



# HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

J. Morris (Jim) Hicks, author

**March 21, 2014** --- *the first day of spring, a great day to get serious about promoting global harmony*

**Subject: Jim Cameron, Stephen Emmott, Ethan Brown, 51% and Biz Stone**

**Dear Bill and Melinda (if I may),**

In all likelihood, you've never heard of me unless you're on Jim and Suzy Cameron's holiday list. This past December, they sent a copy of my book, *Healthy Eating, Healthy World* to 238 of their friends & family.

**Why did they send them my book?** Because, like you and me, they know that our typical western diet is grossly unsustainable; not only wreaking havoc with human health—but also contributing greatly to our most crucial environmental emergencies: climate change, water scarcity, soil erosion, deforestation and species extinction. As such, Jim and Suzy know that if we don't sharply cut our global consumption of meat, dairy, egg and fish calories in the next few years—that our civilization is almost certain to collapse before the end of this century—just like the civilization of Easter Island collapsed around 1500 A.D.

As you may know, Microsoft's head of computational science in the UK, Dr. Stephen Emmott, agrees---as he so horrifyingly reported in his 2013 wake up call, *TEN BILLION*. Just after it was published this past September, I had the privilege of visiting with Stephen in London for about 75 minutes at the Berkeley Hotel in October. While he clearly stated in his book that (in his opinion) we have almost ZERO chance of avoiding a collapse of civilization well before 2100---he agreed that an urgently promoted, widespread adoption of a plant-based diet by the world's most affluent two billion people would have a dramatically positive effect on many of our most pressing environmental issues; particularly climate change.

**Speaking of climate change,** I am also a friend and colleague of the World Bank's Jeff Anhang, who (with co-author Robert Goodland) published a 2009 paper about global warming on the *Worldwatch Institute* website. In that paper, they estimated that livestock (our demand for animal-based foods) are responsible for **at least 51%** of all human induced GHG—more than ALL other causes combined.

**Ethan Brown quoting 51%.** On February 13 of this year, I heard the CEO of *Beyond Meat*, on *CBS This Morning* (with Charlie Rose) repeat that 51% number that he got from the Goodland & Anhang report AND from speaking directly with Jeff Anhang. Sadly, Robert Goodland suffered an untimely death at age 74 in late December. His last work was posted in January of 2014 on [climate.org](http://climate.org), where he again mentioned that alarming 51% number.

Hopefully, we won't have to wait for more of these rare scientists to die before we take seriously URGENT action to curb climate change while there is still time. Many scientists are predicting that we're going to be in deep trouble within three to five years if we don't reverse the steadily upward trend of climate change that's been a reality EVERY single year since Kyoto. Clearly the U.N. approach is not working.

Bill and Melinda, I applaud your support of companies like *Beyond Meat* and *Hampton Creek Foods*. They're both doing a great job of offering attractive and delicious alternatives to animal-based foods---but it will take them (and the industry) many decades to truly move the needle. And we simply don't have many decades. We only have a few years. It will also take many decades (if not centuries) to get overpopulation under control, address global depletion and/or switch our global energy systems to renewables. The latter is estimated to take at least twenty years and cost \$18 trillion. We simply don't have that much time—or money. And, as Dr. Emmott says, we have barely even started working on it.

**The good news is that the #1 driver of ALL of our most serious environmental problems** is our love affair with meat, dairy, eggs and/or fish three meals a day—a deadly habit that can change quickly if people are exposed to the truth. To be sure, it is the **ONLY** primary driver of climate change that can be quickly reduced. Any individual can completely change what they eat overnight—just like the Cameron’s did about two years ago. And markets will adjust as demand shifts to more plant-based foods.

All we need is a **MASSIVE** global awareness campaign to tell people why and how---relentlessly; resulting in a steady decline of the global demand for meat, dairy, eggs & fish. The two of you (and other *giving pledge* signers) are probably the **ONLY** people in the world who have the financial resources **AND** the global credibility to make that happen. How much will it cost? \$ 10 Billion? \$100 Billion? \$1 Trillion? What difference does it make if it will prevent the collapse of our civilization?

Unfortunately, the public has never been told the **complete truth** about the human health and ecological consequences of their food choices. Why? Because there are trillions of dollars of special interest money riding on maintaining the status quo.

**What about the big environmental groups?** Why haven’t they told the public about the #1 cause of climate change and water scarcity? I heard Michael Pollan answer that question in a documentary film scheduled for release on June 1. He said matter-of-factly:

*They probably focus-grouped it and decided it would be a political loser to be identified as “anti-meat”--- and that it would hurt their fundraising.*

**Hurt their FUNDRAISING?** If that’s true, and I am confident that it is—**what kind of SICK logic is that?** With the future of our civilization at stake, how could they mislead the innocent public while paying themselves handsome salaries that were drawn from donations received from that same innocent public—well meaning citizens who trust them to “take care of our planet?” That is just **WRONG**.

Bill and Melinda, **I am writing to request a half-day meeting** with you, Jim Cameron, Stephen Emmott, Biz Stone and Jeff Anhang. I know that Biz has also invested in *Beyond Meat* and I will be meeting him on April 2 in Washington DC, along with my World Bank friend, Jeff Anhang. Further, I am quite confident that Biz and Jim Cameron will agree with everything in this letter.

Where climate change is concerned, we only have four or five years to seriously start moving that needle in the right direction. I know the two of you are doing your best to save the world; I read about it all the time. Well, here’s your chance to save our civilization—by effecting powerful, systemic change in the global feeding model for humans---and thereby *promoting health, hope and harmony* on planet Earth.

I look forward to hearing from you soon. I have no doubt that this is the single most important issue in the history of humankind. My cell is 917-399-9700 and my email is [jmorrishicks@me.com](mailto:jmorrishicks@me.com). Call me anytime.

Sincerely,



J. Morris Hicks, *writer. speaker. activist.* --- with over 800 articles posted at [hpjmh.com](http://hpjmh.com)

**PS: I believe that I am the only person in the world** who knows ALL of the following people: Jim & Suzy Cameron, Stephen Emmott, Jeff Anhang and all three of the experts who influenced Bill Clinton to shift to plant-based eating in 2010: Dr. Dean Ornish, Dr. Caldwell Esselstyn (Cleveland Clinic) and Dr. T. Colin Campbell (Cornell nutritional scientist). I would also like to get to know you. Because I sincerely believe that you have a greater chance of quickly changing the world’s eating habits than **ANY** two people alive. As Dr. Campbell says, "No less than our future as a species hangs in the balance."