



What's Missing From Every Environmental Book? The Simplest Solution to World Hunger and Climate Change



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Food Security and Climate Change are two of the biggest global challenges of our time. By 2050, the world must feed **9.8 billion people** (we're around 7.5 billion people at the moment). To achieve that we'll need to produce **more food in the next 40 years** than was produced in the past 10,000 years and to produce that food, we'll need 50 percent **more land**. Sorry to break the news, but that land does not exist!

On the other hand, as a result of human activity, global greenhouse gas emissions have **grown by nearly 80 percent since 1970**, and atmospheric concentrations of the major greenhouse gases are at their **highest level in 800,000 years**. If current trends continue, there is a high risk of **catastrophic climate change in the years** ahead, causing drought, flood, famine, erratic weather, mass species extinction, disease, and ultimately economic and ecosystem collapse.

In other words, we are in big trouble.

What if you had the power to tackle both these problems starting today? Moreover, what if that solution was surprisingly simple? Wouldn't you want to know about it and tell everyone you know?

The shocking reality is most people don't even realize that these two looming challenges (**food security** and climate change) are interconnected and there's an incredibly simple solution that can fix both. At the heart of both these problems lies our food system, dominated by industrial animal agriculture, and if we keep relying on this system to feed us, not only will we fail at achieving that goal within the next 30 years, but we will also probably take down the oceans, forests and thousands of wild animals with us. That's because industrial animal agriculture, or factory farming, is the single most destructive industry on the planet. It is not only the leading driver of climate change (more greenhouse gas emissions **than the entire transportation sector combined**) but is also responsible for a whole lot of other damage to our planet.

The good news is we have the power to transform the food system and save future generations. **All we really have to do is lessen our reliance on the destructive factory farming industry and support a whole new industry that's rising to offer us healthier and more sustainable plant-based food.**

Sounds simple, doesn't it? But why isn't it being discussed on the news daily? Why are so many environmentally-conscious, well-meaning people still making uninformed food choices? What about the hundreds of books written on the topic of food and the environment. What don't they talk about this?

Something was clearly missing here and while talking to my friend Gene Stone (who has written more than 45 books on a wide variety of subjects, and co-authored the national bestsellers *Forks Over Knives* and *How Not to Die*), I realized that we both shared the same frustration. So we decided to do something about it.

We started gathering all the research and scientific knowledge that is available and ended up making environmental connections that had never been made before. And we turned that into a book unlike any other to function as a call to action for anyone who is interested in helping the human race survive and thrive on this planet for generations to come. But this book doesn't just focus on the problem, it offers a practical path on how to use your food choices to make a positive impact.

I'm very excited to announce that after over a year of work, the ***Eat For The Planet* book** is going to be released on March 20, 2018, and it is available for pre-order now. We hope this little fast-paced, fact-rich, graphic-heavy book shocks you and angers you, but most importantly inspires you to be the change.

You can help save the world – one bite at a time. **Buy the #EatForThePlanet book** and join the movement!

If you live in the U.S. and pre-order the book before March 10, you will be sent an incredible coupon bundle for free products and special discounts from some of my favorite all-plant-based food brands, including **Beyond Meat**, **Miyoko's Kitchen**, **Ripple Foods**, **Purple Carrot**, **Follow Your Heart**, and **Plant Pure**. This is a one-of-a-kind offer you do not want to miss out on!

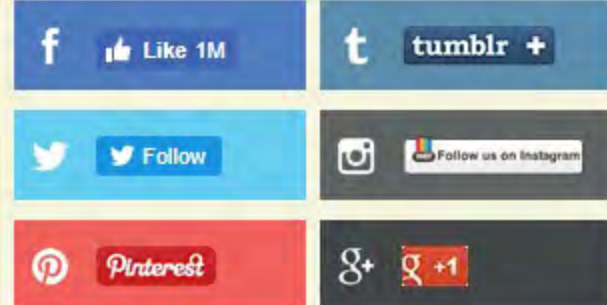


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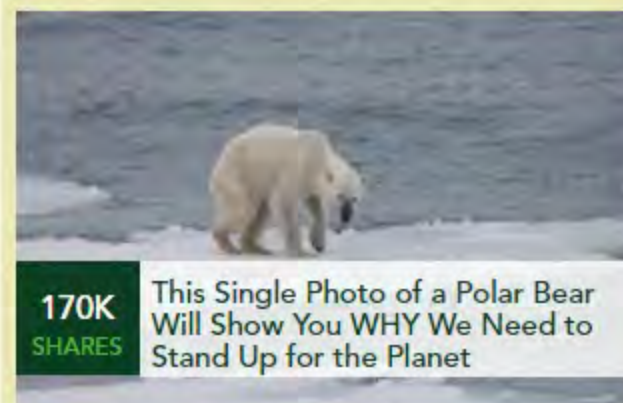
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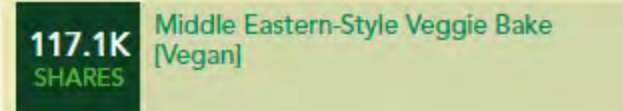
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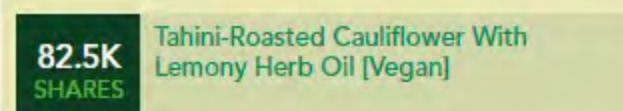
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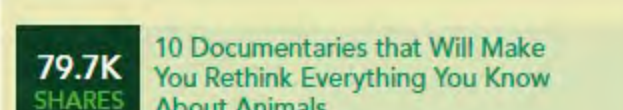
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