



THE MCDUGALL NEWSLETTER | *It's the food.*

Dr. McDougall's Ten Favorite One-Liners

We live in a world of witty one-liners and sound bites, which I find useful for conveying my dietary messages. I suggest that people keep repeating them over and over in their heads until these focused thoughts become second nature. After being deeply written into the pathways of the brain these punctual comments can function to help us make better dietary decisions. They can also be used to provoke thoughtful and entertaining discussions. Start a conversation with old friends and new acquaintances by asking, "Did you know..."

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Salt Sugar Fat: How the Food Giants Hooked Us

By Michael Moss

Michael Moss, Pulitzer Prize-winning investigative reporter at the *New York Times*, has written a #1 bestselling book that I recommend you [buy](#) and read.

This is not a diet book or cookbook. No practical solutions for the current obesity and health catastrophes facing our nation and the developed world are offered.

Rather, this book explains how normal unregulated business practices underlie the current epidemics of obesity, heart disease, and diabetes in the US and those parts of the world with increasing prosperity (China, India, Mexico, etc.). No one is purposefully trying to hurt you or your family—this is just raw commerce, where profits rule.

Salt Sugar Fat is an expose of how food companies use and manipulate science to sell the maximum amount of food to consumers. The book makes many important analogies with the selling practices of the tobacco industry. The food industry knows their products are fattening and sickening hundreds of millions of people, and like tobacco, they justify their behavior by claiming, "It's not our fault, that's what the consumer wants—we're not making them buy our products."

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The fat you eat is the fat you wear.

They're Thinking: "Could that be true? Come to think of it, where does all that olive oil and bacon grease go after I eat it?"

You Continue: Fats and oils function as the "metabolic dollar" saved for times of famine (which has not been experienced in my lifetime). Fats and oils are present in the right chemical forms (chains of fatty acids), ready for almost effortlessly storage in your body's fat (adipose) tissues: they go straight from the lips to the hips! The transfer is so simple that the fat's original chemical structure remains unaltered. For example, people who regularly eat fish have lots of omega-3 fats stored in their body fat and those eating margarines store loads of trans fats. Additionally, the fats and oils people consume are excreted onto their skin, resulting in oily skin, acne, and blackheads. Only small amounts of dietary fat are used for daily energy needs.



2) Starches make you thin.

They're Thinking: "Starches don't make you thin! I've heard that plain potatoes and rice are so full of calories that they'll make me fat, right along with other starchy foods like French fries and doughnuts."

You Continue: If starches, like rice, make people fat, then 1.73 billion Asians living on rice would not be trim. Worldwide, populations who consume the bulk of their calories from rice (Vietnam), potatoes (Peru), and corn (rural Mexico) do not suffer from obesity. However, when these people migrate to the US and abandon their traditional starch-based diets, they become fat and sick. There are important differences in the basic starches and starches with additives. While a simple meal of baked potatoes, vegetables and salsa will not make you fat, a meal of baked potatoes with butter, bacon and sour cream will. French fries and doughnuts will also make you fat because they are prepared with large amounts of oils. Remember, "The fat you eat is the fat you wear." People also confuse whole starches with simple sugars and highly refined flours, which can contribute to weight gain in small but important ways.

3) Sugars do not ordinarily turn into fat.

They're Thinking: "Oh come on; everyone knows that starches, like rice, turn to sugar when eaten, which the body then easily converts into fats, which are stored. It's the carbs that have plumped up my belly, buttocks, and thighs!"

You Continue: But there are 1.73 billion Asians living on rice (and white rice at that) and they are not overweight. The conversion of sugar (chemically a solid ring structure) into a chain of carbons called "fatty acids" is metabolically expensive. The body does not ordinarily synthesize fat from "natural" dietary sugars (starches, vegetables, and fruits) in any significant amounts. In controlled

experiments, however, when people are purposefully overfed simple sugars (white sugar, etc.) and refined flours they will then make only a small amount of body fat. From excess body fat comes type-2 diabetes. This common disease is easily cured after switching the kind of calories consumed from fats (meat, cheese, vegetable oil) to sugars (starches, vegetables, and fruits); and with the dramatic weight loss that follows.

4) Sugar satisfies the hunger drive.

They're Thinking: "The only thing that fills me up is meat. If I eat a Chinese dinner with mostly rice and noodles, I am hungry an hour later; I need my meat and cheese to be satisfied."

