, hold on. Dude, if people just listen to that, that says so much about anything. And your persistence alone to memorize the whole frickin chapter is unbelievable. Keep in mind, people, again, there is no teleprompter. He's not reading anything that is from memory from how long ago?

Doug: Like 30 years ago. I'm 55, so like 28 years ago.

Darin: Blown away. I loved that.

Doug: You have it, my friend.

Darin: I love that.

Doug: I've never recorded that in any public thing. I feel like you're such a kindred spirit, and you would appreciate it because if I recite that to a normal person, it scares the living daylights out of them. For me, it's like, when each day is ended, start over. That's in my DNA. I don't even have to think about it. It's now part of my DNA.

Darin: And you owned that. That's what you said you want it.

Doug: I want it, and now I have it.

Darin: So let's keep on that because I know you went to the airborne, maybe we can backtrack and talk about that, but I want to stay with this because now that you embedded that into your DNA.

Doug: And into your DNA too.

Darin: Now into my DNA. You've had many successes, talk to me about what informed you in your successes from that point that you said, this is what I'm doing? What were the next steps after that? Your first successful business, talk to me about some of the hardest challenges and some of the greatest successes?



[00:12:45] The challenges of success

Doug: Well, for one, as an entrepreneur, you will hear "no" a lot more than you will hear "yes." So that part about I will remember the ancient law of averages and bend it to my good. When I knew that I was going to hear more nos than yeses, that algebra was very clear that you only need one big yes. So I needed to get to that yes, I needed to be in the game. I needed to do my best because in a way, there's a level of equilibrium and balance, so there's no charity. To me, you can be lucky. We were lucky. We are lucky to be born in the '60s and the '70s in this country. We're lucky to be alive right now. But what we do with that luck is up to us. We can choose, we could smoke crack, we could shoot heroin, we could eat fast food, or we could eat superfood, or we could eat sprouts. There's so much that in the circumstances that we are in of how we can do more, but there are laws like gravity, which want to bring us down. Then we have to exert energy and force to rise upward. So with that information, and the guy who handed me the book, George [00:14:17], he was an everyday guy.

Darin: What was the book?

Doug: The Greatest Salesman in the World by Og Mandino. Kind of crazy, but when I knew that George was a regular guy, charismatic, bright, fast, but here's a guy who is now worth 100 plus million dollars. I asked him, "How did you do that?" And he said, "I created my goals, did the work, overcame every obstacle, every hurdle that was put in front of me, turned nos into yeses, ignored nos, climbed over nos, under nos, over the wall, you just have to get through these obstacles because its nature, its gravity, it's the immutable laws. So when I owned persistence, then I knew I could recover from anything. I knew I could do anything, and I knew I could recover from anything. And it just helped me inspire me and feed me."

Darin: Whether someone's an entrepreneur or just a human having a life, there's gonna be challenges. You're going to have goals in some form or fashion, and there's always going to be something that's going to occur that's not going to be great for your said goals or dreams or whatever else. So it doesn't matter whether you're doing a business, or you're just trying to have a fantastic life. It's like that monologue and that information that you had. It seems to me, you were given an algorithm that said, here are the rules of this, you're going to receive these nos because a lot of people are like, as soon as they hear the first no, they've already stopped, and they don't persist at all.

Doug: They're even scared of hearing the no. They don't even try.

Darin: Because they're frozen by the reality that that could happen.

Doug: Most likely it will happen. They know that most likely it will happen. Then the luck happens with that law of averages. It's just that law of averages. If you're out there, and if you're in the game, you are increasing your probability of winning.

Darin: I so relate to it in my own way, for sure, like just life, what's the choice? Persistence because if not, you just get carried down a river of complacency and normalcy and boredom



and mediocrity. Talk to me about the organic company first, and then we'll go into Juicero and Sprout.

Doug: After I got out of the army, the closest thing to writing graffiti was graphic design, and I was willing to face all obstacles.

