

Food. Climate. LEADERSHIP!

And the Future of Humanity

J. MORRIS HICKS
Author of OUTCRY

Also: Surviving the
Ecological Apocalypse
My Family Game-Plan



It all starts with the food! hpjmh.com



HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

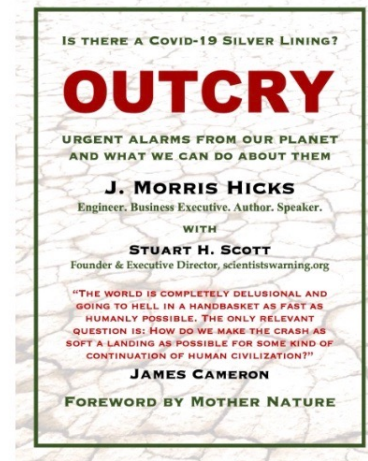
[Home](#) [S.O.S. Memos](#) [About Us](#) [4Leaf](#) [Big Picture](#) [Speaking](#) [Store](#) [My Blog](#)

**This Site is ALL about Promoting Health.
For Ourselves. For Our Planet. For our Future.**

[SOS Memos page, where you can Join Mailing List](#)

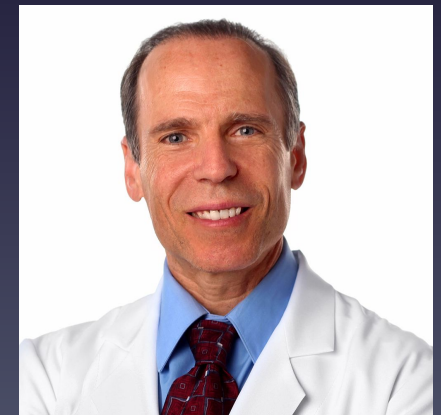
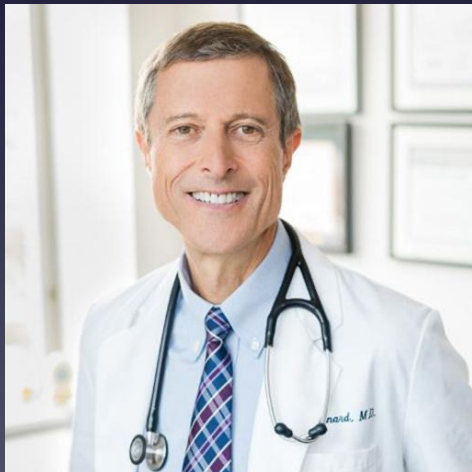
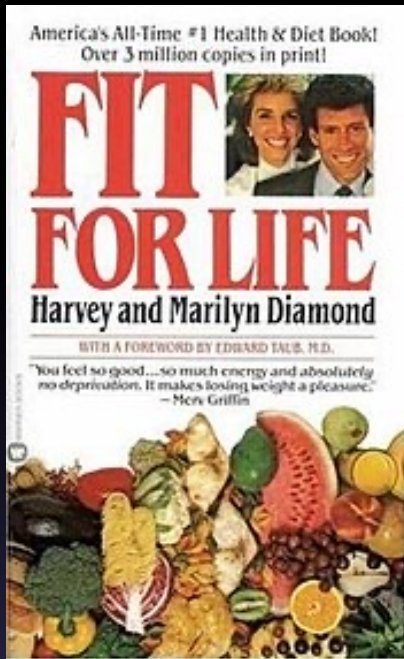
[J. Morris Hicks one-page bio](#)

- **Free via Zoom:** [Food, Climate. Leadership: Future of Humanity.](#) (Email me below for info)
- [Outcry Preview & Table of Contents](#)
- Click Outcry image to view Amazon page
- E-mail jmorrichicks@me.com
- [Unsolicited Outcry endorsement](#) From a Professor Emeritus of History at The Ohio State University

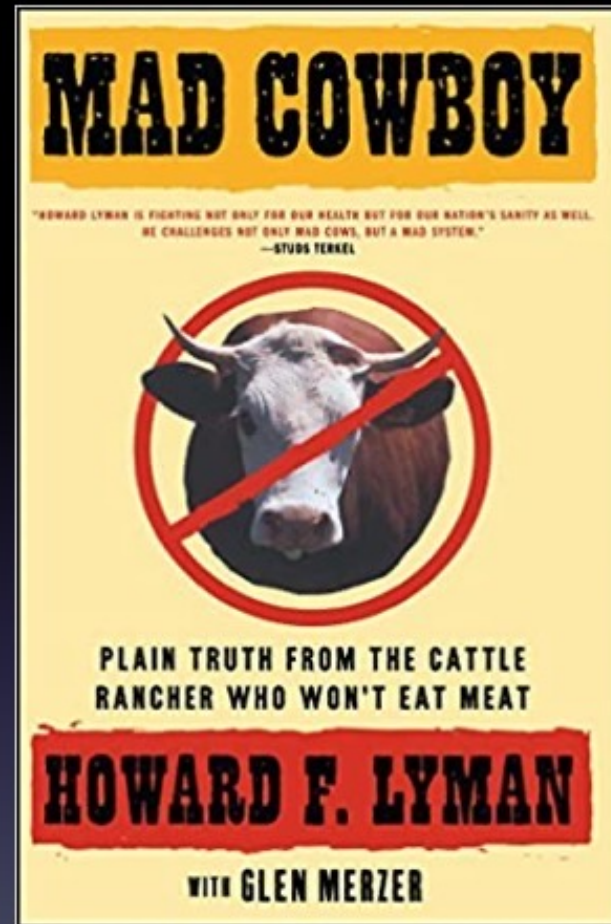
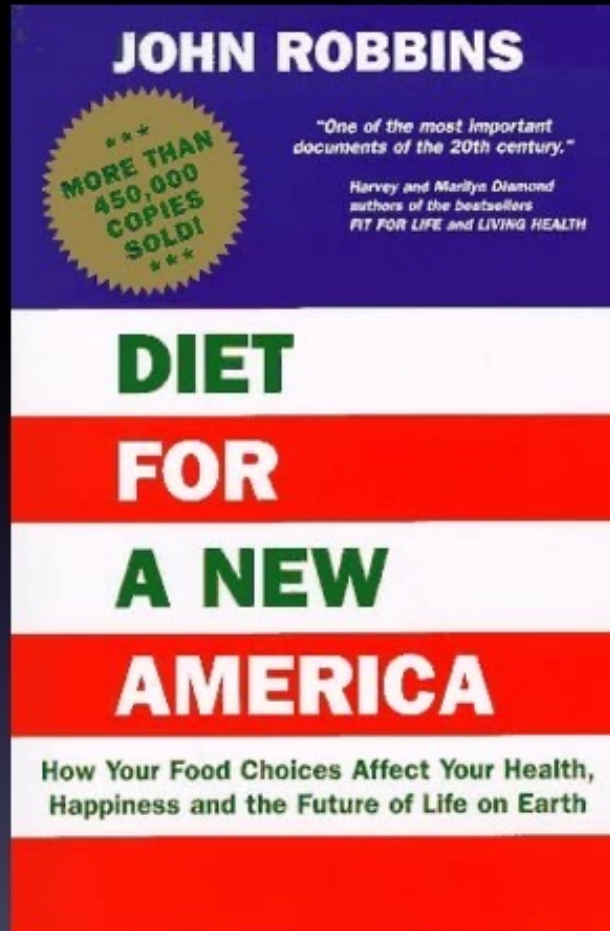


This Home Page features concise, “big picture” information about our journey through space together. All eight billion of us are passengers on Spaceship Earth and we are circling the sun once a year at a steady speed of 67,000 miles per hour.