You Continue: When people first switch to a starch-based diet they will initially miss the chunks of meat and globs of fat occupying their stomachs. They may interpret this change in physical sensation as hunger. But true long-lasting satisfaction of hunger (satiety) is triggered in the brain by rises in blood sugar from eating plant sugars. The hunger drive responds to sugar (carbohydrate) like the breathing drive does to oxygen and the thirst drive does to water. Fat provides almost no satiety, which contributes to their almost limitless consumption by people. Simple sugars (glucose, fructose, fruit, juice, etc.) provide only short-lived satiety. Complex sugars (starches and vegetables) keep you feeling full for hours between meals. Since, the typical American diet is low on the long-duration, appetite-satisfying sugars, people are left still hungry after eating meat, cheese, and vegetable oil (containing no carbohydrates). This disconnection between eating and satiety leads them to believe that there is something emotionally wrong with them; maybe they are obsessive-compulsive overeaters. Starches immediately bring about feelings of wellbeing, control, and safety.

5) Protein deficiency is impossible, even on a vegan diet.

They're Thinking: "Meat and eggs are my protein sources. Starches, vegetables, and fruits have too little protein, plus these are incomplete proteins, missing essential amino acids."

You Continue: We know that meat and eggs are full of saturated fats and cholesterol, which, at the very least, cause heart attacks and strokes; so why would Nature design human nutrition requirements so that we must risk our life in order to obtain essential nutrients (including protein)? She doesn't. Plants have sufficient protein to grow giraffes, elephants, and cows, so obviously they have enough to grow relatively small people. All twenty amino acids, including the 10 essential ones, needed for good health are abundant in plants. In real life there is no such thing as protein deficiency, yet the meat and dairy industries generate tons of profit with these universally accepted lies.

6) There is no such thing as dietary calcium deficiency.

They're Thinking: "But without milk my bones would weaken and I would break a hip. Milk is the best source of calcium, and plants are calcium deficient."

You Continue: Women in Asia and Africa grow normal adult skeletons without consuming any milk after they wean from their mother's breast. Rural African women consume 400 mg of calcium daily, often have 10 babies, and nurse them for 10 months, yet do not have hip fractures (and 10% live to be older than 60). They also eat a diet of starches (corn and rice) with few animal foods. (Calcium recommendations are as high as 2000 mg/day for US women). Our calcium requirements are so small that there has never been a case of "dietary calcium deficiency" ever reported on any natural diet, even diets with no dairy foods at all. Osteoporosis is not due to calcium deficiency, but primarily due to an acidic condition created in the body from consuming meats and cheeses. The only reason you believe otherwise about protein and calcium is because of the size of the megaphones the meat and dairy industries hold.

7) Plants, not fish, make all omega-3 (good) fats.

They're Thinking: "Fish have a unique metabolism that allows them to make essential omega-3 fats. These fats act like powerful

drugs to prevent heart disease and more.”

You Continue: Only plants can make omega-3 fats. A diet of starches, vegetables, and fruits always meets the omega-3 fat needs of men, women, and children. Fish get their omega-3 fats from the plants they eat, and they then store the plant-synthesized fats in their bodies in high concentrations. These fats can act like powerful medications to humans. They thin the blood and, in this way, may prevent a heart attack from a blood clot. But with “thin blood,” consumers are more likely to bleed to death following a car accident. Omega-3 fats suppress the immune system and thus may quiet arthritis symptoms; but the same suppressed immune system is less effective at fighting off cancer and infections. These essential fats are safely consumed in their natural plant packages.

8) Taking vitamin supplements will increase cancer, heart disease, and death.

They’re Thinking: “Vitamins and minerals are necessary to live. More is better, and that little extra will push my metabolism to work even harder to restore my lost health.”

You Continue: Vitamins and minerals are essential, but to be health-promoting they must be delivered in the proper packages: starches, vegetables, and fruits. In these natural settings, nutrients are absorbed and utilized by the body’s cells in the right amounts, at the right times. But when packaged as supplements, one or more of the vitamins and minerals are isolated and concentrated into pills. When consumed these powerful chemicals flood our cells, creating nutritional imbalances, which increase our risk of heart disease, cancer, and death.

9) In Order to Get “the Cure,” You Must Stop the Cause.

They’re Thinking: “I am incurably ill and my body has let me down. Medications have been able to improve some of the outward signs of my disease, like my blood pressure, blood sugar, and cholesterol, but I am really no better.”

