

**Food Choices are Crucial**  
to our long-term survival as a species on...



**May 22, 2025 -- J. Morris (Jim) Hicks**

Our individual food choices are the quickest, easiest, least expensive & most likely means to “possibly” prevent the near-term collapse of civilization AND the extinction of humanity on...



By simply by returning to the natural diet for our species (**whole, unprocessed plant-based foods**) we can END world hunger... while slashing the price of food and healthcare by more than 50% for everyone else.

It's all about what we choose to eat!  
Those choices are crucial to our survival.

We must urgently return to what nature  
intended for us to eat: whole plants!



**HEALTHY EATING  
HEALTHY WORLD**

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

My journey toward the above conclusion began in 1965, when I  
changed my major to Industrial Engineering, a discipline

Focused on "System" Optimization

As for “systems” -- five grossly unsustainable situations exist in our current “system” of living on this planet:

1. Overpopulation (adding net 6 million/month)
2. Never ending growth economy – Capitalism
3. Extremely harmful & wasteful manner we are living
4. **Steadily rising consumption of meat, dairy, eggs & fish**
5. Selfish, ignorant & irresponsible global leadership

As for our “system” of eating, I am near certain that there is only one action that can possibly buy us enough time to resolve all of the above “situations.” That action is:

Downsizing the global animal agriculture industry  
by at least 50% before 2035...

Via individual food choices by billions of people...

Meanwhile, a headline in the NY Times on 9-21-24



## Our Taste for Flesh Has Exhausted the Earth

“Are we ready for the future of meat? Worldwide, 80 billion animals are slaughtered every year for meat.”

“Raising all those animals has already claimed most of the world’s farmland. It has led to zoonotic diseases and vast deforestation. It has polluted air and water and spewed planet-heating gasses into the atmosphere.”

“It has also enabled many more people to eat meat more often than ever before, which has in turn put pressure on governments to both keep meat prices affordable and reduce its climate hoofprint.”

To be clear, Lab Grown Meat is **NOT** the answer!

# So, what is the answer?

How my half century career has led to a possible solution

## Four Phases of That Career

Phase 1: Process Improvement Consultant, 9 yrs. (1972 to 1981)

Phase 2: Corporate Executive Positions: 18 years (1981 to 1999)

Phase 3: Executive Search, 11 years (1999 to 2010) I call this era my transition phase from corporate executive to environmental activist.

Phase 4: Writer, Speaker, Activist: 14 years and counting...

It was in 1988, mid Phase 2, when I first began learning about the health benefits of the natural diet for our species. **Plant-based foods.**

**But It was 15 years later** when I finally connected the dots regarding the crucial role of our food choices when it comes to not only our own health -- but also to the **health of the biosphere that keeps us alive.**



# It all began at Auburn in 1965

when I changed my major to

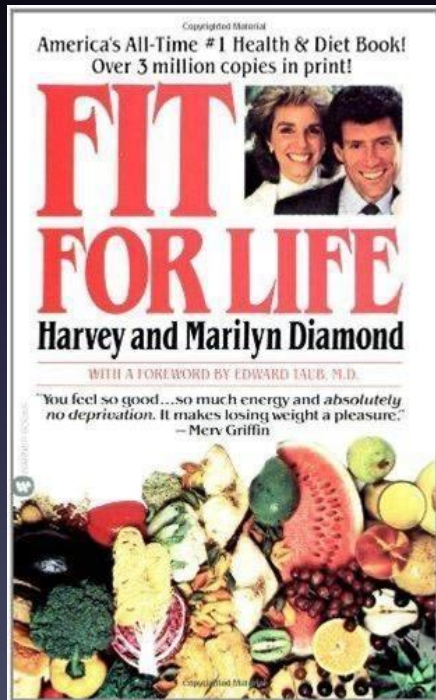
## Industrial & Systems Engineering



During my first week at Auburn, in March of 1965, Martin Luther King led the famous civil rights march across the Edmund Pettis Bridge from Selma to Montgomery, about a one hour drive from Auburn.

## 16 years into my career, my 1st exposure to healthy eating:

- In 1988, I ran a 10k race in Ridgewood, New Jersey.
- After the race, they sent me photos. I ordered a poster.
- Shocked by my appearance on that poster, I went shopping the next day in NYC for health books.



- The first book I ever bought on health
- It featured nothing but fruit in the morning
- Encouraged eating lots of whole plants
- Suggested minimal meat, dairy, eggs & fish
- Lost over 20 pounds in six months
- Had to alter all of my slacks and suits
- Went on/off that “diet” the next 15 years
- 2003: Got serious about the “optimal” diet and adopted a permanent WFPB diet!
- What triggered that shift?

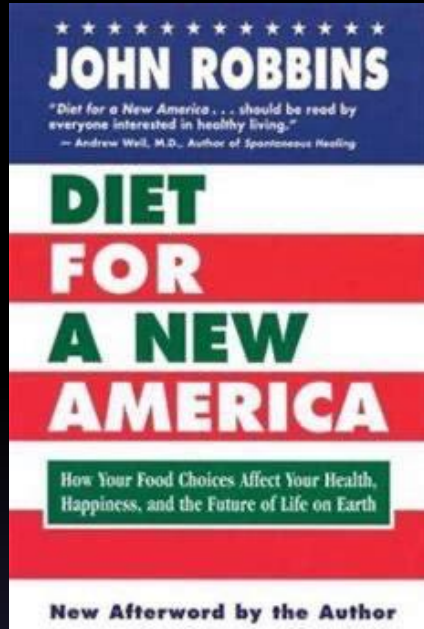


# Oddly enough, the 9-11-01 tragedy played a major role...

1. I flew into NYC that fateful day, to meet with several clients.
2. That tragedy almost annihilated the executive search industry.
3. Nov. 2002: A money-making idea is born! After speaking to a group of Georgia Tech alumni. "Get a life , then get a job, my 7 secrets."
4. One "secret" was all about taking charge of your health
5. "Get A Life" Seminars. 10 am to 4 pm, \$199 – Did NOT happen!
6. Why not? Because during my research, I became obsessed with what I was learning about the optimal diet for humans.

