The Real Food Action Guide

By John and Ocean Robbins

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Welcome

By Ocean Robbins

Thank you for participating in one of the most important conversations about our food that has ever taken place.

Our food system is in crisis. We have a health industry that consistently acts like food hardly matters. We have a food industry that consistently acts like health doesn’t matter. And we have a political system in which junk food is not only normalized – it’s subsidized.

Big agribusiness has made profits more important than your health. More important than the environment. And more important than your right to know how your food is produced.

Large-scale industrialized food production is wreaking havoc on our forests, topsoil, air, water, and climate. Farm animals are being treated with unthinkable cruelty. Farm and restaurant workers are often exploited. Genetically engineered “Frankenfoods” are being released, without adequate testing, into the American food supply on a vast scale.

Meanwhile, people are eating more and more artificial food - and getting fatter and sicker. In fact, more people are chronically ill today than at any time in the history of the world.

You probably already know that large-scale industrial agribusiness is controlling an expanding share of the world’s food supply. They have huge advertising budgets to market highly processed, genetically engineered, chemical-laden, pesticide-contaminated pseudo-foods. With all their lobbyists and political donations, they pretty well run the show in most of our government regulatory and agricultural agencies. This is pretty dangerous for our health!

These corporations want to keep your mind closed and your voice silent. They’d like you, and all the rest of us, to keep eating foods that are unhealthy, because by eating these foods, we provide big profits for companies like McDonald’s, Monsanto, and Pepsi. They’d like to keep you subordinate to their agenda and so distracted that you won’t raise a peep of protest.

Fortunately, you don’t have to do that.

Now is the time to find out how you and your family can get informed and take action.

“Food is not just a commodity. It is also a community. It’s a web of relationships that connects you to all of life. What you eat literally becomes you. When you bring your food choices into integrity with your values – with what you truly want for your life and your world – something extraordinary happens. Your life takes on a deeper sense of meaning. Your thoughts become clearer. Your world becomes more congruent.”

~ Ocean Robbins

Have you ever been chronically ill? Worried about the health or survival of a loved one? Would you like to know how to lose weight, clean up your arteries, or defend yourself against cancer?

Do you sometimes wish you had more energy, got sick less often, and felt more confident about what to eat for optimal health?

For most of us, a good diet is the best gift we can give to our loved ones and ourselves... because it’s the gift of lasting health. And it’s not rocket science. Using simple and easy-to-remember steps, you can dramatically increase your chances of living a long and vibrant life.

This action guide, and the Food Revolution Summit, are here to help you bring your food choices into greater alignment with the health and the life that you want.

Thanks for joining us in this critically important journey.

Bon appétit.

Ocean Robbins
Top Ten Reasons We Need A Food Revolution

1. **Our food system is killing us.**
   In the U.S., more than 2/3 of the population is now overweight or obese, and heart disease and stroke are killing more than 700,000 people every year. The National Institutes of Health reports that in the 1960s less than 2% of America's kids had a chronic health condition. Today it's over 25%. And one in three American children is expected to get diabetes. All of these illnesses are directly linked to food and lifestyle choices.

2. **It's bankrupting us.**
   Three quarters of medical spending in the U.S. today goes towards managing lifestyle-related chronic illness. Medical expenses are already the leading cause of bankruptcy for families, and they're quickly driving the entire nation towards fiscal disaster. In fact, the costs of Medicare in the United States are expected to double in the next generation. Meanwhile, the federal government in the United States provides tens of billions of dollars in subsidies for "commodity crops", like corn, wheat, and soy, that are in turn processed into high fructose corn syrup, white flour, and animal feed for factory farms. The very things that science tells us we should be eating less of are actually being subsidized by the taxpayer.

3. **It's devastating our planet.**
   Modern food production practices are depleting our soil and groundwater, polluting our water and our bodies with neurotoxic pesticides, endangering pollinators like bees and butterflies, depleting ecosystems of other important wildlife like frogs, fish and salamanders, and they're a driving force behind climate change.

4. **It's hitting kids and poor people the hardest.**
   Many low income and inner city communities are described as "food deserts", because there is so little access to fresh vegetables and other healthy foods. People of low income and people of color have the lowest life expectancy and the highest rates of diabetes, heart disease, obesity, cancer, and other lifestyle related chronic illnesses.

5. **It's inhumane.**
   Farm workers are being exposed to large amounts of toxic pesticides on the job, and they're driven to work brutally long hours for very little compensation. The average life expectancy for a migrant farm worker in the U.S. is 49 years. In Mexico, conditions are even worse. And then, there are the animals. Chickens never see the sunlight and are kept in cages so small they cannot lift a single wing, mother pigs are forced to spend most of their lives in gestation crates so small they cannot even turn around, and many cows never see a blade of grass.

6. **It's destroying our antibiotics.**
   To keep animals alive under these deplorable conditions, they are fed antibiotics with every dose of feed. In fact, 80% of antibiotics used in the U.S. are fed to livestock, not to people. If you wanted to breed antibiotic resistant bacteria you’d be hard pressed to find a more efficient way to do it. We are already seeing increasing incidences where anti-biotic resistant bacteria in humans can be deadly, and this is why.

7. **We can do better.**
   Less than 10% of Americans eat a healthy diet consistent with federal recommendations. And an estimated 90-95% of cancer cases and 80% of heart attacks have their roots in diet and lifestyle. We know how to radically improve the health outcome for millions of people – and to save trillions of dollars, and possibly the future of our planet, in the process.

8. **The times are changing and young people are leading the way.**
   Sales of organic foods have increased over 26-fold in the last generation, to now exceed 4% of market share. We've seen a three-fold increase in farmer's markets in the last decade. Nine U.S. states have now joined the entire European Union in banning gestational crates for pigs, and Australia's two largest supermarket chains now sell only cage-free eggs in their house brands. Sales of certified non-GMO products have grown from nothing to $7 billion in sales in the last 4 years. Sales of natural foods have now grown to be a $100 billion industry. Thankfully, younger consumers are leading the way, and are far more likely to stand up for healthier food.

9. **Everyone can benefit.**
   Whether you're young or old, sick or healthy, wealthy or poor, you have a stake in your health. And it turns out there's serious money to be made in the food revolution. Farmers, producers, retailers and consumers all have the opportunity to take part in a massive shift in how we grow, process, eat and think about food. And to reap the benefits.

