

# FOOD MATH 101

*The numbers behind what we're eating are not adding up. What can we do about it?*

J. Morris Hicks

April 2-5, 2013 --- New London, CT

Bennie Dover Jackson Middle School



"WHAT'S GOOD FOR YOU IS ALSO GOOD FOR OUR PLANET. HEART DISEASE AND DIABETES ARE COMPLETELY PREVENTABLE AND EVEN REVERSIBLE FOR MOST PEOPLE TODAY BY CHANGING DIET AND LIFESTYLE. THIS BOOK SHOWS YOU HOW."

—**DEAN ORNISH, M.D.**, CLINICAL PROFESSOR OF MEDICINE, UC SAN FRANCISCO, AUTHOR, *THE SPECTRUM* AND *DR. DEAN ORNISH'S PROGRAM FOR REVERSING HEART DISEASE*

# HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

**J. MORRIS HICKS**  
WITH J. STANFIELD HICKS



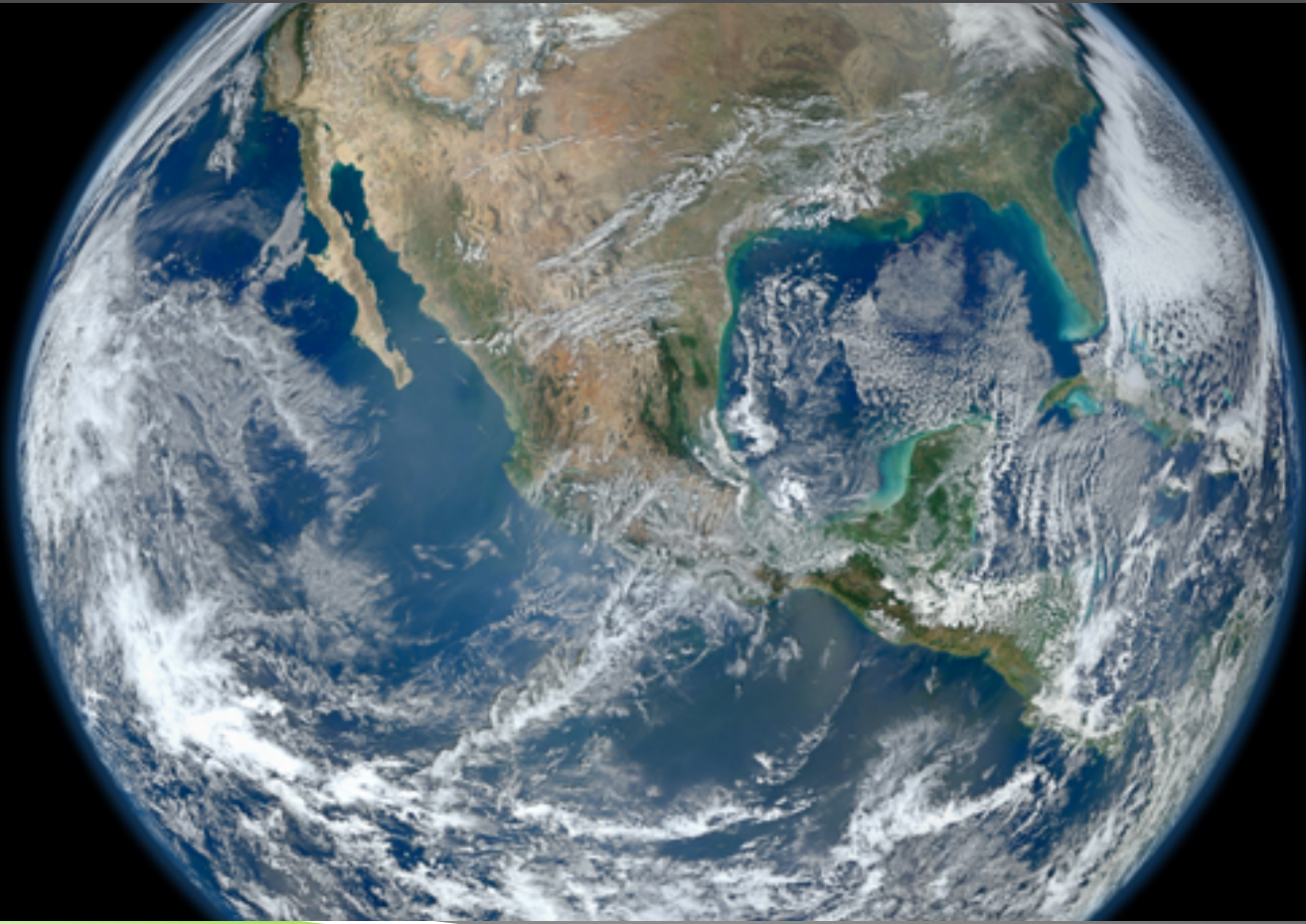
FOREWORD BY  
**T. COLIN CAMPBELL, PHD**  
(*THE CHINA STUDY*)  
**AND NELSON CAMPBELL**

Health  
Hope  
Harmony

# What will you learn today?

- ▶ The simple truth about promoting health
- ▶ Our food choices >> land, water & energy
- ▶ What is riding on our food choices?
- ▶ Huge issues like world hunger, global warming, cost of health care, & more
- ▶ **Quiz:** 12 questions, team effort, everyone scores a perfect 100.

# The Big Picture Begins Here



Three Problems...



# PROBLEM #1--- OVER-POPULATION





# PROBLEM #2---THE WAY WE LIVE



# Problem #3---THE WAY WE EAT









# HOW MANY SPECIES ARE THERE?

- ▶ A. 500
  - ▶ B. 5,000
  - ▶ C. 50,000
  - ▶ D. 100,000
  - ▶ E. More than 100,000
- 

# A LOT MORE THAN YOU THINK

- ▶ 50,000 vertebrates
- ▶ 5500 of those are mammals
- ▶ Over one million named insects
- ▶ What is unique about humans?

# LIVING IN HARMONY WITH NATURE



To promote a lifestyle that benefits  
the Earth and all living things

# Humans on Earth

- 4.6 billion years
- Life. 4 billion years
- Humans, 200,000

What percent of that time have we been here?





## % of time humans have been here

- A. 10%
- B. 1%
- C.  $\frac{1}{2}$  of 1%
- D. Less than C.

