

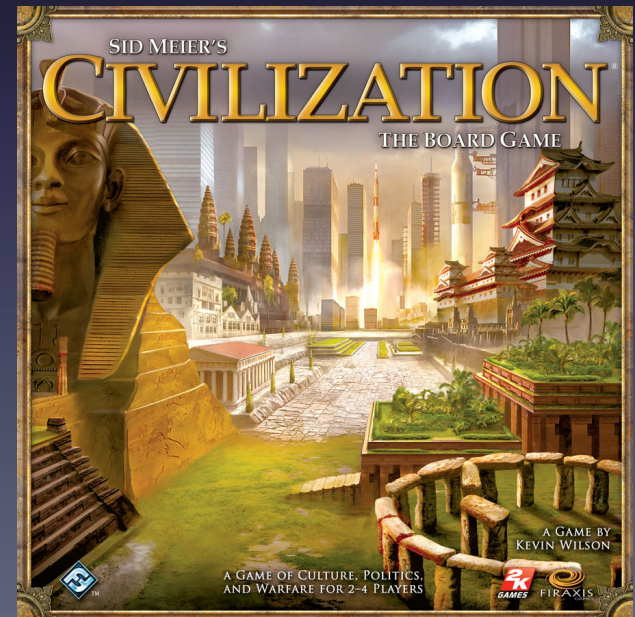
The Most Important Topic in the History of Humanity



J. Morris Hicks

May 6, 2016
Worcester, MA

Five Questions



Our Food Choices in the 21st Century



Our food choices give us...