10. **You can be an everyday food revolutionary.**
    You don't have to wait for government or industry to change. You can lead the way by reclaiming your relationship with food and making it an expression of your values. If you want health, and a healthy planet, the invitation is clear. Join the Food Revolution!
Food 1.0 = Survival. If you can get enough calories to survive another day, that’s success.

Food 2.0 = Commerce. Food 2.0 has brought us an amazing array of tastes, textures, cuisines and opportunities. But it’s also brought us a food system in which health suffers. In the United States, the average citizen now eats more than 150 pounds of added sugar each year, while less than 5% of the population is consuming the recommended amount of fiber. The stats are clear. Toxic food is killing us.

Food 3.0 = Health. In Food 3.0, we make health for people and for our planet into the central organizing principle of our food system. There are healthy profits to be made in Food 3.0, and they’re made from healthy food. Food 3.0 means vastly lower rates of chronic illness — which saves trillions of dollars in medical care, and which fuels a healthier and more capable population.

Food 3.0 means more real, organic, plant-strong, non-GMO, humane, locally grown, and fair trade food. Here’s why...

Real Food
Decades of food science have resulted in the cheapest, most abundant, most addictive, and possibly the most nutritionally inferior food in the world. Modern diets are based around food-like products that are laced with chemicals, pesticides, hormones, antibiotics, genetically modified organisms, and stunning amounts of added sugar. In this context, eating real food is an act of liberation. When you eat food that comes from plants, instead of food that is manufactured in plants, your body will thank you for the rest of your life.

Organic Food
The number of chemicals that are used in the growing and production of industrial food is alarming. These highly toxic agrochemicals are increasingly contaminating our bodies and the environment. The pesticides used in U.S. food production have been linked to cancer, birth defects, auto-immune diseases, asthma, autism, Parkinson’s, Alzheimer’s and many other diseases. Organic food means food grown without poisons. It helps to protect the environment, save family farms, enhance biodiversity, protect rural communities, empower workers, replenish topsoil... and most people also think organically grown food tastes better.

Plant-Strong Food
Large-scale animal agriculture is causing disastrous health, humanitarian, and environmental impacts. Eating a whole-foods plant-strong diet greatly enhances the health of your cardiovascular system, strengthens your immune system, and reduces your risk of cancer and many other illnesses. It also lowers your environmental footprint and saves a tremendous amount of greenhouse gas emissions.

Non-GMO Food
The vast majority of corn, soybeans, canola, cotton, and sugar beets grown in the U.S. are genetically modified (GMOs). Monsanto and its allies claim that GM crops reduce pesticide use, increase yields, reduce water consumption, and offer foods that are more tasty and more nutritious. But in the 20 years since GM crops first came on the market, studies have found that they have led to higher pesticide use, and no meaningful improvement in flavor, nutrition, yield or water consumption. Instead, what they’ve created are plants that are engineered to withstand massive dosing of toxic herbicides, and plants that function as living pesticide factories. Monsanto’s Bt. corn, for example, is actually registered with the EPA as a pesticide. Many credible scientists have significant concerns about the safety of these crops for human and animal consumption. And the environmental impacts are documented, and alarming.

Humane Food
More animals are being subjected to more torturous conditions in the production of meat, dairy products and eggs in the world today than has ever occurred for any reason anywhere in world history. You don’t have to be a vegetarian or an animal rights activist to find these conditions appalling, and to want animals that are raised for food to be treated with respect.

Locally Grown Food
Local fruits and vegetables are fresher, have better flavor, and more nutrients. Studies have shown that vitamins, phytochemicals, antioxidants and many other important nutrients decrease as fresh food ages. Local food supports your local economy. It has a lower carbon footprint. And it connects you to your community.

Fair Trade Food
Coffee is the world’s second most valuable traded commodity—after oil. Chocolate is pretty popular, too. Unfortunately, both coffee beans and cocoa beans are often picked by people who are not paid nearly enough to have a decent life, and in some cases by child slaves. When you buy fair trade certified products, you help to insure that the people who grew your food were treated with dignity. And you’re investing in a healthier global economy.

Food is more than just a commodity. It’s also a community. What you eat literally becomes you. So why not make your food into an expression of the life you want, and of the world you want?

Shall we get started?
John Robbins: Ocean, what does the phrase “revolution” mean to you in the context of the Food Revolution?

Ocean Robbins: Well... we live in a context where the norm around food is eating food that we’re now discovering is toxic. We’re surrounded by food that’s contaminated with neuro-toxic pesticides. Much of it is genetically engineered. It’s laced with hormones and antibiotics. It’s full of chemicals with names that we can’t pronounce. It’s full of sugars which are added by the pound. This toxic food is adding pounds to our bodies. It’s adding massively to accelerating rates of diabetes. Enormous numbers of people are suffering from heart disease, cancer, degenerative ailments - problems that are fundamentally being driven by the food that we’re eating.

The reality today is that if you eat the Standard American Diet you’re on a fast track to debilitating illness. We have epidemic rates of so many diseases that more people are living with chronic illness today in the United States than any people in the history of the world. And this madness is bankrupting millions of families.

We’re expecting the rates of Alzheimer’s disease to continue to accelerate and the cost of treating Alzheimer’s is expected to quintuple in the next generation. Right now, one out of two, that’s half of the people who reach the age of 85, have Alzheimer’s. Meanwhile, one of three of our kids is expected to get diabetes in their lifetimes.

So we’re paying a terrible price as a society, and as individuals, for a toxic food system.

Food is the foundation of health, and yet our doctors, and our medical care system, are focused on treating disease. We have a food industry that acts like health didn’t matter, and we have a medical industry that all-too-often acts like food hardly matters. In fact, the average physician in their entire medical school training gets 23 hours of coursework in nutrition. Our doctors are being trained in how to treat the symptoms of illness, but they are not being trained in how to help us be healthy.

So that’s why we’re standing for a food revolution. Because people’s lives are on the line. And because we can do better. And because we can do better, and because the stakes are so high, I think we’ve reached a point where the status quo is no longer an option.

In this context, it is imperative that we be accurately informed about what’s going on. There is a lot of very solid science. But I know that I keep hearing a number of misconceptions over and over, often from some pretty
intelligent people, that seem to be coming straight out of toxic food industry PR. A lot of people are clearly believing these myths and some of them have significant and even devastating consequences. So I’d like to take some time now to ask my dad how he would respond to what I consider some of the most damaging yet widely believed food myths of our times.

Here’s the first one: **GMOs are necessary to feed our growing numbers.** Monsanto and the other chemical companies that have developed GMOs repeatedly tell us that these crops will alleviate world hunger. If that were true, it would be, of course, a wonderful thing. But is it?