You Continue: People are fat and sick with obesity, type-2 diabetes, and heart disease because of their meat-, dairy-, and vegetable oil-centered diets. But their body has not let them down; it is working overtime to repair the effects of a bad diet. Unfortunately, the injury from the harmful foods outstrips the body’s healing capacities, and disease progresses. Taking pills does not fix the problem—the outward result is fat, sick people carrying around big bags full of drugs. When a diet of rice, corn, potatoes, and beans, with some fruits and vegetables is consumed, then healing dominates, and disease reverses. Cleaning up other bad habits (smoking, alcohol, coffee, inactivity, etc.) helps, too.

10) People love to hear good news about their bad habits.

They’re Thinking: “I don’t understand what you’re talking about. Look at me, I’m still alive. Life would not be worth living without my favorite foods: beefsteak and banana cream pie. Plus I have read chocolate, cheese, and wine are good for me”

You Continue: I understand; I was once at the same place myself. I could not see past my own dinner plate. I once believed pizza and milk chocolate sundaes were great sources of protein and calcium. I now know that this is untrue. More importantly, because I now eat differently, I see the world from a new viewpoint. As I walk by a table surrounded by overweight diners, the cause of their conditions is obviously the spread of rich foods set before them. A U-turn in your thinking can cause you to become drastically different—trimmer, younger, happier, more functional, and less medicated—too. Think about the possibilities and give the Starch Solution a 10-day trial.

Salt Sugar Fat: How the Food Giants Hooked Us

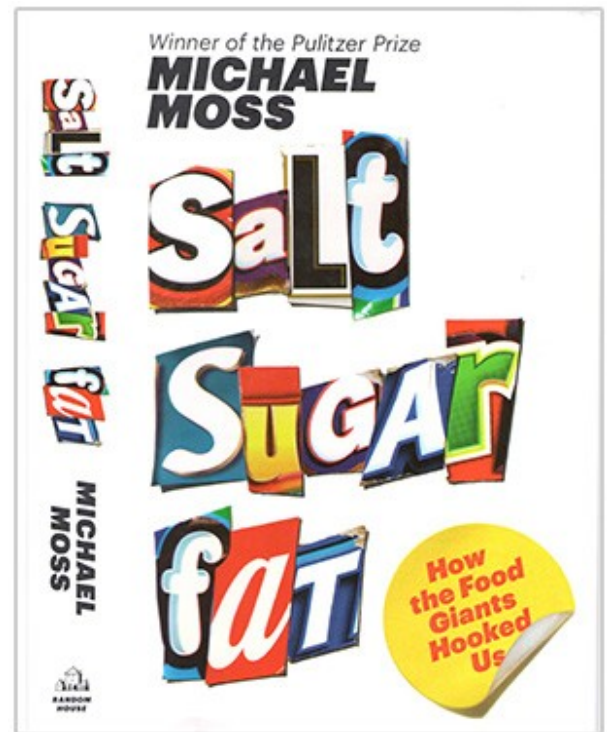
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However, the truth is that by spending billions of dollars on developing and marketing highly irresistible and convenient foods, the food industry has forced consumers, against their will, into unhealthy eating habits. (Without the truth and a choice of alternatives, there is no free will.)

Food scientists use cutting-edge technology to calculate just the right amount of sugar to add to a food or beverage in order to make it most appealing. A “U” shaped pleasure curve exists, where more sugar adds to the appeal of a product, to a point. This amount is referred to as the “bliss point.” Beyond that amount, excess sweetness is a taste turn-off.

Salt’s powerful flavor turns even the poorest quality foods into pleasurable experiences. Fortunately, excess saltiness is distasteful, and the amount of salt needed for enjoyment is reduced after a short period of adaptation.

The third pillar used by the food giants to hook us is fat, which can be added in almost limitless quantities—making it the most toxic of the three ingredients, especially when it comes to obesity and diabetes. Remember what I say: “The fat you eat is the fat you wear.”

When health concerns about salt, sugar, or fat in their products arise, food marketers respond by dialing back on one ingredient and then pumping up the other two. They advertise the new food line as “no sugar added,” “fat-free,” or “low-sodium.” These taglines attract new customers and lower “the guilt factor,” which helps keep the most loyal patrons, called “heavy users,” buying their products.

