

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

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



J. Morris Hicks

October 15, 2016
New York City



Life began on Earth...

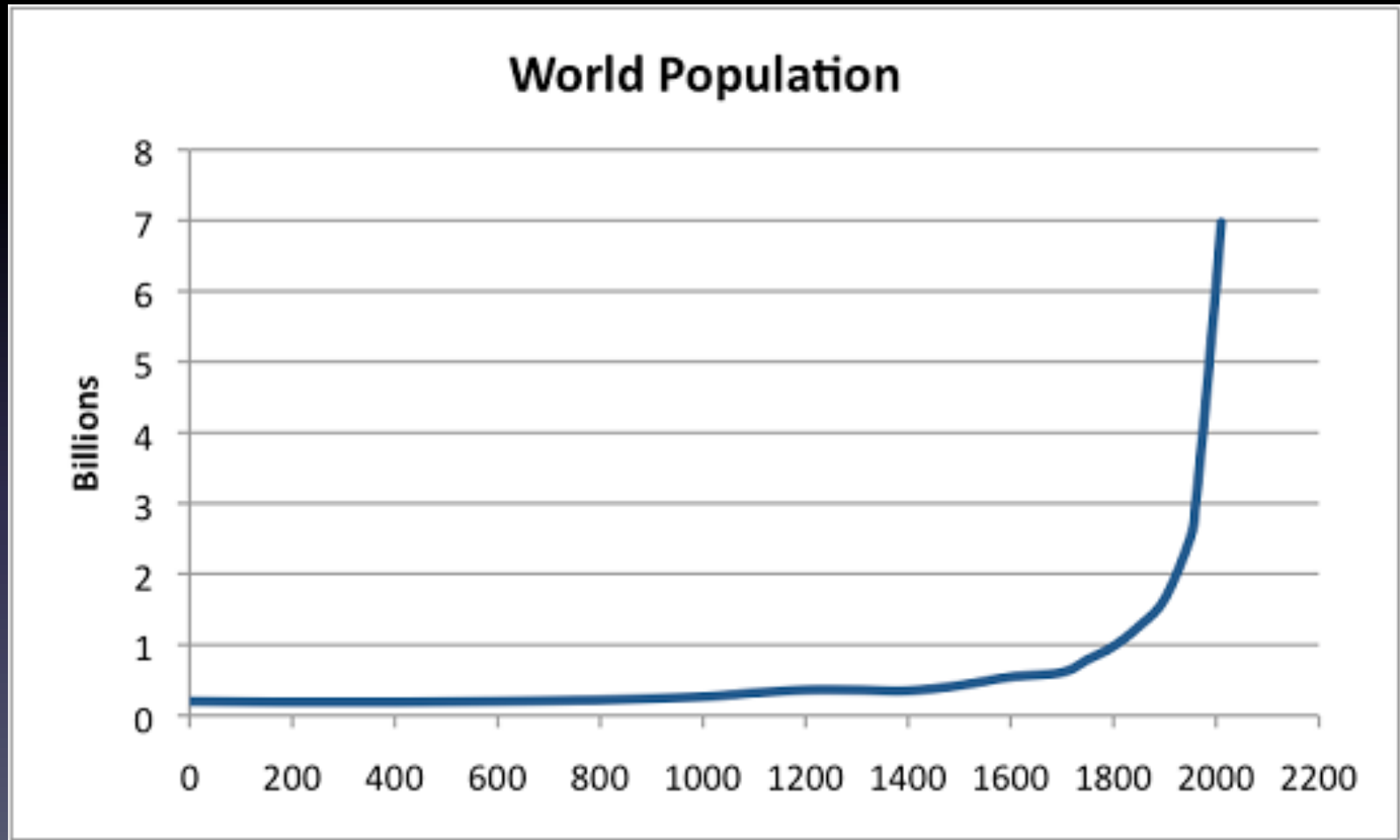
- About 4 billion years ago
- We humans emerged as a species just 200,000 years ago