Searching for the Optimal Diet in 2002



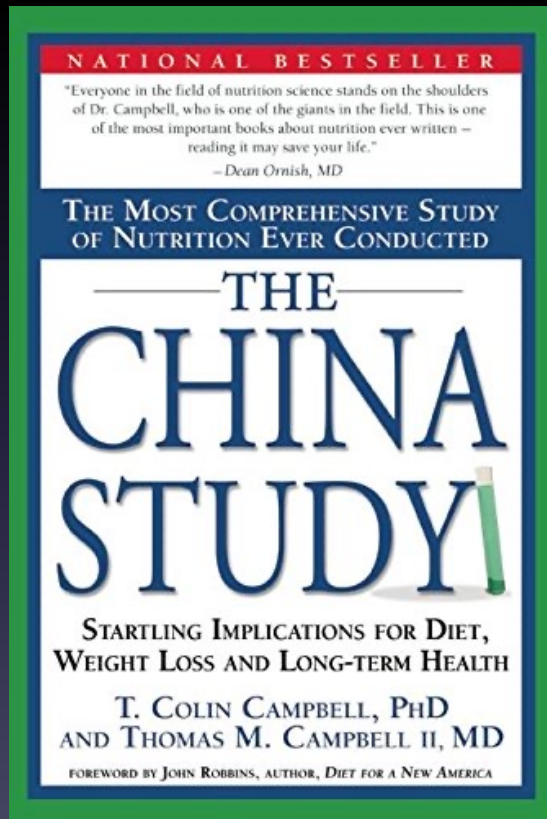
"My Blinding Flash of the Obvious" -- May 2003



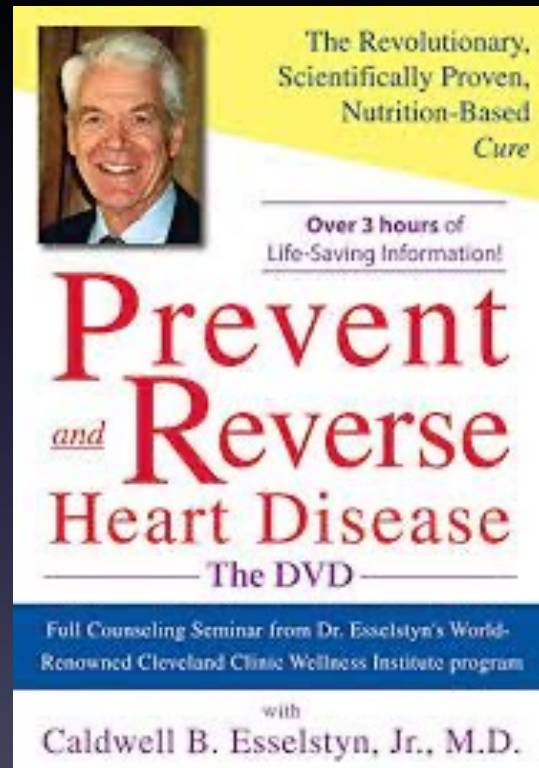
Published in 1987 and 1998 respectively

Easily preventing/reversing chronic disease

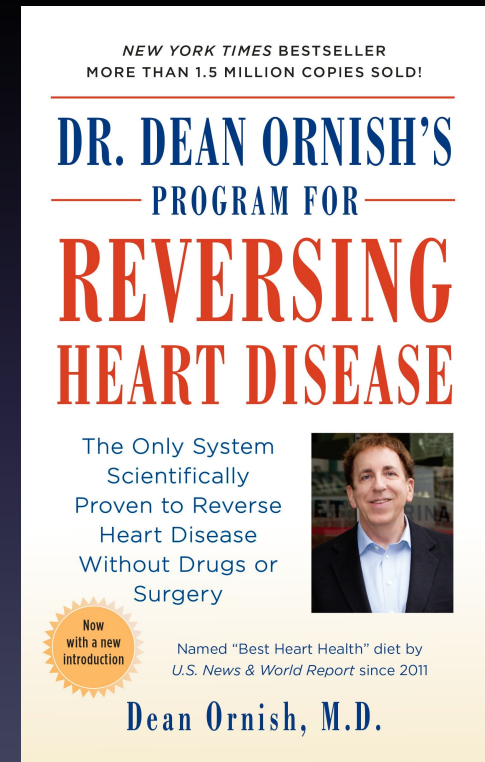
Mainstream science & medicine from... Cornell, the Cleveland Clinic and the White House



2005



2008



1995

Very few books cover both Human & Ecological Health

"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

"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



4Leaf[®] 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

Published on the 50th
anniversary of Earth
Day in April of 2020



Available only as an e-book for environmental reasons. No trees are killed and it does not need to be manufactured, stored and delivered. It also features hundreds of hyperlink references and videos, obviously not possible in a printed book. (seven bucks on Amazon)

IS THERE A COVID-19 SILVER LINING?

OUTCRY

**URGENT ALARMS FROM OUR PLANET
AND WHAT WE CAN DO ABOUT THEM**

J. MORRIS HICKS

Engineer. Business Executive. Author. Speaker.

WITH

STUART H. SCOTT

Founder & Executive Director, scientistswarning.org

**“THE WORLD IS COMPLETELY DELUSIONAL AND
GOING TO HELL IN A HANDBASKET AS FAST AS
HUMANLY POSSIBLE. THE ONLY RELEVANT
QUESTION IS: HOW DO WE MAKE THE CRASH AS
SOFT A LANDING AS POSSIBLE FOR SOME KIND OF
CONTINUATION OF HUMAN CIVILIZATION?”**

JAMES CAMERON

FOREWORD BY MOTHER NATURE



Stuart Scott & Greta Thunberg
COP24 Katowice, Poland – Dec. 2018

As for ecological health...

On a per calorie basis, **animal-based foods** require over **ten times** as much land, water and energy as do plant-based foods.

TEN TIMES!!

LAND – WATER – ENERGY

Factor of TEN on per calorie basis



*If we cannot take the “animal out of the equation” when it comes to feeding ourselves, we will **NEVER** learn to live in harmony with nature — thereby placing the future of our civilization (and our species) in serious jeopardy.*

—J. Morris Hicks

So why don't more people “get it?”

The Protein Myth

AKA “Locked Brain Syndrome”

As defined by J. Morris Hicks

Because of the mistaken, yet almost ubiquitous, belief that humans actually “need” to eat animal protein to be healthy — a host of incredibly powerful, plant-based solutions to the world's most serious health, hunger and sustainability crises never even make it to the table for consideration.

Most know that Climate Change
is a **HUGE** problem

But **NO ONE** in authority is sounding the
alarm about it's #1 cause:

Our love affair with
Animal-based Foods!

In 2006, the UN published huge report

18% of climate change was due to livestock

Livestock's long shadow

- Land degradation
 - Sector accounts for 30% of the land surface
 - 70% of all agricultural land
 - 20% of world's pastures are degraded through overgrazing, compaction, and erosion
- Anthropogenic GHG emissions
 - Sector accounts for 18% ($\pm 26\%$)
 - Land use change - CO_2 (32%)
 - Enteric fermentation - CH_4 (25%)
 - Manure and slurry - N_2O (31%)
- Water resource depletion/degradation
 - Sector accounts for 8% of human water use
 - Most for irrigation of feed-crops
 - Water pollution (waste, pesticides, etc.)
- Biodiversity losses
 - Livestock threaten 306/825 biomes globally



Steinfeld et al. (2006)

But they didn't
tell us to stop
eating animal-
based food

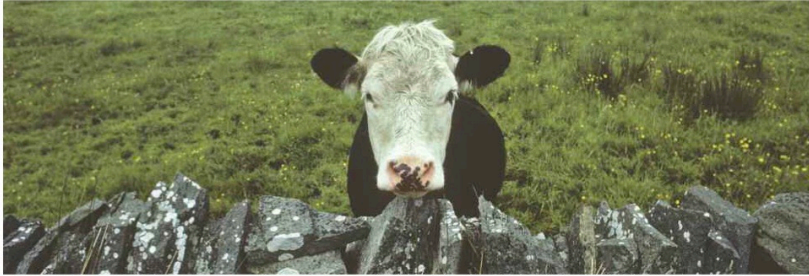
Why Not?

Protein Myth

Locked Brain Syndrome



Livestock and Climate Change



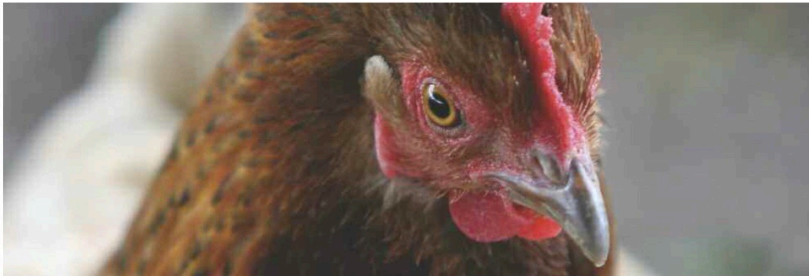
© Life Foundation

What if the key actors in climate change are...