HOPE

Singular power of our food choices to

*Promote Health, Hope and Harmony
on Planet Earth*

The first of 22 questions

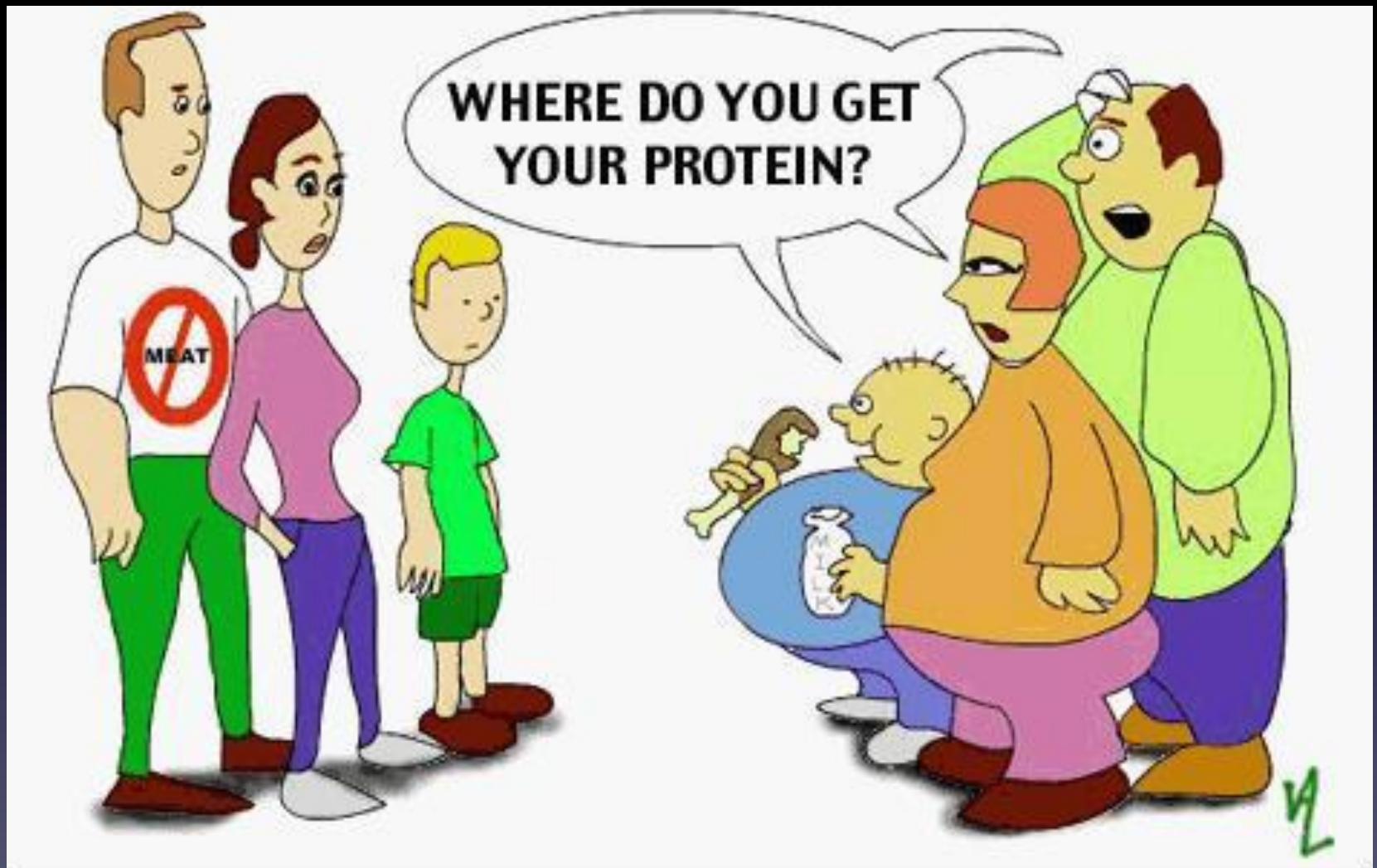


LAND---A finite resource



Animal Protein?





