

# **Taking Back Organics: Regenerative Agriculture as the Norm, Not an Alternative**

## **A Special Interview With Ronnie Cummins**

### **By Dr. Joseph Mercola**

**Dr. Mercola:**

Welcome, everyone is Dr. Mercola, helping you take control of your health and I am coming to you from a different location because I'm traveling and actually in Mexico, as is Ronnie Cummins, who is joining us today for our Regenerative Agriculture Food Week, which is coming up here. So, that's why we're recording this. So, we're going to get an update from Ronnie. He's one of the philanthropic organizations that we support and been able to do a lot of good work over the years. And we'll see what's happening. So, welcome and thank you for joining us today, Ronnie.

**Ronnie Cummins:**

Good to be with you again.

**Dr. Mercola:**

Excellent. So, you're in San Miguel, Mexico, and I visited there a while ago, that's the center of Mexico.

**Ronnie Cummins:**

Yeah.

**Dr. Mercola:**

Yeah, kind of like a dry desert there for the most part, especially now it's dry season.

**Ronnie Cummins:**

Yeah, we're right in the middle of the dry season. Now, here, you get some rain for about three months. If you're lucky, over four months, and then the other eight months of the year, it doesn't rain at all.

**Dr. Mercola:**

Yeah.

**Ronnie Cummins:**

So, it makes it extremely important. If you don't have a well, which 86% of Mexican farmers don't have a well makes it important to use organic and regenerative techniques, if you want to get good production and improve the environment as well.

**Dr. Mercola:**

Great. What's been new in the last year. What are the updates?

**Ronnie Cummins:**

Well, the overall, obviously, regenerative food and farming has become a buzzword in natural and organic food circles. More and more people understand what it is. But unfortunately, a lot of the large corporate large corporations, agribusiness corporations are using the term “regeneration” to avoid going organic or biodynamic, and they're using it more as greenwashing. So, we're still looking for people to understand that regenerative needs to be organic or biodynamic as its bottom line, and then you can improve on those practices. But we shouldn't allow big corporations like Monsanto to be paying bogus carbon credits to industrial monoculture corn and soy farms in the Midwest, and claim that if they change one little thing, like, like they don't plow because they use glyphosate instead, or if they use cover crops, but then they burn them down with glyphosate. There's nothing really regenerative about that.

And if you look across the world of farming systems that are really increasing soil fertility, putting more carbon in the soil, increasing water retention, preserving or even expanding biodiversity and providing a decent living. These farms are using all the techniques of organic and regenerative and these are the best practices we need to be looking at and that need to be rewarded for their organic plus practices. So, here at the Via Orgánica Research Farm, just outside of San Miguel de Allende in the state of Guanajuato. Right in the middle of Mexico. We're about 170 miles northwest of Mexico City.

But, here we have discovered from small farmers a type of organic farming and land management that utilizes these desert species that no one's ever paid very much attention to, agaves and then trees like the mesquite or other nitrogen-fixing sort of bean pod, acacias. And what the small farmers discovered is that you can use the leaves of the agave plant, which have always been discarded as waste. And these are more than half of the biomass of a plant that can be up to half a ton of biomass at the maturity of the plant. These small farmers discovered that, yes, the leaves of the agave plant are very hard to digest for farm animals, that's why they've never been used. But they figured out if you chop them up really finely and ferment them anaerobically in a closed container, that this fermentation process after 30 days, turns this waste biomass into a very valuable animal feed.

And that here in Mexico, one of the problems with animal feed chains is that importing 17 million tons of GMO yellow corn from the U.S. every year. Mexico's the biggest buyer of GMO corn in the world, not because this is what everyday people eat in their tortillas. But because for animal feed. So, one of the things we're trying to get across to the Mexican government is that farmers who are feeding corn to their animals – chickens, pigs, cows, whatever, they shouldn't be feeding it to cows and herbivores. But farmers that are feeding this feed, can substitute fermented agave and protein from mesquite, pods or other sources to eliminate this water-intensive, energy-intensive, really destructive monoculture of corn and soybeans.

So, we're pretty excited about this. And farmers are picking up on this across the country. And we are getting inquiries from all over the world. Because what most people don't know, unless you live in the southwestern U.S., or a desert area is that 40% of the world's surface is what's called semi-arid or arid. That is it. It depends on seasonal rainfall. And you cannot grow food crops, and this 40% of the world's surface, unless you have irrigation, and most of the farmers don't have irrigation, they're not going to get it the wells that are already out there being

overexploited by corporate agribusiness. For example, in this area, “Hey, we're in a desert.” And yet this is the largest area for exporting things like cucumbers, radishes, [and] broccoli that use huge amounts of water. So instead of using, instead of exporting these crops, because the U.S. – 40% of the U.S. vegetables and fruits come from Mexico, but Mexico is draining its aquifers, and it's degrading its land to try to produce for the export market instead of using what's already right here. The native desert species that don't need irrigation that can exist on very little water and produce enormous amounts of biomass, billions of dollars' worth that can be used for animal feed.