- By the end of January of 2003, I had studied the works of T. Colin Campbell, Dean Ornish, Joel Fuhrman, Neal Barnard, John McDougall...
- Surprisingly, I quickly lost about 20 pounds...
- I never took statin drugs or any other...
- My grocery bill was cut in half...
- I cancelled my colonic irrigation procedure...
- Then came Memorial Day weekend 2003...



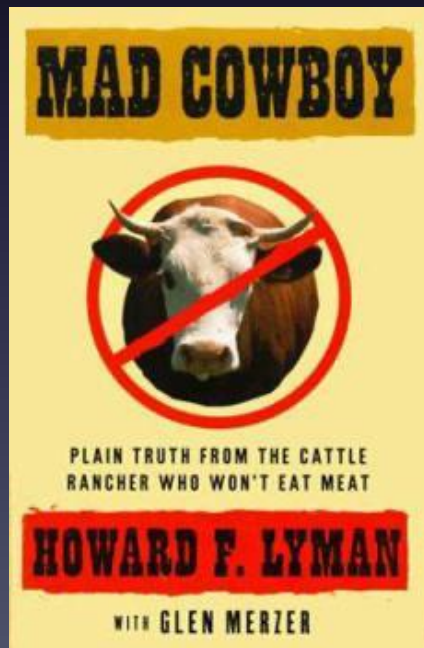


# Breakthrough time...with John Robbins & Howard Lyman

Over Memorial Day weekend in 2003, I read two books that focused primarily on the environmental benefits of plant-based eating.

By Tuesday morning, I had concluded:

“Oh my God, we’re eating the wrong food for our species!”  
My life has not been the same since.



Curious about the other six secrets we had planned to cover in those seminars?

# All 7 secrets in our “Get a Life Seminar”

1. Lead a simple, uncluttered life.
2. **Get real serious about health and fitness!**
3. Purge yourself of any relationships that don't bring you joy.
4. Follow your passion and find a way to make a living doing what you love.
5. Learn to live on far less than you can earn and achieve financial freedom as early in life as possible.
6. Get involved with some serious fun; things that bring you joy and satisfaction.
7. Sort out your feelings about faith, hope and the things that motivate you to be all that you can be. This is very important; as you assess your major definite purpose in life.

# So, why is the rapid downsizing of animal agriculture so important?

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

## LAND – WATER – ENERGY

**Factor of TEN on per calorie basis**



## TENTIMES!

“So, 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

## Why don't more people “get it?”

Why haven't scores of leaders all over the globe ever seriously addressed animal agriculture before?

# The Protein Myth

## AKA "Locked Brain Syndrome"

As defined by J. Morris Hicks

Tragically, we've been eating meat, dairy, eggs and animal products for so long that most of the brightest, best-educated and most influential people in the world



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!**



That said, I am near certain that there is...  
Only **one** action can **possibly** buy us enough time  
to resolve ALL five of these “situations”

1. Overpopulation (adding a net 6 million/month)
2. Never ending growth economy – Capitalism
3. Extremely harmful & wasteful manner we are living
- 4. Steadily rising consumption of meat, dairy, eggs & fish**
5. Selfish, ignorant & irresponsible global leadership

Downsizing the global animal agriculture industry  
by at least 50% before 2035!  
via individual food choices by billions of people...

## What is holding us back from taking that ONE action?

1. Most people in the developed world **do NOT know** that we can get all of the nutrients we need (including protein) from an ultra-delicious, whole food, plant-based diet. (B12)
2. Most Americans have been eating some combination of meat, dairy, eggs and fish every day for their entire lives.
3. We all learned how to eat from our parents, who were all committed to providing the healthiest foods for their families.
4. Most medical doctors are not eating plant-based diets and are not recommending such a diet to their patients.
5. Most people know that fruit, grains, legumes, potatoes and veggies are good for them, but those WPBF comprise a tiny percentage of their food choices. (< 10% in USA)

## Factors 6-10: re what is holding us back...

6. Most people simply are not aware that diseases like diabetes, hypertension and obesity can be quickly reversed by simply shifting to a “whole food, plant-based” way of eating.
7. Most people cannot believe that agencies like the USDA and the UN are **NOT** telling us the truth about nutrition.
8. Most are unaware that our top schools of nutrition have been **bought and paid for** by the meat, dairy & egg industries.
9. Most believe that **if we should not be eating meat, dairy, eggs and fish** – we would surely be hearing that crucial info from elected officials, MD's and the international media.
10. If any political candidate, of either party, ran on a platform that included eliminating animal-based foods -- for health and environmental reasons – **she or he would NEVER be elected!**

# There's one more huge problem holding us back: #11 – A Serious Lack of Leadership!

**Note:** Regardless of which political party is in power, no head of state will EVER take a stand against eating animal-based foods. It would be political suicide. Where does that leave us? “On our own” -- as Sagan would say.

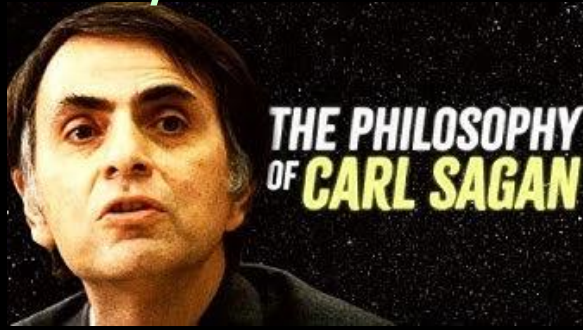
As for the great Carl Sagan,  
what would he be doing if he were alive today?