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

Saving Money



Meat & Dairy Substitutes



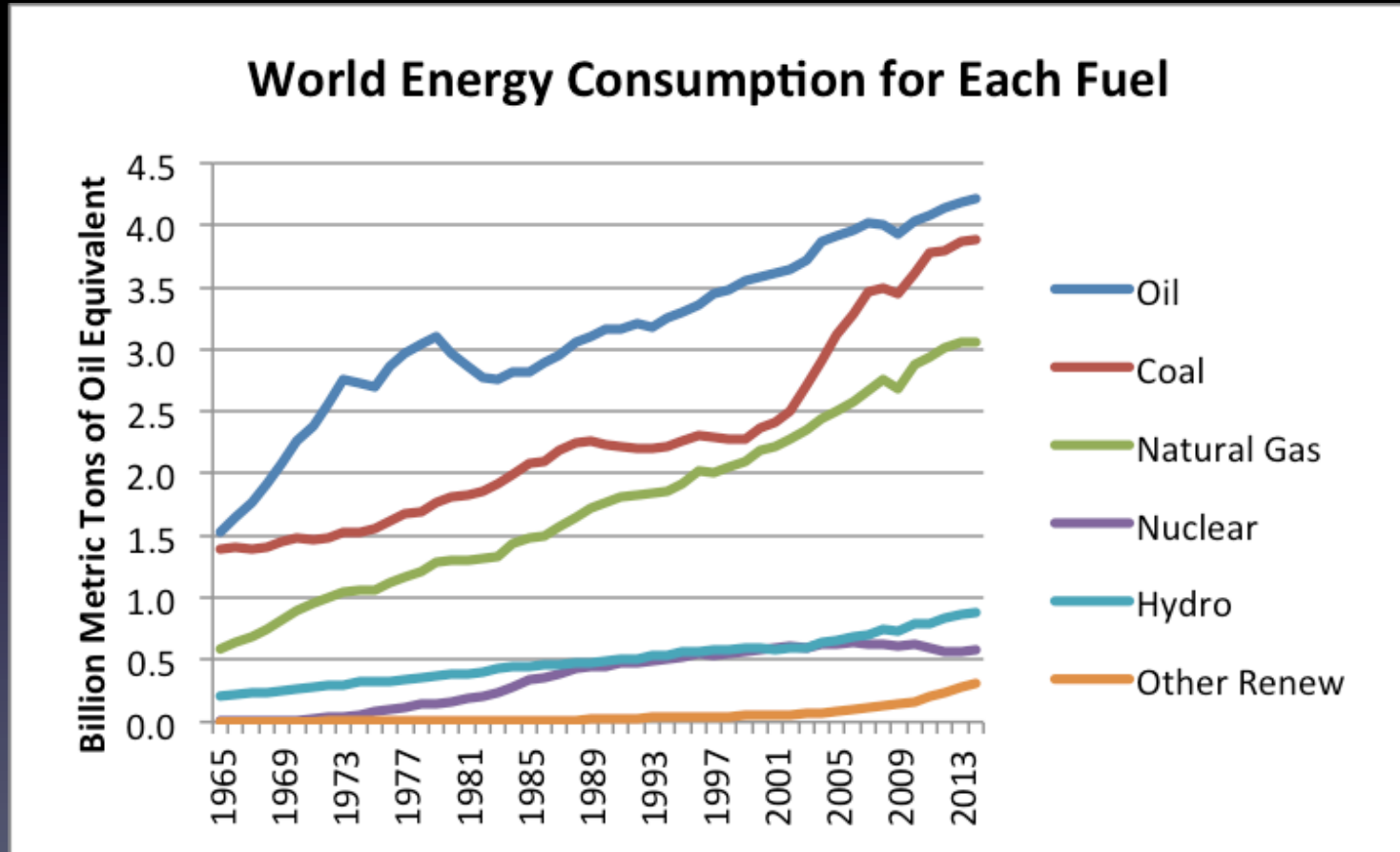
A Double Whammy



Climate Change



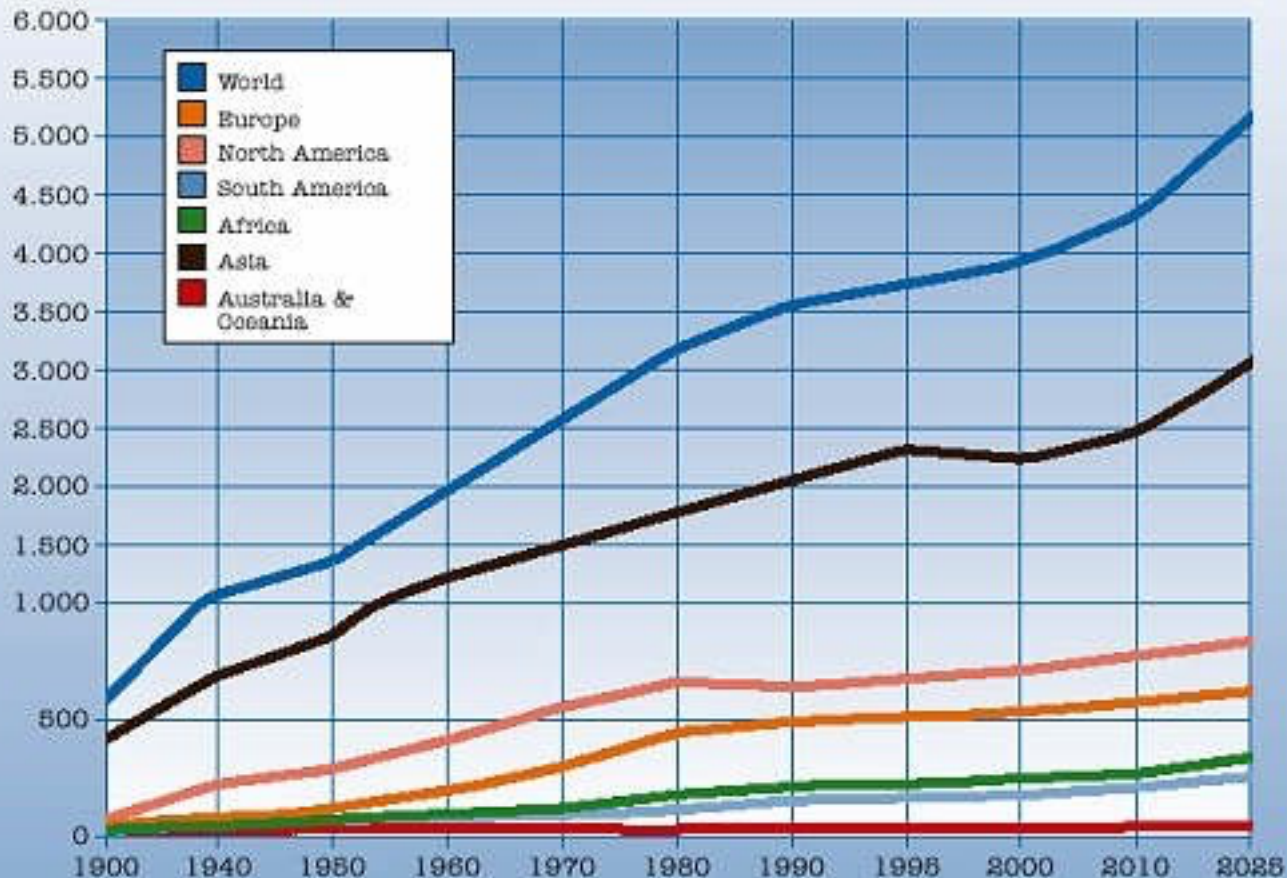
Replacing Fossil Fuels



Water Crisis Happening NOW

Global Water Consumption 1900 - 2025

(by region, in billion m³ per year)



Oceans in Peril