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

Human impact on the planet







Four Huge

Grossly Unsustainable Situations

1. Overpopulation
2. Live, work, travel & **STUFF**
3. Fossil fuel dependence
4. OUR **FOOD** CHOICES



*How many humans
can the planet sustain
INDEFINITELY?*

Carrying Capacity

- Average European Lifestyle: TWO Billion
- American Lifestyle: **ONE BILLION**

Source: Global Footprint Network -- footprintnetwork.org

7.5 Billion Now...adding 220,000/day



Live, Work, Travel & **STUFF**



Live, Work, Travel & **STUFF**



The way we'll live in the future



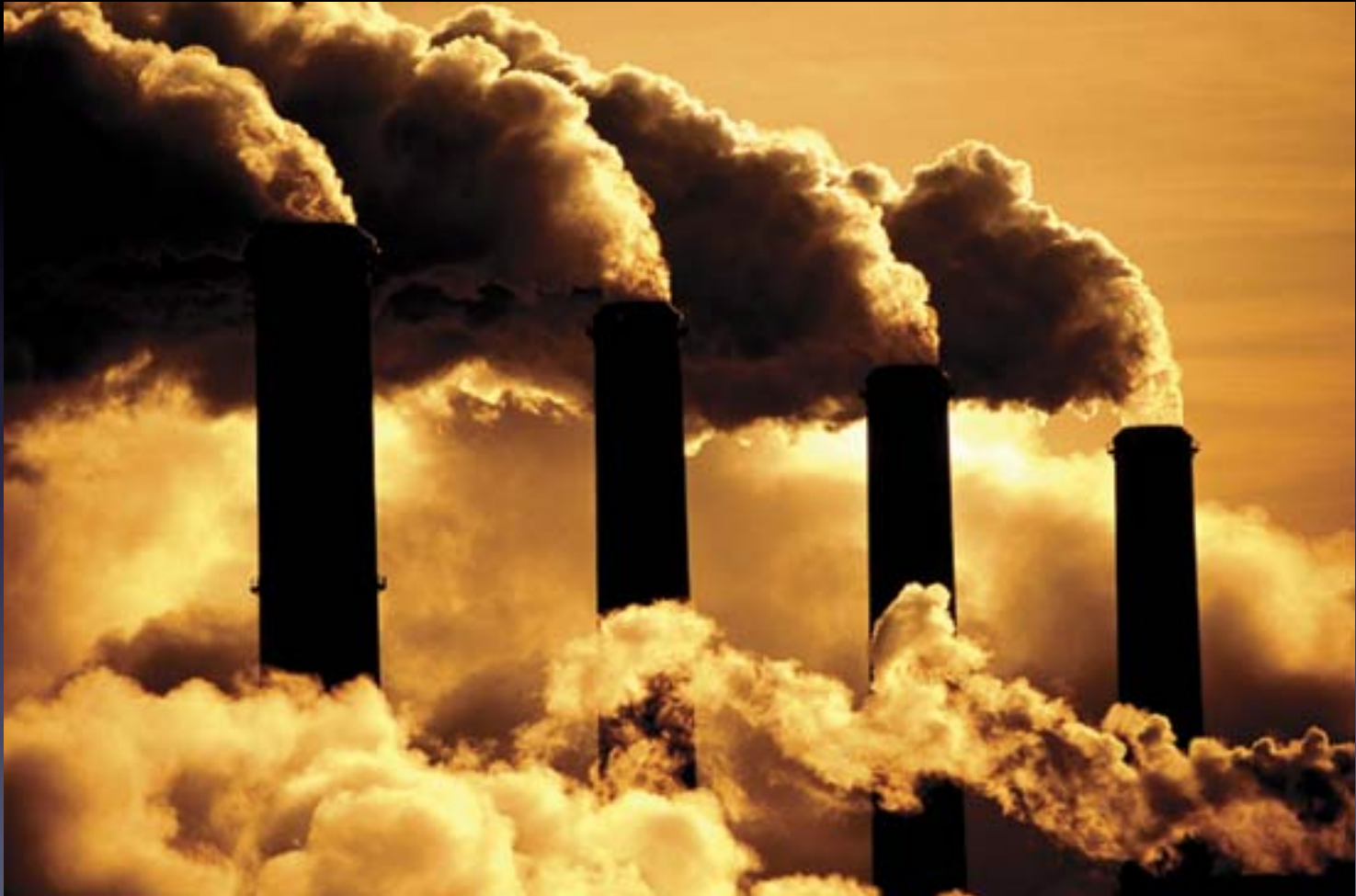
With a 5-minute walk to...