Duncan Fawcett

cows, pigs, and chickens?



Philip MacKenzie

Three years later in 2009, two World Bank researchers (Goodland and Anhang)

Concluded that the U.N. numbers were far too low and that the real number was... **At Least**

51%

2019 Position Paper. Dr. Sailesh Rao

“Animal agriculture drives at least 87% of climate change”



climatehealers.org



14.5%, 18%, 51% or 87% Which is it?

Go to YouTube and search for

“Animal Climate Controversy”

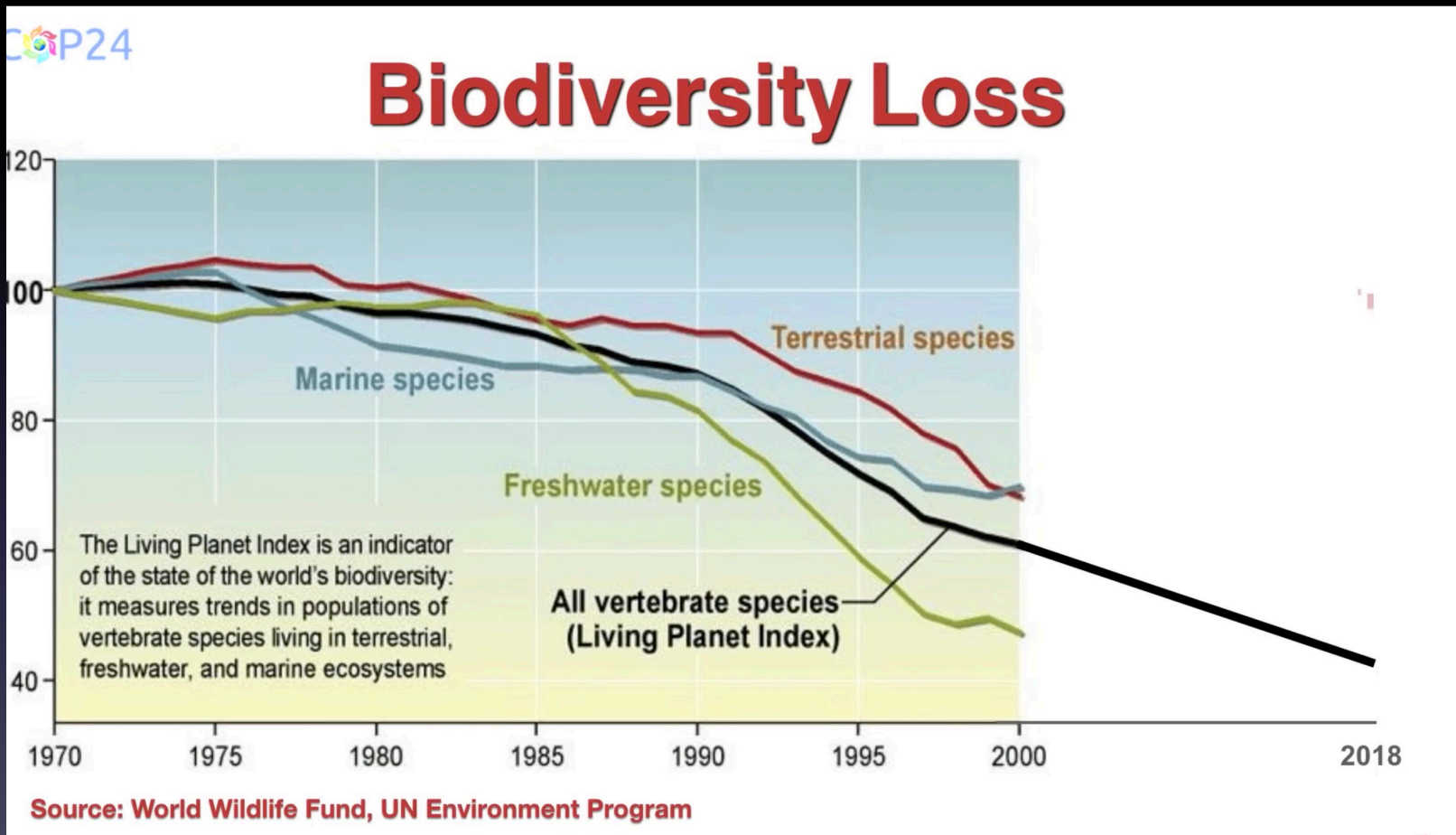


**Watch this 9-minute video
by Gerard Bisshop**

Executive Director, World
Preservation Foundation

In the video, Bisshop carefully explains Dr. Sailesh Rao's conclusions on this hotly debated topic. It primarily boils down to rampant deforestation to make room to graze, or grow food for, livestock.

As animal agriculture goes up... Biodiversity goes down



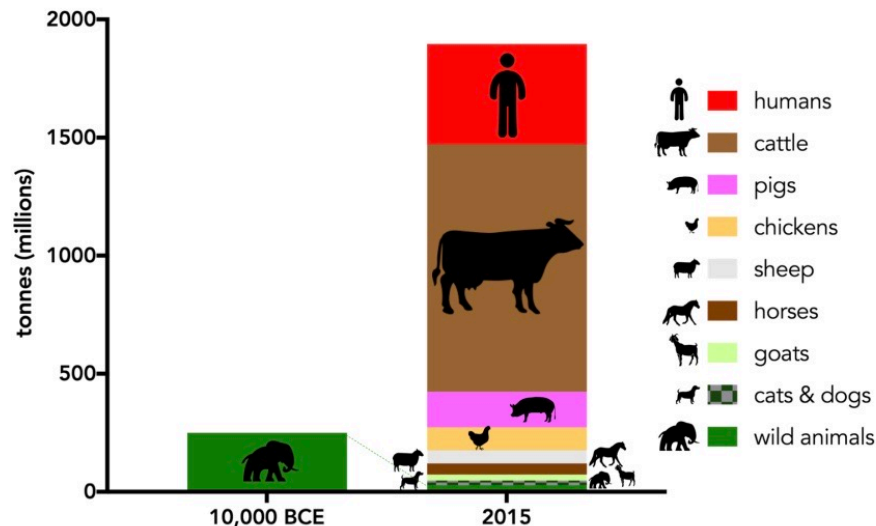
Over 50% of ALL vertebrate species lost since 1970

Source: World Wildlife Fund, UN Environment Program

Very revealing chart from ecological scientist, Dr. Corey Bradshaw, Flinders University

The state of global biodiversity — it's worse than you probably think

24 01 2020



Paul Chefurka 2015

I often find myself in a position explaining to non-professionals just how bad the state of global biodiversity really is. It turns out too that even quite a few ecologists seem to lack an appreciation of the sheer magnitude of damage we've done to the planet.