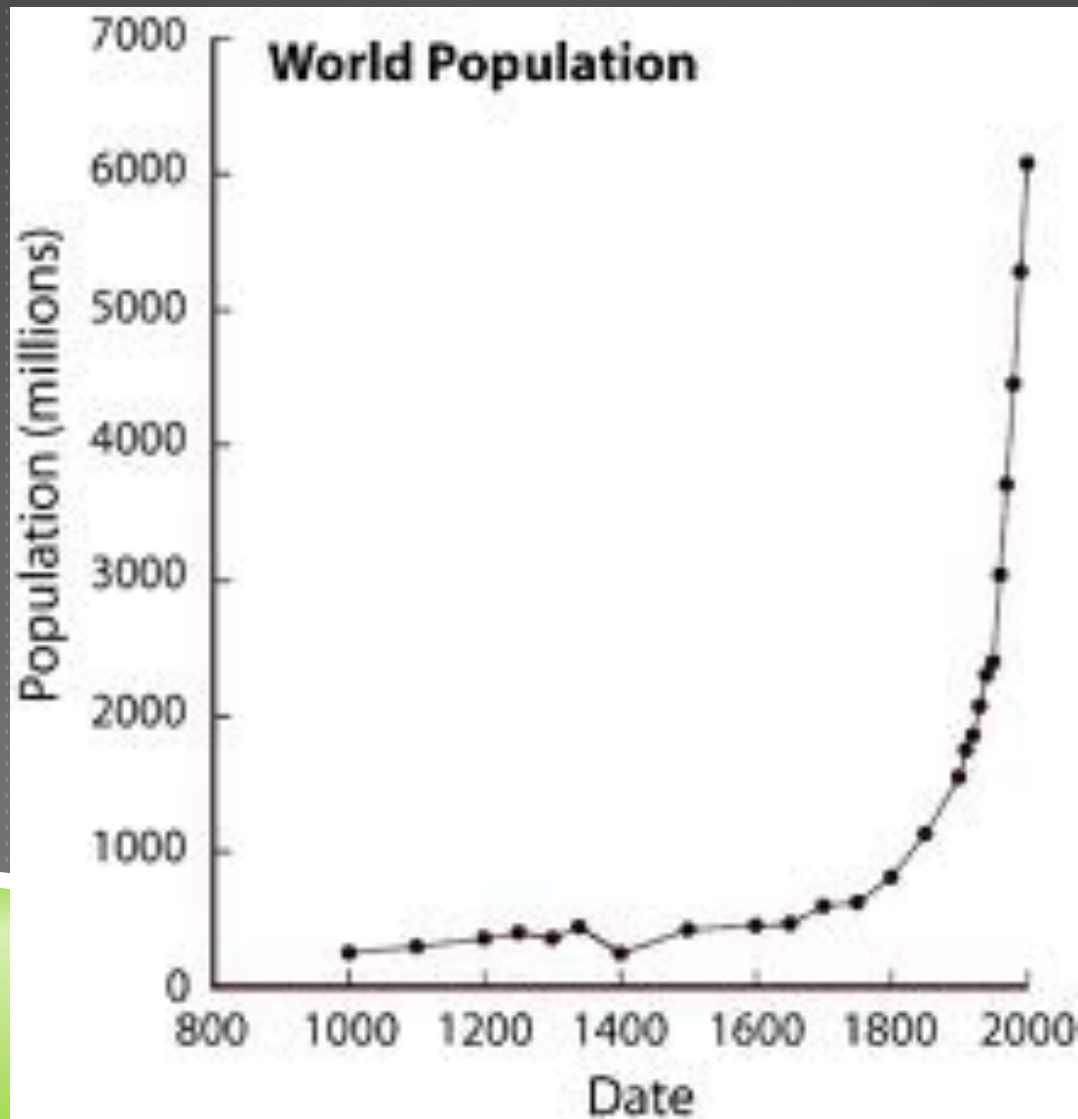


# Putting our time on Earth in Perspective

- ▶ Imagine: 4 billion years is ONE year
- ▶ How long would 200,000 years be?

- A. One month
- B. One week
- C. One day
- D. One hour
- E. Less than one hour

# TOO MANY HUMANS



# Land – Water – Energy -- Health





# LET'S BEGIN WITH THE LAND



# HOW MUCH LAND IS THERE?

- ▶ 6 billion football fields (remember this)
- ▶ 7 billion people
- ▶ How many football fields per person?
- ▶ 6 divided by 7 =  $6/7^{\text{th}}$  of one field
- ▶ How much land is needed to feed everyone?

# DEPENDS ON WHAT WE'RE EATING

## ► Standard American Diet (S.A.D.)



## ► Two football fields for each person



# COMPUTING THE LAND NEEDED

- ▶ For the Standard American Diet
- ▶ Two football fields per person
- ▶ 7 billion people
- ▶ How many football fields needed?
- ▶ 14 billion football fields
- ▶ What's the problem?



Not enough land for all  
to eat the S.A.D.

- 6 billion fields
- 2 fields/person
- 3 billion people
- What about the  
other 4 billion?



The other 4 billion people...



# NOW FOR THE GOOD NEWS

► If we eat “mostly whole plants”



► One football field can feed 7 people



# WITH A DIET OF MOSTLY WHOLE PLANTS, HOW MUCH LAND IS NEEDED?

- ▶ Seven billion people
- ▶ One football field can feed 7 people
- ▶ How many football fields needed?
- ▶ One billion football fields

What if everybody ate mostly plants? *4Leaf*?

- 6 billion FB Fields
- 7 people/field
- How many could we feed?
- 42 billion people
- Or free up 5 billion football fields....



An area twice the size of the United States

What would we do with all that land?





# What do I mean when I say “4Leaf”?

“The closer we get to consuming a diet of whole plant-based foods the better off we will be.”---T. Colin Campbell, PhD, Cornell University

“Mostly whole plants.” The 4Leaf level starts at 80% of our calories from whole plants.



# What about the 1-Leaf level?

A lot better than the S.A.D. --- But not good enough to provide much protection.



20%---40%---60%---80% or more for 4Leaf eating...

# 4Leaf Level is Near-optimal

- Trim bodies
- Vibrant health
- Lots of energy
- Take no medications
- Rarely get sick
- Long & healthy life
- **NO** nursing home



Not necessarily vegan or vegetarian...



