



Jim Hicks

*From the Boardroom to the Dinner Table:
...Sustaining the Planet One Plate at a Time*

After a career in business as a management consultant and senior corporate executive, Jim Hicks became curious about the “optimal diet” for humans and how that affects the planet. Having always been a “big picture” guy in business, he began a study of what we eat from a global perspective—discovering many startling issues and opportunities along the way.

Leveraging his expertise in making complex things simple, he documented his

findings in his powerful book, *Healthy Eating, Healthy World: Unleashing the Power of Plant-Based Nutrition* published in 2011. He is also the creator of the popular **4Leaf for Life** approach for promoting health by focusing on maximizing the percent of calories from whole, plant-based foods.

He has written a weekly column for *The Food Channel* and is a featured blogger for *VegSource.com*

Jim has invested over 10,000 hours in becoming an authority in the areas of sustainability, health promotion and food-based wellness. To be sure, his interests in nutrition go far beyond human health; he is equally passionate about the impact of our rich Western diet on our environment, our supply of fossil fuels, world hunger and the widespread suffering of billions of factory-farm animals. He is now leveraging his business skills as he works to improve all of those facets of our world.

Throughout his career, he has always focused on improving processes—whether in hotels, industry or retail; always looking for the best bang for the buck in terms of improvement potential.

In 2003, he discovered what he referred to as “the single largest process improvement opportunity in the history of the world.” The implications of shifting to a plant-based feeding model for humans and the planet are enormous.

What’s Jim Hicks mission? Improve human health and sustaining the planet...one plate at a time.