Species Extinction

According to a 2010 U.N. Paper



**150 to 200 species of
plant, insect, bird and
mammal become
extinct every 24 hours**

Over 1000 times
the normal rate

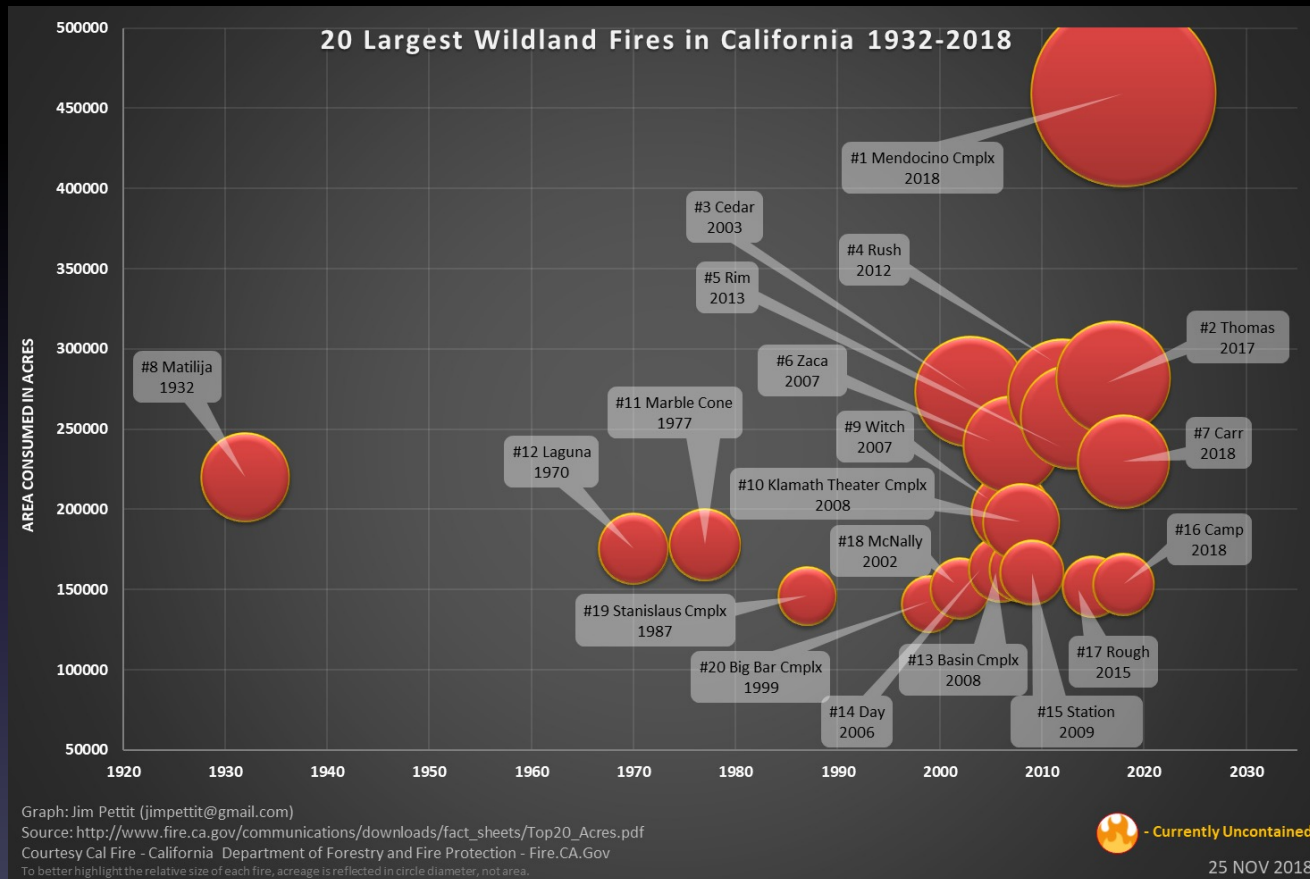
Let's face it. Our "house" is on fire!

Sea ice is melting, coral is dying, species are going extinct...



Image: John McColgan, Courtesy: APOD

The bigger the circle, the bigger the fire...on this 100-year graph



In Sept of 2020, **six of the largest twenty fires in California history** were all burning at the same time.

One more **HUGE** problem associated with **Eating Animals**



Five pandemics of animal origin since 2002

To date, Covid-19 has killed about eight million
But not nearly as many as heart disease & cancer

Since Jan 2020: well over 60 million!

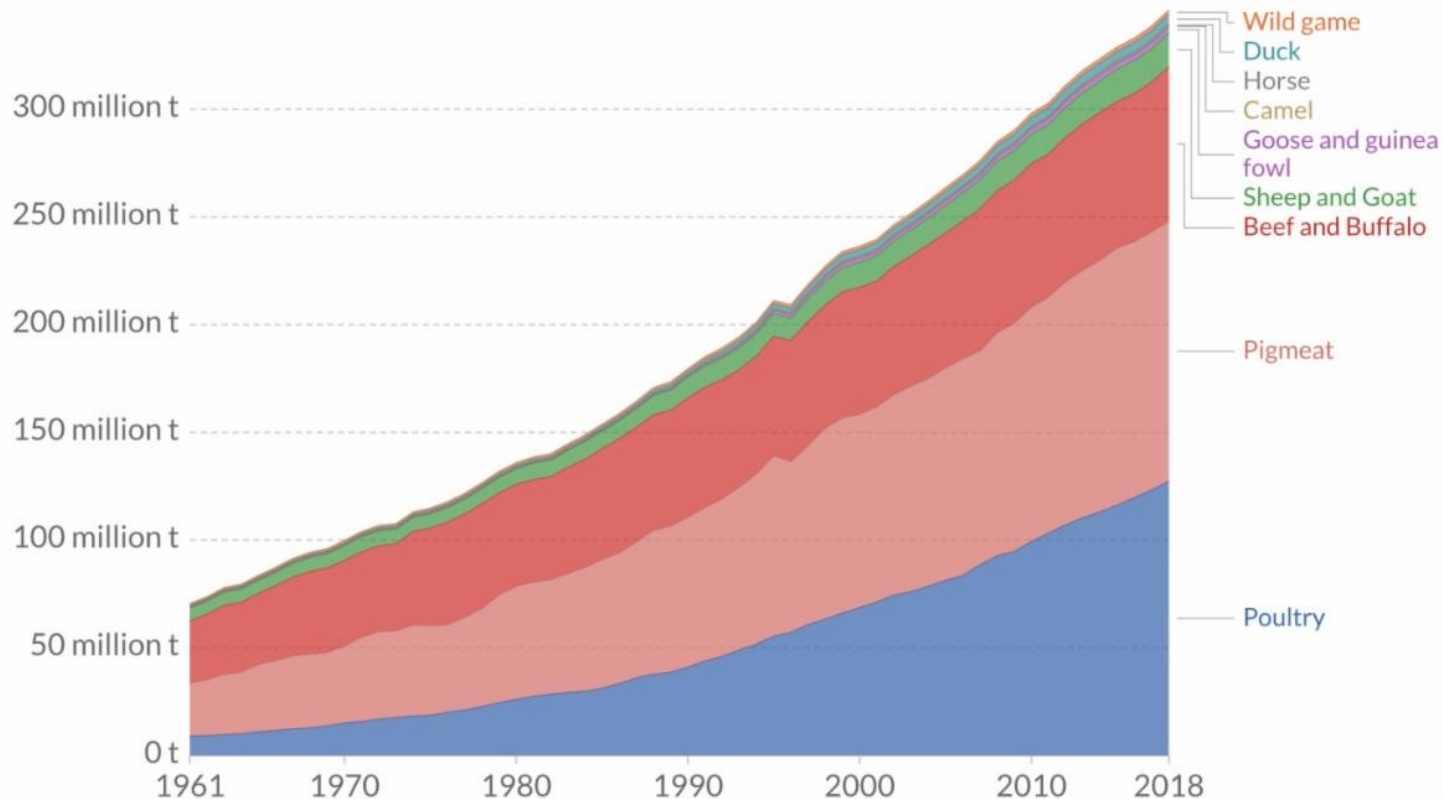
Yet we're still not addressing the #1 driver of all these problems