# Things are NOT getting better

Population Growing



Land Eroding



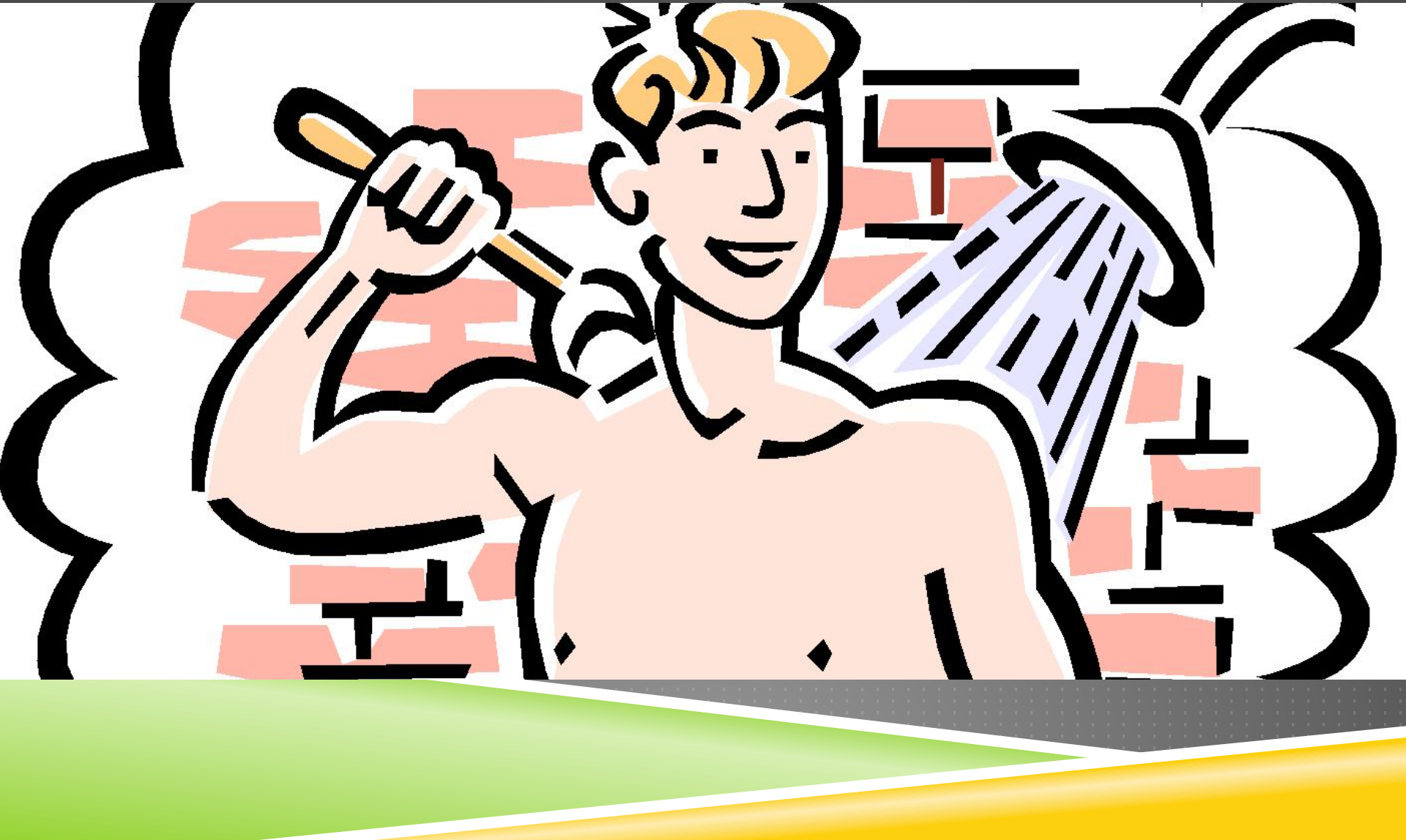
6.8 million football fields

Let's talk about water.





# Saving Water?





# Saving Water?



# Saving Water?





# Saving Water?





# Saving Water?



More of this



Less of this

# Where can we save the most water?

- A. Bathroom & Kitchen
- B. Car washing
- C. Lawns
- D. Swimming pools
- E. Eating more whole plants

By about 15 to 1

One Pound = 60 Gallons of Water





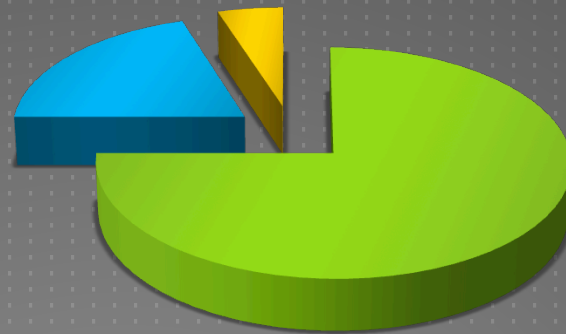
One Pound = 12,000 Gallons of Water



# WHERE CAN WE SAVE THE MOST WATER?



**Bathroom?**  
**Lawns?**  
**Car washing?**  
**I don't think so.**



■ Agriculture  
■ Industry  
■ Domestic



# S.A.D. --- Also a Major Polluter!!







What if you had to take care of disposing your share?

# HOW BIG IS YOUR DRIVEWAY?



Got a family of 4?