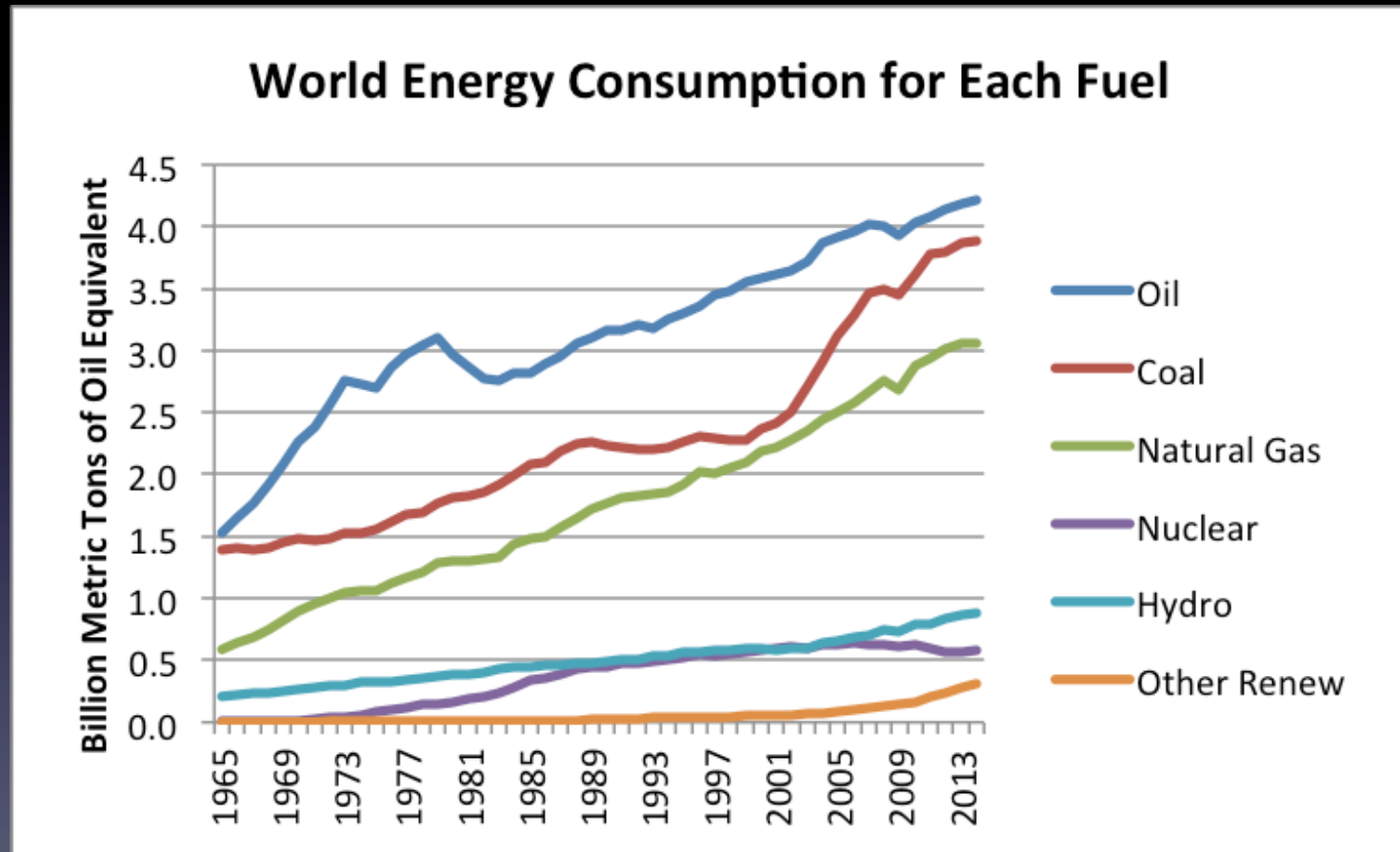
Live, Work, Travel & **STUFF**



Dependence on Fossil Fuels



Making **ZERO** net progress



RE-CAP

Grossly Unsustainable Situations

1. Overpopulation
2. Live, work, travel & **STUFF**
3. Fossil fuel dependence
4. OUR **FOOD** CHOICES

Most Important Topic **EVER**



Our food choices give us...