Food Choices Can Change Fast





Life began on Earth...

- About 4 billion years ago
- We humans emerged as a species just 200,000 years ago

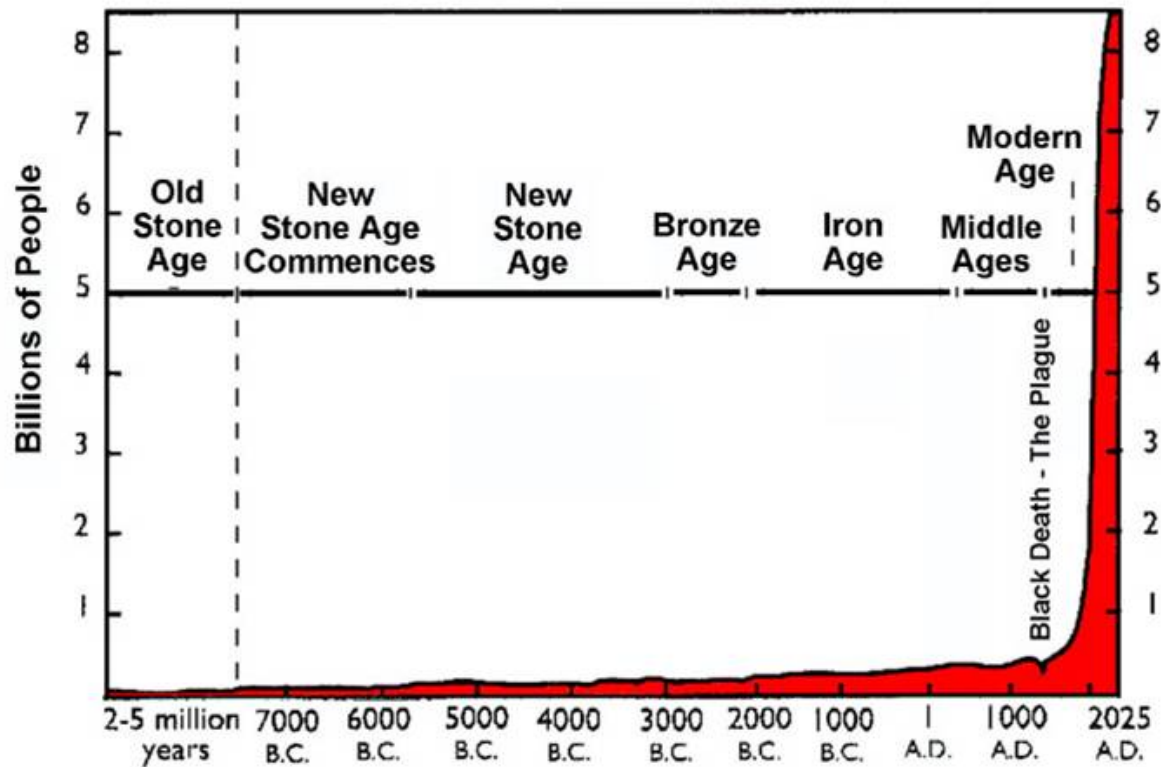


Putting our time here in perspective

- If we crammed all 4 billion years of “life on Earth” into just one year...
- We humans have been around for just 26 minutes of the last hour of that year