Cornell University

His words in the next slide  
might give us a clue...

# IMO, The Greatest “Big Picture” thinker EVER!



From a video circa 1980

“Our own planet is only a tiny part of the vast cosmic tapestry, a starry fabric of worlds yet untold.”

“Those worlds in space are as countless as all the grains of sand and all the beaches of the Earth. Each of those worlds is as real as ours.”

“In every one of them, there is a succession of incidents, events, and occurrences which influence its future. Countless worlds, numberless moments, an immensity of space and time. And our small planet – at this moment – we face a critical point in history. What we do with our world right now -- will propagate down through the centuries and powerfully affect the destiny of our descendants.”

“It is well within our power to destroy our civilization and, perhaps, our species as well. If we capitulate to superstition, greed or stupidity, we can plunge our world into a darkness deeper than the time between the collapse of classical civilization and the Italian Renaissance.”

“But, we are also capable of using our compassion, our intelligence, our technology and our wealth to make an abundant, meaningful life for every inhabitant of this planet -- to enhance enormously our understanding of the universe – and to carry us to the stars.”



# Sad Saga of Carl Sagan & Colin Campbell at Cornell

Pictured below is Dr. Carl Sagan in the final interview of his life. -  
-with Charlie Rose in 1996, months before his death



Let's go back a few decades. The year is 1981 and there are two world class scientists on the faculty.

- \*Both are 47 years old & tenured profs.
- \*Both are hitting their career strides.
- \*Both appear destined for greatness.
- \*Both followed the scientific method.

28 years after his death, Sagan is still revered by Cornell – as well he should be.



But what about Dr. T. Colin Campbell?  
Why is he not revered? Why has Cornell  
tried to make him disappear? **Next slide...**

Unlike astronomy, nutritional science has many commercial sponsors whose businesses **depend on suppressing the truth.**

Email from Colin Campbell

July 10, 2024

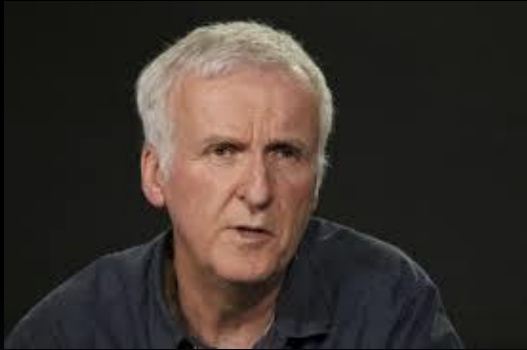
Jim, you may recall my last seminar at Cornell 15 years ago -- and the guy from the **animal science department** that asked **who had allowed me** in the lecture hall to give that seminar.

Shortly thereafter, the department director **removed my picture** as an emeritus professor from the lobby wall, **erased my personal website**, and refused to acknowledge that I authored *The China Study*, Colin



Essentially, Cornell University has done its best **to make T. Colin Campbell disappear! What a tragedy!!**  
But what might've happened had Sagan & Campbell collaborated?

# The world needs to hear that Sagan & Campbell story!



In October 2024, I reached out directly to my friend, James Cameron – asking him to consider telling this compelling Sagan and Campbell story to the entire world in the form of a dramatic, blockbuster movie.

The world needs to hear the TRUTH about this crucial topic! Maybe Mr. Cameron would be more likely to consider directing this movie if Carl Sagan's widow, Ann Druyan, now 75, a documentary producer herself -- would offer to participate.

2013 Hollister Ranch, Santa Barbara, CA: T. Colin Campbell, Dean Ornish, Caldwell Esselstyn, John & Mary McDougall, Rip Esselstyn, John Robbins, Nelson Campbell, Richard Oppenlander, myself AND two top executives from EDF & Nature Conservancy

# Here's another troubling story from 2016:

## My Letter to then VP Biden (2-1-2016)

He was directing Obama's "Moonshot" Cancer Initiative at the time.

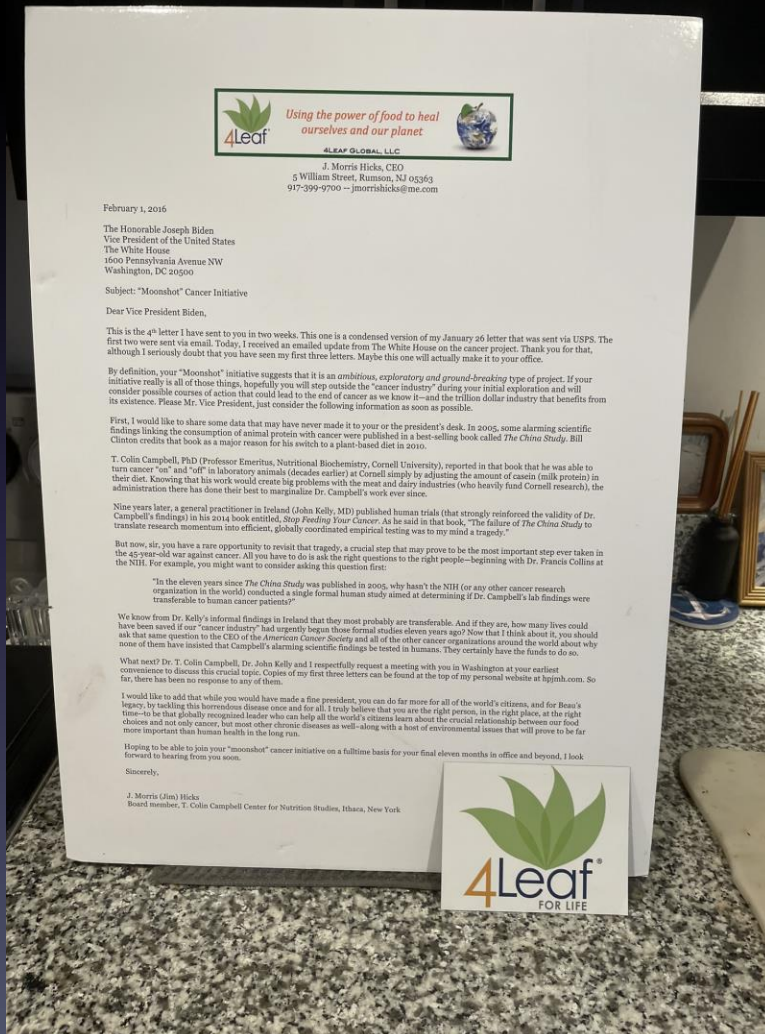
After receiving no response from three attempts to connect with Biden, a friend suggested that I send a giant poster-size version: 18 by 24 inches