# YOU BETTER HAVE A BIG DRIVEWAY!

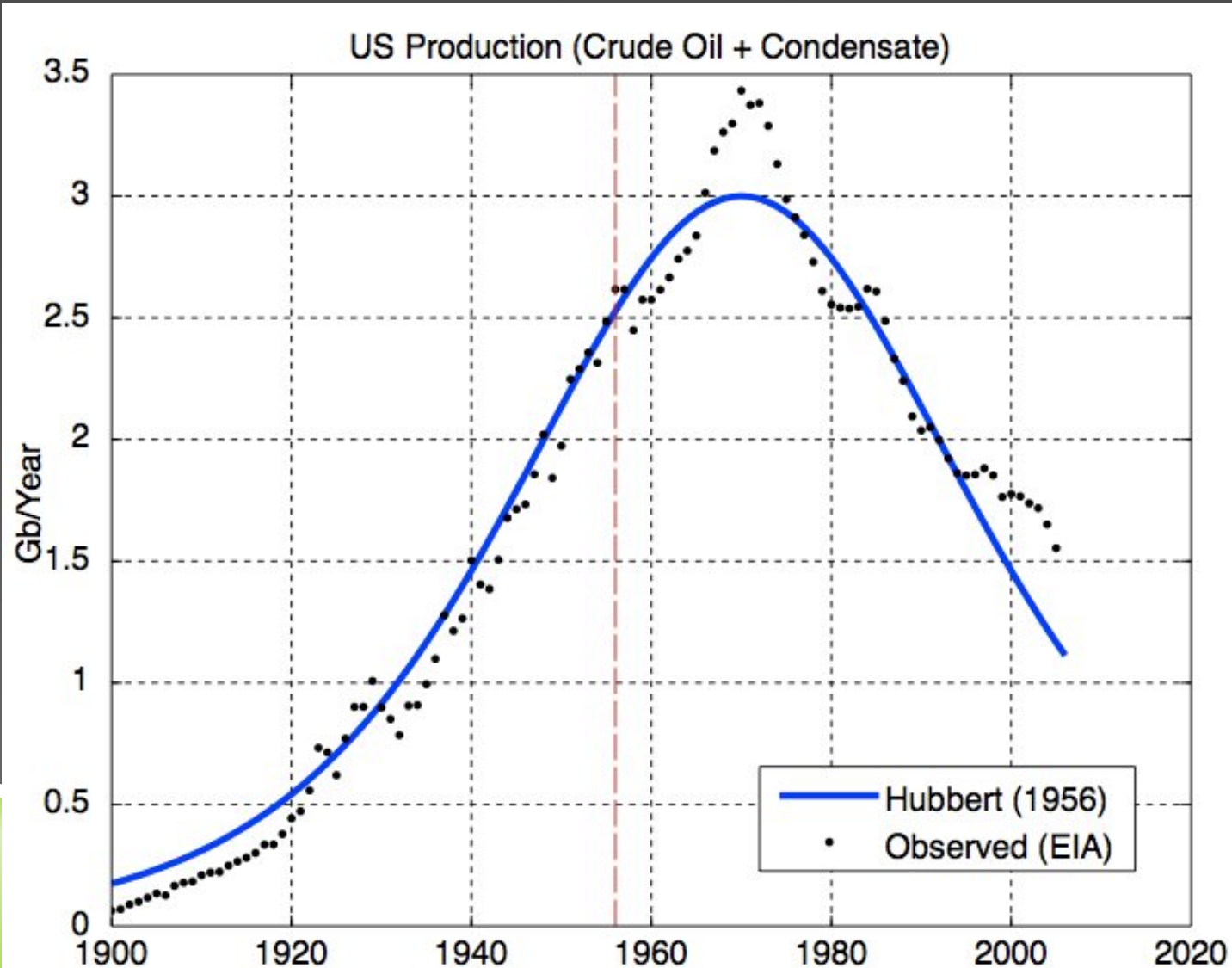




# ENERGY---FINITE SUPPLY OF FOSSIL FUELS



# USA HISTORICAL OIL PRODUCTION



# THE WAY WE LIVE NOW





# HOW WE MAY LIVE IN THE FUTURE



We must learn to live without cheap fossil fuel.

