

URGENT! *Seeking one powerful leader and a few caring **billionaires***



J. Morris Hicks, author
Healthy Eating, Healthy World

THE PROBLEM. Our ecosystem is in trouble. In a nutshell, we're eating the wrong food---and it's taking a huge toll on our own health in addition to the health of the ecosystem that sustains us as a species.

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

U.N. Report, June 2, 2010.

Not only are our food choices of meat, dairy, eggs and/or fish at almost every meal driving our out-of-control cost of healthcare---they're also the primary cause of climate change.

Those same food choices are also the leading drivers of water scarcity, soil erosion, species extinction, ocean pollution and deforestation.

And despite the best efforts of well-intentioned leaders throughout the world, all of these issues continue to worsen every year.

URGENCY. The time for urgent action is now---as we approach numerous "tipping points," beyond which we cannot recover. The most serious issue is the one that

exacerbates all the others---climate change.

Dr. Robert Goodland and Jeff Anhang, longtime environmental specialists at the World Bank Group, reported in 2009 that *livestock are responsible for at least 51% of human-induced greenhouse gas, and that replacing at least 25% of today's livestock products with better alternatives by 2017 may be the only pragmatic way to stop further climate change before it's too late.*

BACKGROUND. It took the human species 200,000 years to reach the one billion mark around 1800. By 1900, we numbered 1.5 billion. Then, in just the last century, we've exploded to over seven billion and continue to add almost one million people every four days.

Back when we were only one billion strong, we could eat almost anything we wanted, and it didn't seem to make much of a difference. But, at 7.1 billion and growing quickly, our food choices determine how the entire planet is used.

With 45% of the world's land now devoted to the grazing of livestock, consider that animal-based foods on a per calorie basis require over ten times as much land, water and energy as do plant-based alternatives.

Surely, we must also deal with overpopulation, overconsumption and the burning of fossil fuels---but those tasks will take many decades, if not centuries. Dealing decisively with food choices NOW can buy us the time that we need to address them all.

SOLUTION. A MASSIVE, privately funded, globally coordinated, awareness campaign aimed at the wealthiest two billion humans, those who are eating most of the meat, dairy, eggs and fish.

As people everywhere begin to learn the whole truth about their food choices, millions will start

replacing most, if not all, of their animal-based calories with healthier and "greener" plant-based alternatives.

As we begin working on the "demand" side of the equation, markets will quickly respond, people will begin getting healthier, the cost of healthcare will plummet, water will become more plentiful, trees can be planted on the freed-up land and our fragile ecosystem will begin to heal.

GETTING STARTED. Like almost everything else, it begins with leadership. Just one powerful, globally recognized leader with a reputation for integrity and care for the environment can make this happen. He or she can quickly recruit the other leaders and caring billionaires needed for swift action around the world.



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As an engineer, business executive, strategy consultant and corporate headhunter, I feel like I'm working on the most important project in the history of humanity---and that my clients are all of *the children of the world*.

We cannot let them down!

Jim Hicks

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(Revised on 7-10-14 by J. Morris Hicks)