Again, no response from the White House. But Dr. Campbell and I finally did have a 60-minute phone conference with the top official who was directing the "moonshot" initiative for the VP.

After that one-hour call, we never heard from him again.

ff

Here's the beginning of that letter...







(Excerpt from my February 2016, letter to the VP)

Subject: "Moonshot" Cancer Initiative

Dear Vice President Biden,

By definition, your "Moonshot" initiative suggests that it is an ambitious, exploratory and ground-breaking type of project.

If your initiative really is all of those things, **hopefully you will step outside the "cancer industry" during your initial exploration and will consider possible courses of action that could lead to **the END of cancer** as we know it, **along with the multi-trillion dollar industry that benefits from its existence.****

Please VP Biden, just consider acting on the following information as quickly as possible. We stand ready to help any way that we can.



# “Game Plan 2024 for Reversing Climate Change”

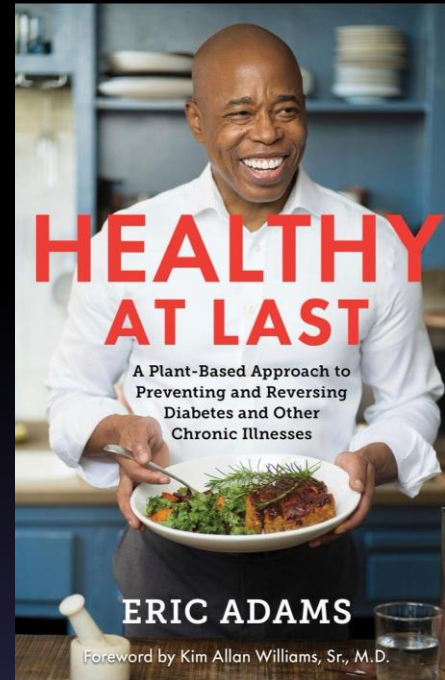
NYC Mayor Eric Adams is the most “well-known” person in the world who totally “gets it” about food. But he cares more about saving his job than saving humanity.

For two years, we’ve been urging him to conduct a 2-hour session in NYC with 7 well-known journalists -- along with seven others:

Dr. Sailesh Rao, Dr. T. Colin Campbell, Dr. Abraham Oort, Dr. Michelle McMacken, MD, Greta Thunberg (on Zoom), Rachel Atcheson and yours truly

The next slide features the well-known journalists we had in mind:

It’s now clear to us that we need to identify a better leader...



Seven out of more than a dozen widely respected journalists  
who could move the needle regarding how we can:  
Quickly weaken the leading driver of climate change!

### Seven Anchors who Could Change the World



Diane, Jane, Katie, Christiane, Anderson, Ali & Chris

Once enough **journalists of integrity**  
fully grasp exactly what's at stake -- they will know what to do!  
The beauty is that it's all about "individual" food choices.

# Game Plan 2025

It's time to replace Mayor Adams on this initiative!



An elder statesman, our former president learned how to reverse his heart disease many years ago from Dr. Esselstyn and Dr. Ornish. He now enjoys genuine respect from people all over the world – and, conveniently, he and Hillary are living in New York.

## Before Closing: Why I don't like the term "vegan" and why we invented 4Leaf (next slide)

- "Vegan" is all about what you "don't" eat, when what you "do eat" is far more important. As a "vegan," you could eat nothing but Diet Coke and potato chips and you'd be a dead "vegan" in six weeks.
- Most restaurants only have one "vegan" option that is rarely, if ever, a whole food, plant-based meal. For most, it's just not fun being vegan.
- Unless people adopt a health-promoting, whole food, plant-based kind of "vegan" diet, they are **not likely to stick with it.**
- As for me, I just scan any restaurant's menu and see what kinds of grains, beans, potatoes and veggies come with the entrees. I order two of those sides and tell them to adjust the price accordingly.

# An optimal diet for humans:

**4Leaf** begins with a simple definition of the optimal diet for humans per TCC

*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](https://4leafsurvey.com)



# 4Leaf Survey created in 2012

An estimated  
90% of the US  
population is  
deriving less than  
20% of their  
calories from  
whole plants

The vast majority  
is deriving less  
than 10%.

Survey on landing  
page below:

[4leafprogram.com](http://4leafprogram.com)



## The 4Leaf Survey 2019

*A two-minute dietary assessment tool for “estimating”  
the percent of your calories that are derived from whole plants*

**4Leaf** was designed to help you leverage the simple concept of maximizing the portion of your calories that come from **whole, plant-based foods**. Your answers to these 12 questions enable us to estimate your overall pattern of eating and will also make it clear what steps you might wish to take to improve your score and your overall health.