There're also other products like inulin, which is an up and coming nutritional supplement. It's a multibillion-dollar market across the world. And you can produce the best inulin in the world, which is a prebiotic from agave, rather than from a monoculture over there in Belgium of chicory roots. So, there's numerous products. I mean, everyone's heard about tequila and mezcal. But that's just a tiny part of what these plants can produce. So, we've come up with a system where you can interplant 2,000 agaves with 400 nitrogen-fixing trees, and you have a really ideal agroforestry system that sequesters lots of atmospheric carbon for the above-ground trees and plants and also in the soil. And that starts as a keystone species we call it, you can start to bring back to life this 40% of the Earth's surface that is inhabited by poor, small farmers, but isn't productive.

Basically 60% to 70% of Mexico's land is arid or semi-arid. Yes, it's owned by small farmers, these communal land holders and systems called ejidos, which came out of the Mexican Revolution, 1910, 1920. These ejidos own most of the land in Mexico, but the land they own is like, around here, arid, semi-arid, turning into desert if you don't do something about it. And lacking in wells, like I said, 86% of Mexican farmers don't have a well and they're not going to get one. They're too expensive. Water rights are now vanishing. And so, they've got to make the transition from trying to grow corn with seasonal rainfall, which is now unpredictable. So, most of the time, I'm like, we plant corn and beans and squash together. It's a nice mix. It's the thousands of years-old milpa. But the problem is, if the rain doesn't come at the right time, which it doesn't now, four out of five years, and if it doesn't come in a consistent pattern the way it used to, over the three, four-month rainy season, you don't get – yeah, you get corn stalks, but you don't get corn cobs. So, our harvest, this year, in the fall was – we got a lot of we got a lot of pumpkins or squash, we got a lot of beans, but we got no corn cobs.

So, how are you going to feed your animals, which most small farmers in Mexico have some animals, goats or sheep or cows, chickens and pigs, but how do you feed your animals, if you don't have anything to feed them during the winter season? What happens is that people, they don't make any money from their farming, 91% of Mexico's farms don't even break even. So, they put their animals out to graze during the dry season on the communal lands, but there's very little grass because it's been overgrazed for 100 years. And so, you just can't win as a small farmer, as a medium-sized farmer, anymore in Mexico. So, we're hoping that we're going to build to show people, if there's a way to use native plants to produce all the animal feed you need. We can use protein supplements that grow really well in parts of Mexico, like moringa or beans. And you can actually get animal feed to be better than alfalfa and corn at a fraction of the cost. So, this is what we're looking at.

**Dr. Mercola:**

So, with the fermented agave as an alternative to corn. Ruminants weren't designed to eat grains, they were designed to eat grasses. And as a result, they have a pretty low – but even if they did eat grain, it's not that much of a challenge because they have multiple chambers in their stomach that serve as biohydrogenation devices. So, they can saturate the polyunsaturated fats in the grains. So, this is why ruminants are one of the best sources animal protein because of very low linoleic acid. So, I'm just wondering if you've ever done an analysis on the little ache acid composition of the fermented agave, you know how much omega-6 fat is in there because it's not so much an issue for the ruminants. But if you're going to use it for chickens that are not ruminant animals, that could be a big game-changer, too. If it does, have you looked at the omega-6 analysis or composition?

**Ronnie Cummins:**

Well, I haven't seen that linoleic acid as listed as a compound. But we're working with these universities in several states to look at the overall content of the fermented agave. And so far, no one in the country. I mean, the largest organic and grass-fed beef operation in Mexico is one of our affiliates here in this the same county. They're feeding 600 to 800 beef cattle. They eat up to 25 kilos a day of this fermented agave in addition to the grazing they do. So, 50 pounds or so a day. And for they've been doing this for several years. And the veterinarians who service this ranch, Cañada de la Virgen, have been amazed how healthy the cows are in the dry season when all the other cows, the grass-fed grazing cows or they get really skinny during the dry season, and they don't, they're not as marketable. So, we and there's another farm, the pioneer farm, this, it's been feeding fermented agave for 12 years to sheep and goats and lambs. And they've had amazing results. The animals gain weight, they stay healthy. And the lambs, which are potentially a pretty big market in Mexico, lamb burgers, lamb ribs, lamb chops, the baby lambs can live totally off their mother's milk and off fermented agave for the five to seven months of their before their sacrifice.