The seeds would be cheap and freely available to poor farmers without restrictive licensing.

And, they would be crops that fed people directly, rather than fed to meat animals.

We’ve had GMOs in our fields and in our food supply for more than 20 years now. And the sad reality is that after 20 years, none of the GMO crops that have been, or are now, in the food supply have a single one of these desirable characteristics.

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**John Robbins:** Well, no. [LAUGHS] If genetically engineered crops were aimed at feeding the hungry, then Monsanto and the others would have developed crops with certain predictable characteristics:

They’d have the ability to grow on substandard or marginal soils.

They’d be able to produce more high quality protein; they’d have enhanced nutrient profiles.

They’d have increased yields, without the need for expensive machinery, chemicals, fertilizers, or excessive irrigation.

They could be grown on small biodiverse farms rather than huge mono-crop mega-farms.

“**For years, Monsanto boasted about GMO wonder crops they said were just around the corner. They promised corn that would grow well in drought conditions and crops that would thrive with minimal amounts of nitrogen fertilizer. But none of that has come to pass, and in fact the company has now stopped even making those kinds of promises.**”

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**Ocean Robbins:** They’ve been so full of promises. You know, if GMO crops were indeed helping us feed the world’s hungry, or to save our precious water, or to fight disease and malnutrition, that could be a blessing. But what’s happened is that we’ve put the power to create life into the hands of corporations whose fundamental goal, despite their marketing, has nothing to do with ending hunger or bettering the world. It has everything to do with making a profit. And in fact, when the Union of Concerned Scientists conducted a major study on GMO agriculture and world food security, they ended up titling their study “failure to yield.” They concluded that genetically engineered crops were not leading to any net benefit to global food production.

**John Robbins:** That’s true. And the idea that GMO crops have been developed to feed our growing numbers is a myth. And it’s worse than that. It’s a manipulative tactic that exploits the misery of the world’s hungry while doing nothing to alleviate their suffering. It’s a deceitful strategy to sell the public on foods that are in fact causing enormous environmental devastation, that are adding hundreds of millions of pounds of cancer-causing pesticides to our
croplands, that are linked to hundreds of thousands of farmer suicides, and that are, in fact, reducing our ability to sustainably feed ourselves into the future.

**Ocean Robbins:** I find the gap between the promises that these industries have made, and the reality that they’ve delivered, to be heartbreaking.

Now let’s go to another myth: **The key to a healthy diet lies in getting the right percentage of carbs and fat.** At its extreme, you hear several variations on this. You hear from some folks saying that fat free foods are healthier, and that a low fat diet is the key to preventing illness and to long-term health. And you hear from others that the developed world has jumped on the low-fat bandwagon for the last 40 years, and it hasn’t worked. Our waistlines have only expanded. And that we actually need to eat more fat, and less carbs, if we want to be thin and healthy. One side demonizes fat, and the other side demonizes carbs.

**John Robbins:** Yes. And I think they’re both wrong.

There certainly is a lot of discussion today about what the ideal ratio of carbs to fat might be. But the truth, as I see it, is that the quality of the fats and the quality of the carbs you eat is much more important than the percentages.

High quality fats include seeds such as chia, pumpkin, flax, hemp, sesame, and sunflower. Now, flax, chia, and sesame seeds in particular contain types of lignans - these are phyto-chemicals that are structurally similar to estrogen that bind to estrogen receptors - and provide a protective effect against hormone-related cancers. These seeds - flax, chia and sesame - inhibit aromatase, reduce estrogen production, and lower circulating estrogen levels. One study found that women who regularly ate flaxseeds had a 42% reduced risk of death from breast cancer, and a 40 percent reduction in all causes of death.

As well as seeds, another very quality source of fats are nuts - such as almonds, walnuts, brazil nuts, cashews, hazelnuts, coconuts and pistachios. We have hundreds of studies telling us that the cardiovascular benefits of nuts are substantial. We also have overwhelming evidence that nuts and seeds can play a pivotal role in prevention of diabetes and also in preventing of cancer.

Another quality high-fat food is avocados. Avocados are associated with many positive health benefits. And as far as animal fats go, if you want to include them in your diet, the healthiest sources of animal fats are low-mercury and high omega 3 fish such as wild salmon and sardines.

Bottled oils are processed foods, and are definitely not my first choice. I do use some of the best bottled oils, which include organic, unrefined, cold-pressed coconut oil, organic extra virgin olive oil, hemp seed oil, and raw, unrefined and fresh flax seed oil.

**Ocean Robbins:** Let’s be clear that there are also some really unhealthy fats, including trans or hydrogenated...
fats, like margarine, and as you just mentioned - most bottled oils. In fact quite frankly we’d all do well to steer clear of deep fried anything. And we’d also do well to avoid processed meats, which are directly linked with increased rates of cancer and heart disease.

**John Robbins:** Yes, absolutely! When it comes to nutrition, there are good sources of fat, and there are also some very bad ones. And the same is true with carbs.

The highest quality carbs include dark green leafy vegetables, and also almost every other kind of vegetable. Lentils and other legumes are fabulous, too. And berries - blueberries, strawberries, blackberries, raspberries, as well as more exotic fare such as acai berries and goji berries - they’re all excellent sources of a wide range of phytochemicals that are highly health supporting. Their vibrant colors signal that they are full ofphytonutrients, including flavonoids, antioxidants and vitamins.

In fact, berries are some of the highest antioxidant foods in existence, and their plentiful antioxidant content confers both cardio-protective and anti-cancer effects. They reduce blood pressure, reduce inflammation, prevent DNA damage, inhibit tumor angiogenesis, and stimulate your body’s production of antioxidant enzymes. We have studies showing that berry consumption is strongly linked to reducing the risk of diabetes, reducing the risk of cancers and cognitive decline, and to improving both motor coordination and memory.

Really, all vegetables and fruits in their unprocessed forms are high quality carbs. And for many people, whole grains and legumes can make a marvelous contribution too.

**Ocean Robbins:** One of the reasons that I think carbs have gotten a bad reputation is because most of the carbs that many people are eating today are not the quality carbs my dad was just describing. The average American consumes more than 150 pounds of added sugar each year, and almost the same amount of white flour. I don’t think any of our listeners need a lecture on the devastating toll that added sugar and white flour are taking on our health, but it is extremely significant to the conversation about carbs to recognize that the average American consumes nearly a pound a day of a combination of white flour and sugar, and that together, these together are wreaking havoc on the health of millions of people.