HOPE

Singular power of our food choices to

*Promote Health, Hope and Harmony
on Planet Earth*

Not NEARLY enough land



Incredibly Powerful Choices





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

BIG WIN by reversing Disease



BIG WIN with Reforestation

Double Whammy

Reforest farmlands



Destroying over ten
million acres/year



BIG WIN by solving this **MESS**



You better have a **BIG** Driveway!





Seven More Big Wins

1. Extinction rate (over 1,000 times normal)
2. Sick Oceans: coral disappearing, dead zones, acidification, warming, etc.
3. Soil erosion (Area the size of South Carolina, yearly)
4. Animal suffering in the trillions/year
5. World Hunger (20,000/day, mostly children)
6. Climate Change (tipping point projected 2017-2020)

7. WATER

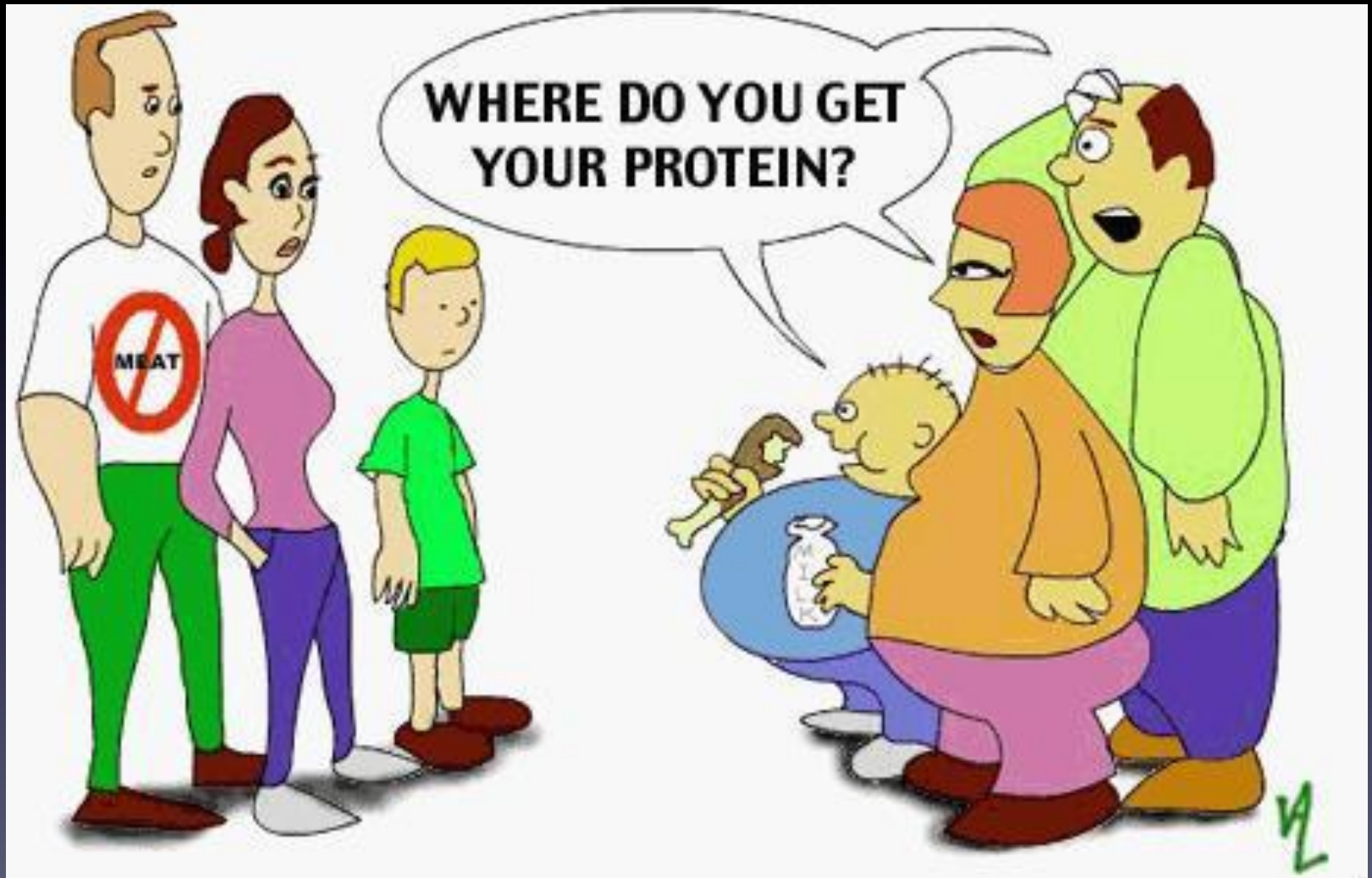
Greenpeace, Sierra Club, etc. ?