[00:17:10] Starting an organic food retailer

Doug: I had a drill sergeant screaming at me, I did thousands of push-ups. So I said, if I'm going to go into graphic design, I want to work with the best graphic designer in the world. So I found that man, his name was Paul Rand. He had designed the logos and corporate identities for IBM, ABC, UPS, Westinghouse, and was working for some hippie in California who got fired from Apple, who started a company called Next, and Paul was doing the next corporate identity while he was teaching the Master's program at Yale. I found out his phone number. I called him up. I eventually showed up on his doorstep. I worked for Paul for seven years without pay. In turn, apprentice, snow shoveler, stick picker-upper, pipe setter, mechanical artist, liaison between him and his clients, [00:18:09], whatever it was because this was someone who was a master today. Steve Jobs ended up putting Paul Rand in the think different campaigns along with Muhammad Ali, Einstein, Mahatma Gandhi, and John Lennon, Paul Rand. I saw that 10 years prior. So anytime I could spend with Paul, to me, was just an incredible blessing opportunity. Paul had some money issues. I don't know why or where they came from. The idea of him exchanging cash would have corrupted our relationship. I said I'll go take side hustles. I'll work in bars, I'll work in restaurants, I'll work in supermarkets, I'll do freelance jobs, but I'm not going to corrupt our relationship because I knew if I would have asked for money, then Paul would have felt he was being used, he was exploited, and the relationship wouldn't have been as pure where I showed up. So the first assignment he gave me was to pick up any stick in his backyard that was bigger than 18 inches. I made a huge pile in his backyard, a huge pile. Then it was a holiday weekend, he lived in Western Connecticut, and he's like, now we get to burn it. I've been in the army, I knew how to burn, so I put rocks around it, I'm ready to burn. He goes, we need to call the fire department and get a fire permit, so they don't send the fire trucks. I called the local fire department, and I said I'm over here at the Rand residence and we'd like to burn. The fireman who answered the phone said it's a holiday, we don't issue permits today. I said, well, where's the captain? They go, he's home. I said, do you have his number, please? So I called him up.

Darin: Back then they gave it to you.

Doug: Yeah, back then they gave it to you. It's a small town too. So I call up, and I'm like, I'm over at the Rand house. We have set up to burn. I'd like permission to burn. He said, "Who are you?" I said, "I'm Doug Evans. I work with Mr. Rand, and we're scheduled to burn today." He goes, "Well, we don't get permits today." I said, "Will you make an exception because tomorrow, we have another assignment that we have to do. We can't go back and do tomorrow's work today so, therefore, and he's like, "Okay, go ahead. I'll call the fire department and I'll let them know." Paul and his wife never looked at me the same way again after that because evidently, normal people wouldn't do that. But here, we had this whole driveway, which was where the gravel was, and the asphalt was like, we're set up for the burn.



Darin: Let's just make it very clear, normal people would have said, "Oh, they don't issue them today. Okay, thank you very much."

Doug: Yeah, thank you. Well, we'll call back tomorrow. But we literally had other stuff to do the next day. I mean, in hindsight, it was an option, but it was just something where I was gung ho ready to go. It's interesting today, I'm 55 years old today. In my DNA exists persistence, but also in my DNA exists the teachings of the Buddha. Both my wife and I have done 10-day, I've done multiple 10-day silent Vipassana meditations, no reading, no writing, no phones, no technology, no eye contact for 10 days where you're meditating for 11 to 12 of your waking hours every day in what they refer to as noble silence. What you learn there is very different about persistence because there, their persistence is you have to persist through this 10-day course. You have to persist with the rules of not speaking, no eye contact, no Instagram, no WhatsApp, but what you learn there is the driving factors of all humanity that people will die around you, you will encounter disappointment, there will be accidents, there will be fires, there will be all sorts of pain. So the netting out of this part is the pain is inevitable, the suffering is a mental illness. The suffering is optional, you can choose. What you learn by being in your body in silence is to be aware of your cravings, to be aware of what you're clinging to, and to be aware of what your aversions are. So the Buddha's goal was to have people live in a state of equanimity, to be equanimous. If you're sitting and your back hurts, you can choose to change your position. But in one of the hours, which they refer to as strong determination, you sit and you do not move. If a fly lands on your eyeball, you don't swat it. If sweat is running down your back, you don't wipe it. If your left ankle falls asleep with your right knee crossed over it, you just observe. That helped me so much with dealing with the persistence, which the more you persist, and the more you stretch out of the comfort zone, the greater your probability of failure is. If you can succeed big without it inflating your ego, and if you can fail big without it deflating your ego, and you can maintain your state of equanimity through all that, it's just another arrow in the quiver that was so powerful.