So, we just said here, okay, we're operating on limited capital. But we're getting a lot of publicity, let's say, "Let's just try feeding this." This was two years ago, to our chickens, and they seem to be very comfortable with and healthy, we got really good eggs and really good chicken here, they seem to be very healthy on about 25% of their diet being fermented agave. Now the pigs, again, no one else. We couldn't find anyone else that had done this. But our pigs, our pigs love it. And they they're eating up to 50% of their diet. So, what we're doing now is we've got a couple of semi-volunteers, we pay him a little bit. But we've got a college professor, an expert, and a veterinarian who services a couple of hundred farms, now working with our staff to get the more exact data that we need. I mean, all of our all of our animals have names. We weigh them every day, we watch their weight, we time the amount of time that we put them out to pasture. And so, we have the observational data, but we need this confirmed, because-

**Dr. Mercola:**

I want to make sure you're measuring linoleic acid, this is going to be important, especially for the non-ruminants like the chickens. So, appreciate the update in the farm. What about the projects that regenerative agriculture is supporting? Are there any initiatives? Is the focus on spreading this information about the fermented agave around or?

**Ronnie Cummins:**

Yeah, well, I mean, we're, we're moving full ahead on this. But we keep pointing out that, "Hey, we discovered a best practice that's both organic and regenerative that can be massively scaled up in arid and semi-arid areas." Okay, but we don't want to say, "This is the only organic and regenerative best practice." Because there's a number of them across the world right now, that have the capacity to have as big an impact as the Billion Agave Project, if they can be identified and supported. Some of these are things like growing bamboo, construction-grade bamboo, in an organic and regenerative manner, or like food forests that people are developing in Costa Rica, Brazil, Indonesia, where you take an area that has been deforested, and you restore it with a sort of multi-layered bushes, small trees, medium-tall trees, and you end up with a wide variety of food products. But you also end up very quickly restoring the health of this deforested rainforests, as people learned in Costa Rica and Brazil.

The rainforest is not very good soil, not very good for growing crops, if you cut down all the trees, and – but there's practitioners out there who have figured out how to use organic and regenerative practices. So, and there's others, obviously, there's 50 million acres, according to Savory [Institute] that are under holistic livestock management across the world. There's 200 million acres that are certified organic for food production. There are lots of best practices that need to be identified, supported and scaled up. Most of these are in areas that are either arid or semi-arid that desperately need to be regenerated, or else they're in the Global South, where most of the world's 600 million farmers live. These are the people who produce 70% of the world's food. They're mainly subsistence farmers. But they are a they're under the crunch. Right now.

**Dr. Mercola**

What are the specific countries that are in the Global South that are producing 70% of the moment?

**Ronnie Cummins:**

It's basically, Mexico, Latin America would be considered Global South in this hemisphere. But in Asia, especially southern Asia, places like Indonesia, places like India, parts of China, it's still mainly small farmers. And then pretty much all of Africa, which is a billion people. So, there's 600 million farms in the world, only about 50 million of these are the big, industrial and corporate agribusiness farms that we are used to looking at in the Midwest or California; 475 million of the farms in the world, who produce the food for their people, for the 3 billion people that live in these rural communities, they have 5 acres or less.

And so, the interesting thing about a lot of these small farmers is that they don't use toxic chemicals in their agriculture, partly because they can't afford them. They can't afford chemical fertilizers, they can't afford glyphosate. They're trying to produce enough food for their families and their livestock, so that they can make a living. And this is most of the world, the Food and Agriculture Organization of the UN (United Nations) and other bodies have estimated that 5% to 10% of the world's 600 million farmers are farming in basically a manner that can be described as organic or regenerative. The problem is, they don't have the money to get organic-certified. They don't have market access for their surplus products. And the infrastructure is not there.

So, you see in a place like Mexico, that after NAFTA (North American Free Trade Agreement), the so-called Free Trade Agreement was passed in 1994, which took away government support for corn growers and tortillas. Two million farmers lost their livelihoods because they were growing corn. And they went to the United States, most of them illegally, because they didn't have any other options. So, it's the idea of regenerative agriculture and organic, becoming much more of the norm rather than the alternative. Really, this is the solution to the immigration crisis as well.

I mean, the people, the people crossing the Mediterranean and leaky boats, paying smugglers to get him to Europe. Most of these are rural people who can't make a living on their farms in Africa anymore. And then the United States border, ongoing, there have been a tremendous number of Mexicans from rural areas who – it's very hard to get a visa if you're a campesino or a small farmer, but nowadays, you see people from Haiti, you see people from Venezuela, you see people from El Salvador, Nicaragua, Guatemala, Honduras, Colombia, these are the majority of the people are crowded up on the border trying to get into the U.S. and basically make a living back at home.

**Dr. Mercola:**

Let's shift back to let's shift back to food. So, in the United States in World War II, there were victory gardens and it's said that 40% of the produce produced in the United States during that time was by the small victory gardens by homeowners. So, do you know the stats as to how much food is being produced by families themselves in their own homes and backyards, front yards?