**John Robbins:** They are, and meanwhile, only 3% of people in the United States are getting the recommended amount of fresh vegetables and fruits every day, and that recommended amount is actually very low compared to what the optimal amount would be. What we see is a great many studies showing us that consuming more whole grains, legumes, fruits and veggies, all of which are high in carbs, is directly correlated with reduced risk of many diseases.

Reduced risk of Alzheimer’s, cancer, heart disease, diabe-
tes, and obesity. But we also know that consuming refined flour and sugar and the other unhealthy carbs is a recipe for a great deal of suffering.

So, please, let’s not stigmatize carbs or fats, but instead make the healthiest choices from both groups.

**Ocean Robbins:** So let me ask for a clarification here. Are you saying that the fat and carb ratio is unimportant?

**John Robbins:** That’s a great question. No, I’m not. But I think that different people will thrive best on different ratios, and there is not one formula that is best for everyone.

We know from the remarkable work of Dr. Dean Ornish and Dr. Caldwell Esselstyn that many types of advanced heart disease can be prevented and actually reversed with a low fat diet. And we also know that for some people with epilepsy, a diet that is very high in certain types of fats can help to control seizures.

But for most of us, I don’t think it serves us to be overly concerned with trying to ascertain the ideal fat to carb ratio. And I know it doesn’t serve us to demonize fats or to demonize carbs. We’re much better off focusing our attention on eating fresh, high quality, whole foods, grown and produced sustainably, that have been minimally processed or not processed at all.

**Ocean Robbins:** Okay, well let’s jump the next myth, which is that organic food is an elitist luxury.

**John Robbins:** I think this myth gets some traction. One of the reasons is because of the unfortunate reality today is that healthy and organic food often costs more. It really is a shame that our food policies have made it expensive to do the right thing. That’s something we definitely need to change.

And another reason this myth gets some traction is that the food movement can sometimes be elitist. Some of us can sit around debating which variety of olive oil is best, or which source of sea salt is best. I think we should be a little less self-absorbed. I think we should be paying more attention to how farmworkers are treated, or to how little restaurant workers are paid, how to impossible it is for people in inner cities to afford or even find healthy foods, or what’s being done to animals in factory farms, and what’s happening to small farmers and their communities.

But is organic food elitist? My answer to that is an emphatic No. Because if you care about the health of farm workers, there is no single act more powerful and more important that you can do than to buy organic food.

Pesticide exposure causes farmworkers to suffer more chemical-related injuries and illnesses than any other part of our workforce. The pesticides used to grow non-organic food are a primary reason the average lifespan of a migrant farm worker in the US today is only 49 years.

So no, I do not think that eating food that’s grown without poisons is elitist in the slightest. I think what is elitist is our perverse system of subsidies that makes foods grown with poisons the cheapest to buy and makes ultra-processed junk foods the cheapest to buy and in the process condemns the poor to eat foods that are nutritional disasters.

What we need to ask is, why is the cost of organic food as high as it is? And the answer is in part that that we’ve been subsidizing a model of industrial agriculture that’s
based entirely on the use of agri-chemicals. If we were instead to subsidize organic agriculture, then healthy organic food would be far more affordable, and far more accessible to everyone. And the benefits would ripple out from there. Farm workers would not be working in poisoned fields. Our soils and rivers and air would be far less polluted. Our land would remain fertile and could continue to feed us. Small farmers could make a decent living. And the people who pick the fruits and vegetables that are the foundations of a healthy diet would not be getting cancer and dying in their forties.

Ocean Robbins: That’s a world that we all want to see. And one thing we may have to change in order to get there is the organic certification system. In the US right now, organic farmers have to pay for certification in order to prove that their farm is in fact meeting organic standards. These costs can be considerable, and they are especially hard on smaller farms. Just imagine what would happen if this was reversed. What if all the farms that used pesticides and chemical fertilizers had to pay a fee to prove they were doing so properly, and were subject to inspections, while the organic farmers had a lower, instead of a higher, regulatory burden? This would radically change the economics of organic food.

John Robbins: Yes, it really would. But as it stands, organic producers are having to pay a significant certification surcharge. It’s a little like being fined for wearing your seatbelt. They’re penalized for growing food in a way that protects the fertility of the soil, and spares farm workers and the entire web of life, including us, from poisons. I mean, really, how stupid is that?

Ocean Robbins: It’s completely crazy. And it pushes the price of organic foods out of reach for tens of millions of people.

Okay, here’s the next myth: Which is that you need dairy products to get enough calcium.

John Robbins: For years, the dairy industry has been telling us that dairy is the best thing for healthy bones, that kids need to drink cow’s milk, and that milk is Nature’s perfect food. Actually, milk is nature’s perfect food for turning a 90-pound calf into a 450-pound cow in about 12 months.

If it were true that we need dairy products to have strong bones, then the countries in the world with the highest dairy product consumption would probably have the strongest bones, and they would probably have the lowest rates of osteoporosis.

Well, the four countries with the highest consumption of dairy products in the world, are: Finland, Sweden, the United States, and England. Now, the four countries in the world with the highest rates of osteoporosis in the world happen to be those very same four countries: Finland, Sweden, the United States, and England.
Ocean Robbins: This can actually seem kinda hard to believe, when we’ve all been inundated by ads telling us that the calcium in dairy products is the best way to build strong bones. Most of us have come to believe that this is just a fact of life.

John Robbins: Yes, but in reality it’s a fabricated myth designed to sell dairy products.

Now, it’s true that milk has a lot of calcium, and that women, in particular, need more calcium than men do.

But a famous study of 78,000 female nurses found that the relative risk of hip fracture for women who drank two glasses or more of milk per day, was nearly one-and-half times higher than for those who drank one glass or less per week.

And another population that can need a bit of extra calcium is the elderly. Yet a study published in the American Journal of Epidemiology found that elderly people with the highest dairy product consumption actually had double the risk of hip fracture compared to those with the lowest consumption.

Calcium is of course important. But dairy products are not the best way to get this important mineral. One reason is that the calcium absorption rates for green vegetables is so much higher than it is for dairy products. For kale, the calcium absorption rate is 50 percent; For Brussels sprouts, it’s 64 percent. But for milk, it’s only half of that - 32 percent. If you want to have strong bones throughout your entire life, your best approach is to eat plenty of green leafy vegetables, to exercise regularly, don’t drink Coke or Pepsi because cola drinks are made with phosphoric acid that deletes calcium from bone tissue, and minimize your consumption of animal protein, which has a similar effect. You’ll feel better, your bones will be stronger, and your overall health will benefit in many other ways, as well.