[00:24:29] Bite Toothpaste Ad

Darin: Hey, everybody, I have a secret to minimize your waste in your own bathroom. That's right. Now, it may not seem like a lot of waste, throwing out your toothpaste tubes or your toothbrushes but keep in mind, none of it is recycled. Then add it up over the population, these are a big number. This isn't necessarily our fault though because we need toothpaste. We definitely need to brush our teeth. But thankfully, one company that has really thought of everything when it comes to taking a big problem and finding solutions is Bite Toothpaste. Their best seller and the product that really caught people talking is their dry toothpaste tablets that come in reusable glass jars. When you run out, you just order a refill, and it comes to your house in compostable pouches. So there's the impact, they're making an environmental waste problem go away, but they didn't stop there. They care about you. They want to make sure that what they're selling is the best of the best. All of their products are vegan, cruelty-free, and they're made from clean ingredients. I'm excited to get you in touch with Bite Toothpaste because it's good for you and they actually work. They do exactly what they say they will. If you're ready to ditch the toothpaste tubes and try literally this Bite Toothpaste, it's awesome. I love it. Bite down and boom you basically have the toothpaste all right there. So all my listeners, you get 20% off your subscription if you head to



trybite.com/darin and use the promo code D-A-R-I-N. That's trybite.com/darin and get rid of the waste and get healthier with this amazing product.

[00:26:44] Second Part of the Interview

Darin: What are things that you think people could take with right now to work on the inner persistence that are takeaways potentially?

Doug: In the grand scheme of things? Most of these little things won't matter. It really won't matter. You could be driving a Range Rover, you could be driving a Tesla, you could be driving a Hyundai. It really doesn't matter. If you think about if you want to be an athlete, you look at the successful athletes, you look at Michael Jordan, he trained harder than anyone else. Now, he may have had natural talent, but not enough natural talent not to have been cut from his collegian team early, so he had to practice and then work, but he turned persistence, and practice and ritual.

Darin: I talked to his trainer, Tim Grover, and he was by far wasn't the most physically talented. I was like, "Excuse me, what?" By far, he goes, he met hundreds of athletes that were more athletically gifted and that's exactly to your point. That is great, but the drive and persistence is the biggest thing that you can do to apply to what it is that you want, without a doubt.

Doug: You can look at virtually anything. In some respects, some people are better students and others, some have greater reading aptitude, writing aptitude, the skills, some people fail in their first year. Sometimes it takes three or four years, it takes longer. If they can think about in their mind that they will persist until they succeed. And that whatever comes up is just an obstacle along the way. It's just a test, just a little bit of a game or a test to see are you willing to do what it takes for success? I have to say, having run many, many businesses, business is hard. It's really hard. I was in New York City during 9/11, and we were not allowed to go to our office. Just think about that. You cannot go to your office because the entire lower Manhattan is shut down. Then there was toxic dust in the air. Even though they let you down there, do you want to be down there? There were things that happened along the way. One of the things that got me on the health tip, I'll go back onto that part, my aunt got diabetes, and they chopped off her feet below her ankles. That was the first time I saw the connection of a relatively healthy woman that I knew growing up. By the time I was in my mid-30s, early 30s, she was obese, diabetic, and they chopped off her feet. I'm wondering what it would be like if I didn't have feet. Then my uncle got heart disease, then my mother got stomach cancer, gone. My father ended up having some pinched nerve. Then they gave him an epidural, and the side effect of the epidural was a heart attack. By the time they figured out that it was a heart attack, the whatever infection, whatever was going on in his body metastasized, and he was dead before I could even get from New York to Florida. My brother, who you met, my sweet brother, overweight, diabetic, three strokes, a heart attack, hypertension, atrial fibrillation. So in 1999, I had my come to cucumber moment. It was very clear that the thing that all of these people that either were dead or were on a path, a beeline to six feet under were all eating food that was carcinogenic, heart disease forming, liquid diabetes forming. When I learned about the whole food plant-based diet, and I learned about the raw food diet, in a two week period, I went from eating street food, processed food, refined foods, snacks, cereals, candy, beer, wine,



