



HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

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Mr. William Clay Ford, Jr.
Executive Chairman, Ford Motor Company
Chairman, Detroit Economic Club
211 West Fort Street, Suite 505
Detroit, MI 48226-3286

Subject: Leadership in promoting health

Dear Mr. Ford:

As a concerned American, I am writing today to ask for your help. Our nation, the entire world and all of its people desperately need the kind of “big picture” leadership that only a handful of business executives can provide. The topic is the cost of health care, which is driven by our food choices, which in turn drive many factors affecting the long-term sustainability of the human race.

Health care costs in the United States are choking our economy, bankrupting our nation, draining our personal bank accounts and hand-cuffing our employers. Since 1960, the cost of health care in the United States as a percent of our gross domestic product (GDP) has risen sharply from 5.2% in 1960 to the 18% that we have today. Most of this huge problem is driven by our food choices — and it’s still getting worse.

That’s because people are getting sicker, fatter and more dependent on prescription drugs than ever before. And, with advancing technology and personalized treatments, the cost of medical procedures continues to escalate with no end in sight. Now projected by our government to hit 31% of our nation’s GDP by 2035, this unsustainable cost of “disease” must be addressed now.

Our food choices, and related health care costs, are now bankrupting many nations. Those food choices are also affecting many other global issues. We’re running out of land, we’re running out of water, we’re inflicting incalculable damage on our ecosystem, we’re squandering our finite fossil fuels and the unchecked food-driven impact on global warming could spell disaster for all living creatures on this planet.

How do we get out of this mess? Who will be the first major world leader to step forward and take decisive action? Who will begin the process by dramatically reducing the cost of health care in his/her business and, in so doing, set off many powerfully positive chain reactions throughout the world? I have concluded that it will be someone with a financial incentive to do so. Someone like you, Mr. Ford---and the senior executive team at the Ford Motor Company.

As the 2011 movie *Forks Over Knives* reported, an estimated 80% of the cost of health care is driven by our toxic western diet. So, all we have to do is get everyone to adopt a health-promoting diet of whole, plant-based foods and we’ll save a quick two trillion dollars. Sounds easy enough, but who is going to lead the charge?

1. Elected officials? How could they possibly get elected if they ran on a platform that challenged the wildly popular “Standard American Diet?”
2. Medical doctors? How could they make a living if suddenly everyone got healthy and 80% of our medical “procedures” simply disappeared?
3. Pharmaceutical companies? Ditto, what happens if the need for drugs suddenly drops 80%?
4. Health insurance companies? If everyone got healthy, the risk of disease would plummet and the entire health insurance industry would be a mere shadow of its former self.
5. The food industry? Over 90% of our calories today are not health-promoting. They include meat, dairy, eggs, and refined carbohydrates. The food industry wants to maintain the status quo and thereby protect every segment of its disease-promoting industry.
6. The nutritional scientists? Just as our medical schools are controlled by the pharmaceutical industry, our schools of nutrition are controlled by the food producers.
7. Respected journalists in the media? Hardly. They get paid by the producers of the food.

None of the above. There are over 30 million people working in the above seven sectors of our national economy—the seven sectors who are in the best position to influence what we eat in this country. And not a single one of them has a financial incentive for us to become healthy. As a well-known American philosopher has observed:

“People are fed by the food industry, which pays no attention to health...and are treated by the health industry which pays no attention to food” ----Wendell Berry

Enter the profit-motivated corporate executive—like you. Unlike the many people working in the seven sectors mentioned above, the CEOs of the world have a financial incentive for their employees to be healthy. And by taking urgent steps to promote health (and profitability) in their own corporations, these forward thinking executives will attract the attention of businesses, governments and institutions all over the world.

By helping hundreds of thousands of employees take charge of their own health, these leaders will quickly affect the thinking of millions of people around the globe. News anchors will be asking, “What’s going on at Ford? They are the only Fortune 100 corporation in the United States whose cost of health care per employee is actually going down. What is their secret?”

Knowing of your plant-based eating preference, I have watched a few of your videos and am well aware of your “big picture” vision and your respect for our environment. I am writing now to request a meeting to talk about moving forward with a program at Ford that could change the world. We start by helping your employees learn to take charge of their own health. They will tell their friends and families and other business leaders will begin to take notice of what is happening at Ford.

In one of your videos, you talked about “creating a future that’s going to make people’s lives better.” By teaching all 164,000 of your employees how to take charge of their health, you will be doing just that—and so much more. You will be helping them, their families, our nation, our world—and the bottom line of the Ford Motor Company. Now that’s what I call *goal congruence*.

As you said in your *Ted Talk*, “I believe we’re at our best when we’re confronted with big issues.” Well, sir, there has never been a bigger issue in the history of the human race than this one—and we would love the opportunity to work on that huge global issue with you. I look forward to hearing from you soon.

Sincerely,

J. Morris Hicks,
Author, speaker, consultant and former business executive

PS: If you’re interested in these concepts, perhaps you could invite me to speak at the Detroit Economic Club. You can reach me at 917-399-9700, or email at: jmorrichicks@me.com. Also, you may wish to visit my blog-site at www.hpjmh.com, where I posted my 618th consecutive daily blog today.