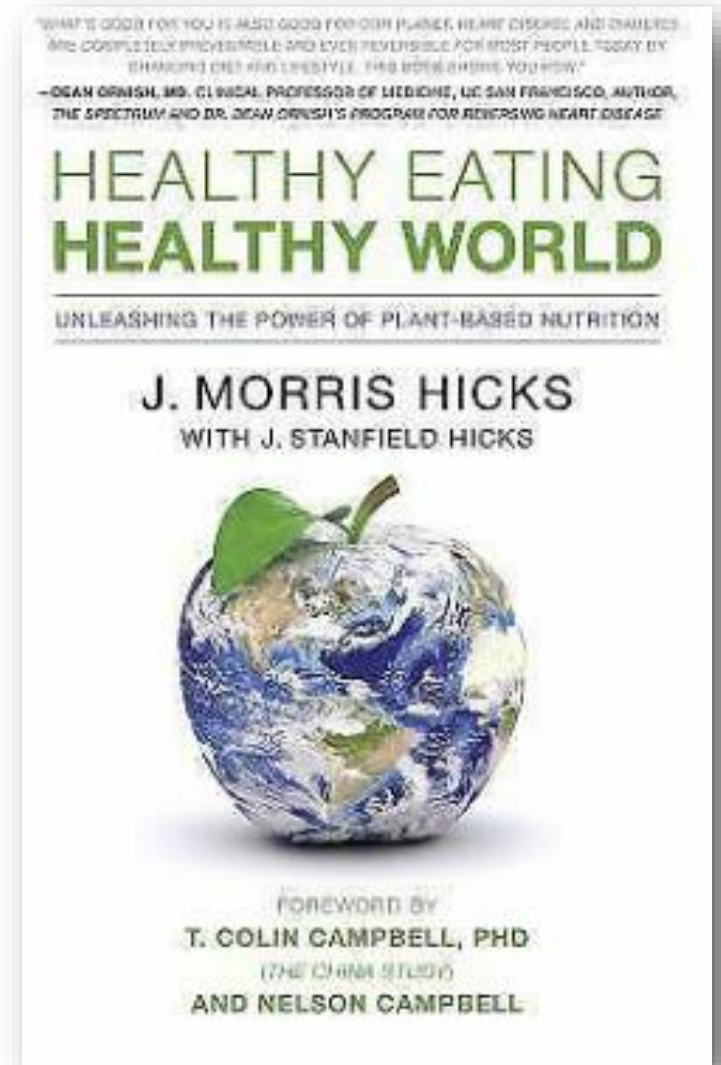


Healthy Eating, Healthy World – Unleashing the Power of Plant-Based Nutrition

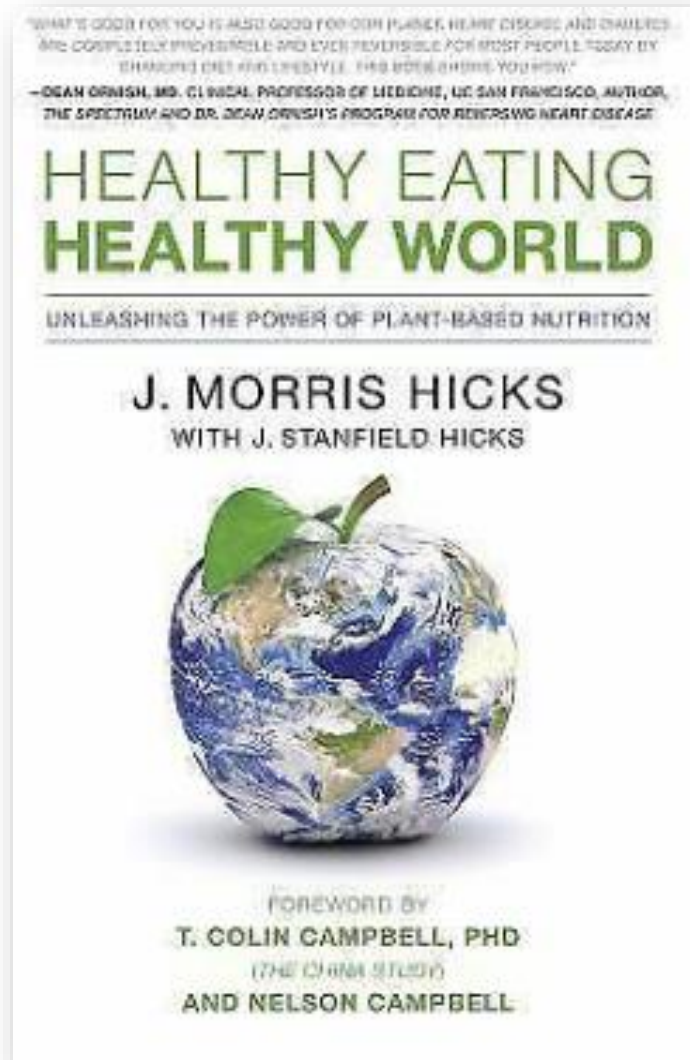


Agenda

- You are what you eat
- What you eat affects far more than your health
- Taking Action: What can we do?

Please remember: The Content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of **your** physician or other qualified health provider with any questions you may have regarding a medical condition.