Meat production by livestock type, World, 1961 to 2018

Our World
in Data

⇌ Change country

□ Relative

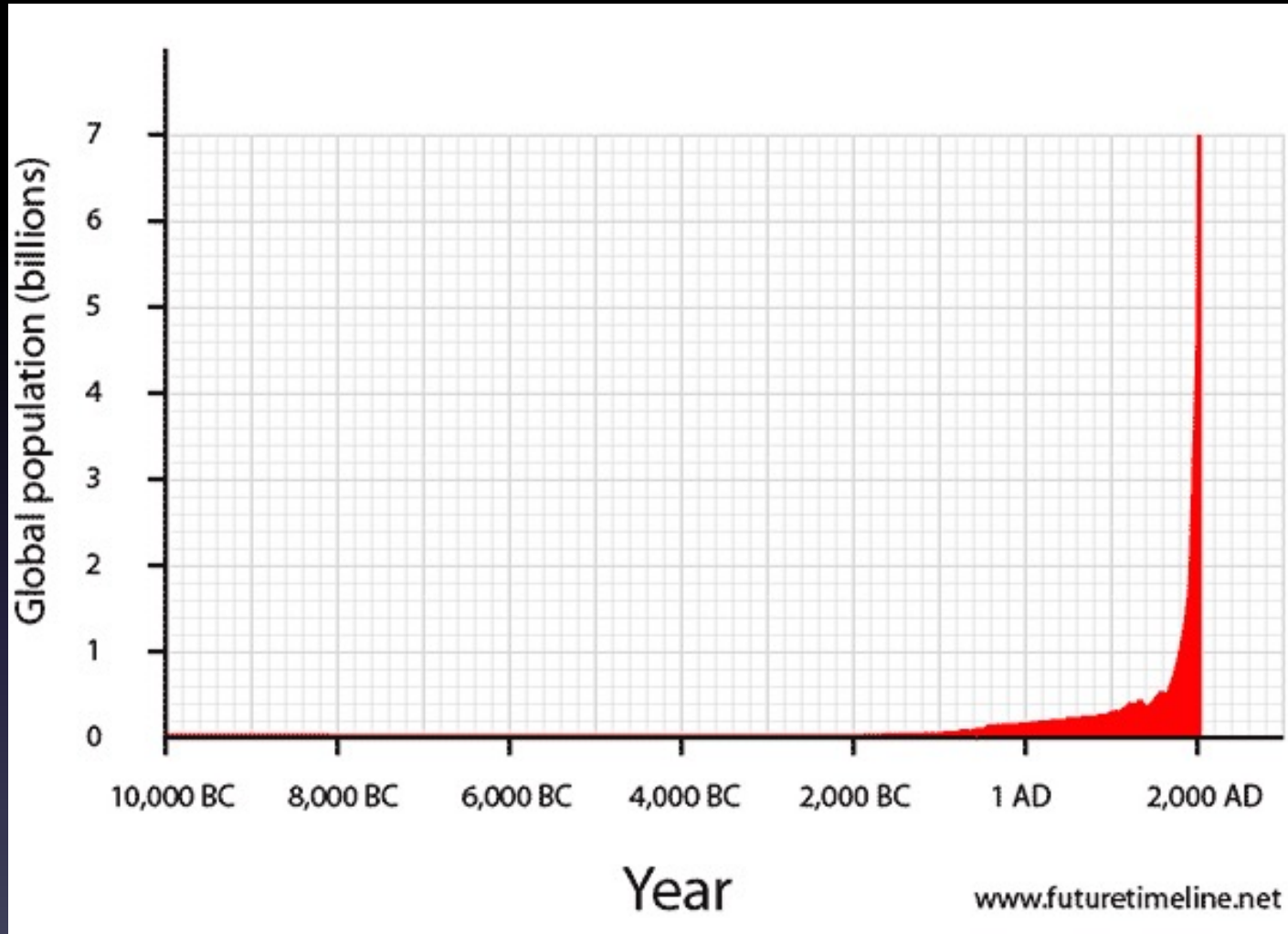


Source: UN Food and Agricultural Organization (FAO)

OurWorldInData.org/meat-production • CC BY

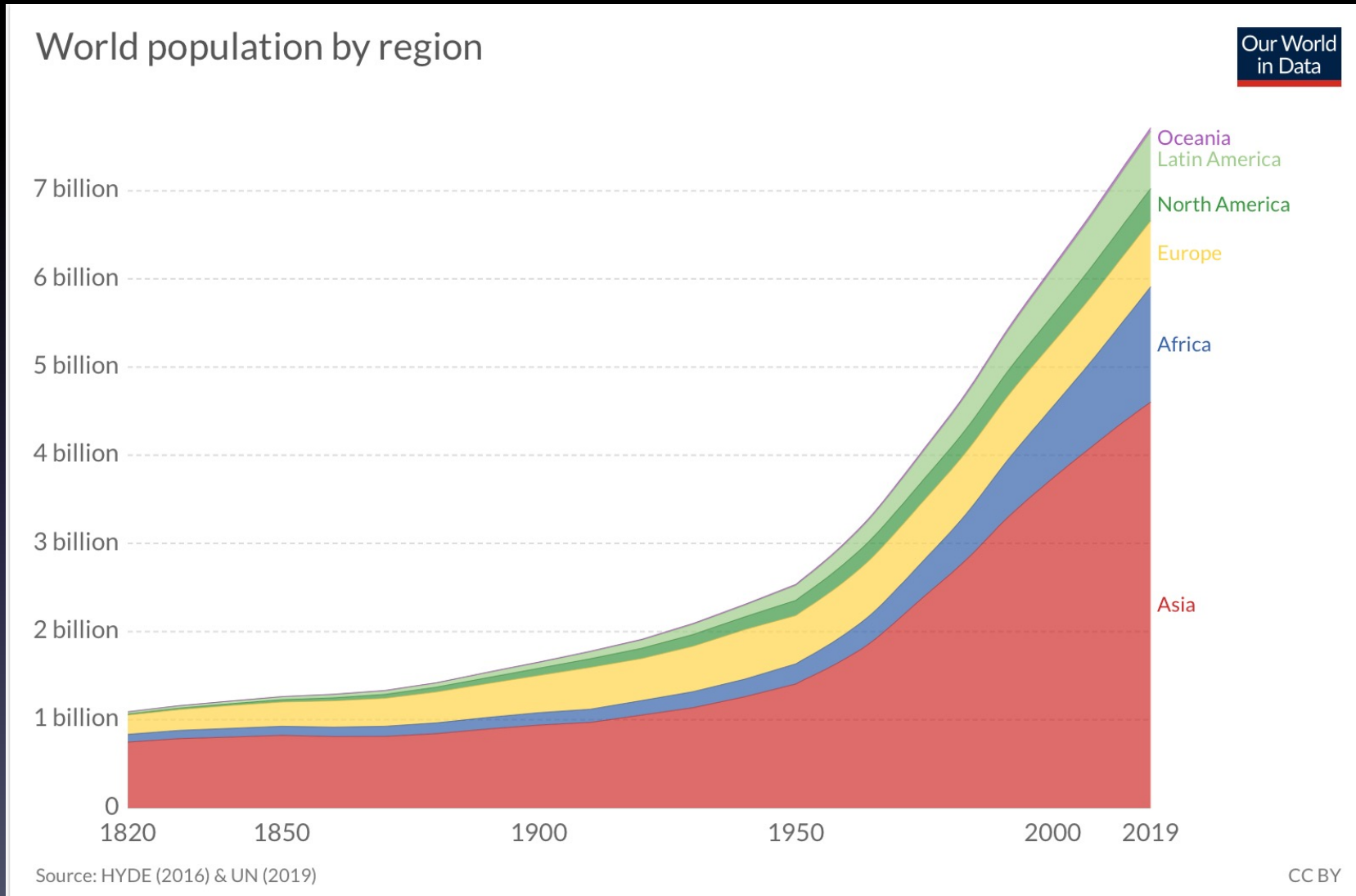
Note: Total meat production includes both commercial and farm slaughter. Data are given in terms of dressed carcass weight, excluding offal and slaughter fats.

A huge part of our problem is overpopulation



It took us 300,000 years to get to one billion...

And just 200 years to add another 7 billion





What about our population problem?