Intellectual property of 4Leaf Global, LLC, this tool is free to the international public but requires a license for any commercial use. 6-13-19

*Read carefully, be honest, circle your answers and tally your score. (A serving = about ¼ of a plate)*

<b>1</b>	<b>Fresh Fruit.</b> Apples, plums, berries, pears...How many <b>daily servings</b> of these foods do you eat? (Juice is <b>not</b> whole plant)	None 0	1 +6	2-3 +12	4+ +14
<b>2</b>	<b>Whole Vegetables.</b> Broccoli, spinach, squash, asparagus...On average, how many <b>daily servings</b> of veggies do you eat?	None 0	1 +6	2-3 +12	4+ +14
<b>3</b>	<b>Whole Starch Foods.</b> Potatoes ( <b>Not</b> F. fries), grains, beans...How many <b>daily servings</b> of these calorie-dense foods do you eat?	None 0	1 +6	2-3 +12	4+ +14
<b>4</b>	<b>Omega-3s.</b> Are you getting all you need from whole, plant-based sources like flaxseeds, walnuts, hemp & chia seeds?	No 0	Unsure 0	Likely +1	Yes +2
<b>5</b>	<b>Dairy Foods.</b> How many <b>days per week</b> do you <b>eat</b> dairy foods like cheese, butter, yogurt, ice cream? (Soy does not count)	Zero 0	1-2 -3	3-5 -5	6-7 -7
<b>6</b>	<b>Liquid Dairy (milk or cream)</b> How many <b>days per week</b> do you <b>drink</b> it or add to cereal or coffee? (Soy does not count)	Zero 0	1-2 -1	3-5 -3	6-7 -5
<b>7</b>	<b>Eggs.</b> How many <b>days per week</b> do you eat eggs or foods like French toast, where eggs are the primary ingredient?	Zero 0	1-2 -2	3-5 -3	6-7 -4
<b>8</b>	<b>“Added Sugars”</b> Are you <b>serious</b> about minimizing the “added” sugars that are so prevalent in most processed foods?	VERY 0	Fairly -2	Not very -3	No -4
<b>9</b>	<b>White Flour Foods.</b> Bread, pasta, cakes, cookies. How would you describe <b>your consumption level</b> of these foods?	Minimal 0	Light -1	Medium -3	Heavy -5
<b>10</b>	<b>Salty Snacks &amp; Sweets.</b> Chips, popcorn, soda, candy...How would you describe <b>your consumption level</b> of these foods?	Minimal 0	Light -1	Medium -3	Heavy -5
<b>11</b>	<b>Meat, Poultry and Fish.</b> How many <b>days per week</b> do you eat <b>any</b> kind of meat? (beef, pork, lamb, chicken, turkey or fish)	0 to 1 0	2 -3	3-5 -6	6-7 -10
<b>12</b>	<b>Vegetable Oil.</b> How many <b>days per week</b> do you consume oil, like olive, canola or coconut? (In salad dressings, oil spray)	0 to 1 0	2 -2	3-5 -3	6-7 -4

# My Landing Page at hpjmh.com

**J. Morris Hicks, engineer. writer. big picture guy.**

*Promoting health, hope and harmony on  
planet Earth*



## HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

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**This site is all about promoting health. For  
Ourselves. For Our Planet. For Our Future.**

Latest PowerPoint: [Food Choices are Crucial to Our Longterm Survival](#)

[Cornell, Sagan & Campbell: Crucial Story that is Not Being Told](#)

[Mayor Adams, what could have been + Plan B](#)

[36-min film: Eating Our Way to Extinction](#)





So where do we stand as a species and a civilization?

James Cameron succinctly describes our current situation - on the cover of our 2020 book

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](http://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

## In closing, Another Way of Looking at Our Situation

**Planetary boundaries** refer to a framework that identifies critical environmental limits within which humanity can safely operate without causing significant harm to the Earth's systems.

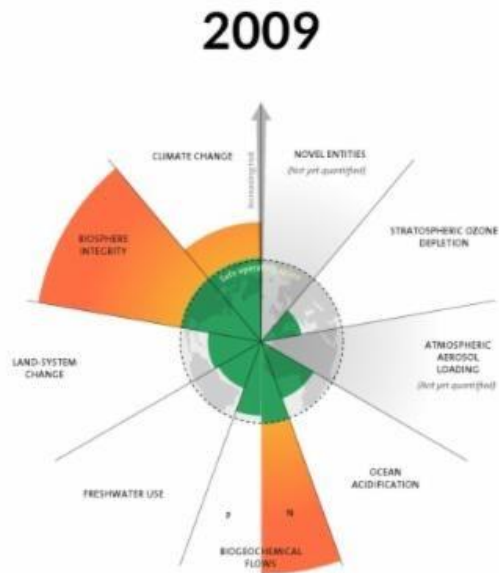
More Info: Johan Rockstrom

This concept outlines nine biophysical systems that regulate the stability and resilience of the Earth's systems, including climate change, biodiversity loss and land use change.



**Crossing most of these boundaries  
may lead to irreversible environmental changes!**

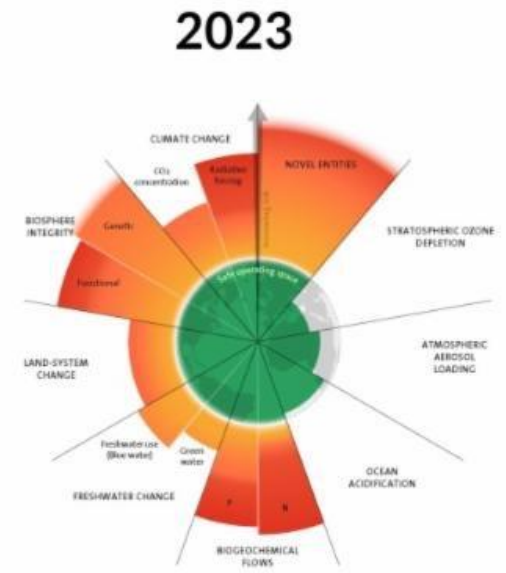
# So, how are we doing so far?