# Renewable Sources of Energy?





# Renewable Sources of Energy?

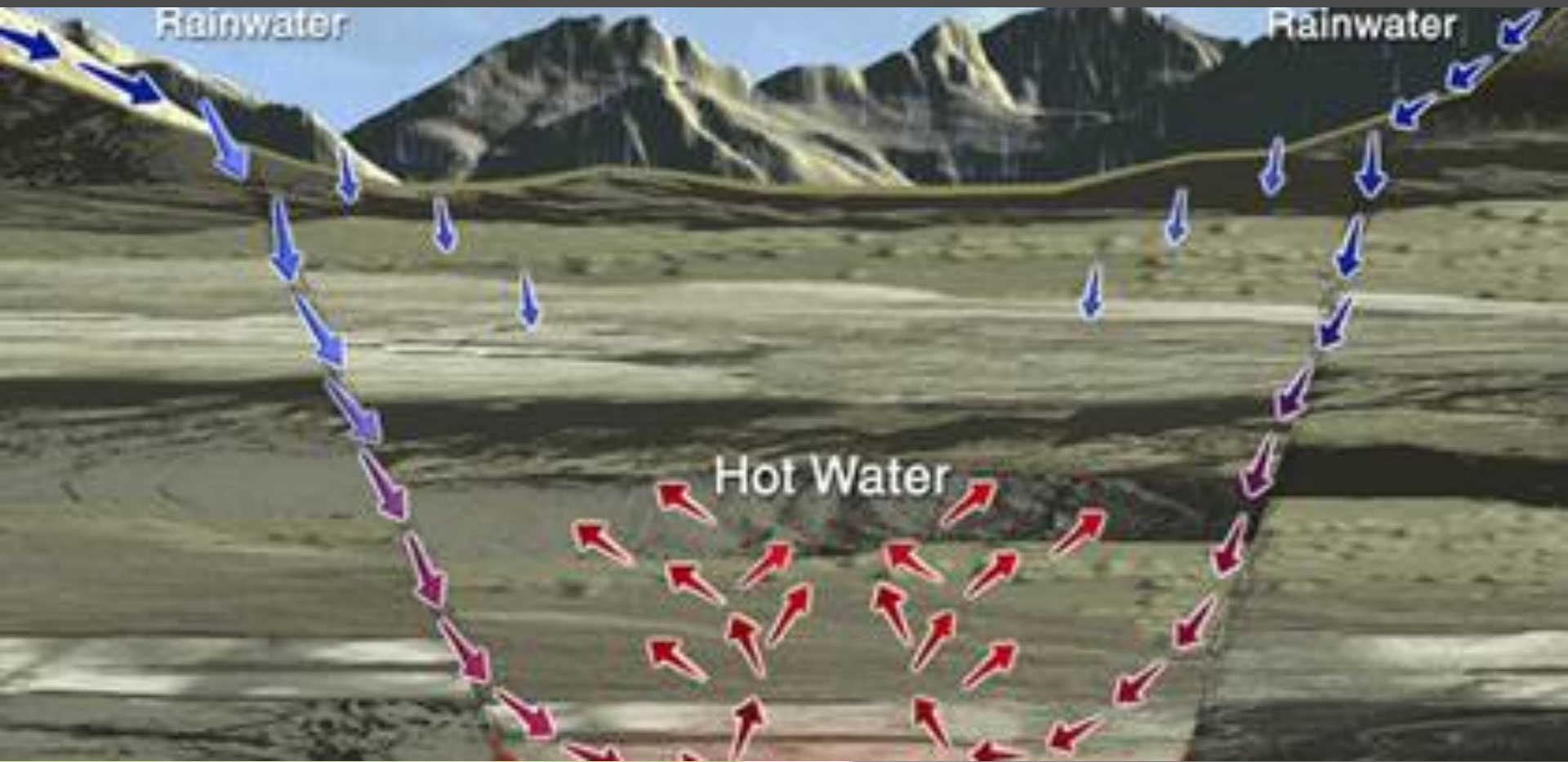




# Renewable Sources of Energy?



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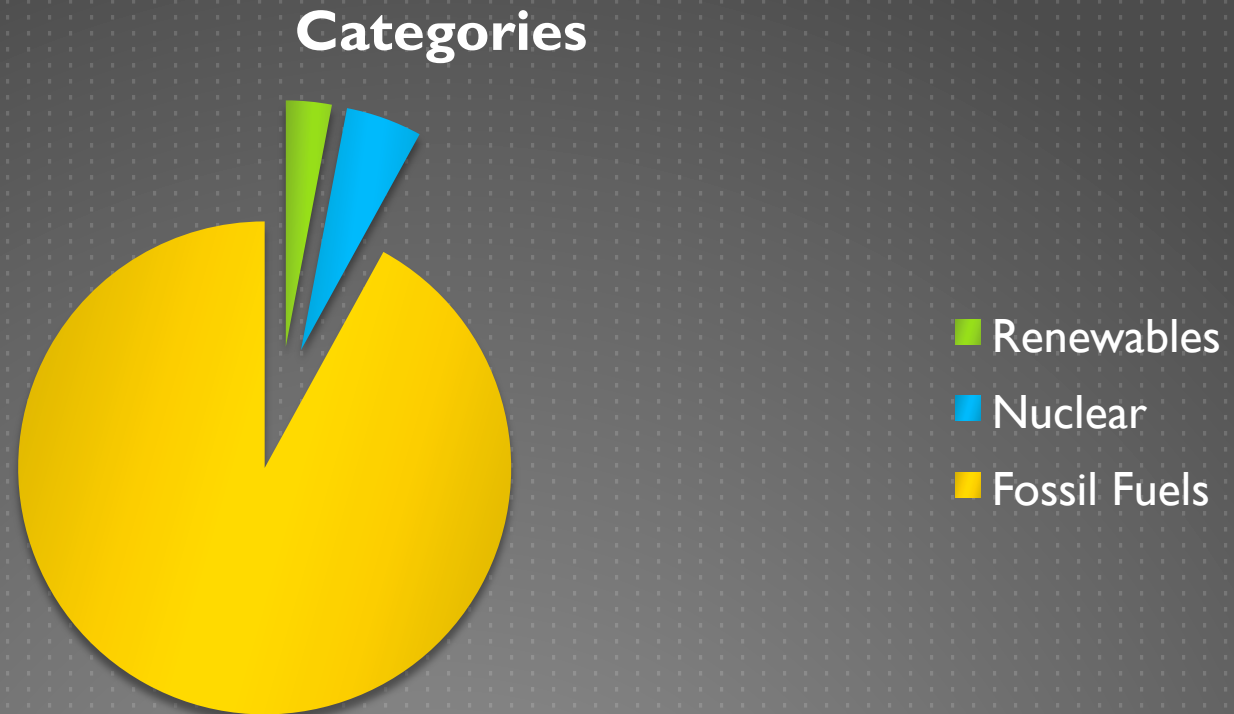




# Alternative Sources of Energy?



# Projected Sources of Energy --- 2020



How can we reduce our total fossil fuel consumption by 30% ?

# EAT MORE PLANTS – FEWER BURGERS





# Why do we need to save fossil fuels?



Why do we need to save fossil fuels?