The food industries’ win-at-all-costs strategy has led the average American to eat 33 pounds of cheese (triple of the amount eaten in 1970) and 70 pounds of sugar annually. Nondiscretionary salt (the salt hidden in foods, like cheese and lunchmeat) obligates consumers to eat twice the sodium that is recommended. After reading this book you will be left asking yourself how human beings can possibly survive on the chemical concoctions created by food companies.

Unfortunately, *Salt Sugar Fat* simply ends with no way out. After providing a detailed and very readable historical account of how we became a nation of fat, sick people, Mr. Moss offers no practical solutions. Apparently, his years of exhaustive research failed to uncover for him the basic problem: Over the past century the human diet has been transformed from primary starches (rice, corn, potatoes, and beans) into meals based on meat and cheeses followed by desserts fit for a king (all effortlessly served to the consumer as if prepared especially for them by a full court of servants).

The Starch Solution Answers the Problems Identified by Mr. Moss

Sensible Government Actions Recommended by Dr. McDougall:

Reintroduce and expand upon the 1977 Dietary Guidelines for the US.

Update and implement the 1988 Surgeon General's Report on Nutrition and Health.

Insist on truth in advertising. Provide warning labels on meat, dairy, oil, sugar, etc.

Remove all prejudicial affiliations between the food industry and government.

Require congress to stop subsidizing unhealthy farming (like the livestock industries).

Place a food tax on meat, dairy, and other unhealthy foods, a "fat tax."

"Food stamp programs" must pay only for starches, vegetables, and fruits.

Develop television and Internet advertising policies aimed at feeding our children proper diets.

Require all government-supported nutrition programs (schools, military, etc.) to serve starch-based meals.

Require that all medical schools teach students about proper human nutrition.

Require continuing medical education (CME) on human nutrition for all newly licensed and relicensed physicians and dietitians.

Have doctors prescribe diet therapy under Obamacare.

Audit medical practices for the appropriate use of diet therapy (as opposed to drugs and surgery).

Reformulate Medicare and all other health insurance plans so that they pay for better outcomes (healthier patients with fewer medications and hospitalizations). Currently they pay for doctors' visits and procedures, regardless of the outcome.

Allocate funds for a massive reeducation campaign to counteract a half-century of dishonest information from the food

The basic problem is that our primary sources of calories are now coming from fats found in meat, dairy, and vegetable oils, and refined sugars, with an overpowering load of salty flavor added. More manipulation of these unhealthy ingredients (*Salt Sugar Fat*) can never result in good health. Rather, the simple solution is to exchange them for rice, corn, potatoes, and beans with whole fruits and vegetables.



July 2013 Recipes

Roasted Tomato and Cannellini Bean Pasta

This recipe is so easy to put together and can easily be doubled. I serve this with sautéed kale. I like this dish with a lot of garlic, but you can adjust this as you wish. I used cannellini beans in a box, but you can use a 15.5-ounce can as well.

Preparation Time: 10 minutes

Cooking Time: 20 minutes

Serves: 4 to 6

½ pound penne pasta
 2 tablespoons vegetable stock or water
 6–8 cloves garlic, chopped
 1 13.4-ounce box cannellini beans, rinsed and drained
 1 15.5-ounce can fire roasted tomatoes
 salt and pepper to taste
 crushed red pepper flakes to taste

In a large pot, cook pasta in boiling water until al dente.

In a medium pot, sauté garlic in vegetable stock or water over medium heat for 2-3 minutes. Stir in beans and tomatoes and simmer on low for about 20 minutes. Season to taste with salt, pepper and crushed red pepper flakes. Add pasta and serve.



Sushi Bowls

My family likes to make sushi a lot, but I know for some, making it can be intimidating and time consuming. So, my brother, Craig, and sister-in-law, Mika, gave me this idea. Now you can have all of the flavors of sushi, without spending all night in the kitchen. For the rice in the photo, we used brown rice and quinoa, but you could use brown sushi rice or any other short grain rice. There are two sauces listed after this recipe that are great on these bowls, or you can just use wasabi and soy sauce as you would on sushi. Once you have all of the ingredients steamed, sliced and chopped, the dish is very quick to put together and everyone can make their bowls how they like them.