3 boundaries crossed



4 boundaries crossed



6 boundaries crossed

- As of 2009, **three boundaries** had been crossed
- Six years later, in 2015, **four boundaries** had been crossed
- By 2023, **six boundaries** had been crossed

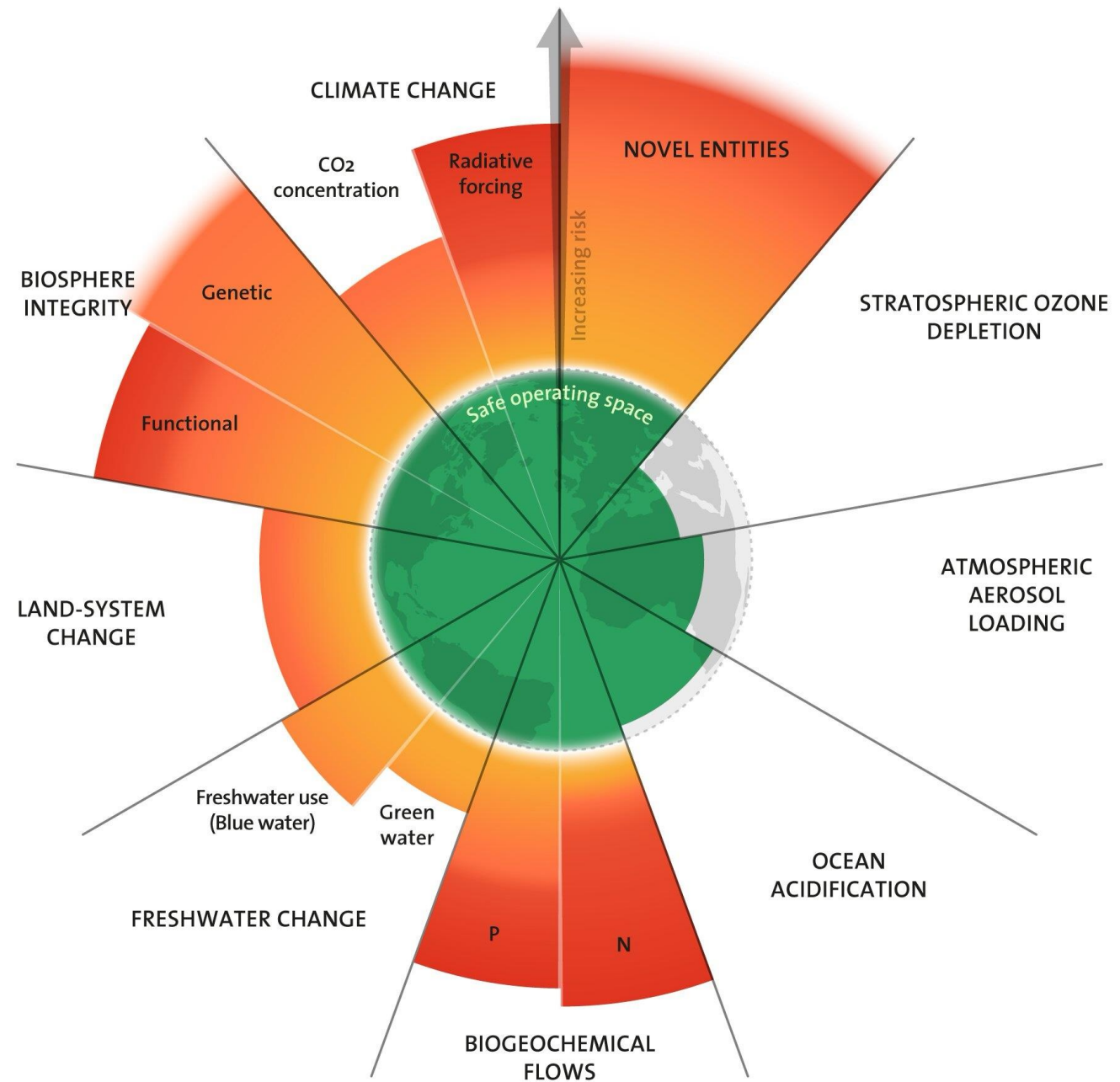


# Current Status

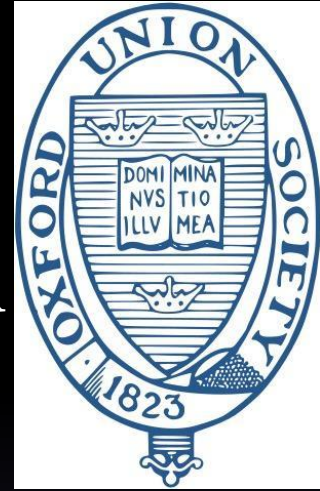
Having already crossed **6 of the 9 planetary boundaries...**

We're very close to crossing **2 more:**

- Ocean acidification **AND**
- Atmospheric aerosol loading



# A Ray of Hope. In December of 2023, Dr. Sailesh Rao won the Oxford Union Debate In London...



“It is undeniable that human civilization has adversely impacted life-support systems on the planet. Scientists have identified **nine planetary boundaries** that we must stay within for the sustainability of life on earth.”