chocolates, soda, all that crap to vegetarian, vegan, raw vegan in a two week period, just two-week period because I would have done it overnight, I just didn't have the information. I persisted to get all that information. It took me about two weeks. Once I formulate it, the fact that most of these other foods were disease forming and poisonous, and that the government, USDA, FDA, weren't going to protect me, and that the farm bill and other things were actually inciting this violence on my health, I raised my hand, and I said no more. I said no to all these things. Look, I'm looking at that food, and I know that my taste buds would like it. My mouth was watering. I made a decision, I'm going to eat fresh, ripe, raw, organic fruits, vegetables, seeds, nuts, seaweeds, and sprouts, that's what I eat. So the other stuff, uncomfortable. I didn't know we would be talking about this on the podcast, but I'm comfortable letting people eat whatever they eat. I'm comfortable buying people whatever food they want to buy. But for me, I created a framework of when I eat, what I'm willing to eat, and am I 100% militant about that? No, I'm probably 99%. I may eat something like if the hummus is not raw, but it's organic, and it's homemade. Yeah, I might eat them.

Darin: And you might eat a little barukas.

Doug: I'm going to try your brewers because if they're so healthy, and that's the only way they can safely be eaten, then I will eat the barukas. I may not eat them every day. I'm curious about them and I trust you. So if I trust somebody, I will do that. I don't think everything needs to be raw. I just created that framework because it's easier for me.

Darin: We go to farmer's markets, we get the food, we eat at the same places. It's cool to be around that tribe even though I'm the same way with you. People can literally eat whatever the hell they want. That's their sovereign right to choose. Oftentimes, I don't know about you, I get people just saying, please just order for me when I'm with them.

Doug: That's what I did for you.

Darin: It's true. I trusted you. It's like, okay, just order what you guys think is right because I know you already got the parameters and the framework already sorted out. So that's cool you integrated in that. I want to just jump to the sprouts because I'm super excited about the sprouts.

Doug: Look, the net of it is on Juicero. I believe in cold-pressed organic unsweetened green juice. I think it's very healthy. I looked at all juicers on the market, and they were very complex to use and to clean. Then not everyone had access to fresh produce. This is very similar to sprouts that if you were to go buy produce in the supermarket, whether it's Whole Foods or your local Albertsons, or Safeway, or what have you, their produce, is on average, eight days old. Then you buy it, and you put it in your refrigerator, and it starts to wilt. You talk about this in your book, in Superlife, how as soon as you cut broccoli, the impact on the nutrients in broccoli when you cut it in the farm, and then a week later. So I wanted to do two things with Juicero. I wanted to have traceability to the farm, harvested on demand, triple washed and packaged so that when my Juicero customer was getting their produce, they were getting the best produce they could, and they were getting it within days of it being in the field. I wanted to make it so that there was no cleanup whatsoever. I want to create a magical experience. I look back on the fact that we sold thousands of machines. We sold over 1 million packs. The people who had Juicero used it nine times a week, more than once



a day on average, and they loved it. The fact that I was attacked because people who smoke cigarettes, drink Coca-Cola, eat fast food, couldn't fathom why Silicon Valley would fund something like that to the order of \$135 million. So, therefore, there had to be something wrong, and they created a narrative of half-truths. Half truth can be very dangerous and deadly, and that ended up becoming a meme. With social media, the lack of quality journalism, researching information, people are just playing the telephone game and the story got worse. Normally, 10 years ago, literally just 10 years ago, someone could write the most nefarious article about someone, and then the next day, you could wrap the fish with that newspaper and they'll write about someone else. But in our era, this avalanche created a pylon, and one article, another article, and they're all going and it just never seemed to end, and people are fickle. So business was fine. The danger of the media today and then basically, investors were like, let's do something else, pull the plug, return capital, sell the assets, and let's bet on something else. To me, I'm so grateful I've got the persistence in my DNA. I'm so grateful that I had completed two 10-day silent Vipassana meditations so that I didn't become a maniac and in the boardroom, and I was like, guys, I did my best. You control the board, I gave up power, you have the power, do whatever you want with the power, and they chose to do what they did. To me, that leads directly into the sprout story. So I go to Burning Man for the first time.