Preparation Time: 30 minutes

Cooking Time: 30 minutes

Serves: 4 to 6

4 cups cooked rice
 2 cups steamed kale
 1 avocado, sliced
 2 cups pea greens
 1-2 small seedless cucumbers, julienned
 3 scallions, chopped
 2 large pieces sushi sea weed, sliced with kitchen shears
 1 tablespoon toasted sesame seeds, optional
 Baked Tofu, optional, recipe below
 Your choice of sauce, recipes below



Using large bowls, make your sushi bowl starting with rice, top with your choice of veggies, seaweed and optional tofu, then spoon some of your favorite sauce over the top.

Baked Tofu

Preparation Time: 5 minutes

Marinating Time: 10 minutes

Baking Time: 25-30 minutes

20 ounces extra firm tofu

¼ cup soy sauce

1/8 cup rice vinegar

1 teaspoon agave nectar

Dash sesame oil (optional)

Drain tofu and slice into ¼ inch pieces. Place in a large flat baking dish. Combine the remaining ingredients and pour over the tofu slices. Allow to marinate for at least 10 minutes and up to 1 hour. (Or place in the refrigerator and marinate overnight.)

Preheat oven to 375 degrees.

Remove from marinade and place on a non-stick baking sheet. Bake for 25-30 minutes, turning once halfway through the baking time. It should be brown and crispy on the outside. Remove from oven and cool. Slice into strips or cubes for use in recipes calling for baked tofu.

Hints: This tastes much better (and is less expensive and healthier) than the baked tofu found in packages in many markets and natural food stores. Other seasonings may be added as desired, such as garlic, ginger, balsamic vinegar, or rosemary, to change the flavor of the tofu. It's also delicious just marinated in plain soy sauce. The marinade may be saved in a covered jar in the refrigerator a couple of weeks for later use. The tofu may also be cubed before baking with slightly crispier results.

Asian Ginger Sauce

Preparation Time: 5 minutes

Cooking Time: 5 minutes

Servings: makes 1 ½ cups

¾ cup water

½ cup low sodium soy sauce

¼ cup rice vinegar

1 tablespoon mirin

1 tablespoon agave nectar

1 teaspoon crushed garlic

1 teaspoon grated fresh ginger

½ teaspoon crushed red pepper

2 tablespoons cornstarch

Combine all ingredients in a saucepan and whisk until smooth. Bring to a boil while stirring and cook and stir until thickened. Serve warm over grains and vegetables.

Asian Peanut Sauce

Preparation Time: 10 minutes

Servings: makes 1 cup

½ cup natural chunky pea nut butter
½ cup water
2 ta bles poons hoisin sa uce
1 ta bles poon soy sa uce
½ tablespoon agave nectar
2 teas poons chili garlic sa uce
2 teas poons tomato paste
1 teas poon lime juice
½ teas poon grated fresh ginger
Dash sesame oil

Place all ingredients in a food processor and process briefly until well combined but not smooth. Pour into a covered container and refrigerate until ready to use. May be heated before serving, if desired.

Hints: This is a higher-fat choice because of the peanut butter, so use sparingly.

Beans and Greens

There is a restaurant near my home town that has this dish on their menu. They vary the beans and greens weekly, or maybe even daily, but it is always delicious. You can either cook the beans in a crock pot or pressure cooker. Obviously, the two methods have very different cooking times. For this recipe, I use a crock pot. We do this often at our house and serve with a simple salad or roasted potatoes.

Preparation Time: 10 minutes

Cooking Time: 8 hours

Serves: 4 to 6

3 cups dried ca nnellini beans
3 cups steamed ka le
juice and zest of 1 lem on
salt and pepper to taste
crushed red pepper, optional



Start your cannellini beans cooking in a crock pot in the morning. Make sure the beans are covered with at least 1½ inches of water and cook on low for 8 hours. When they are done, mash roughly with a bean masher and add salt to taste. Serve beans with steamed kale, squeeze a bit of lemon over the top and add a pinch of zest. Add salt and pepper to taste and crushed red pepper, if desired.

Hint: Serve this over whole grains of your choice, if desired.

Guacamole Pasta

We love guacamole at my house. It is so easy to make and my boys love to help. Usually we eat it with baked tortilla chips, but when you add pasta it becomes a completely different dish. This time of year, the addition of homegrown tomatoes really make this dish special. However, please note, avocados are high in fat, so think of this as an appetizer or salad, not an entire dish.

