



Jordan Rubin

Jordan Rubin is regarded by many as one of the most respected and beloved natural health experts in America. His battle and triumph over Crohn's disease has resonated with millions around the world and is one of the most dramatic natural health stories ever told. A successful entrepreneur, *New York Times* best-selling author, international motivational speaker and television personality, Jordan's message of health and wellness is a beacon to the masses looking for answers that will help them take control of their health.

Jordan's Story

Jordan grew up in a health-conscious family. His father, trained as a naturopathic doctor and chiropractor, taught Jordan the principles of natural health at an early age. At age 19, Jordan--then a freshman at Florida State University--saw his health suddenly deteriorate, including an alarming weight loss of 80 pounds. He experienced excruciating digestive pain and nausea before he was ultimately diagnosed with Crohn's disease, a supposedly incurable chronic illness that wreaks havoc on the digestive and immune systems. Wheelchair-bound and wasting away, Jordan's weight bottomed out at 104 pounds. He was told by a doctor that it was "the worst case of Crohn's" he had ever seen, and that he did not expect Jordan to live much longer.

Despite this grim diagnosis, Jordan and his family were determined to fight the disease. They sought the help of over 70 conventional and alternative medical experts, but to no avail. After numerous hospitalizations and nearly two years of pain and suffering, Jordan's quest for answers concluded with a visit to a California nutritionist. The man, who Jordan credits as the inspiration for his dramatic health turnaround, simply told Jordan that he was not healthy because he was not following a health plan based on the bible, proven through history, and confirmed by science.

Inspired by this advice, Jordan meticulously studied hundreds of biblical references about living a healthy lifestyle. He revamped his diet, relying on whole foods consumed in biblical times: raw, organically grown whole grains, fruits and vegetables, as well as fermented dairy, grass-fed beef and poultry. He also added a daily regimen of probiotics teeming with beneficial bacteria. The results were beyond anything Jordan could have hoped for. After 40 days on a biblically based diet, Jordan gained 29 pounds. The health revitalization he had been praying for had finally arrived. By his 21st birthday he was tipping the scales at more than 180 pounds, free of the digestive problems that had plagued him for years, and ready to reclaim his life.

Empowering Extraordinary Health – the Founding of Garden of Life

Jordan was deeply affected by his restored health. He promised he would dedicate the rest of his life to sharing his health wisdom with the rest of the world and transforming the health of the nation and world one life at a time. Jordan wanted to provide others with the educational resources and whole food supplements that spurred his recovery. In 1998 he founded a company that would later become Garden of Life, now a leading whole food nutrition company. The company's innovative products and commitment to efficacy quickly resounded with health-conscious consumers; by 2004 Garden of Life was named one of the fastest-growing privately held companies by Entrepreneur Magazine and Inc. 500.

As the company's founder and CEO, Jordan spearheaded the formulation and development of more than 100 nutritional supplements, many of which are award-winning, top-sellers in the Natural Products Industry. In 2009, Garden of Life was acquired by Atrium Innovations, a publicly traded Canadian-based company with global branches worldwide. Jordan was retained as Garden of Life's CEO and has firmly established himself as a visionary and a leader in the Natural Products Industry.

Successful Publishing Career

Determined to share his keys to extraordinary health with as many people as possible, Jordan embarked on a successful publishing career with his first two books, *Patient Heal Thyself* and *Restoring Your Digestive Health*. It was his eye-opening book, *The Maker's Diet* (April 2004, Siloam), that spent a total of 47 weeks on the *New York Times* Best Seller list and remains popular today with more than 2.5 million copies in print.

In addition to *The Maker's Diet*, Jordan's 19 other health titles include: *The Great Physician's Rx for Health and Wellness*, *The Great Physician's Rx for Women's Health*, *The Great Physician's Rx for Cancer* and *The Great Physician's Rx for Children's Health*. In 2008 after the publication of his book *Perfect Weight America*, Jordan traveled to more than 200 cities across the United States. As he crisscrossed America, Jordan took his message on the dangers of obesity--and how to combat it--directly to the people. He met them at health food stores, churches, schools farms and even in their own homes.

In January 2011, Jordan released his first book in nearly three years, *The Raw Truth*. The book pays tribute to the early pioneers of the modern natural health movement and highlights the numerous health benefits of a raw food diet. With an extensive resource guide, recipes, and features on raw food chefs, cookbook authors and celebrities, *The Raw Truth* is impacting the Natural Products Industry as only Jordan Rubin can!

Media Highlights

The Maker's Diet propelled Jordan into the limelight and resulted in appearances on hundreds of radio and television programs, including *Good Morning America*, CNN, *NBC Nightly News*, FOX News and *Inside Edition*. In 2004, The Food Network aired a one hour special on Jordan and *The Maker's Diet* and spotlighted a church in Atlanta where a congregation lost more than 15,000 pounds on the 40-day program. Jordan's compelling story of his recovery from Crohn's disease captured the interest of Christian and secular audiences alike, and has been featured in many national publications such as *Time*, *Newsweek*, *The New York Times*, *Reader's Digest*, *People*, *Woman's World*, *First for Women*, *Women's Health*, and *Martha Stewart Living*. In 2004, Jordan was named one of the top 10 most influential natural health experts of the decade by a popular natural health magazine.

Television Host and Personality

In 2006, Jordan touched millions of viewers worldwide through his TV series, *Extraordinary Health with Jordan Rubin* that aired on Trinity Broadcasting Network (TBN) and on Sky Angel satellite TV until 2009. The inspirational show featured health tips and advice from Jordan, testimonials from guests who suffered from health challenges and interviews with notable authors and health experts.

Motivational Speaker

A dynamic, authoritative, and engaging speaker, Jordan has shared his message with over 300,000 people live at seminars and conferences worldwide, including the Get Motivated seminars with Zig Ziglar, the Hillsong Colour Conference in Australia and London, The Global

Pastor's Network, Integrity Leadership Ministry, The Messianic Jewish Alliance of America and numerous others. In addition, each year he speaks to tens of thousands of people at health food stores throughout the country.

Celebrity Health Coach

Jordan serves as a health coach and advisor to several celebrities and athletes in the NFL and MLB.

Beyond Organic Ranches

In 2009, shortly after Garden of Life was acquired by Atrium Innovations, Jordan launched a state-of-the-art grassland operation and organic dairy farm on nearly 8,000 acres in southern Missouri. Utilizing a mixed agricultural platform, the new company will concentrate on 100 percent GreenFed™ dairy, beef and other specialty foods. The ranches are farmed in accordance with Rubin's biblical-based principles and the production practices will be detailed in a future book, *Farming for Our Future*. The primary initial product will be a new, fermented dairy beverage derived from traditional breeds of cattle that have been successfully bred to produce a highly digestible product that has not been available for more than 2,000 years.

In addition to dairy cows, Jordan's ranches will eventually have several thousand dairy sheep and dairy goats, allowing the ability to blend milk from all three species for truly distinctive dairy products. A herd of beef cows – mostly Red Angus bulls native to the region will be kept and finished on grass.

When Jordan's Beyond Organic ranches are fully operational, they will provide several hundred jobs for people in an economically depressed region of the Ozarks. Jordan's mission is to use every square inch of the ranches to help provide high quality, nutrient dense, beyond organic foods to the surrounding communities as well as the entire nation.

Personal

Jordan lives in Palm Beach Gardens, Florida with his wife, Nicki, and their three children. They are active in their local church and Jordan also enjoys mentoring young business leaders, is an avid sports fan, and coaches his oldest son's Pop Warner football team.