[00:38:58] What's the big deal with sprouts?

Doug: The headline in TechCrunch was Juicero founder at Burning Man while Juicero burns. I hadn't worked in the company because I was fired several months beforehand. I wasn't even on the board of directors because I resigned because no one was listening to my contribution. So I was like, why wouldn't I go to Burning Man? So I'm at Burning Man, and I'm watching sunrises, I'm watching sunsets, I'm communicating with people that had no judgment, and that there was so much love. I could be enthusiastic about juice. Someone could be enthusiastic about pickles. Someone else could be enthusiastic about spanking butts. I remember walking down in Burning Man, so I was like, "Do you want to spank?" Like no, no, that's okay. Someone else pulls down their pants, whack, whack, and it was just an amazing port, but I felt so calm in the desert. I didn't like the porta-potties. I wanted to be able to wash, I wanted more water. So I had a vision that I could live in the desert under two conditions. One, I could have a lot of space. And two, I could have hot springs. That was my criteria. I was thinking about the United States, and there are deserts like in Oregon and Washington and Nevada and California. I had heard about Joshua Tree, never heard of Wonder Valley. Joshua Tree was two and a half hours away from where I was hanging out in Los Angeles. I was like, there are hot springs near Joshua Tree [00:40:50] Because that way I can get back to LA, I could be with my friends. So fast forward, I find land with a cabin on it that was dilapidated. I brought my Burning Man yurt. I set it up. I had my 60-liter arctic cooler filled with goodies from Air One, and I'm a happy camper. Then the next day, I'm going through that cooler really quickly. So I go onto my phone, I go on to Happy Cow, which was a great little app to find vegan, vegetarian, vegan-friendly options around the world, nothing. I thought that the app didn't have a connection. I go on to Google, nothing, no vegan, no vegetarian, no organic. The closest whole foods was 75 minutes away, so I go there. That night, I'm thinking I might have made a terrible mistake. This probably isn't going to work because it takes weeks or months or years to grow a garden. I'm eating a raw vegan lifestyle. Then the persistence comes in. Doug, you just bought this land, you just set up your