Ocean Robbins: Thank you! And now I’d like to take us to the next myth: Antibiotics are necessary to raise healthy livestock.

John Robbins: The truth is that antibiotics are necessary to raise animals in the filthy, intensely overcrowded and miserable conditions of industrial feedlots and factory farms. We shouldn’t allow an industry to treat animals with this degree of contempt for their basic needs in the first place. But now we have an additional problem. In many cases, the antibiotics they are using are the very same drugs used to stave off infections in people.

The US meat industry currently uses 80 percent of the antibiotics used for all purposes in this country. If you wanted to design a system that would breed antibiotic resistant bacteria - and that would render these drugs impotent to treat infections in people - you could hardly do better.

Ocean Robbins: Meanwhile, the meat industry’s use of antibiotics that are deemed medically important in treating humans just keeps growing. So it seems that if nothing is done to change the current system, resistance to antibiot-
ics will just keep on rising.

**John Robbins:** Yes, exactly. And I’ve been stunned to learn that if we continue to allow the meat industry to do this, the problem of antibiotic resistant bacteria will become, according to the World Health Organization, an even greater threat to mankind than cancer. The latest evidence suggests 10 million people a year could die globally by 2050 as a result of antibiotics becoming powerless against common infections – that is more than currently die from cancer.

**Ocean Robbins:** Wow, we so need to make a change. This is why getting routine use of antibiotics out of industrial meat production is one of our key target goals at the Food Revolution Network.

And now we come to the final myth: **There is one diet that is best for everyone.**

**John Robbins:** Well, just as children start with breastmilk and eventually move on to solid foods, our food needs continue to change over time. Does a grandparent need the same food as a young child? Does a sedentary office worker require the same diet as an athlete?

Well, the answer is unequivocally, No.

A large, comprehensive study was published in the journal *Cell* that found people can metabolize the exact same foods in very different ways. To measure how food was digested, the researchers recruited 800 people and studied them intensely over the course of a week. Participants were asked to log every bite, every sip, every exercise session, every bowel movement and every sleep session on a phone app. Their blood sugar levels were measured every five minutes by a device attached to their bodies, and they turned in stool samples for a gut bacteria analysis. They also gave blood samples, and they ate the same exact meals for breakfast.

Now, using all that data, the researchers found that the participants all responded very differently to foods. Sushi caused one man’s blood sugar to spike higher than ice cream did. For another participant, the researchers found that eating a seemingly healthy food - tomatoes - spiked her blood sugar.

Some participants’ glucose levels would spike after eating fresh fruit, but would not spike after consuming a glass of beer. For others, the exact opposite was the case.

From so many studies, we know that some people are metabolically and genetically suited to thrive on whole grains, while others are not.

What does all this mean? I think it means that each of us is more unique than we often realize. The art of learning to listen to your body is a lifelong journey.

**Ocean Robbins:** Many people feel very confused about what kinds of food we should really be eating. I mean we have all kinds of diets coming through, and some people say to eat by blood type, or to eat all raw for vitality, or to eat mostly meat for digestive healing, or to eat more fat,
or less fat, or only fruits before noon, or no fruits at all. With all the people that are pointing at studies that seem to back up their particular point of view, it can be confusing... What’s your take? Do you think there’s any kind of an over-arching scientific consensus developing in the world of food? Like with climate change, where despite a few outliers the vast majority of scientific consensus now points in a clear direction. Is there anything equivalent that you see developing among thoughtful and informed people who look seriously at the data?

**John Robbins:** There really is. In fact, there’s a global coalition of experts, led by Dr. David Katz, who have created the True Health Initiative specifically to communicate that there is a clear way of eating and living that massively promotes the longevity, vitality, and overall health of human beings and the well-being of the planet at the same time. Their consensus is epitomized very well in Michael Pollan’s famous 7 words, “Eat food. Not too much. Mostly plants.”

By “eat food,” we mean “eat real food,” not the ultra-processed products that make up over half the calories in the American diet. Those products are more food-like substances than they are real food. There is an over-arching scientific consensus, and it calls for us to eat fresh, whole foods, grown and produced sustainably, that have been minimally processed or not processed at all.

**Ocean Robbins:** Can you say more about the next part of Michael Pollan’s advice, “Not too much.”

**John Robbins:** Yes. One of the problems we face in the western world is that we’ve normalized obesity. We’ve gotten so used to seeing so many people who are so overweight that we think it’s normal. But it isn’t, and it causes a lot of health problems. My heart goes out to those who are overweight, and even more so when I consider what Summit speaker Dr. Susan Peirce Thompson says, which is that obesity is not really a product of lack of willpower or motivation. It’s more often an outgrowth of a food addiction over which people often feel painfully little control.

The good news is that the more real food you eat, and the more you move away from processed food-like products, the less you have to worry about how much you eat. And the easier you will find it to break free from food addiction.

**Ocean Robbins:** And how about Michael Pollan’s final two words, “Mostly plants?”

**John Robbins:** Yes. Plants are wonderful. Plant foods are just fabulous. And there is a profound consensus that plant foods, and in particular fresh vegetables and fresh fruits, are definitively the most concentrated sources of the nutrients we most need to be healthy. They provide antioxidants, phyto-chemicals, phytosterols, fiber, enzymes, prebiotics, probiotics, essential fats and proteins, vitamins and minerals.
And, like a symphony, these compounds work together to turn off disease promoting genes, to reduce inflammation, to boost immune function, to balance your hormones, enhance detoxification enzymes, maintain stable blood glucose levels, ensure healthy blood pressure, protect cardiovascular function, and in a vast number of other ways promote vibrant wellbeing.

In this symphony, it is the phyto-chemicals - the compounds produced by plants - that play the most critical role. They block tumor formation. They eradicate carcinogens. They stimulate enzymes. They destroy bacteria. They reduce inflammation and oxidation. And they perform thousands of other functions that are crucial to human health.

**Ocean Robbins:** We are also learning today what a powerful role legumes and whole grains - which also come from plant sources - can play in providing the fiber, protein, and other critical nutrients we need. In fact both legumes and whole grains have been linked in many studies to reduced rates of cancer, heart disease, and mortality of all kinds.

**John Robbins:** Yes, they have. And it really does matter that you maximize the protective capacity of your diet by eating the foods that have the greatest potential to reduce disease risk, and to minimize the pathogenic factors that contribute to the onset and progression of disease. And those are mostly plants.