# Fossil fuels and Global Warming



Meanwhile, back to the Jackson family



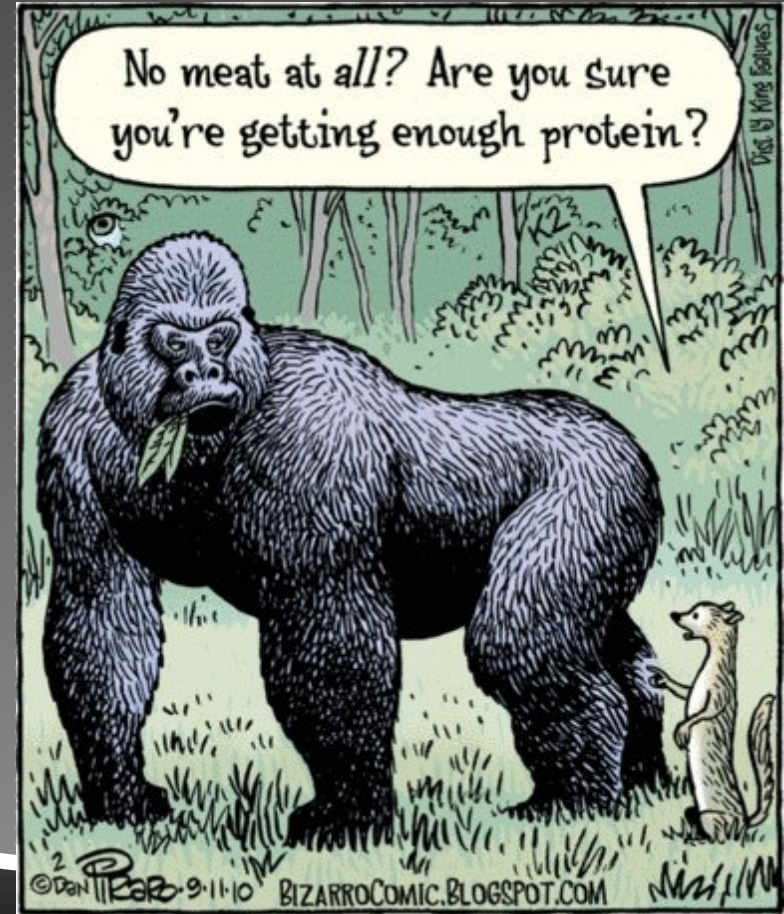
# Biggest waste of fossil fuels



# What should we be eating?

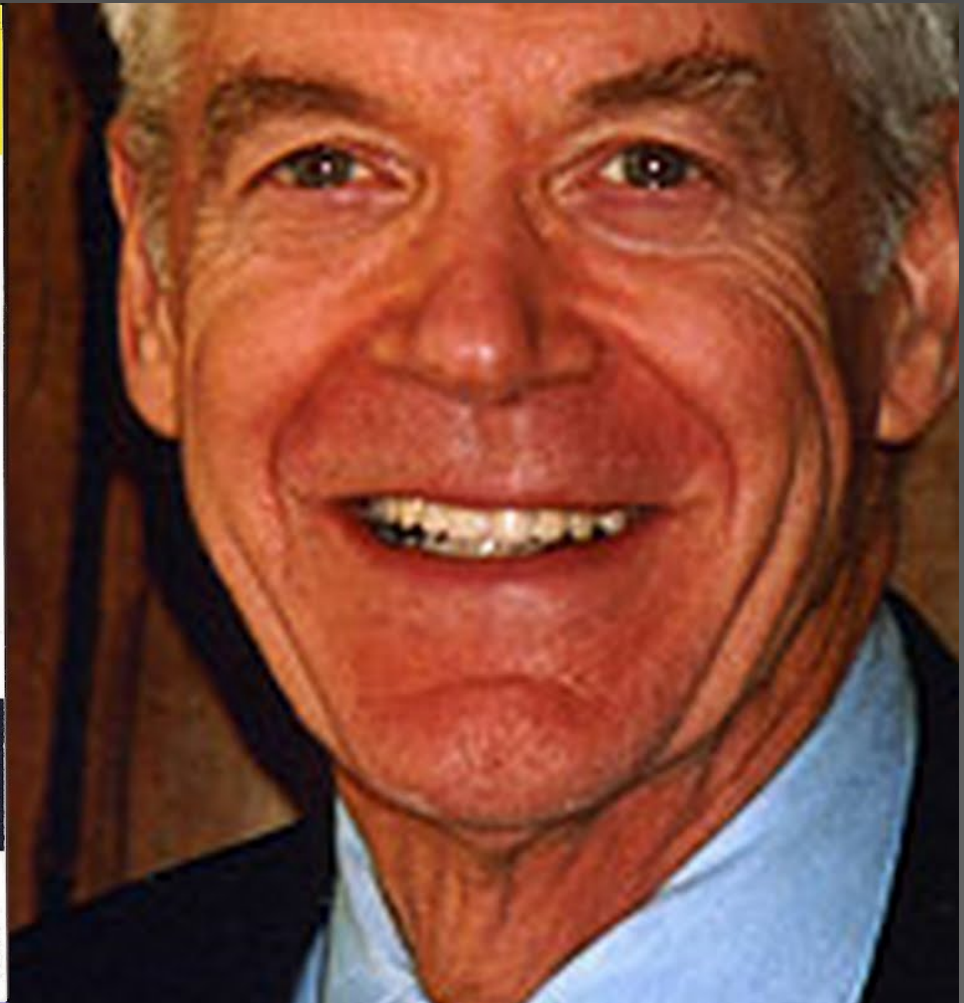
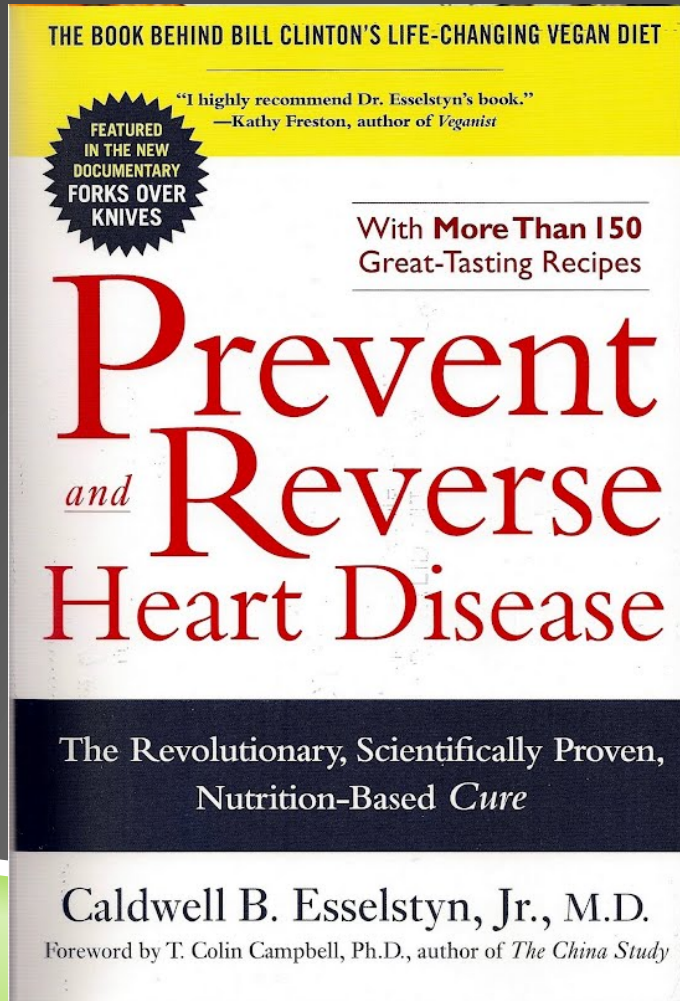
## For our own health?

1. Gorilla DNA
2. Plant-Eating Cultures
3. Migration Studies
4. Disease Reversal
5. Scientific Proof





# Dr. Caldwell Esselstyn – Cleveland Clinic





NATIONAL BESTSELLER

"Everyone in the field of nutrition science stands on the shoulders of Dr. Campbell, who is one of the giants in the field. This is one of the most important books about nutrition ever written – reading it may save your life."

