



A former engineer, process improvement consultant and senior corporate executive for over thirty years, Jim Hicks 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 comprehensive study of what we eat from a global perspective -- discovering many startling issues and opportunities along the way.

He holds a BS in Industrial Engineering from Auburn University and an MBA from the University of Hawaii, a degree he earned while serving as an officer in the U.S. Coast Guard in Honolulu. In 2009, he earned a Certificate in Plant-Based Nutrition from eCornell and the *T. Colin Campbell Center for Nutrition Studies*, where he served on the board of directors for six years.

In 2004, Jim began referring to our food choices as the most important issue in the history of humanity -- having concluded that our future as a species was riding on those choices. Ten years later, he realized that in order to preserve the fragile ecosystem that sustains us, we must also begin urgently addressing many other human endeavors that now threaten our civilization and even our long-term survival as a species.

His long-term vision began emerging in three books that he has authored since 2011. The first was *Healthy Eating, Healthy World* which was followed in 2015 by the *4Leaf Guide to Vibrant Health* that he co-authored with a medical doctor. Then, in 2020, he published *OUTCRY, Urgent Alarms from Our Planet and What We Can Do About Them*.

Since then, Jim’s work has primarily been aimed at waking up the leaders of the world to the fact that animal agriculture is the leading driver of climate change – and that it is the only driver that can easily be disabled by individual citizens who simply begin choosing plant-based foods that, conveniently, promote both physical AND environmental health. In that ongoing effort, he’s posted over 2,000 health and sustainability articles at hpjmh.com

Tragically, as of 2025, the truth about animal agriculture is hardly ever mentioned by world leaders or by the global media – both of which have zero incentive to promote a dietary shift that would, at first, be unpopular – and not good for business in general. As a result, J. Morris Hicks continues to search for a handful of powerful visionary leaders who have the courage to just do what’s right, and in so doing -- jump-starting the global process of *promoting health, hope and harmony on planet Earth*.

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