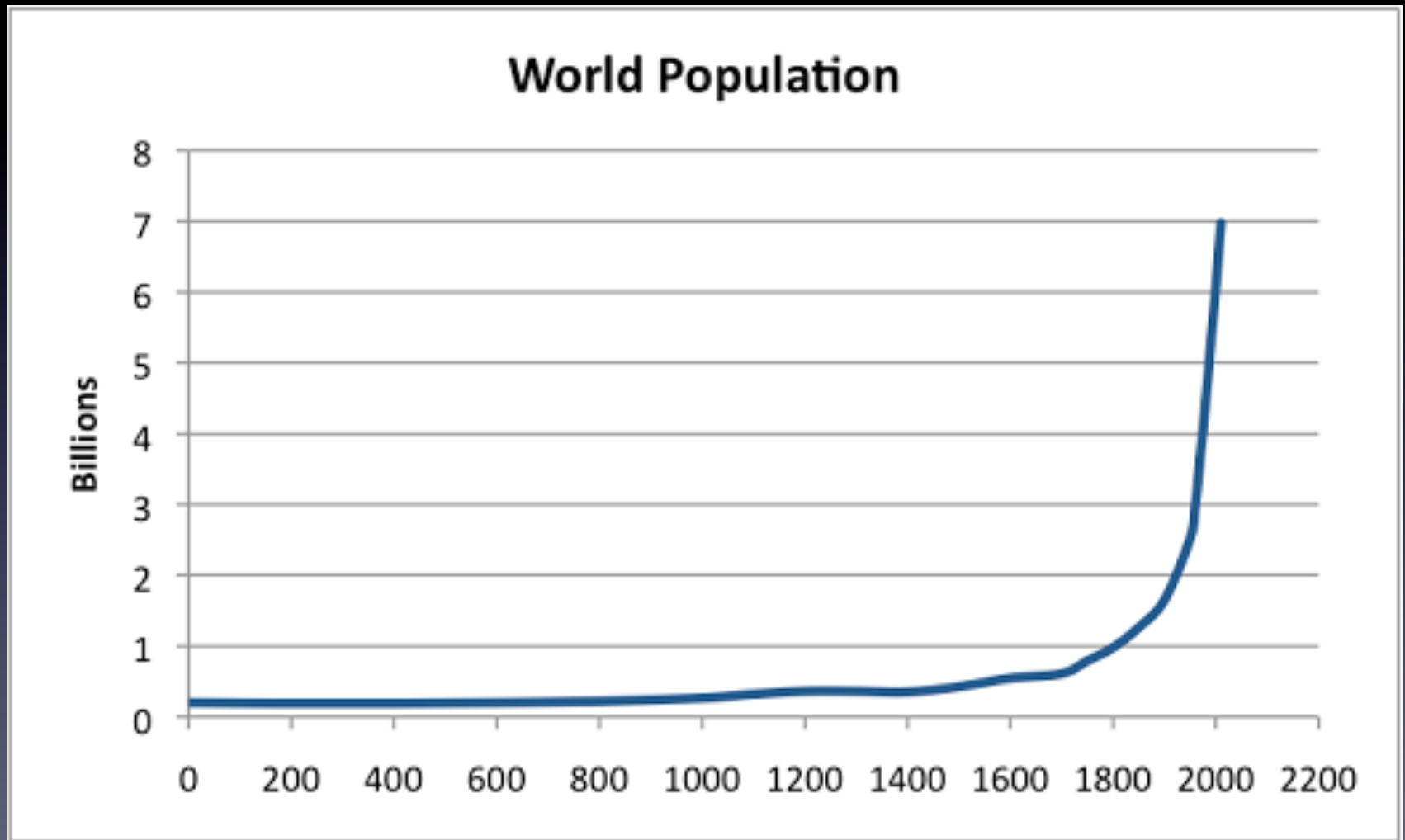
Overpopulation

World Population Growth Through History



From "World Population: Toward the Next Century," copyright 1994
by the Population Reference Bureau