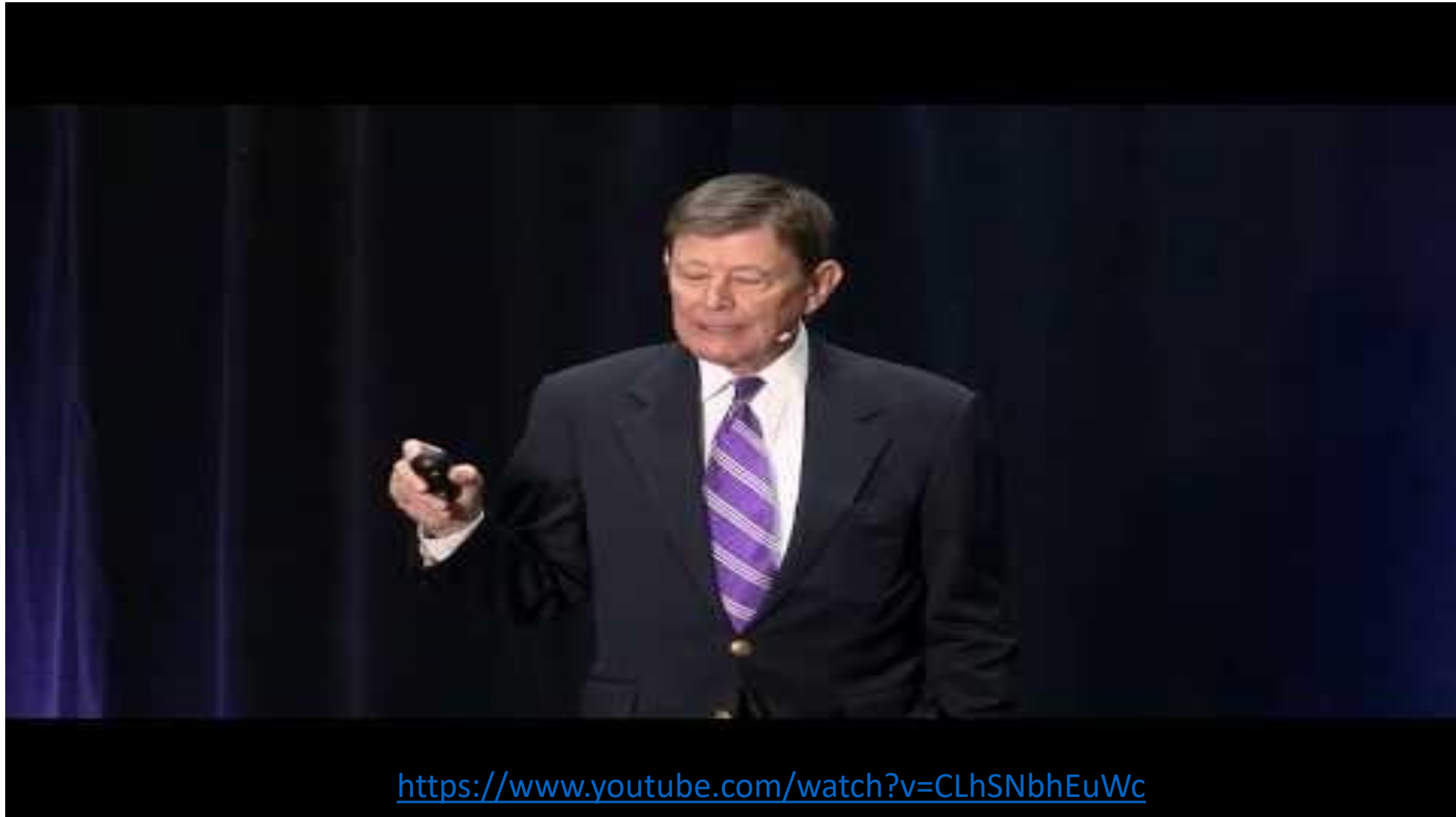
Healthy Eating, Healthy World



J. Morris Hicks

- A former corporate executive with Polo Ralph Lauren in New York, J. Morris Hicks has always been what he calls a “Big Picture” guy.
- As a public speaker, his favorite topic is Our Health. Our Planet. Our Future as a Species — as he explains how our food choices not only threaten our health but also Earth’s ability to sustain us indefinitely as a species.
- Book: Healthy Eating, Healthy World

Healthy Eating, Healthy World



<https://www.youtube.com/watch?v=CLhSNbhEuWc>

You Are What You Eat

- What should we be eating?
 - The World Health Organization reported:
 - Increased consumption of more energy-dense, nutrient-poor foods with high levels of sugar and saturated fats, combined with reduced physical activity, have led to obesity rates that have risen three-fold or more since 1980 in some areas of North America, the United Kingdom, Eastern Europe, the Middle East, the Pacific Islands, Australia and China. The obesity epidemic is not restricted to industrialized societies; this increase is often faster in developing countries than in the developed world.
 - What is the optimal diet for humans?
 - As herbivores, the natural food for our species is plants. We know from a vast amount of research that the healthiest form of plant foods for us is whole and unrefined (fruits, vegetables, grains, legumes, nuts and seeds)

You Are What You Eat

- Your Health At Risk:
 - We are one sick nation, as are others who consume a similarly rich diet.
 - 82% of adults have at least one risk factor for heart disease.
 - 81% of us take at least one medication during any given week.
 - 50% of us take at least one prescription drug per week.
 - 65% of us are overweight.
 - 31% of us are obese.
 - Roughly 1 in 3 youths is already overweight or currently at risk.
 - About 1.50 million adults have dangerously high cholesterol levels.
 - About 50 million people have high blood pressure.
 - Over 6.3 million people have lower back pain.
 - The ultimate solution is a whole new way of looking at the promotion of health throughout the world. The solution is refreshingly simple, and it's right under our noses: it's all about what we put in our mouths every single meal.

You Are What You Eat

- Why Not Plant-Based?
 - The “Vegetarians are weird” sentiment represents one of the most common arguments against switching to a health promoting, whole foods, plant-based diet. Many vegetarians are not eating a very healthy diet.
 - Why? The benefits of a healthy lifestyle are enormous. When you adopt a whole food, plant-based lifestyle you can increase the odds that you will:
 - Lower risk of prostate, breast & other cancers
 - Prevent, even reverse, heart disease
 - Prevent & treat diabetes
 - Lose weight & have more energy
 - Live longer
 - ...and much more
 - The price? Simply changing your diet. It has never been so easy or so relatively effortless to achieve such profound benefits.