camp, you got to figure it out away. Then literally like lightning jolted me and said sprouts. I'm looking at the stars, the galaxy, the Milky Way, and sprouts. I had been sprouting on and off for 25 years. Sprouts were not new to me, but always they were a garnish or like a snack. I'm saying to myself, well, let me try and see if I could do this. So I get online, I jump out of the hot spring, I get online, I ordered jars and seeds. Fast forward a month later, most of what I'm eating are sprouts that I'm growing in six jars in one cubic foot, and I graduated from alfalfa sprouts and mung bean sprouts to alfalfa, arugula, azuki, broccoli, radish, clover, hemp, fenugreek, amaranth, all different kinds of lentils, all different kinds of peas, and I was full. I wasn't overeating them. I felt good. I'm running 5k, 10k, 15k runs in the desert with ease. Maybe I'm doing something wrong. Maybe this is too good to be true because why isn't everybody sprouting? So I use my persistence, I'll omit and you can use your imagination to figure out what it took. But I called up Dr. Oz, I called up Dr. Dean Ornish, Dr. Joel Kahn, Dr. Josh Axe, and some of these doctors like Dr. Axe wrote the Keto book. Dr. Mark Hyman wrote the Functional Medicine, 6th New York Times bestsellers. Dr. Joel Fuhrman, Eat to Live, plant-based. Dr. Khan, Dr. Ornish, plant-based, but even though people were all over the map, they all loved sprouts. Maybe it was a self-fulfilling prophecy, but even though they had these different viewpoints, they all love sprouts and I felt that they were closet sprout fanatics. They were as passionate as committed to sprouts as I was, but they all had jobs, and I had nothing to do. I had nothing to do, so I said I'm going to write the book on sprouts. I'm going to write The Sprout Book. I call my brother and he goes, "Doug, you've never written a book. You didn't go to college. How are you going to write a book?" I said, "Look, there's a lot of books, it's not too difficult. I'll just write the book." Then I thought about in my meditation, how important this was. This information, if I could get it out there would be really powerful. Then I would learn a lot because as you teach you learn. So I go to New York, I get one meeting with one editor at one of the largest publishers in the world, Macmillan, St. Martin's Press, and I prepare for this meeting as if my life depended on it. I was ready. I had recipes that I co-created the use with sprouts, I had sprouts grown, and I bring in these goodies to the editor. No joke, Elizabeth Beier, my editor at St. Martin's was eating the sprouts out of the palm of my hand, and she bought my book. Now The Sprout Book is in the seventh printing. It's in the top 1% of all books on Amazon. Sprouts are like becoming a thing. So number one, sprouts are vegetables. That's it, sprouts are vegetables. You can grow a sprout by taking a seed and adding water. So seeds turn into sprouts without sunlight, without soil, without fertilizer in days, not weeks, months, or years. So that was like, whoa. Add the layer pennies a serving. So with Juicero, it was \$7 a serving, and now is about the same cost of a cold pressed juice and Erewhon or Whole Foods or a juice bar. Sprouts in Whole Foods or Erewhon, \$5 a serving. If you grow them on your own, 30 cents a serving, 50 cents a serving. There was enormous force multiplier leverage by growing your own sprouts. Here was something that the most nutritious food on the planet, I'm going to get into that, can be grown in days, not weeks, months or years for pennies a serving by anyone in any climate. I was like why isn't everyone growing sprouts? Why isn't everyone tuned in to this technology? And basically, seeds are the source of all plant life on the planet. Without seeds, there would be no life on this planet as we know it. There might be some critters that that survived, but life as we know it wouldn't exist. So if you take a seed, and you add water, and you soak it for five hours or eight hours, and then you pour out that extra water, add new water, turn it upside down to strain out that water. You're basically watering it twice a day, but not flooding it and drowning it in two days, three days, four days, seven days, these seeds turn into tender vegetables. You are the superfood hunter and I have



incredible reverence for superfood hunting. My revelation was here are the superfoods that were right in front of our face, and people are ignoring it.

Darin: Totally. The easiest, the cheapest right there.

Doug: Right. Number one, sprouts are vegetables. Vegetables are food.

[00:49:04] Saving the world with sprouts

Doug: Every benefit of the whole food plant-based diet can be achieved with sprouts. So anything that exists in a vegetable exists in sprouts, and get this. The seeds in the sprouts are like little stem cells. They have 20 to 100 times the nutritional key compounds of the mature vegetables. So as the vegetable gets bigger, it's getting more water. It's getting more fiber, but the amount of say glucoraphanin as the vegetable gets bigger, gets diluted. It doesn't get more, it's not increasing those because inside that sprout, there's the endosperm, there's the embryo, there's the testa, there's the ovule. It's all in that little one. So by eating sprouts, you're getting this super tender. Even the insoluble fiber in the sprouts are more soluble than the roughage and the cellulose of the larger vegetable. Number one, sprouts are food, sprouts are vegetables. Number two, sprouts are vitamins and minerals. You with your nutritional background, you can test this more than I can, but by consuming your vitamins, minerals, nutrients, your calcium, magnesium, manganese, prebiotics, probiotics, polyphenols, phytonutrients, micronutrients, what's better? I'll ask you the question, are you better off getting that from vegetables or from supplements?

Darin: Well, we all know that and everyone listening knows exactly that as nature as intended it and the right size and the right bioavailability and the right complex, the body receives that infinitely greater.

Doug: So you would say you're better off getting your omega three fatty acids from sprouted chia and flax or a fish oil supplement?

Darin: Sprouted chia and flax obviously, and let's just make a point here because fish oil is a bio accumulation of what was once plants.

Doug: Right, algae.

Darin: Exactly. Phytoplankton, etc, that the fish ate and then bio accumulated in the fishes fat. Again, we don't have to do that. We can eliminate the middleman of death and the fish and just get what we need from plants.

