

## ABOUT THE AUTHORS

**Dr. Kerry Graff** began laying the foundation for her medical career at Cornell, graduating summa cum laude as a biology major in 1990. After graduating from the University of Pittsburgh School of Medicine cum laude four years later, she completed a three-year Family Practice Residency at UPMC Shadyside in Pittsburgh. In 1997, she relocated to Canandaigua, NY, where she was employed by Thompson Health for the next nine years, providing primary care, including obstetrics.

In 2006, she opened her own practice that allowed her more flexibility in the way she practiced medicine. Then, after watching the powerful documentary, “Forks Over Knives” in 2013, she adopted a whole food, plant-based diet herself and quickly began experiencing a host of huge improvements in her health. She knew immediately that her medical career was about to change in a big way.

So it was back to Cornell, where she quickly earned her Certificate in Plant-Based Nutrition from eCornell and the T. Colin Campbell Center for Nutrition Studies and began incorporating the 4Leaf Survey as a teaching tool in her medical practice to help patients transition to a healthier diet. She reports that the results have been absolutely amazing, and that the 4Leaf Program has become an integral part of the way she practices medicine today. She currently serves as Chief Medical Officer at 4Leaf Global, LLC, helping to create teaching tools for patients.

**J. Morris Hicks** is the author of *Healthy Eating, Healthy World* and the creator of the 4Leaf concept. Shortly after learning all about the many alarming truths regarding our food choices in 2003, Jim realized that there needed to be

a better way to explain healthy eating to the world. The “V” words, at best, convey more information about what you’re avoiding than what you ARE eating. He began developing the 4Leaf concept in 2009 and introduced it to the public in his 2011 book, co-authored with his son, Jason.

A former strategic management consultant and later, a senior corporate executive with Ralph Lauren in New York, Jim has always focused on the “big picture” when analyzing any issue. In 2002, after becoming curious about the “optimal diet” for humans, he began a study of what we eat from a global perspective--discovering many startling issues and opportunities along the way.

In addition to a BS in Industrial Engineering from Auburn University and an MBA from the University of Hawaii, he holds a Certificate in Plant-Based Nutrition from eCornell and the T. Colin Campbell Center for Nutrition Studies, where he has also been a member of the board of directors since 2012.

Having concluded that our food choices hold the key to the sustainability of our civilization, he has made them his #1 priority--exploring all avenues for influencing humans everywhere to move back to the natural, plant-based diet for our species--in the interest of promoting health, hope and harmony on planet Earth.

This book contains about 44,000 words. By comparison, since 2011, J. Morris Hicks has published 900-plus articles and over one million words relative to this crucial global topic on his website at [hpjmh.com](http://hpjmh.com).