

# Food. Health. Planet. Our Future as a Species.

*The only viable pathway to the long-term  
sustainability of humanity*



J. Morris Hicks

March 19, 2014

# Unprecedented EMERGENCY

1. What is it?
2. How did it happen?
3. What is the solution?
4. What can you do?

# The Story of Easter Island



A simple matter of psychology

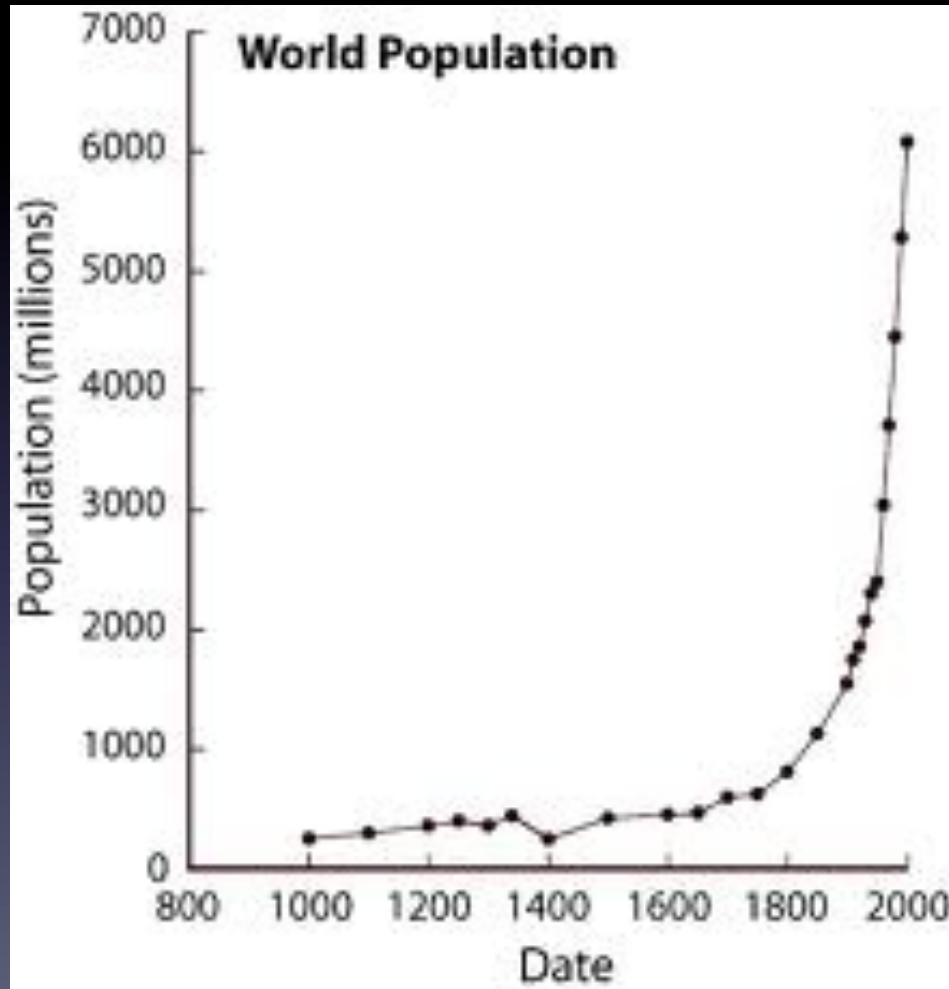
*“The mental and emotional  
factors governing a situation  
or activity.”*





So what's the problem?

# Putting things in perspective











# Problem #1---Too many **PEOPLE**



# Problem #2---The Way We LIVE





# The Way We LIVE – Part B



# The Way We LIVE – Part C





# Problem #3---The Way We EAT



# 230,000 more people for dinner...

Growing Population



Eroding Land





# LAND---A finite resource



# Punishment of the Innocent

*If everyone ate the way  
we do in the United  
States, we'd need two  
planet Earths to feed us  
all. We only have ONE  
and she is in trouble.*





# Unprecedented EMERGENCY



## **FULL PLANET, EMPTY PLATES**

*The New Geopolitics of Food Scarcity*



Lester R. Brown

# Stephen Emmott, PhD

**Book Description.** Deforestation. Desertification. Species extinction. Global warming. Growing threats to food and water. These driving issues of our times are the result of one huge problem...