“At the moment, we have transgressed six of them and any one of these transgressions could end life as we know it. The good news is that when we Go Vegan, we help resolve all six of them.”

**You can read all about Dr. Rao's victory at the Oxford Union Debate in my SOS Memo #248 that was posted on 12-8-23. It was entitled: “End of Animal Exploitation”**

**Go to [hpjmh.com](http://hpjmh.com), click “SOS Memos” page & scroll down to #248**

# My Bottom Line for Today

1. We are not winning the game of influencing billions of meat-eaters to just adopt WFPB eating around the world.
2. Interesting factoid on that front. There are now more vegans in the USA than ever before. **But, guess what?**
3. There are now **more "ex-vegans" than there are vegans** in the USA (according to one poll, which I happen to believe)
4. We are NOT even close to getting started down this path...

**Especially me!** My own success rate has been horrible!

Since 2003, when I suddenly concluded that we were eating the wrong food for our species, I have written three books and thousands of blogs -- and have made numerous presentations around the globe. That said...

How many people have I influenced to join me in eating a whole food, plant-based diet? **Probably less than 100.** SHYC example.

**My own failure** is why I promoted the Mayor Adams "Game Plan 2024." Because if we enlighten those journalists, **it just might work!**

## Environmental NGOs



One more thing: It's about **the BGLs** we are told by the "**Big Greens**"

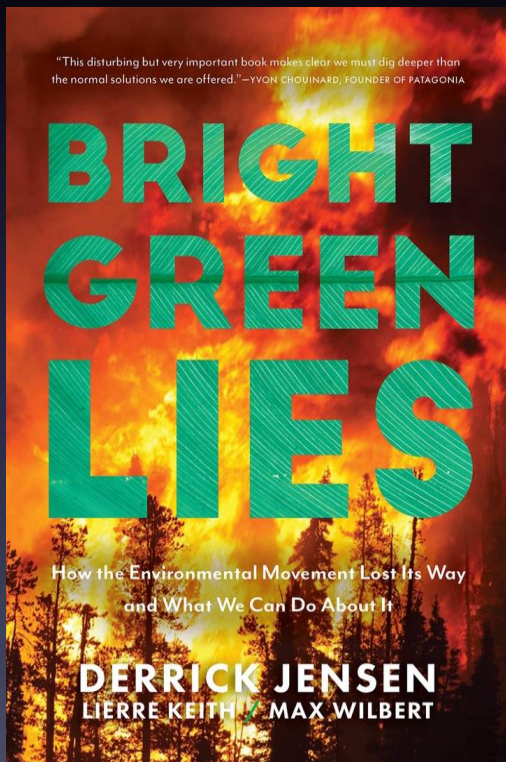
This question will help you grasp the concept:

Which of these two scenarios would cause LESS harm to the planet?

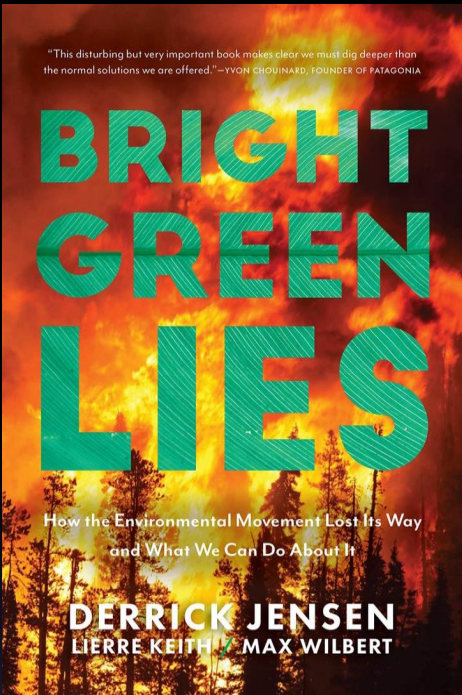
1. All cars traveling **100 miles per gallon?**
2. All cars traveling **just one mile per gallon?**

Without giving it much thought, most people -- and the "**Big Greens**" -- would respond that the least harmful scenario would be the one **with all cars traveling 100 miles per gallon.**

**But not so fast!** Let's consider a world where all cars traveled just one mile per gallon. It prompts me to ask five questions:







- How many cars would there be globally? **Not many**
- How many freeways would there be? **None**
- Would there be affordable, cross-country, high speed rail service across the USA? **Yes!**
- Would homes be smaller and closer together so as to take better advantage of local public transportation. **Yes!**
- Would "the natural world" comprise a much larger portion of the planet – AND be thriving far more than it is now? **Yes!**

**You get the point.** The "**Big Greens**" have convinced most humans that an unlimited number of us can live indefinitely on this planet -- just as long as we power everything with renewable energy.

**That way of thinking is sheer lunacy!**

What we really need: A greatly improved civilization (OUTCRY)



# Six Relevant Quotes re Our Sheer Lunacy

1. *"We are dismantling the ecological foundations of our existence, from coral reefs to rainforests, with a recklessness that ensures not just the loss of biodiversity but the collapse of the systems that sustain human life."* E.O. Wilson
2. *"Capitalism can no more be persuaded to limit growth than a human being can be persuaded to stop breathing. Attempts to to make it ecological, are doomed by the very nature of the system as a system of endless growth."* Murray Bookchin
3. *"If you're younger than sixty, you have a good chance of witnessing the radical destabilization of life on earth—massive crop failures, apocalyptic fires, imploding economies, epic flooding, hundreds of millions of refugees."* Jonathan Franzen

# Relevant Quotes re Our Sheer Lunacy

4. *"We are racing toward a precipice, blind to the abyss below, where the collapse of ecosystems and the exhaustion of resources will render our cities tombs and our fields barren, a self-inflicted apocalypse unfolding in real time."* Alan Weisman

5. *"There is a very big risk that we will just end our civilization. The human species will likely survive somehow -- but we will destroy almost everything we have built up over the last two thousand years."* Asher Moses

6 *"We are in the midst of the sixth mass extinction, and it is happening because of us. The forests are burning, the oceans are dying, and the Arctic is melting, and still we act as if we have all the time in the world."* Greta Thunberg

To be sure, the actions we're taking worldwide re climate change  
**Are Not Working!**

That said, I am near certain that rapidly moving  
back to the natural diet for our species is the  
**ONLY action** that can **POSSIBLY** buy us enough  
time to prevent the collapse of our civilization --  
well before the end of this century.