Overpopulation – More Recent





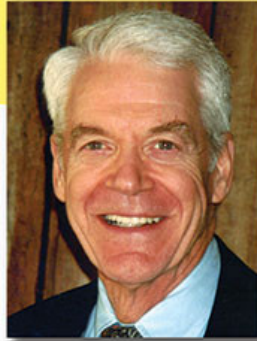


Four Huge

Grossly Unsustainable Situations

1. Overpopulation
2. The way we live
3. Fossil fuel dependence
4. OUR FOOD CHOICES

Heart Disease



The Revolutionary,
Scientifically Proven,
Nutrition-Based
Cure

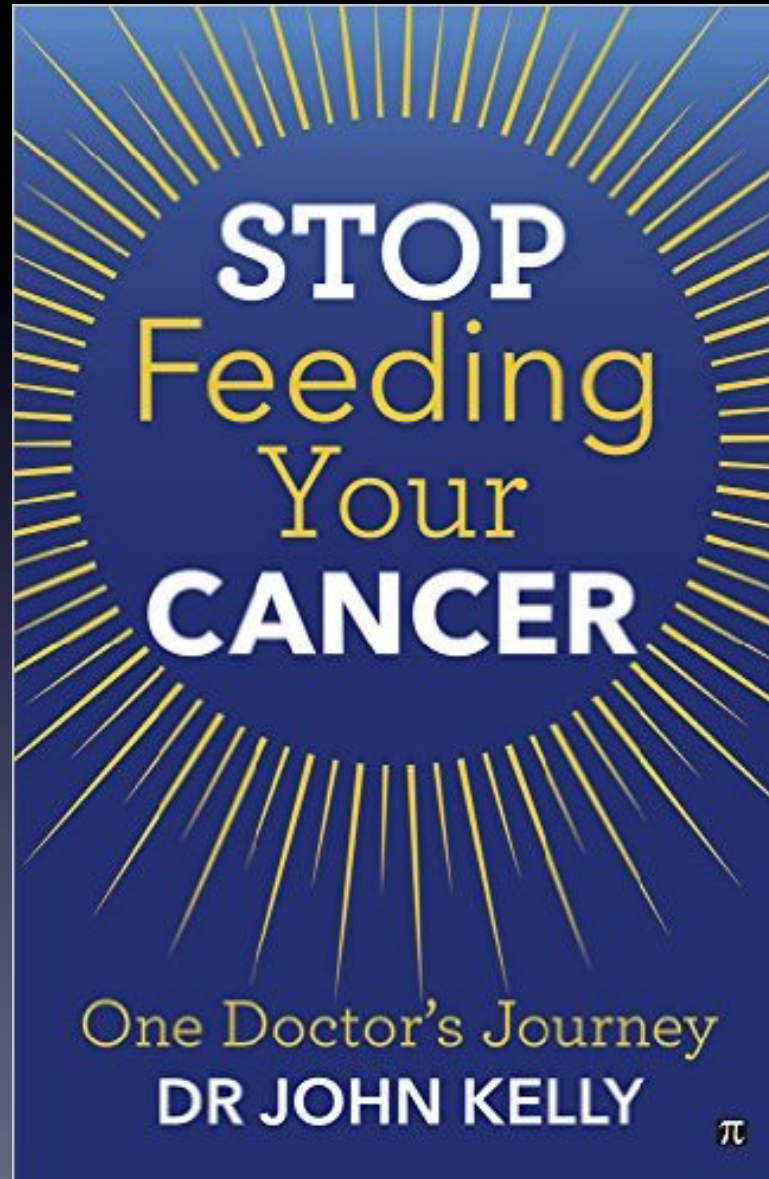
Over 3 hours of
Life-Saving Information!