**Ocean Robbins:** I remember Michael Pollan saying in one of our summits that he’s gotten pushback about the words, “Mostly plants.” Vegans want it to be “All plants,” while people inclined to eat more meat want to push him in the other direction.

**John Robbins:** Yes, I remember him telling us that. But the scientific consensus is what it is, and the words “mostly plants” are I think quite astute. From a purely health perspective, some people seem to thrive best with modest amounts of high quality animal products in their diets, such as wild fish, and possibly pasture raised meats. Other people thrive with small and infrequent amounts of animal products. And some people clearly thrive best as vegans. But a scientific consensus does exist, and it tells us that none of us need to eat anything near the amounts of animal products that have come to typify the standard American diet. Even Boyd Eaton, the founding father of the Paleo diet movement, calls for people to eat less meat.

**Ocean Robbins:** The scientific consensus around climate
change has also been building. In 2014, we had the hottest year since record-keeping began in 1850. Then 2015 was even hotter, and so far, 2016 has been even hotter yet. In fact, March of 2016 was even hotter yet.

These temperatures are reminders of how perilously close we now are to permanently crossing into very dangerous territory. And they underscore the urgency of reducing global carbon emissions. That is why I think it’s so important that we remember that we all have a tool at our disposal that can make a huge difference. I’m talking of course about what we eat.

John Robbins: Yes, that’s very true. And it’s also why I find it so aggravating that the US government continues to heavily subsidize the US meat industry.

I find it frankly appalling that we’re subsidizing industrial meat production, even when we know that the production of factory farmed meat is responsible for more greenhouse gas emissions than all the cars, trucks, planes, trains and ships in the world combined.

The scientific consensus that industrial meat accounts for an enormous percentage of overall emissions is overwhelming. A report from the World Resources Institute found that moving away from animal products could slash billions of tons of carbon emissions. And a study from the University of Oxford found that moving toward a plant-based diet would cut food-related greenhouse gas emissions by more than two thirds, and that would have a value to the global economy of a trillion dollars a year.

I don’t see how it makes any sense for governments to subsidize the very foods that are causing the most damage to people’s health and the most damage to the environment and the most damage to our culture. But that is what we’re doing.

Ocean Robbins: Can you give us an example?

John Robbins: I can. For example, the US spends $38 billion each year to subsidize meat products. Many of those billions are given to wealthy agribusinesses who grow huge mono-crops of GMO corn and soy. This greatly lowers the price meat producers pay for the corn and soy to feed their livestock. And this, in turn, makes meat much cheaper to the consumer. Subsidizing GMO corn and soy amounts to subsidizing the meat industry, and encouraging meat consumption.

It may be that some people thrive best with some meat in their diets. But the amounts of meat consumption we’ve come to think of as normal are in fact dangerously excessive. It’s also a painful reality that the factory farms and feedlots that produce industrial meat and emit such egregious amounts of greenhouse gases are treating animals with absolute contempt, miring them in misery for their whole lives.

We shouldn’t be subsidizing forms of food production that are devastating our ecosystems, that are virulently cruel to animals, and that are destabilizing our climate. I asked Michael Pollan once, when he wrote those two now famous words, “mostly plants,” was he was thinking only about the health effects of meat consumption? And he said yes, he wasn’t thinking about the ethical or ecological issues when he said that. And the scientific consensus supports him: From a personal health point of view alone, we should be eating far less meat than we are.

But the ethical and environmental issues are also very real and very, very important. And they point very strongly
in the exact same direction. Eating “mostly plants” is the most powerful step we can take as individuals to lower our carbon footprint.

Effective action on climate change means leaving fossil fuels in the ground. It means moving as rapidly as possible toward 100% renewable energy. It means organic agriculture that sequesters carbon. It means eating mostly plants. And it means realizing that our actions always have an impact.

Yes, they always do. One of the great lies of our times is that we are isolated consumers and that we can be truly happy and fulfilled at the expense of another. And yet more and more of us are realizing that it’s just not true. When you get right down to it, most people want their food to be produced humanely, without slavery or rampant abuse.

Polls show that most people would actually be willing to pay more in order to know that the farmer who grew their food was paid a living wage. And more than 90% of us, in some polls, say that animals raised for meat should have a decent quality of life.

The industrialized food industry for the most part treats consumer conscience as a marketing problem. That’s why we have ag-gag laws in many states that prohibit any photography in factory farms. It’s why we have pictures of happy chickens clucking in sunshine-drenched fields on the package of meat from a chicken that never saw the sun or a blade of grass in its entire life. It’s why we have “all natural” printed on labels for products that mother nature would find utterly unrecognizable. And it’s why farmworker treatment is intentionally hidden from public view.

But we all know that integrity and conscience are a lot more than a marketing or a PR problem. We know that the reality is, what we eat literally becomes us. When you eat meat that comes from animals whose lives were a kind of living hell, you’re also consuming the hormones and antibiotics that were necessary to keep these animals alive and productive under insanely unnatural conditions. When you consume the flesh of animals that lived in misery and died in fear, and that were fed an utterly unnatural diet full of GMOs, pesticides, and grains that were designed to fatten them up as quickly as possible, it’s no wonder that this diet is going to have an impact on your health.

You just can’t build a healthy life, or a healthy society, on a toxic food system. That’s just not how life works.

**John Robbins:** No, it’s not. Ocean, I know you’ve learned a lot about how life does work, working with an incredibly diverse range of people over the years. So I want to ask you, what have you learned about human nature through your 20 years working as a bridge-builder across divides like race, class, and religion, that informs your work in the Food Revolution Network?

**Ocean Robbins:** Well, honestly, what’s inspired me the most is that all over the world, there are people who are rising up and making a difference with their lives. Some people have known huge hardship - and yet sometimes instead of being crushed by life’s violence, somehow people find a way to turn their own suffering into a kind fuel that
helps to propel positive action.

I’ve sat with people who’ve lived through wars, who’ve lost family and loved ones to terrorist violence, and who’ve endured levels of daily abuse that most of us can barely fathom - and I’ve helped them grieve, tell their stories, and find the strength and conviction to forgive and to let their suffering be a catalyst towards building a better world. I’ve sat with people for whom hunger and malnutrition aren’t statistics on a UNICEF chart, they’re a daily reality - and I’ve worked with those same people to build local, resilient economies that help to alleviate poverty from the ground up, often with women leading the way. I’ve worked with indigenous leaders in the Amazon rainforest and helped them raise money to buy airplanes so they can monitor their forest home and help to keep out illegal mining and cattle ranching - in the process, helping to save the rainforests which are the lungs of our planet.