—Dean Ornish, MD

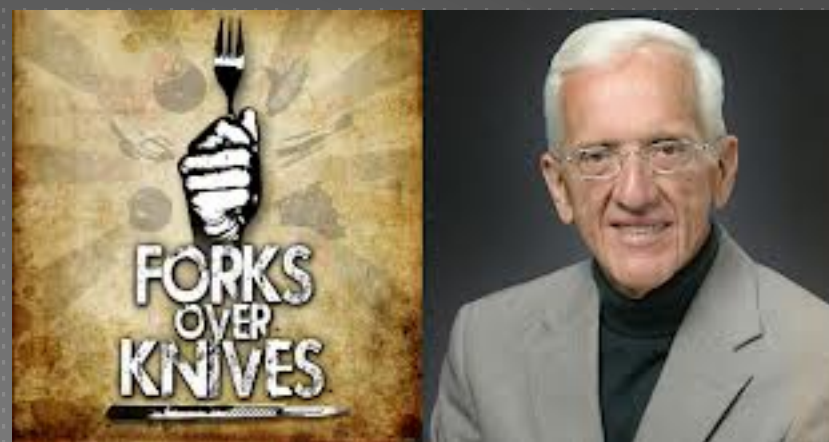
THE MOST COMPREHENSIVE STUDY  
OF NUTRITION EVER CONDUCTED

# THE CHINA STUDY

STARTLING IMPLICATIONS FOR DIET,  
WEIGHT LOSS AND LONG-TERM HEALTH

T. COLIN CAMPBELL, PhD  
AND THOMAS M. CAMPBELL II

FOREWORD BY JOHN ROBBINS, AUTHOR, *DIET FOR A NEW AMERICA*

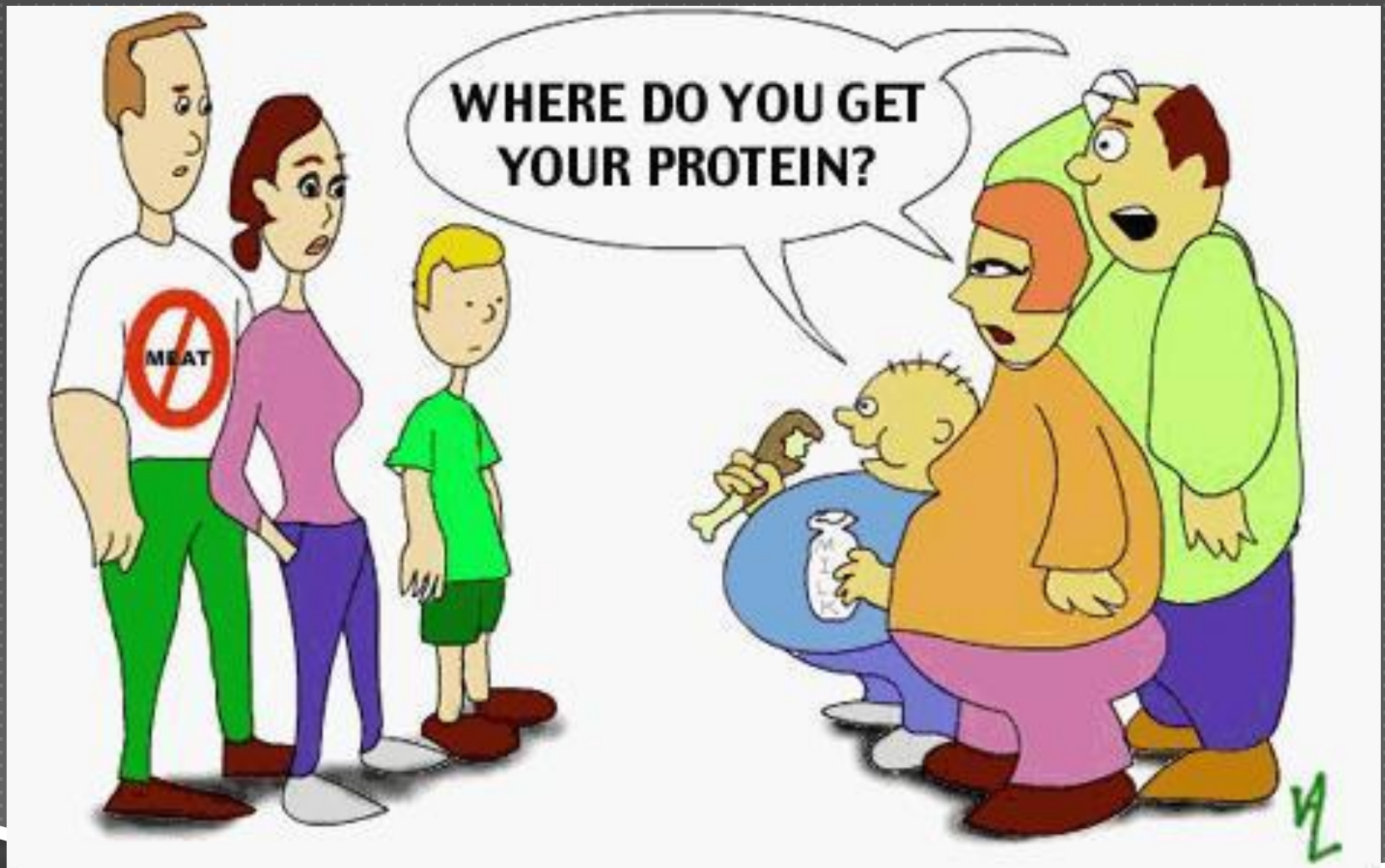


Dr. T. Colin Campbell  
Nutritional Biochemistry  
Cornell University

# PRESIDENT CLINTON



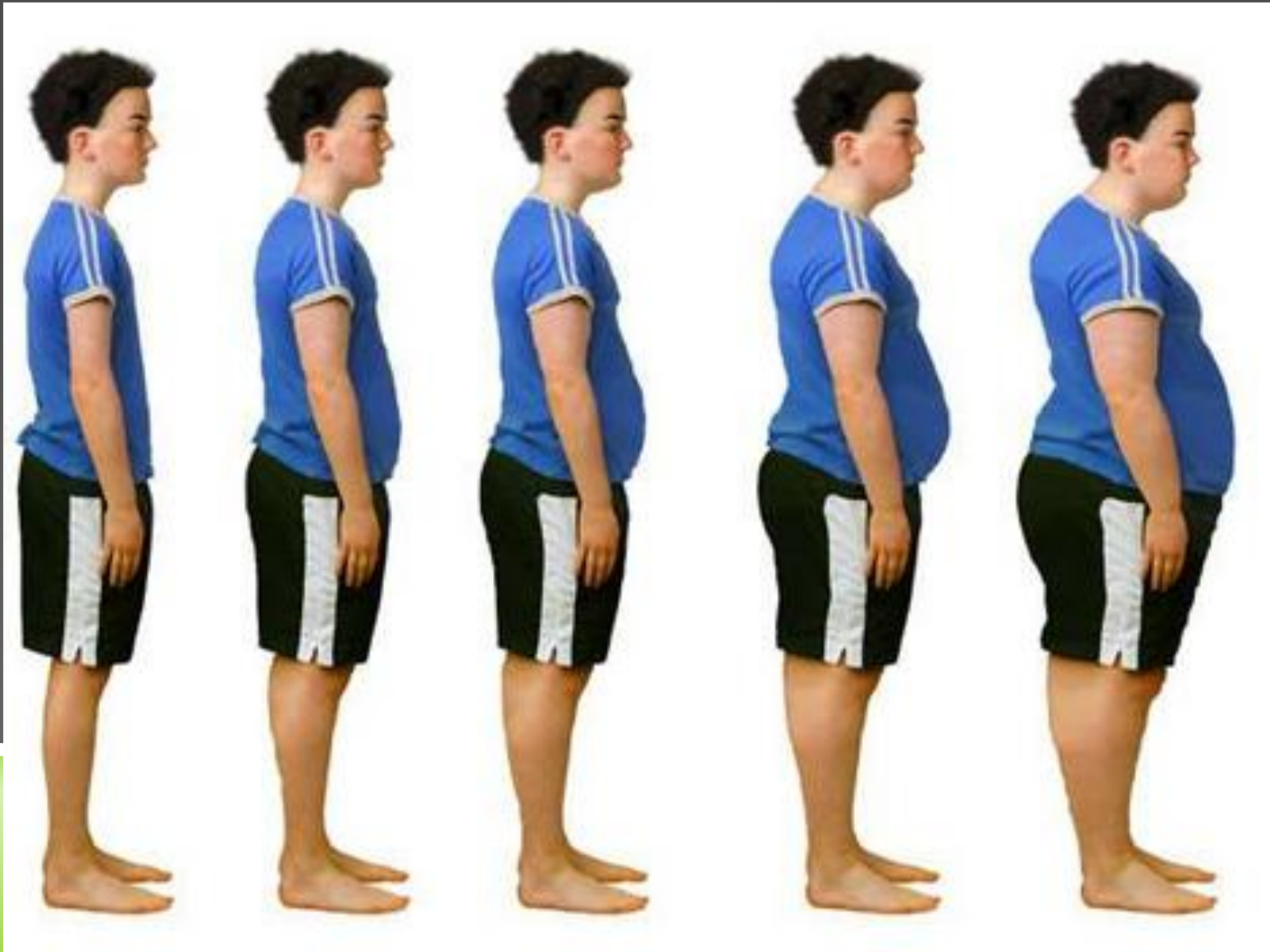
PROTEIN?



Latest studies: A third of Americans are overweight, and an additional quarter are obese.



# What is the leading cause of obesity?



# Eric Before “4Leaf” Eating



Leading cause of obesity:  
The S.A.D.

Toxic combination of:  