Prevent *and* Reverse Heart Disease — The DVD —

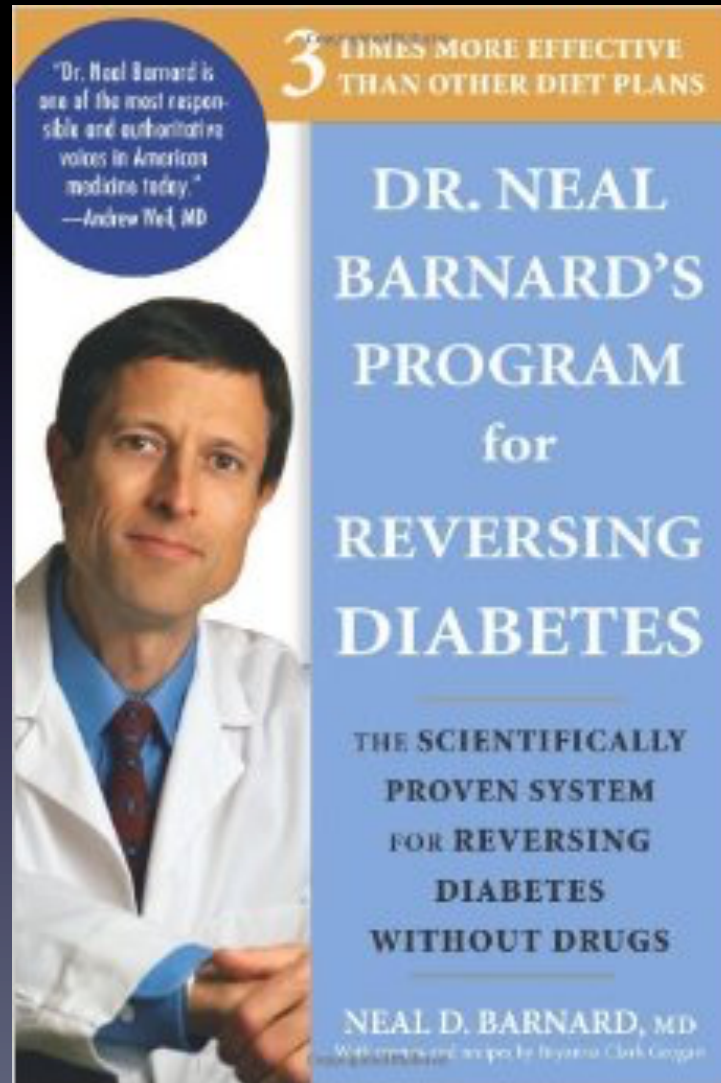
Full Counseling Seminar from Dr. Esselstyn's World-
Renowned Cleveland Clinic Wellness Institute program

with
Caldwell B. Esselstyn, Jr., M.D.

Cancer



Type 2 Diabetes



URGENCY!!



TEN BILLION

STEPHEN EMMOTT

Greenpeace, Sierra Club, etc. ?

"I think they "focus grouped" it and it's a political loser. They're membership organizations you know; they're looking to maximize the number of people making contributions. And if they get identified as being "anti-meat," it will hurt with their fundraising."

Michael Pollan – in "Cowspiracy"



More Hurdles

1. "Humans have always eaten meat."
2. "They ate meat in the Bible."
3. "What about calcium and osteoporosis?"
4. "I simply can't live without my burgers."
5. "Too expensive to eat a healthy diet"
6. "It's not convenient to eat this way."

Too Expensive? Not convenient?



Re-cap: Eating Plants, Not Animals

1. 90% less water
2. 90% less land
3. 90% less energy
4. Return farmland to forest
5. Slow down climate change
6. Spend 80% less \$\$ on healthcare
7. End world hunger
8. **BUY ENOUGH TIME** to fix other issues





- Not a "win" for everyone
- Lots of money at stake
- Trillions of dollars





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 "wiggle room"

Not necessarily vegetarian or vegan

The 4Leaf Survey



- 4leafsurvey.com
- Fruits, Veggies, Starches
- What about Omega-3??
- 3 questions on dairy & eggs
- 3 questions on junk food
- One question on flesh
- One question on oil
- Also keep fat % less than 20



Harmony Project Plan

1. Work on demand side of the equation
2. Go directly to the people...
3. With credibility and repetition
4. LEADERSHIP and...