# Us !

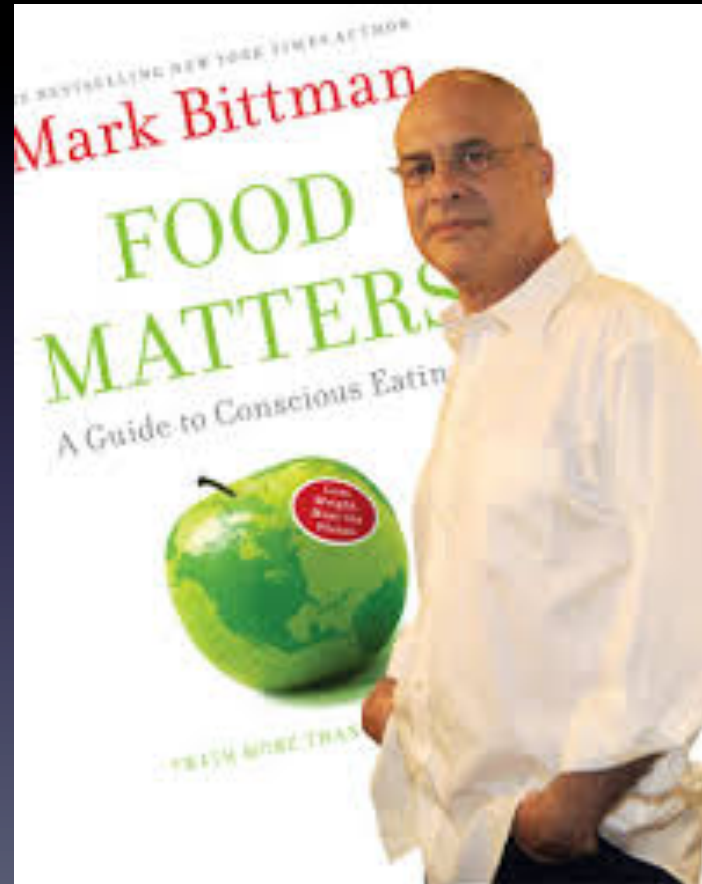
# Dr. Emmott's Asteroid Example

- Asteroid due to hit Earth on June 3, 2072
- Will wipe out 70% of all life
- "Governments worldwide would marshal the entire planet into unprecedented action. Every scientist, engineer, university and business in the world would be enlisted."



*"We are in almost precisely that situation now, except that there isn't a specific date and there isn't an asteroid. The problem is us!"*

# Our experts have failed us...



Are they “comfortably unaware?”

COMFORTABLY  
**UNAWARE**

global depletion and food responsibility...  
what you choose to eat is killing our planet

---

dr. richard a. oppenlander



“You can’t handle the TRUTH”