**All other actions are simply distractions!**  
kind of like rearranging deck chairs on the Titanic...

# What am I doing about our dilemma?

Doing all that I can – while still smelling the Roses  
My typical day begins with a 75-min walk to Fort Trumbull



In the background, USCGC Eagle -- at Sunrise  
This Coast Guard veteran will never give up!!



# HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

Our first book (2011)  
With son Jason, four formats  
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**4Leaf Guide to Vibrant Health** (concise 2015 book). Want to get healthy, save money, lose weight AND help preserve the ecosystem that keeps us alive? You'll find the 37 two-minute chapters helpful.

Authors: Kerry Graff, MD & J. Morris Hicks

**Our 2020 book, OUTCRY**, published on the fiftieth anniversary of Earth Day on 4-22-20, provides a “big picture” understanding of our situation AND what we must do to maximize our chances for long-term survival as a species. I am now calling it a **User's Guide for Planet Earth**.

Authors: J. Morris Hicks & Stuart Scott.



My old “business” cards have been replaced with:  
**“Mission” Cards**



**J. Morris (Jim) Hicks**

**Engineer. Writer. Big Picture Guy.**

**jmorrishicks@me.com Cell: 917-399-9700**

***Promoting Health, Hope & Harmony  
on Planet Earth***

**Primary website: [hpjmh.com](http://hpjmh.com) (Free e-books on home page)**

**4LEAF site: [4leafprogram.com](http://4leafprogram.com) & [4leafsurvey.com](http://4leafsurvey.com) (2 min)**

**500 Bank Street, Suite 215, New London, CT 06320**

In closing, here are my  
“conversation starting” license plates:



# My Landing Page at hpjmh.com

**J. Morris Hicks, engineer. writer. big picture guy.**

*Promoting health, hope and harmony on  
planet Earth*



## HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

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**This site is all about promoting health. For  
Ourselves. For Our Planet. For Our Future.**

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[Cornell, Sagan & Campbell: Crucial Story that is Not Being Told](#)

[Mayor Adams, what could have been + Plan B](#)

[36-min film: Eating Our Way to Extinction](#)



## Primary Websites

hpjmh.com

4leafprogram.com

How healthy are you eating?

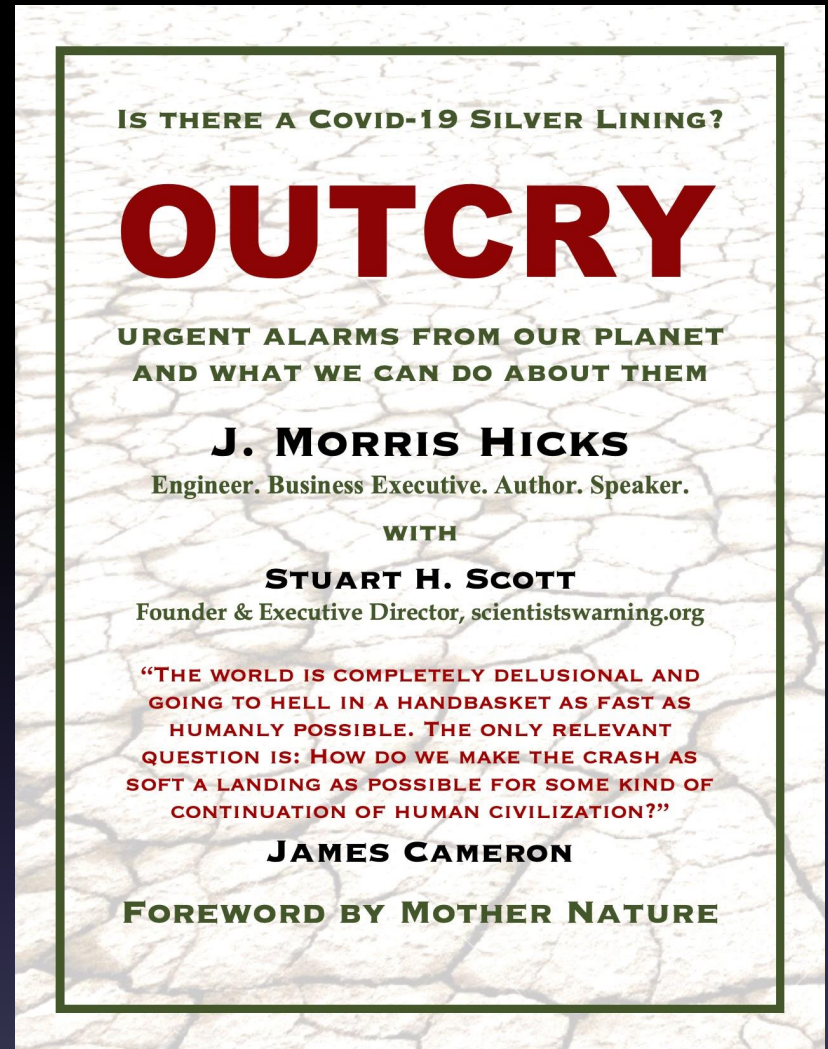
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