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## THE “BRAIN-LOCKING” PROTEIN MYTH

By J. Morris Hicks

Exactly what is that myth? The widespread belief in the developed world that we all *need* to eat animal protein to be healthy. Nothing could be further from the truth--yet that *myth* is alive and well, and we're running out of time to dispel it. Here's the way I see it.

Because of the mistaken, yet almost ubiquitous, belief about our “most revered” nutrient, incredibly powerful solutions to our health, hunger and sustainability crises don't even make it to the table for consideration. For this reason, I consider the *protein myth* to be the most serious roadblock in the history of humankind.

For if we cannot take the “animal out of the equation” when it comes to feeding humans, we will never learn to live in harmony with nature--thereby placing the future of our civilization (and even our species) in severe jeopardy.

**Urgency of Climate Change.** As mentioned earlier, World Bank climate specialists reported in 2009 that the raising of livestock for human consumption is responsible

for at least 51% of all human-induced greenhouse gasses. That means that our love affair with eating meat and dairy at almost every meal is by far the leading cause of climate change--indeed, it's larger than all other causes combined. And it's also the only cause that can be addressed and reduced quickly.

But sadly, the minds of our leaders are *locked* and thereby incapable of accepting, understanding and acting on this world-saving information. So, before we can enlist the support of the best and the brightest to get serious about helping us move toward that plant-based diet, we must first dispel the *protein myth* that is believed by almost everyone. And, as we do, we shall free up those brilliant minds--releasing them to address global issues by creating plant-based solutions beyond our wildest dreams.

**Dispelling the *protein myth*.** I feel that our best chance to change the public awareness quickly enough to make a difference is to undertake a massive, multi-faceted, privately funded, professionally managed global awareness campaign. As we begin to work on the demand side of the equation, millions of people around the world will begin choosing more plants in their diet after hearing this message enough times from reputable, highly-respected individuals and organizations. Here is the message we want the entire world to hear:

We do not NEED to eat animal protein to be healthy. That has been proven clinically and scientifically with tons of evidence--showing that animal-based foods actually promote most chronic diseases, including cancer. On the other hand, with enough whole, plant-based foods in our diet, we can reverse or cure most of those diseases.

More importantly, the widespread raising of animals for our dinner tables is grossly unsustainable, requiring over ten times as much land, water and energy as do plant-based foods. Continuing to recklessly waste those finite

natural resources will ultimately destroy the ecosystem that sustains us. The answer is simple—all we have to do is eat a lot more plants and a lot fewer animals. Our future as a species depends on it.

As people everywhere heed that message and begin to learn the cold hard facts about their food choices, hundreds of millions will start replacing most, if not all, of their animal-based calories with healthier and “greener,” plant-based alternatives. By working on the demand side of the equation, markets will quickly respond to those food choices, people will begin getting healthier, the cost of healthcare will plummet, water will become more plentiful, trees can be planted on the freed-up land and our fragile ecosystem will begin to heal.

Eventually, we must also deal with overpopulation, overconsumption and the excessive burning of fossil fuels--but those tasks will take many decades, if not centuries. Taking urgent action now with our food choices can possibly buy us the time we need to address them all.

**Leadership.** Like almost everything else, this process begins with leadership. Just one powerful, globally recognized leader with a reputation for integrity and care for the environment can make this happen. Once fully enlightened, he or she can quickly recruit other leaders and secure the financial resources that will be needed for swift action around the world.

You can help by adopting a plant-based diet yourself and by influencing others to do the same. As more people embrace this powerful diet-style, prominent leaders will eventually get involved and urgently take it to the next level. If you know of any powerful leaders who might be interested in saving our civilization, please refer them to me at [jmh@4leafglobal.com](mailto:jmh@4leafglobal.com).