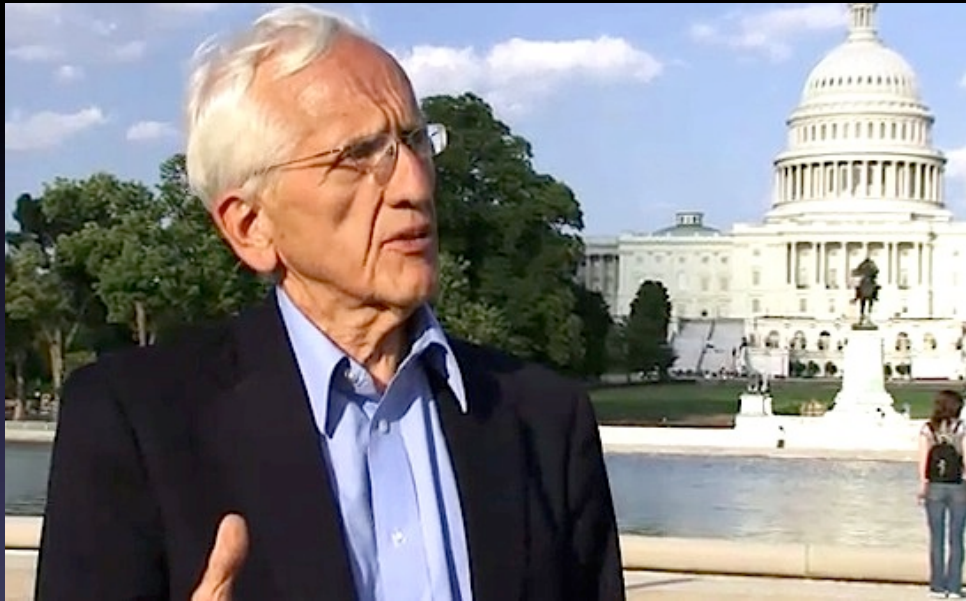


# Others have also failed us.

- Schools of Nutrition
- Medical Profession
- Mainstream Scientists
- Elected Leaders
- Environmental Groups
- The “Protein Myth”



T. Colin Campbell, PhD



Eric Westman, MD



Cornell University  
Division of Nutritional Sciences



DukeMedicine

# Figuring out what to eat

- Do you breathe air?
- Do you drink water?
- Do you have sex?

# Blinding Flash of the Obvious

"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**

"We're  
Eating  
the  
Wrong  
Food!"



# Why should we eat plant-based?



Reason #1. DNA closest to human



## Reason #2. Observing Healthy Cultures



## Reason #3. Migrant Studies



# Reason #4. Disease Reversal & Science



# Reason #5



**Clinton's weight loss secret: Plants**

Source: CNN



# Reason #6 --- Plants have PROTEIN





## Reason #7 – United Nations

“A global shift towards a vegan diet is vital to save the world from hunger, fuel poverty and the worst impacts of climate change.”

UN report, June 2, 2010

## Reason #8 – Albert Einstein

“Nothing will benefit human health and increase chances of survival for life on Earth as much as the evolution to a vegetarian diet.”

## Reason #9 – 2013 Kaiser Report

“Physicians should consider recommending a plant-based diet to **ALL** their patients... encouraging whole, plant-based foods and discouraging meats, dairy products, and eggs as well as all refined and processed foods.”

Kaiser Permanente Spring Journal -- 2013



## Reason #10 – Human Survival

“Shifting to a whole foods, plant-based diet will do more to ensure the long-term survival of our species than ALL other possible initiatives combined.”

J. Morris Hicks-- 2013

# More food-driven problems

1. Leading cause of water scarcity and pollution
2. Leading cause of soil erosion & deforestation
3. Leading cause of loss of species
4. Leading cause of world hunger
5. Leading cause of global warming
6. Leading driver of cost of healthcare

# Stephen Emmott

**Only Solution.** “We must change our behaviour, radically and globally, on every level. In short, we urgently need to consume less. A lot less. Radically less. And we need to conserve more. A lot more.”





# Stephen Emmott Conclusion

“We can rightly call the situation we’re in an unprecedented emergency. We urgently need to do – and I mean actually do – something radical to avert a global catastrophe. But I don’t think we will...

I think we’re f - - - - d.”