I’ve worked with community organizers in Detroit, Michigan, where the median home sale price is $33,000 and there are thousands of abandoned homes that are falling apart, vacant lots, and financially destitute people. Detroit is a city where the unemployment rate sits at 24%. A Yale University study found that more than half of Detroit residents live in areas that have severely limited access to healthy food, and that this makes them “statistically more likely to suffer or die prematurely from a diet-related disease.” And yet in the midst of this intense poverty, a sign of hope is emerging. Detroit has become a world leader in the world of community gardening, with more than a
thousand community gardens. Instead of fighting in gang wars, some of the city’s young people are growing tomatoes and feeding their neighborhoods. Community gardens are giving meaningful work to the unemployed, they’re bringing healthy food to food deserts, and they are helping to restore the fabric of community.

What I’ve seen as I’ve worked with leaders all over the planet is that everywhere there is war, there are people working for peace. Everywhere there is environmental destruction, people are standing up for sustainability. And everywhere there is sickness, there are also people who are discovering health.

As we’ve seen in the Food Revolution Network, it is often a health crisis that will actually precipitate a radical change in diet or lifestyle. And it is my hope that one of the hidden blessings of the health crisis that we now face, with 2/3 of our population now overweight or obese, is that it can compel us to make some relatively radical change in a short period of time.

I think the level of suffering is great enough, and the urgency is high enough, that some powerful changes are possible.

And my hope is that our food revolution can be fueled not just by desire to avoid illness and suffering, but also by what we are for, what we want, and by our hopes and dreams for our lives and our world.

**John Robbins:** I feel that too, Ocean, very deeply. And I imagine that one of the things that you saw as you traveled the world and worked with leaders in more than 65 nations, is that everywhere, everybody eats.

**Ocean Robbins:** Yes, and all over the world, what people eat has a profound impact on the health of families, communities, and even nations. As local food and traditional ways of life are being replaced by fast food and processed junk, waistlines are expanding, hospitals are filling up, and people are suffering and dying.

I’m an American, and the reality is that my country’s way of growing, processing, and consuming food is spreading, and with it, cancer, heart disease, Alzheimer’s, diabetes and obesity are spreading, too. When I see KFC, McDonald’s, Pepsi, factory farms, GMOs and toxic pesticides making their way around the world, and I know that many of these companies and products and practices were developed in my country, I feel a sense of responsibility.

I feel a responsibility, and a passion, to stand up and to promote another possibility. I feel a responsibility to use whatever leverage I have, whatever credibility I have, and whatever voice I have, to say to the world community: Please don’t follow us. We’ve seen where the Standard American Diet leads. It’s led us to a sick population and a medical system that now absorbs 19 percent of our nation’s gross domestic product. It’s led us to animals living in abject and tortured misery, to environmental deterioration, and to epidemic rates of disease.
I sometimes look at the Standard American Diet and see it as something of a virus. It’s spread all over the planet, and it’s leaving a terrible toll in its wake.

But I also think that if a virus can spread, then so can something else. So can visions of hope and possibility. So can stories of transformation. So can the latest learnings of medical science. The reality is that everything we do sends out ripples. And when you make choices that are rooted in consciousness, that are rooted in facts, that are aligned with your core values, you take a stand that has a profound impact on people, cultures, and communities all over the planet.

**John Robbins:** Wow, Ocean. I feel like standing up and applauding. I want to take a moment and just feel what you just said. It’s why we do the work we do in the Food Revolution Network. Thank you for expressing it so clearly, and so powerfully.

I’ve heard you often talk about how important it is for us to be in integrity with our food choices. What does that concept - being in integrity with our food choices - mean to you?

**Ocean Robbins:** When you choose food that’s aligned with your integrity, and that makes you feel good about yourself, then something remarkable happens. You feel more love for your body, and for who you are. You feel a sense of greater satisfaction with life. You get to experience the power that comes from knowing that your life, and your food choices, are a statement of what you believe in. This place of congruency is a powerful place to stand in, and to move from, as you go through life.

**John Robbins:** Yes, it really is. But I’m thinking about how many of us have family members, friends, co-workers and others in our lives who don’t eat as healthfully as we do and as we want to do. For those of us who know the extraordinary difference, the really phenomenal difference, that making healthy food choices can make in people’s lives, it can be painful to watch our loved ones, in a sense, digging their own graves with their knives and forks.

I’m thinking personally right now about my mother right now. She passed away a few years ago. She always insisted that there is no connection between the food we eat and the degree of health we experience. She said, and she believed, that genetics trumps everything else. And she found doctors who reinforced that way of thinking.

I watched as my mother continued to eat the standard American diet and ice cream every single day, even as my dad changed what he ate and his health improved greatly. I watched as my mother developed macular degeneration and then went blind. I watched as she was diagnosed with Alzheimer’s disease, and eventually could not recognize me or anyone else. I watched as her cognitive impairments became increasingly severe, and as she eventually became not just blind, but also deaf.

Sometimes there is just no way to protect someone from suffering, and from making choices that may contribute to greater suffering. But all of us, I think, want to be a positive influence on the people we love.

**Ocean Robbins:** I want to just say how sad I am that your mom, and my grandma, had to suffer like that. And really, I know that all of us can relate, because we’ve all lost loved ones, we’ve all seen people suffer, and we’ve all suffered plenty ourselves.

Life on earth is a terminal condition. We’re all going to die eventually, and death is a fundamental part of life. But as long as we’re here, I for one want to live as fully and abundantly as I can. And I want to help my loved ones to do the same.
I’ve found that of the most potent ways to influence someone is to understand them. To ask them questions. To get to know them. And to understand their motivations and also their values and stories. When vulnerability is met with curiosity and compassion, I believe that is one of the fastest doorways to forging connection and trust.

When people feel understood, they will naturally be more inclined to trust you.

When you know what motivates someone, what fears and hopes they carry, and where they struggle, you can interact with them as they are — not as you project them to be. When they feel that you love or accept them at a fundamental level, they will be less defensive and more open to your feedback. That’s when you develop traction in the relationship. Without that traction, you’ll feel like you’re spinning your wheels. And they’re liable to feel like you’re shoving your dogma down their throat.