"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"



Protein Myth



Protein Myth & Locked Brains



Preventing incredibly powerful plant-based solutions to our most serious health, hunger and sustainability issues from even making it to the table for consideration.

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. Using 90% less water
2. Using 90% less land
3. Using 90% less energy
4. Return millions of farmland acres to forest
5. Slow down/reverse climate change
6. Spend 80% less \$\$ on healthcare
7. End world hunger
8. Buy time needed to fix all sustainability issues

Who could possibly not be happy about all of that?



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





Are things getting better?

URGENCY!!



TEN BILLION

STEPHEN EMMOTT

Harmony Project

Promoting health, hope and harmony on planet Earth

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
6. Leaders, Messengers & Funders



Finding that Special Leader

1. Global Recognition
2. Integrity
3. “Gets It” about food
4. Passion = #1 Priority
5. Attracts “messengers”
6. Just need ONE special LEADER
7. Will raise as many BILLIONS as it takes



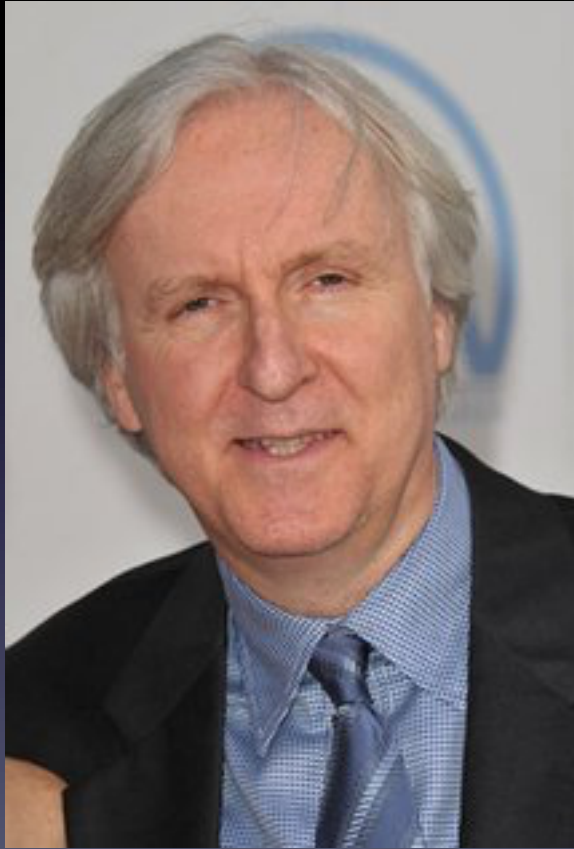
“Leader”



“Leader”



“Messenger”



"Messenger"



“Messenger”



More “Messengers”



“Funder”



“Funders”



Harmony Project Re-Cap

1. Replace **MDEF** with **PLANTS**
2. 4Leaf “system” for teaching
3. Leaders, Messengers and \$\$\$\$\$
4. Massive global awareness campaign
5. What can you do?



Easter Island (pre-humans)



Easter Island Tragedy



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.

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

The Survey

- 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
- 4leafsurvey.com
- 4leafprogram.com



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