Let's begin with Earth's carrying capacity

- European Lifestyle: TWO Billion*
- American Lifestyle: ONE Billion*
- Eco-Friendly Living: FOUR Billion (JMH)

*Source: Global Footprint Network -- footprintnetwork.org

Let's re-cap our situation

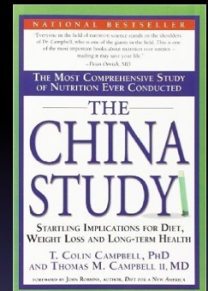
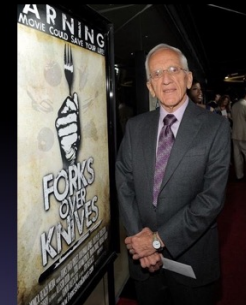
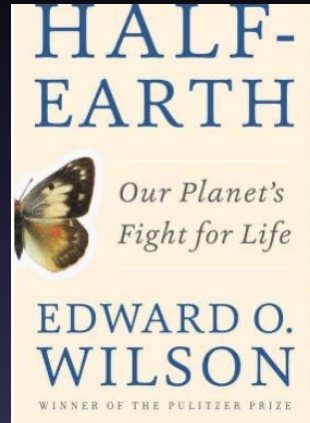
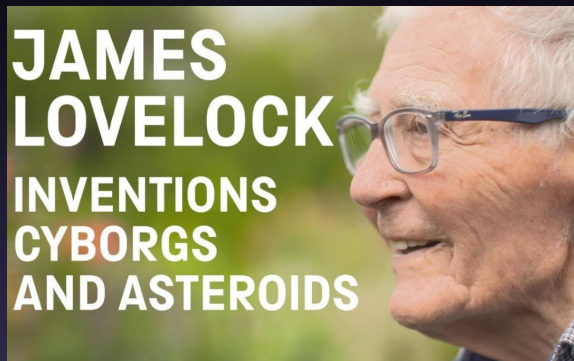
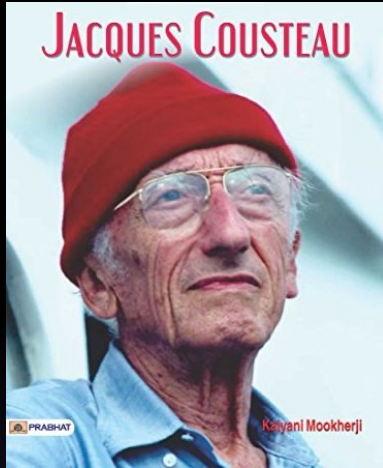
- We have way too many people on the planet
- Most are eating the wrong food
- Which requires us to destroy more of nature
- Hundreds of species go extinct every day
- We're consuming way too much "stuff"
- We're running out of time to save ourselves
- We need a totally new "system" of living...
- Including a nature-friendly global economy
- What about the environmental NGOs?

Environmental NGOs

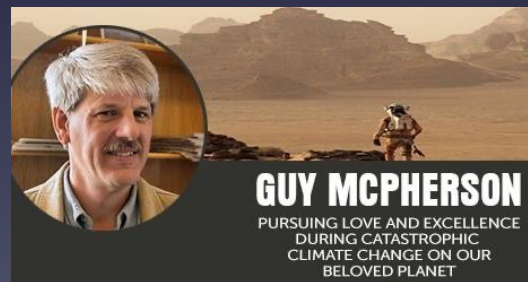
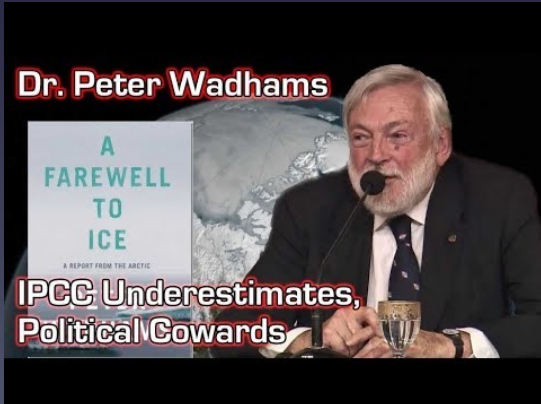


Can they save us?

What do “big picture” scientists say?



T. Colin Campbell, PhD
Nutritional Science, Cornell University



Animal foods?



Dr. Stephen Emmott



We met for coffee/tea at the Berkeley Hotel in London in October of 2013

The last 27 words of his 2013 book, TEN BILLION

“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_____.”

Three Variables Offering Hope

Most of those scientists may not be that knowledgeable in these three areas

1. Food choices
2. Systemic Change
3. Leadership

Speaking of “Systemic Change”

“You never change things by fighting the existing reality.

To change something, build a new model that makes the existing model obsolete.”

—Buckminster Fuller



We need radical, *systemic change*



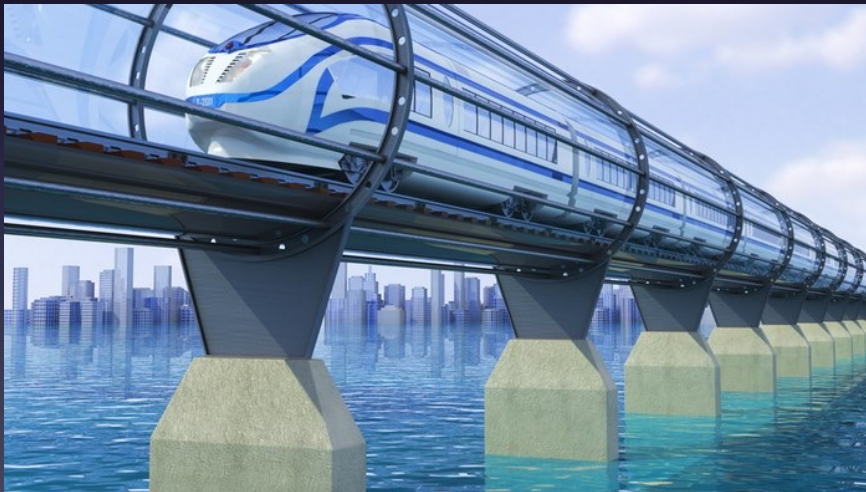
Not Trillion Dollar Band-aids

Example, The Q Train in NYC



45 Years and Ten Billion Dollars

Vision of “systemic” change



25-mile wide living corridor from Boston to Seattle (GBN)

A Virtual Paradise on Earth

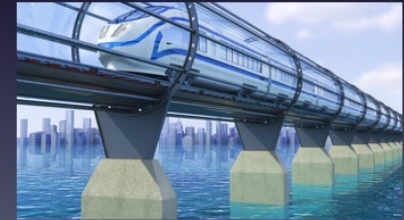


AGRA. Great Big Northern



Seattle to
Boston

GBN



“Magical”
way of life
for
humanity

The Greenest Part of the GBN



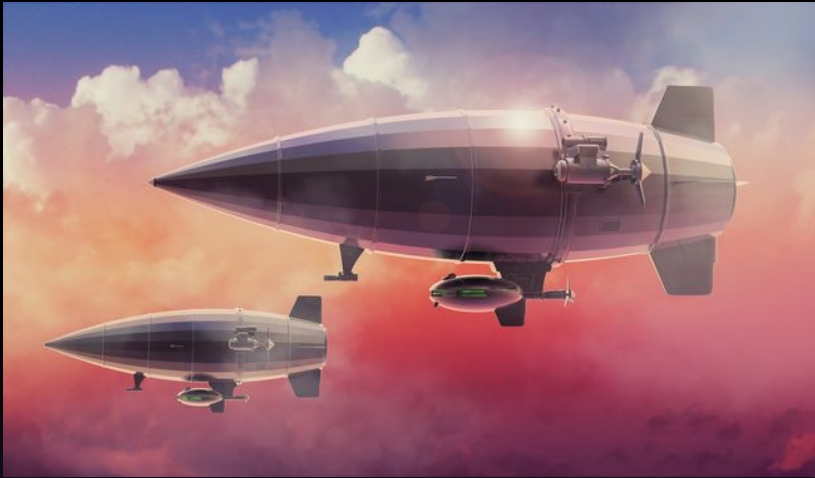
Replacing THIS



"GBN" -- A Few Policy Ideas

1. By Invitation Only! A "Better Alternative." AGRA
2. ONLY GREEN consumption options exist: food, clothes, etc.
3. 100% Plant-Based eating (Great tasting food everywhere)
4. GREEN Economy. Earthonomics replaces capitalism.
5. Full employment, healthcare & housing for all
6. Flexible Housing. No "owned" real estate
7. Vehicles all shared (bikes, cars and trucks)
8. Airports for International Travel Only (BOS, ORD & SEA)
9. Population Controls (Only one child per couple)

GREEN Air Travel to Exotic Places



As for that magical place --- where ONLY
“green” lifestyle choices exist...



Is it **THE** solution?
Can it help start **THE**
conversation?

What are our chances for survival as a species?



James Lovelock, PhD
Scientist, Engineer, Inventor
Alive & well at 102

Viewing the Earth as one giant self-regulating “system,” this living legend grasps the relevant, global big picture more completely than perhaps any other scientist in history.

He expressed this dire conclusion in a 2010 BBC film.