What you eat affects far more than your health

- Running roughshod (to completely ignore the opinions, rights, or feelings of others):
 - Factory Farms – Contained animal feeding operation (CAFO)
 - Land Degradation and Deforestation
 - Atmosphere and Climate
 - Water Shortage and Pollution
 - Biodiversity and the Loss of Species

What you eat affects far more than your health



What you eat affects far more than your health

- The End of Cheap Oil:
 - Did you know that it takes two calories of fossil fuel to produce one calorie of energy from soybeans? That does not sound like a good deal until you learn that it takes fifty-four calories of fossil fuel to produce one calorie of energy from beef.
 - The UN Food and Agriculture Organization lists the following fossil fuel-consuming categories in the animal-food industry:
 1. Feed Production
 2. Farming Operations
 3. Immediate Operations
 4. Final Distribution and Cooking

What you eat affects far more than your health

- The End of Cheap Oil:
 - Feeding Production –
 - Fossil energy is used for the production of feeds, including land preparation, fertilizers, pesticides, harvesting, drying, and so on.
 - Farming Operations –
 - Building facilities and movement of feeds from storage to the animal pens, for control of the thermal environment, and for animal waste collection and treatment.
 - Immediate Operations –
 - More fossil energy is required for the transport of products (meat animals to abattoirs, milk to processing plants, eggs to storage), processing (slaughtering, pasteurization, manufacture of dairy products), storage, and refrigeration during transportation.
 - Final Distribution and Cooking –
 - The distribution to the consumer and the final cooking process also require expenditures of fossil fuels.

What you eat affects far more than your health

- Mouths to Feed:
 - Arable land is a finite resource:
 - The world population continues to grow, mainly in the developing world.
 - Millions more are adopting the inefficient Western Diet each year.
 - The arable land available for farming grows smaller every day.
 - More demand for food on less land drives prices higher.
 - Future water shortages will limit productivity for all.
 - The next rise in energy prices will exacerbate all of the above.
 - Our feeding model is not going to survive for very much longer.
 - In just 50 years, humankind has inflicted more damage on the fragile harmony of nature than all previous generations of humans. This is due to how we can choose to eat in the western world – a harmful, wasteful and grossly unsustainable diet-style that (per calorie) requires 20 times more water than does the natural diet for our species – whole, plant-based foods.

What you eat affects far more than your health

- Hell on Earth:
 - In a free market system, all businesses exert a constant push to increase sales, lower costs, gain market share and make more money; however, in animal agriculture it has created a very in-humane system known as a CAFO.
 - Let's discuss how our eggs, chicken, hamburgers, sausage and shrimp are produced:
 - Chicken Feed
 - Happy Meals for Kids
 - Sausage on Your Pizza?
 - Catch of the day
 - There are now more than 7 billion humans on earth, but there are nine times as many living, breathing animals that spend their entire lives each year in a hell on earth for one reason and one reason only – so that we can enjoy the pleasure of eating their flesh.
 - By simply voting with our food choice, we can end that hell once and for all.

What you eat affects far more than your health



- Hell on Earth:

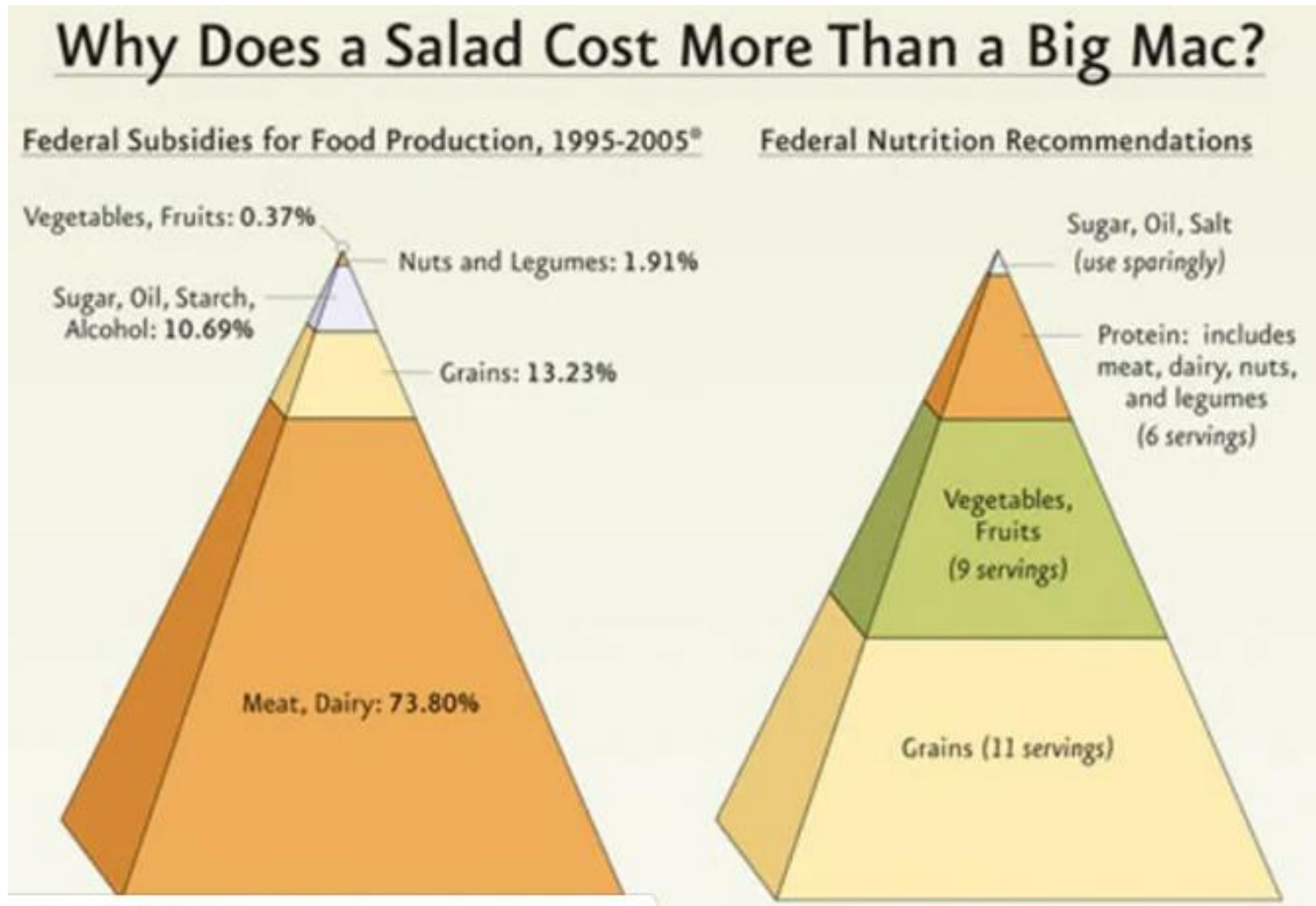


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Taking Action: What can we do?

- Why did no one tell you this before?
 - The answer is complicated in some ways but pretty simple in others. In a single word, it all begins with money.
 - You probably have heard very little about the health-promoting power of a whole-foods, plant-based diet. Why is that?
 - Sadly, the people you trust were only telling you what they had been taught. This is not a story of conspiracy or of suspected misconduct on the part of any individual, company, institution, or brand of the government. This is a story of confusion that develops when an enormously complicated and interconnected group of organizations in a free market environment has zero financial incentive to promote the highest possible level of health.

Taking Action: What can we do?



Taking Action: What can we do?