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 (not using V words)



Leadership & MONEY



1. International credibility
2. Truly “gets it” about food
3. Ready to LEAD fulltime
4. Can attract other leaders
5. Can raise \$ billions

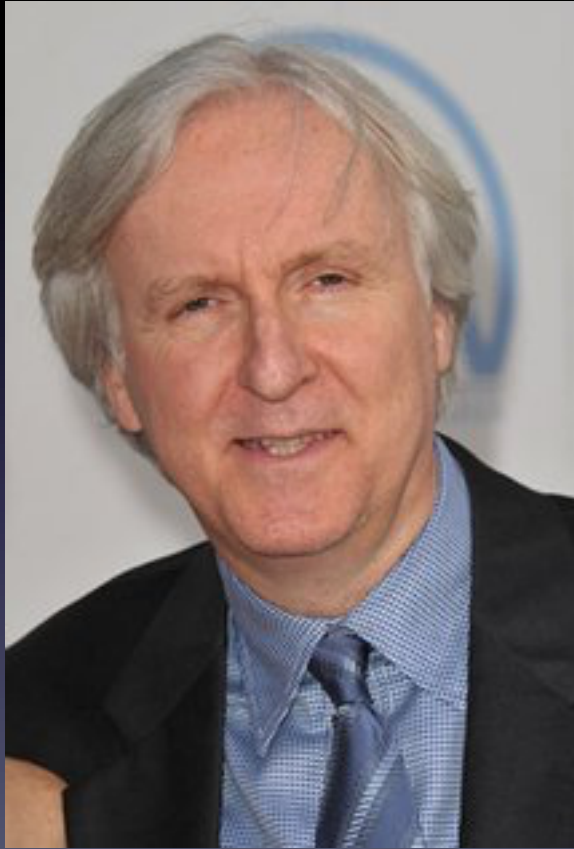
LEADERSHIP



"Messengers"



“Messengers”



“Leaders”



“Leaders”



Harmony Project Re-Cap



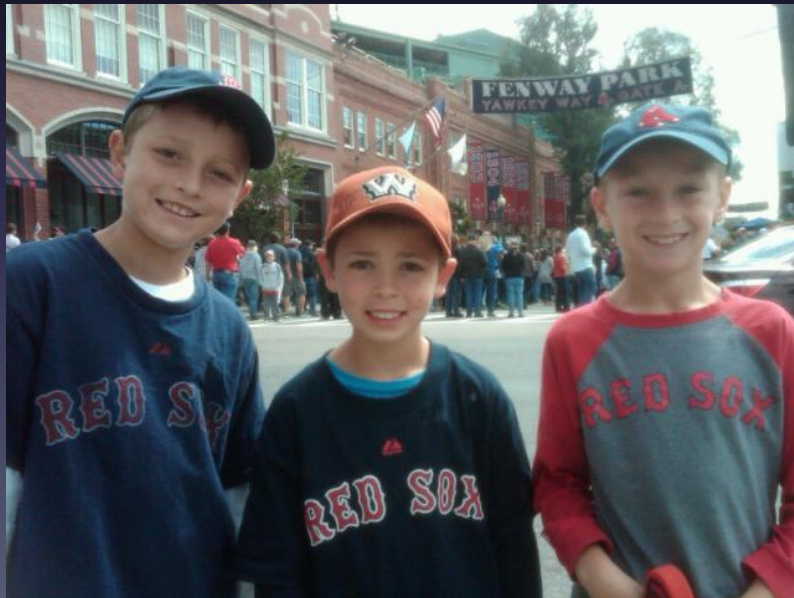
1. Replace **MDEF** with **PLANTS**
2. 4Leaf “system” for teaching
3. Leadership & Money
4. Massive global awareness campaign
5. What can you do?

A Vision of Harmony

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.

Eventually, we must also deal with overpopulation, over-consumption and the excessive burning of fossil fuels---but those tasks will take many decades, if not centuries. Taking URGENT action NOW with our food choices can buy us the time we need to address them all.

How
important
is this
topic?



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

Story of Easter Island



Before Humans Arrived





Our “Easter Island”

Let's get rolling with...



"Concise and powerful information that cuts to the critically important issues of plant-based nutrition and its crucial impact on our health and our planet."

—W. Shane Williams, MD, Cardiology, Internal Medicine
Ontario, Canada



GUIDE TO VIBRANT HEALTH

*Using the Power of Food
to Heal Ourselves and Our Planet*

KERRY GRAFF, MD
AND
J. MORRIS HICKS

Author, Healthy Eating, Healthy World

Blog: hpjmh.com

4leafprogram.com

4leafsurvey.com

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"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