“When you see the whole picture, it is really fearsomely bad...I fear that not many of us will survive, at best about a billion—possibly a lot less than that.”

“If the Earth improves as a result of our presence, then we will flourish. If it doesn't, then we will die off.”



Is the Earth “improving” because of our presence?

Is Earth improving because of this?



1.8 billion pairs imported in the USA in 2020 (6 pp)

Is Earth improving because of this?



3 times as many locations as McDonald's in USA

Is Earth improving because of this?



7 trillion per year, 5 trillion are littered

How **GREEN** is **GREEN** enough -- When it comes to truly sustainable living?

No one knows how green we must live to survive. So I suggest that we challenge ourselves to err on the side of living even *greener* than nature demands. Why?



Because we are likely to get only one chance to get this right. To be clear, we're talking about the urgent need to totally re-invent every aspect of the way we live—as we create a human habitat where only **GREEN** lifestyle choices exist:

Transportation. Housing. Food. Jobs. Clothing.
Entertainment. Economy. More.

How URGENT is our situation?

How quickly
must we take action?



We are the **first generation** to feel the sting of climate change, and we are the **last generation** that can do something about it. —Jay Inslee

Governor of Washington

For all the children of the world, we, indeed, MUST...
“DO something about it!”



For their sake, we must **JOLT ourselves into thinking differently**,
a process that we describe in the final chapter of OUTCRY.

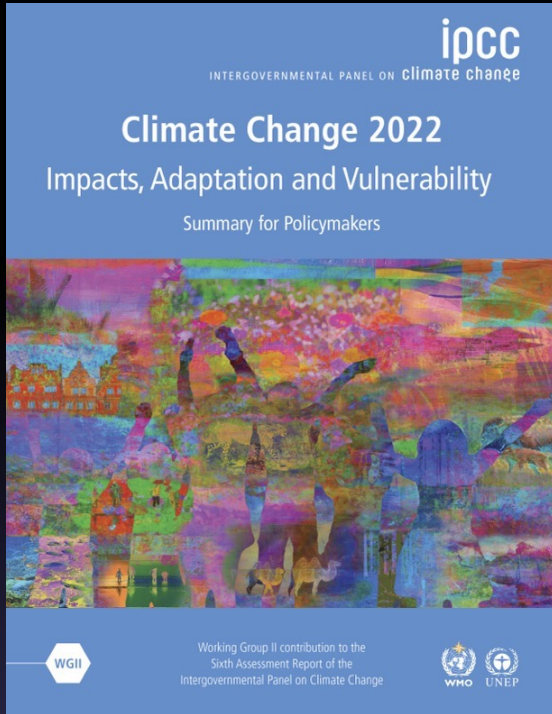
“Code of Silence” at COP26 re FOOD!



With the
exception of
Greta



April 2022, IPCC publishes 3,000 Pager

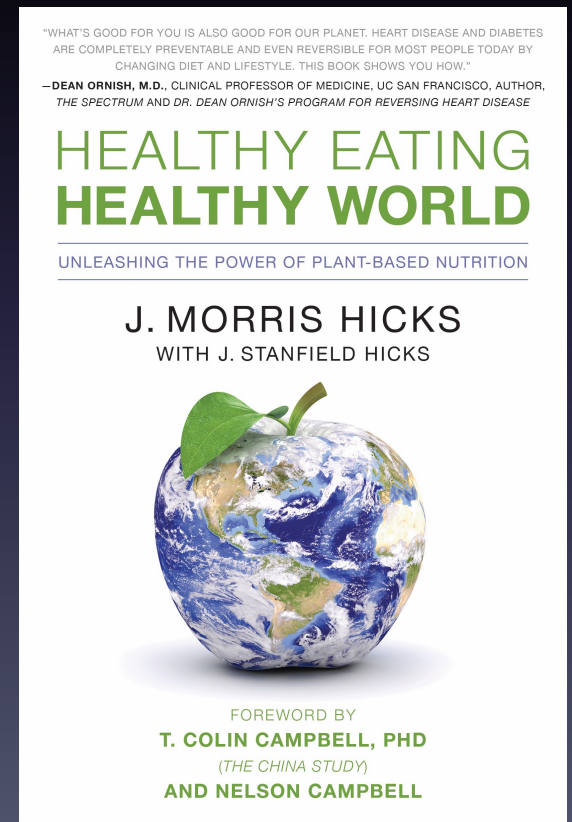


FOOTNOTE 62: 'Sustainable healthy diets' promote all dimensions of individuals' health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable, as described in FAO and WHO."

"The related concept of balanced diets refers to diets that feature plant-based foods, such as those based on coarse grains, legumes, fruits and vegetables, nuts and seeds, and animal-sourced food produced in resilient, sustainable and low-GHG emission systems, as described in SRCCL."

There was not even the slightest suggestion that we should cut back on foods that comprise the leading driver of climate change. NOT ONE!

Four Phases of My Career



EgonZehnder

Management Consultants in
Executive Search, Executive
Assessment & Development,
and Board Consulting

Egon Zehnder
Domestic House
Meylan, France
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Delivering powerful, effective
problem solving where it
matters most - at the highest
levels of leadership



What is our best possible chance to save our biosphere and humanity?



We just need two things:
Enough Leadership
&
Enough Money

With a hefty dose of both, **we can totally eliminate animal agriculture within 5 years.**

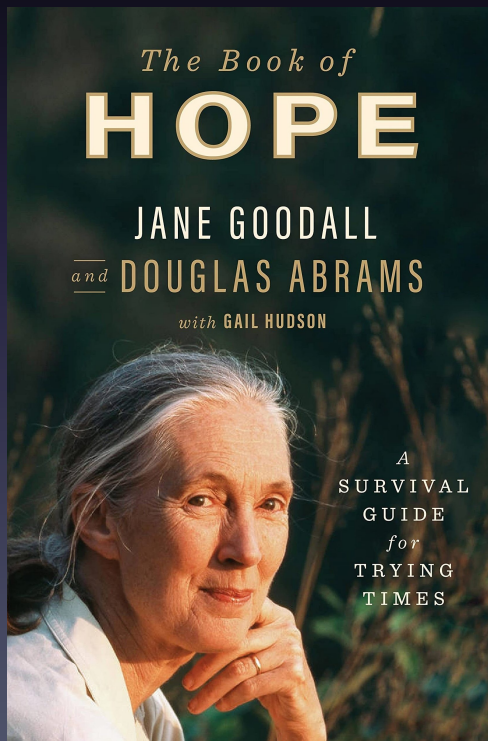
Sound crazy?

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

— Steve Jobs

Are we crazy enough?

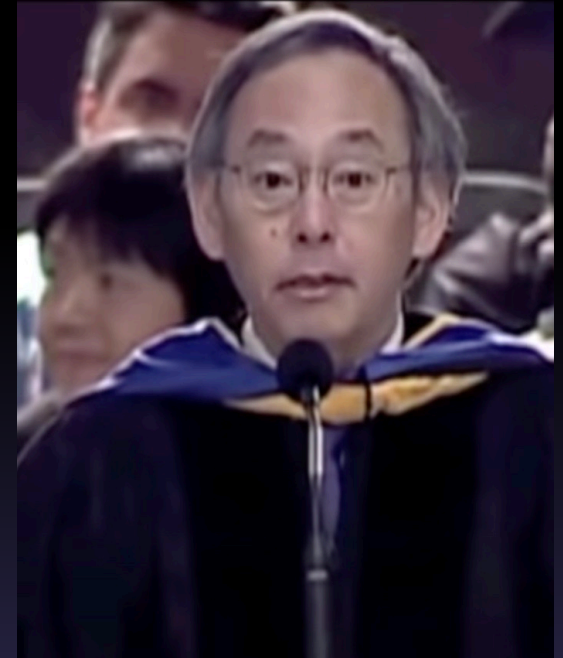
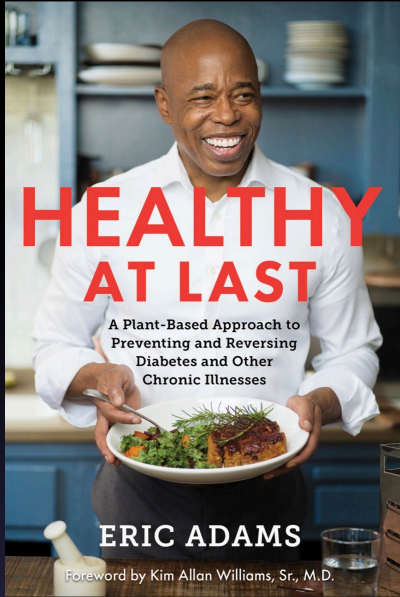
Leadership! Leadership! Leadership!