- Decision Time:
 - As you know, the evidence supporting the shift to a whole-foods, plant-based diet is abundant and powerful. That leaves only the question of personal choice.
 - Humans continue to consume, in ever-growing numbers, the toxic Western Diet because they love the taste of cooked animal flesh, cheese, and other animal foods.
 - Is that craving more important than:
 - Promoting health?
 - Solving the health-care cost dilemma?
 - Nurturing our fragile environment?
 - Conserving our fossil fuels?
 - Reducing world hunger?
 - Ending the horrible suffering of animals in our factory farms?

Taking Action: What can we do?



<https://www.youtube.com/watch?v=ANUoAdXfA60>

Taking Action: What can we do?

- Let's Do it!
 - All of the experts quoted in this book all agree that taking baby steps is not the best way to for a number of reasons. If you are sincere about the change, do so with 100% of your effort.
 - However, it is not an “all or nothing” proposition. In all of Dean Ornish's studies they learned that the more people changed their diet and lifestyle, the more they improved in objective measures... and the better they felt.
 - You may be wondering how long it will take to get results from this improved diet. You will be delighted to know that some benefits will be noticeable right away, within a week or two.
 - For best results, we recommend going 100% any where from 3 weeks to 4 months.

Taking Action: What can we do?

- Let's Do it!
 - Keep it simple –
 - Eat lots of whole plants. Plan every meal around these health promoting foods. Shoot for more than 80% of all calories in every meal from whole plants.
 - Keep fat calories below 20% of your total calories consume.
 - Celebration – Not Deprivation –
 - By choosing whole plant foods for the majority of your calories, you can eat all you want at every meal.
 - Meal Planning –
 - What will you be eating?
 - When and where will you eat it?
 - You will need to think through your daily routine for the week.

Taking Action: What can we do?

- Let's Do it!
 - Easing your transition –
 - Keep it simple.
 - Eat when hungry.
 - Cook in multi-day batches.
 - Keep only healthy snacks in your home.
 - Avoid fake meats.
 - Get a healthy start to each day

FOOD BY THE NUMBERS

FEEDING OUR   
HUNGRY PLANET

Taking Action: What can we do?

- A Return to Harmony:
 - For Eons, all the varying species on earth have lived in harmony with each other and their natural environment – until recently. Over the past century, the human species has distinguished itself as the only one that not living in harmony with the rest of the planet.
 - Albert Einstein said it best:
 - “Nothing will benefit human health and increase chances of survival for life on earth as much as the evolution to a vegetarian diet.”
 - If each person reaches just three people over the course of a year, we could dramatically change the world in less than 5 years.

Taking Action: What can we do?

- A Return to Harmony:
 - In a world full of sick, obese or starving people, suffering animals and rapidly disappearing natural resources; how can we possibly not come together and end all of this madness once and for all?
 - Given what you know, if you don't take action – what will you tell your adult grandchildren some day when they ask you why you didn't?
 - Ultimately, your decision is a simple matter of health, hope, and harmony.
 - As each of use begins to take charge of his or her own health, we simultaneously plant the seeds of hope, accelerating the pace with which the human race can return to living in harmony with nature.
 - Since we consider ourselves smarter than all the other creatures, we should be able to figure out how to make our world a better place. The time for that action is now.

“I Once Was Lost, but Now
Am Found”



“You may never know what results come of your action, but if you do nothing, there will be no result.”

--- Mahatma Gandhi ---

“We undermine our own survival if we pollute our air and water, if we destroy the rainforests and deplete our natural resources... Increasing numbers of people today are aware of the need to honor the Earth and... to reduce... our ‘ecological footprint.’ [Yet few of us realize there is something we all could do that would have a tremendous impact on reducing pollution, conserving resources, and protecting our precious planet and the life it holds. There is indeed one action, within the grasp of each and every one of us, that could help turn the tide. And yet most of us don’t know what it is. I am talking about what you eat.”

--- John Robbins ---