Doug: You're also eliminating the mercury and the accumulation of toxins and pharmaceuticals and everything else that's in there. Secondly, sprouts are vitamins and minerals. Then the third, which was just eye opening beyond belief, were sprouts are medicine. If you think about sprouts is medicine, there were more than 1800 peer-reviewed published papers on broccoli sprouts alone.

Darin: Sulforaphane powerhouse.



Doug: Sulforaphane, and how sulforaphane creates heat shock proteins in young people with autism, how sulforaphane detoxes a benzene from the lungs of smokers, how the sulforaphane which was the reactive compound in the plant to protect it from predators turns out to be able to have a potent effect on human cells to make them healthier, and there's enormous studies about the impact of sulforaphane on cancer cells. I did a podcast with Robby and Cyrus who wrote Mastering Diabetes. Then we did an Instagram Live. What came out for me was de consider sprouts a green light food, but also, like the healthiest food you could eat if you've got type one type 1, type 1.5, type 2 gestational diabetes because sprouts are high fiber, high protein, high water content, low fat, low sugar. There's so much in sprouts that my message is not that everyone should become a sproutarian, not everyone needs to move to it to the desert and just eat sprouts. My message is that all the excuses about organic being expensive, vegan being expensive, too hard to do, etc. are all eliminated when people develop sprout consciousness. They tune in to sprout vibrational energy, and they start to add sprouts to their diet. I was making a list of the number of occasions that one could consume sprouts in the course of the day. Pre-breakfast, add to breakfast, add to cereal, snacks, smoothies, juices, soups, sandwiches, wraps, dips, you could do so many things with sprouts. I hired Leda Scheintaub, who developed Oprah Winfrey's recipe book. She developed the recipes for her book to create 40 recipes for The Sprout Book. My criteria was they needed to be raw, they needed to be plant based, and they needed to be about 50% spouts. We're just scratching the surface of the potential what to do. But literally, since the book came out, people are reaching out to me from around the world. Dozens of different countries telling me their sprout success stories.

[00:55:08] Barukas Ad

Darin: Have you guys tried my favorite superfood discovery yet? Yes, I'm talking about Barukas nuts. No, I wasn't the first to discover them. They have been known to the indigenous tribes in that area for thousands of years, but they're virtually unheard of still, in the rest of the world. Barukas are the healthiest nuts on the planet, period. After sending them to a lab, I was shocked to learn they have higher antioxidant count of virtually any other nut. They're packed with protein, fiber, and a generous amount of necessary vitamins and minerals. They're so good, they're so crunchy, they're so dense, they're so full of flavor. It's almost like a peanut, you're going to love them. If nuts aren't your thing, barukas now have a butter, trail mix, and even chocolate-covered varieties, as well as now a lemon pepper. Each purchase of barukas helps, and the deforestation of the Baruzeiro tree in the Cerrado of Brazil. This allows the native people of the land to also make a sustainable living. We employ thousands of them. To help yourself and the planet by trying these amazing barukas nuts, head to barukas.com and use the promo code Darin, D-A-R-I-N for 15% off your order.

[00:57:01] Third Part of the Interview

Darin: Keep in mind everyone, when a sprout is sprouting, and the concentration of nutrients like you said, the sulforaphane and the compounds that are there to protect the plant, you have those protections because the sprouting aspect of that plant is the most vulnerable, so it has to stay as strong as possible. So by us intersecting and eating those sprouts at that time, they're literally one of the most nutrient dense foods in the world.



Doug: Think about this, sprouts are living foods. They're living enzymatically rich foods. You're eating them at the time of harvest while they're alive. So you're processing this enzymatically-rich living food. The research hasn't even really begun on the power of living food.

Darin: And instead of going to the grocery store and buying them for 10 times the cost, you can make your own and then you can literally make a full salad out of sprouts and really get the benefit of them.

Doug: The fact that you can grow your own salad and you are sharing the fires in California. One of the things also we've got fires, and we've got drought in California. California is one of the largest if not the largest producers of produce for the United States. On a macro level, to grow regular broccoli takes about 50 gallons of water to grow one pound of broccoli, and it takes 100 days. You can grow a pound of broccoli sprouts in five days with one gallon of water. If we think at all about water, about climate, about accessibility, about food sovereignty during the initial COVID reactions when there was shortages of toilet paper, my concern was not toilet paper because I use a bidet, I was concerned with food. What happens if there's a food shortage? So I started to up my spout seed game from ordering one pound and five pound containers to, as you can see under the shelf there, we have 35-pound buckets, five gallon buckets filled with sprouting seeds.