**John Robbins:** I understand what you’re talking about. The question I live with is, How can I be true to myself, how can I be true to what I know - not minimize it one bit - and also be as unconditionally respectful toward others as possible? How can I stay centered on my path, while also honoring others when they have different paths? How can I live passionately according to my values and principles, and seek to share the joys and possibilities of healthy choices, while also being caring to others who make other kinds of choices? How can I communicate what I know in a way that encourages rather than judges - that appreciates instead of shaming? How can I welcome and draw people in, rather than pushing them away?

**Ocean Robbins:** Those are some profound questions. One thing that I’ve found helpful is to remember that we all want credit and acknowledgement. Every single one of us wants to be respected and to be seen. So I try to appreciate people for the positive choices they make. I try to remember that we teach more by example than anything else. I try to remember that maybe people need to be appreciated for the healthy choices they are making rather than criticized for the ones they aren’t.

**John Robbins:** Yes, and in the end, I think it’s the love in our hearts that needs to guide us, and that we need to listen to.

**Ocean Robbins:** I’ve always known you to be someone who treasures the hearts and health of the people who you love. And for more than 30 years, you’ve been doing this work in a very public way. What’s kept you motivated to carry on with this work for so long? Why do you love what you do?

**John Robbins:** Oh, so many things. I love seeing people adopt a whole foods plant strong diet, because I love seeing people become healthier on every level. I love seeing their minds become more clear, and their creativity become more powerful. I love seeing people become available to a stronger communication from their inner guidance and spiritual wisdom.

When people eat more consciously, they don’t just become physically healthier. They become more present. They’re able to walk through the world with their hearts more open. They live with less fear and more love.

And I love seeing people commit to a healthier way of life because I love seeing the light in their eyes become brighter, and the joy in their hearts spreading to their loved ones, and eventually, as the ripples continue to widen, spreading in some way throughout the whole earth community.

Really, I consider it a privilege to do the work I do. It’s a joy to see people learning how to lighten their ecological footprint, and become more vital and vibrant at the same time.

The food revolution is about changing our food system and our eating choices so that they come to be more in align-
ment with our own good and the greater good. And it’s also about attuning our lives to the greater purposes for which we’ve taken birth. It’s about being our best possible selves.

I was born into the heart of the Great American Food Machine. My dad and my uncle founded, owned, and ran what became the largest ice cream company in the world - Baskin Robbins. I was expected to follow in my dad’s footsteps, and from my earliest childhood I was trained and groomed to one day run that company. I enjoyed my time inventing flavors, and like just about every kid I loved ice cream. But I’ve never regretted walking away from the company and from the money it represented.

The world doesn’t need more ice cream. But what it does need is found in every human heart.

Albert Schweitzer once said, “I don’t know what your destiny will be, but one thing I know: The only ones among you who will be really happy are those who will have sought and found how to serve.”

I consider myself blessed indeed to have received so much help toward finding how I might be of service.

When each of us comes to the end of our lives, what will matter is not what our social standing was, or whether the world thought we were important. What will matter - what in fact always matters - are the values we uphold and the principles and the possibilities we live for. What will matter then - and what matters now - are the quality of love we share with the world and the statements we make with our choices and our lives.

When you choose to live with respect for yourself and others, when you chose to affirm the dignity inherent in life, when you choose to uphold the beauty, the magic, and the mystery of the living Earth, something happens.

What happens is your life becomes a statement of human possibility. Your life becomes an instrument through which a healthier, more compassionate, and more sustainable future can come to be. I want to thank each and every one of you who are reading this. That is no small thing in this crazy world. Thank you for standing for the food revolution we all need to ensure our health, the health of future generations, and the health of this planet. Thank you for living the food revolution in every way that you can. I hope you’ll join us for the 2017 Food Revolution Summit, April 29th through May 7th. You’ll be inspired, and you’ll be empowered to make changes and choices that will heal your body, help those you love, and help heal the planet, too.

May all be fed. May all be healed. May all be loved.

9 Step Food Revolutionary Action Plan

Step 1 – The Great Fridge Swap-Out

Look through your refrigerator and choose one thing you are going to stop buying, and one healthier alternative that you are going to replace it with. And then, the next time you go grocery shopping, put your vision into action.

Step 2 – Make A Food Diary

Expand your food consciousness by tracking what you eat or drink, including both items and quantities. You can do this for a day, a week, or even longer. This works best if you bring a spirit of self-love and curiosity. After a few days take a look at the data and see what you notice. What you discover may surprise you! For a useful template to help you get started, check out: personal-nutrition-guide.com/food-diary-template.html

Step 3 – Track Your Mood

Make a chart to track how you are feeling. Do this at a consistent time each day, and give your energy level and happiness level a score in a range of 1 to 10. If you combine your Mood Chart with your food diary, you may get some especially interesting information. If you want to get even more into it, track your exercise level, too.
Step 4 – Get the Non-GMO Shopping Guide

The Non-GMO Shopping Guide features hundreds of brands currently enrolled in the Non-GMO Project. This purse/pocket-sized guide will help you identify and avoid foods that contain genetically modified organisms (GMOs) foods while you shop. Available in English and Spanish at nongmoshoppingguide.com

Step 5 – Find A Great Recipe – and Use It

Find a new healthy recipe that you love, and start preparing it every week or two. Most of us don’t have that many things that we prepare on a regular basis, so by adding something good to your “starting rotation”, you can lean into a healthier life. After you get comfortable, bring in another one.

Step 6 – Buy Direct from Farmers

Find out where your closest farmer’s market is, and if possible, check it out. Supporting farmer’s markets and is a great way to get access to fresh, healthy, local food, and to support local living food economies. It can be fun, too. When you join a CSA (Community Supported Agriculture), you enter into a direct win-win partnership with local farmers. In the U.S., the number of farmer’s markets has more than doubled in the last decade. For more info on farmers’ market and CSA opportunities near you, visit www.localharvest.org.

Step 7 – Write A Food Mission Statement

Write a sentence that describes what you want for your relationship with food, and post it somewhere prominent where you will see it every day.

Step 8 – Sign or Start Petitions

Check out and sign existing petitions sponsored by organizations like care2.com, change.org, or signon.org. All three of these organizations also make it easy for you to launch your own petition. The petition organizations generally deliver messages to targets via email. If you get a lot of signatures, you can deliver them in person, and contact the media to bring attention to your issue. Or join petition campaigns from organizations like Center for Food Safety, Friends of the Earth, Environmental Working Group, and Food Revolution Network. Together, we can make a difference!

Step 9 – Spread The Word

Spread the word amongst friends and colleagues. Give them resources, books, videos and tools. Host movie nights and healthy eating potlucks. Share your excitement and your learning journey with people you love.