Educate \* Motivate \* Legislate

# Reaching top 2 B people

1. Just five regions of the world
2. 72% of all beef, pork & chicken
3. 60% in the top three
4. Brazil and Russia rank 4 & 5
5. MASSIVE global awareness campaign







*The closer we get to eating a diet of whole, plant-based foods, the better off we will be.*

---T. Colin Campbell  
PhD, Cornell University



- Focusing on what we **DO** eat
- **Not what we're avoiding**
- Implied "wobble room"

Not necessarily vegetarian or vegan

# Win-Win-Win

For our Health

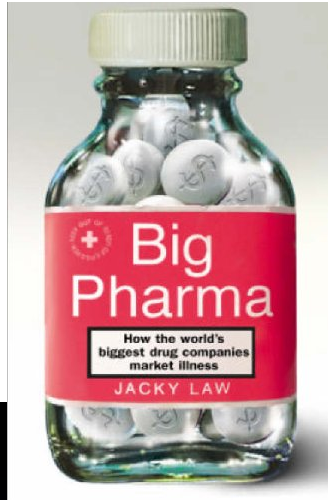
For our Planet

For the Future of Our Species



**Further**, while annihilating heart disease, diabetes, and obesity, eliminating most cancer and slashing the cost of healthcare---we also curb global warming, ease the water crisis, end world hunger, conserve fossil fuels, save the oceans, rivers, aquifers & rain forests, and end the needless suffering of billions of animals.

**Who could possibly not be thrilled?**



- Not a "win" for everyone
- Lots of money at stake
- Billions, maybe trillions

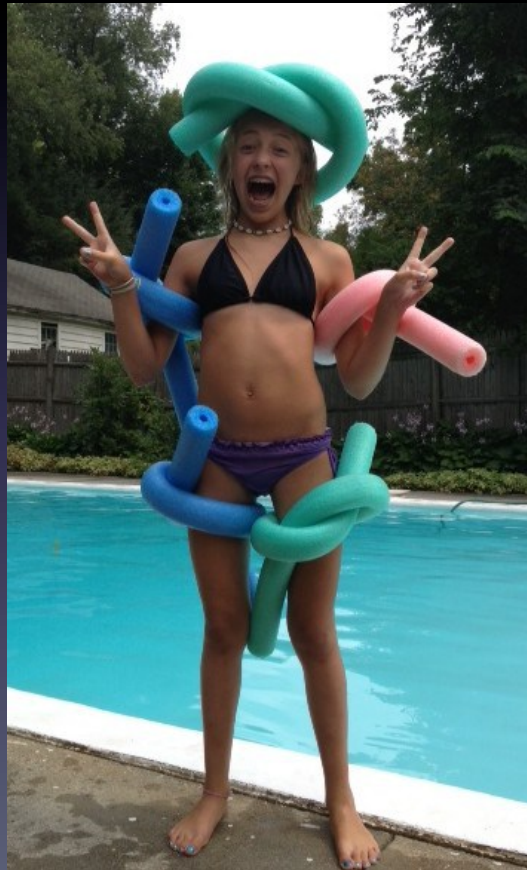




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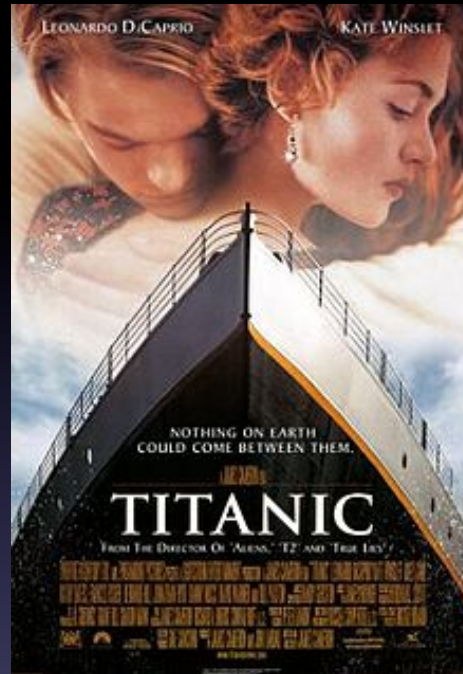


How important is this topic?





# LEADERSHIP



*"It's like we're all sleepwalking off of a cliff."*



# Getting Philanthropy Right



# Do we have a chance?

Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has. — Margaret Mead

People who are crazy enough to think that they can change the world — are the ones who do.

— Steve Jobs

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