Preparation Time: 20 minutes

Cooking Time: 8 minutes

Serves: 4 to 6

½ pound whole wheat pasta
4 – 5 avocados, skinned and pitted
1 4-ounce can chopped mild green chilies
juice of 1 lemon
salt to taste
½ teaspoon hot sauce
4 cups chopped tomatoes

In a large pot, cook pasta in boiling water until al dente. In a large bowl, mash avocados well. Add chilies, lemon juice, salt and hot sauce and stir well. Add tomatoes and cooked pasta and mix until well combined. Serve at room temperature.

Recipe Contributions

The two recipes that follow were given to Mary & John McDougall by the Weaver family, whom they met at the Vegetarian Summerfest in Johnstown, PA in July of 2013. The Weaver family has been following the McDougall Program for several years with many beneficial results for their whole family and we were happy to finally meet them this year. The family of five got up on the stage after John's presentation during the conference and sang a delightful song about potatoes that we hope to be able to share with all of you at a future date on YouTube. They also gave us some of these goodies to take home with us on the airplane and they were delicious!

Super Charger Cookies

By Rachael Weaver

Makes 2 dozen cookies

I created these cookies after one of our daughter's soccer games. All the kids were given an enormous commercial cookie that was full of hydrogenated fats, white flour, white sugar - and the cookie weighed 1/4 lb! Looking at the nutritional information on the cookie, I thought "we don't need to super-size our kids' food... we need to super-charge it! I got to work straight away, and then gave our kids these delicious AND healthy cookies.

2 cups rolled oats
1 1/3 cups oat flour (grind oatmeal in blender)
1/4 teaspoon sea salt
1 teaspoon cinnamon
1/4 cup unsweetened shredded coconut
1/2 cup raisins or chopped dried fruit
1/2 cup non-dairy chocolate chips (optional; or use more dried fruit, nuts, or seeds)
2 teaspoons baking powder
2/3 cup ground flaxseed
1 cup maple syrup or honey
6 tablespoons peanut butter (may use cashew, almond butter)
2 teaspoons pure vanilla extract
4 tablespoons applesauce

Preheat oven to 350 degrees. In a bowl, combine oats, flour, salt, cinnamon, coconut, raisins, chocolate chips, and baking powder and stir until well combined. In a separate bowl, combine ground flaxseed, syrup, peanut butter, vanilla and applesauce and stir until well combined. Add wet mixture to dry, and stir until just well combined (do not overmix). Line a baking sheet with parchment paper or silicone mat. Spoon batter onto baking sheet, evenly spaced apart and lightly flatten. Bake for 13 minutes (no longer, or they will dry out). Remove from oven and let cool on baking sheet for 1 minute, then transfer to a cooling rack. These freeze very well.

Mary's Note: These are not fat-free cookies because of the flaxseed, nut butter, chocolate chips and coconut. But they certainly are MUCH healthier than most of the options available at any market. And they do make a special treat for children (of all ages).

Beet Chocolate Cake

By Rachael Weaver

1 large beet (approx. 8-10 ounces)
¼ cup water
unsweetened apple sauce
2 tablespoons water
1 teaspoon vanilla extract
1 teaspoon apple cider vinegar
1 1/2 cups soft white whole wheat flour
1/2 cup cocoa powder
1/2 cup sucanat or organic sugar
1 tablespoon cornstarch
2 teaspoons baking soda
1/2 teaspoon salt
1/4 teaspoon cinnamon

Prepare ahead:

Put several red beets with the skin in a saucepan with water to cover and boil until soft, 30-60 minutes depending on number and size. Once they are soft, run cold water over them and slip the skins right off (much easier than peeling). Weigh out or measure how much you need. Put the rest into ziploc bags or containers in the right size amount and freeze for later use. Put the drained beets into the blender / food processor with 1/4 cup water, and process until pureed.

Preheat oven to 325 degrees. Use a silicone or non-stick baking pan or muffin cups.

Put the pureed beets (about 1 cup) into a 2-cup measure. Add enough applesauce to reach the 2-cup line. Pour into a larger bowl. Add the 2 tablespoons water, vanilla extract, and apple cider to the beets and mix well. Mix the dry ingredients together, then add the beet mixture and stir until well combined. Bake for 20 minutes in cupcake pan, OR bake for 35-60 minutes, depending on the size of pan you use: more for small, deep pans and less for a 9 x 13 pan. (I used a round cake pan, and it took 32 minutes.) Test by inserting a toothpick into the center; it's done when the toothpick comes out clean. Allow to cool completely before cutting and serving.