Six women and four men
Half of them know the
TRUTH about our
sustainability crisis...



Leadership Coalition of Truth Tellers



Mayor Adams, Tim Cook and Steven Chu
The nucleus of a powerful leadership team

Imagine the world's largest media company
that is totally focused on addressing the
#1 driver of climate change: animal agriculture
Check out **SOS Memo #157** posted on 5-10-22



Simple definition of the optimal diet for humans

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

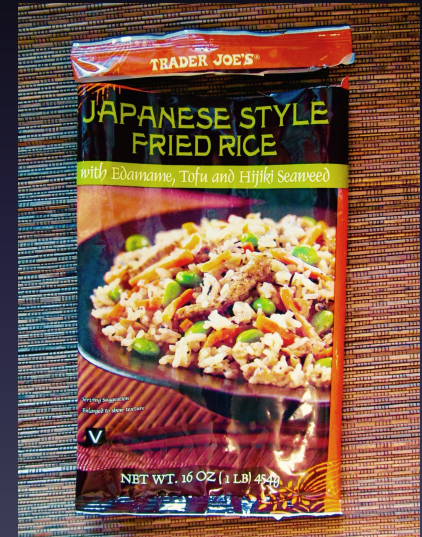
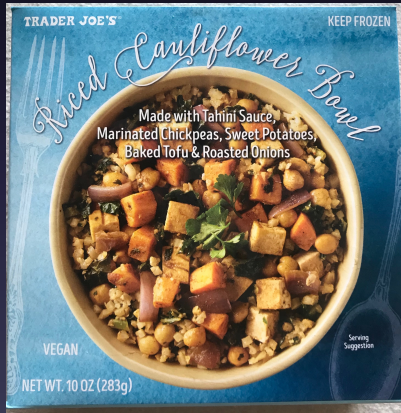
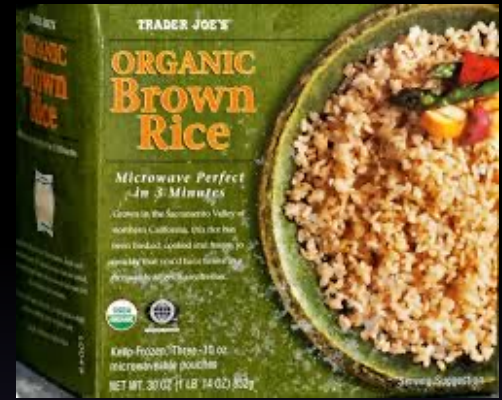


- Focusing on what we **DO** eat
- **Not what we're avoiding**
- Implied “wobble room”
- **Find out where you are in 2 min. Free: 4leafsurvey.com**

Too Expensive? Not convenient?



Easy Meals at Home: "444"



4Leaf. 4 Minutes. 4 Bucks.

SOS Memos page

hpjmh.com

Links to my
weekly
columns
5 to 10
minute read

Most recent memos are listed first:

- SOS #157 (5-10-22) [Overcoming the Suppression of Truth re Climate](#)
- SOS #156 (5-3-22) [Ten Days, 14 States and 3,100 Miles](#) (Revelations)
- SOS #155 (4-26-22) [KILLING climate change during wartime](#) (Adams)
- SOS #154 (4-19-22) [Third Grade Math that Can Save Humanity](#)
- SOS #153 (4-12-22) [When Forrest Gump first bought Apple stock...](#)
- SOS #152 (4-5-22) [“EX-VEGANS” outnumber vegans! Really?](#)
- SOS #151 (3-29-22) [An “Inconvenient Truth” about Al Gore](#) Adams List
- SOS #150 (3-22-22) [Putin, Puck, the Press and a Powerful Pivot](#)
- SOS #149 (3-15-22) [Breaking the “Code of Silence” re Climate Change](#)
- SOS #148 (3-8-22) [Trillion \\$\\$\\$ Tim Cook & Climate Change](#)
- SOS #147 (3-1-22) [If we CAN’T, maybe Canada CAN!](#) (Build the CCC)
- SOS #146 (2-22-22) [Enormous Life-Saving, Truth-Telling Opportunities](#)
- SOS #145 (2-15-22) [Hilarious SNL Swagger from NYC Mayor Adams](#)
- SOS #144 (2-8-22) [NYT finally notices the “elephant in the room”](#)

My own personal game-plan



I only share my game-plan on this most crucial topic with live audiences, whether online or in person.

My Daughter – Diana (now 42)



Scored 32 on the
4Leaf Survey



The CCC instead of the GBN

The Continental Corridor of Canada

Larger than the USA but fewer people than California



Envision a hockey stick corridor from
Newfoundland to British Columbia via Montreal

Primary Websites

www.hpjmh.com

4leafprogram.com

How healthy are you eating?

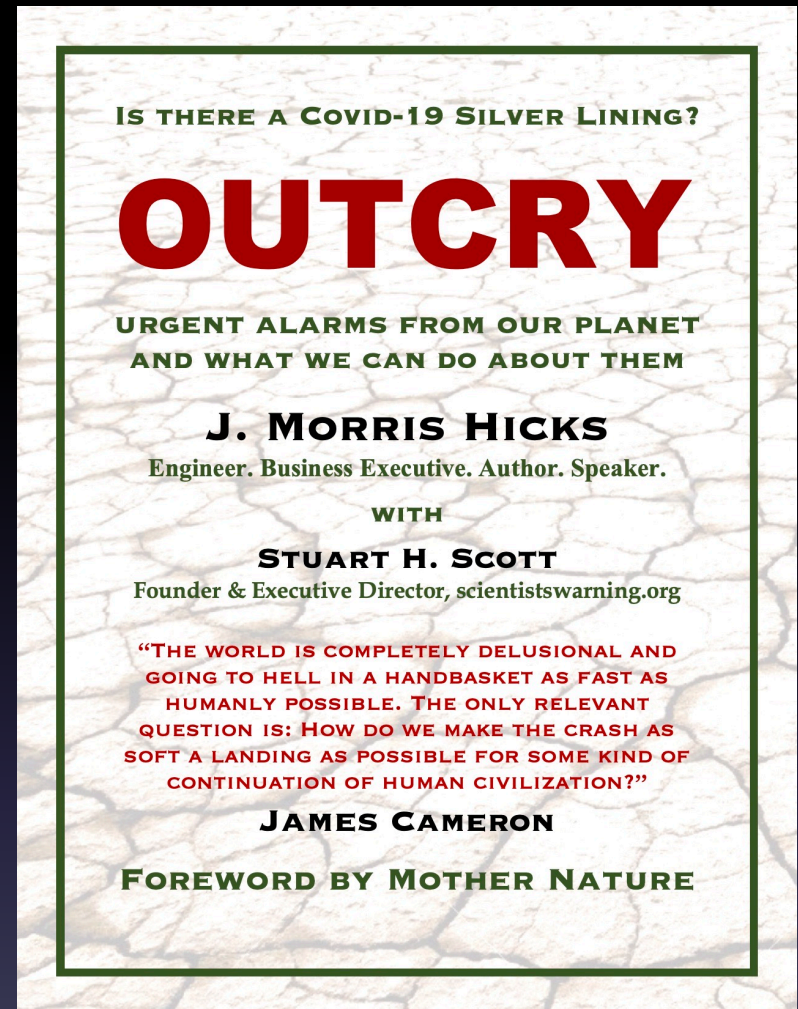
Find out by taking our free 2-minute survey at 4leafsurvey.com

For lowering the cost of healthcare
in large organizations everywhere:

Visit: archby4leaf.com

jmorrishicks@me.com

PO Box 542, Wilmington, VT 05363



For environmental reasons,
Outcry is only available as an
e-book. (\$7 from Amazon)