Meat, dairy, eggs  
Sugar, salt, fat  
Processed foods  
Three meals a day  
And very little whole plants



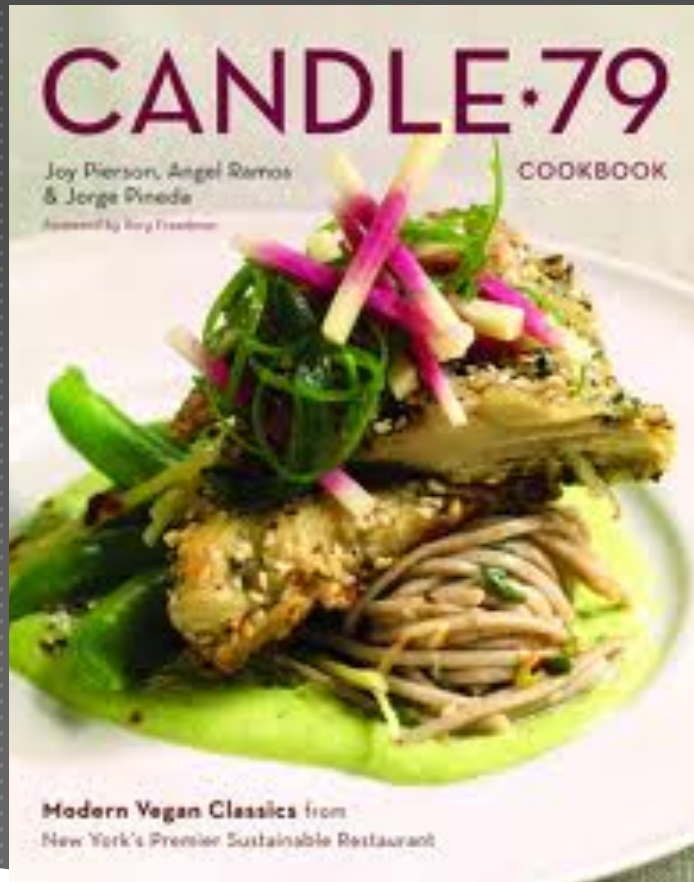








# EATING 4LEAF IN NEW YORK





# What about the cost of healthy eating?

Cost per 100 calories

- Brown Rice \$ .08
- Black Beans \$ .21
- Cream Cheese \$ .30
- Chicken Breast \$ .55



Cost of healthcare or environmental damage?

# “4Leaf” Mentality

Making every bite count

- Healthy routine...
- No calorie counting
- Eat all you want
- 100 trillion cells
- Ten trillion cells/year
- **Now for the Quiz**



# BLOG AND WEBSITE

750 ARTICLES, RECIPES AND MUCH MORE

[hpjmh.com](http://hpjmh.com)

Copy of this presentation + 4Leaf Survey

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