Darin: It's funny because I have my game too, and I bought I think \$1,200 worth of seeds. I've got boxes and boxes of seeds after I talked to you. I got my greenhouse up too, so I'm doing that. So everyone listening, this is food security, people.

Doug: That's right.

Darin: This is food security and nutrient dense security because this is not just some vacuum packed caloric bomb that they're trying to some survival guys trying to sell you. This is infinitely better because this is vitamins, minerals, antioxidants, anti-cancer, anti-disease, anti-diabetic. These are the powerhouses. These are the sprouts from which all life comes from, like you said. So we have all the power.

Doug: Another issue we talked about climate, we talked about nutrition. According to the World Health Organization, 25,000 deaths per day of hunger. People are dying of malnutrition and starvation in this planet in 2021.

Darin: And we're throwing away most of our food, so it's a breakdown in systems, we're not distributing the food.

Doug: Well, they're figuring out like how we could send them peanut butter, GMO-enriched parts, as opposed to giving them some seeds and giving them access to clean water, so there's a lot of issues. The thing for me, when we talk about persist until we succeed, my mission, like Juicero was a heartbreak for me, it was a heartbreak because I put five years into it, and I watched it vaporize. But within every adversity lies the seed of a greater or equivalent benefit. What the seed that came out of Juicero, for me were sprouts, and now I'm rising from the compost with a message that I'm so aligned with. I'm so passionate about it. It's opening up different opportunities to share more with all these various people like top



experts. I got an email from John Robbins inviting me to speak at the Food Revolution in 2022. Rip Esselstyn and his mom had me speak at Plant Stock. All of these various people are interested in sprouts and I'm kind of pinching myself because I can't believe that someone else or other people aren't running with this message. So what I'm doing right now, and what I hope is that more people run with this, more people start growing sprouts, selling sprouts, eating sprouts, developing recipes with sprouts, and that's the message. It seems like it's happening. I'm seeing it wherever I go. I'm seeing more and more of it.

Darin: I'm just so proud of you for doing it. I'm just stoked. Sprouts got us together, buddy. I mean, sprouts pull this together. I wrote about sprouts. Clearly, you wrote about sprouts, and we're talking. It's fun to see over the years how many different ways we've been connected through people and things like that.

Doug: Look, I wrote the sprout book. It put me on the map.

Darin: Where can people find it?

Doug: My suggestion on The Sprout Book. If you have patience, call your local bookseller, tell them to order it because we've got national, international distribution. If you're wanting it immediately, you can get it on Kindle, you can get it on Amazon, you can get it on Audible. The book is on iTunes, and wherever books are sold.

Darin: It's called The Sprout Book.

Doug: The Sprout Book, Doug Evans.

Darin: And where can people find you?

Doug: Right now I'm on Instagram, @dougdevans. If you want to sign up for my newsletter, it's at thesproutbook.com. I'm working on a newsletter. I'm working on publishing information. It's a journey. I'm 55, and I'm having the best time ever. I'm so glad that we got to share these experiences with exotic fruits. We had so much fun today.

Darin: Brother, thank you, man. I really appreciate it. This is one of many conversations we'll have.

Doug: My pleasure. Thank you so much for having me. I love you. I love your work. I love your mission. It's an honor to be sitting across from you, Darin, because you are someone that I feel like I'm preaching to the choir, but I'm not preaching. We're exchanging relevant information from different angles with the sole purpose of sharing this information to improve the quality of lives.

Darin: Thank you.

Doug: All right. My pleasure, my friend.

Darin: Cheers, bro.

[01:04:54] Generic Outro



Darin: What a fantastic episode. So tell me, what is one thing you got out of today's conversation? If this episode struck a chord with you and you want to dive a little deeper into my other conversations with incredible guests, you can head over to my website, darinoliem.com for more episodes and in-depth articles. Keep diving my friends. Keep diving.