**Ronnie Cummins:**

Well, according to the research groups that we work with, ETC Group and GRAIN, there's a very good pamphlet by ETC group called "Who Will Feed Us?" And it's an analysis of the world food system, which is now, it's a \$10 billion market food worldwide, it's the largest market for anything at this point. And what you see is, there are a billion people besides the 600 million remaining farms, most of which are small. There's a billion people on the planet, again, mainly in the Global South, who have these, small gardens in the cities, they're producing some of their food. Urban areas, I believe are only 7% of the surface of the Earth, I mean, in comparison to 40% are arid and semi-arid lands.

But, people are squeezing out of their gardens. And also, the small fishermen and fisherwomen are contributing a major part of their food supply. And so, as we move forward, and if we want to change that the disastrous situation where tonight 848 million people are going to go to bed hungry, and even less are acknowledged, is that 2 billion people are now approaching the definition of obesity. In other words, the low quality of the food, the fact that in a place like Mexico, and the United States, the majority of people's calories, are coming from ultra-processed food and bad meats, and contaminated veggies and whatever.

But we can solve this problem of those who are literally hungry, most of whom live in rural areas, or else, they've moved to urban slums from rural areas, if we can improve their standard of living, we will reduce that, but it's not like, "We got to produce more GMO corn and soybeans in the United States and Canada and send it as food aid to Africa. And this will take care of the

problem.” No, the people have to take care of the problem themselves. Those of us who live in the Global North can help, but people have to do it for themselves. All these hunger programs of the United Nations and, and so on over the years, yeah, they've helped, they've helped in times of bitter crisis, but they're not the solution. And the solution is, it's got to be organic and regenerative.

And, as I've, as I've said many times, all of agriculture was organic until about 1940. Now until the close of the Second World War, and it's only been 80 years of this disastrous experiment with chemicals and chemical fertilizers and GMOs. And now lab meat and dairy and all this crazy stuff. If you look at the state of health in 1940, at various things like chronic disease. I mean, why is it four times higher, chronic disease now, than it was 80 years ago? Well, I think part of that is the diet.

Yeah, there's just some nasty, persistent chemicals that we're coming into contact that make it more difficult to be healthy and not be afflicted by chronic disease. But we have created a monster or we let them create a monster. And now we're in a situation where the people with the biggest megaphones, people like [Bill] Gates or The WEF (World Economic Forum) or whatever, they've stolen all these concepts, like sustainable/regenerative hunger reduction. Soon, and so on. And they're basically saying, “Give us control over the world. And we'll fix the climate, we'll fix poverty, we'll fix the deteriorating public health.” But of course, they're just saying this too, too, to get money to get power. And we have to be careful that we don't throw out the baby with the bathwater.

I mean, organic has been the norm for 8,000 years. It works, you can always improve on it. Yes, special interests have come in and especially in the U.S. and degraded the standards. But we figured out a way around that, which is we've got these additional certifications like biodynamic, like Real Organic Project, like regenerative and organic certification. And some of the biggest certifiers in the world that we're talking to, like Naturland in Europe, they certified thousands and thousands of organic farms in Africa and Asia. And we've all come to the same conclusion, which is that fighting against the government, the federal government, yeah, it's worthwhile, and occasionally we win a victory.

I mean, yesterday, it was a very big victory for the USDA (United States Department of Agriculture) to announce that they're not going to let people anymore use fraudulent “made in the U.S.A.” label on beef anymore. I mean, my God, we've been fighting this for 20 years. I never thought we'd win. But all of a sudden, they finally do something right. And two months ago, they tightened up the requirements for importing foreign grains and organic ingredients. And not just letting people claim they are organic, pay off a few people overseas, and get here. But in general, I think we have got to stop focusing so much on the federal government and look more at what can be done at the grassroots level. One problem, however, is that world governments subsidize every year to the tune of \$700 billion-

**Dr. Mercola**

Ronnie, sorry to interrupt you, but I'm still a bit confused as to the projects you've been working on this year. The update from last year to – because it's good information as a background, but I was looking for specifics. Yeah.

**Ronnie Cummins:**

Our number one project, which we're really excited about, OCA (Organic Consumers Association) and RI (Regeneration International) and Hudson Carbon, are working with this and we're talking to the 600 affiliates of regeneration or national around the world. There's an idea to replace the bogus carbon credits, bogus carbon offsets, bogus payments for so-called “prevented deforestation.” In other words, the across-the-board greenwashing that's now happening with a system that is really an alternative.

For example, what we're working on, it's called organic ecoservices. And what does this mean? This means basically, that we've got to start paying organic and organic plus producers a premium for the food they produce. So, that they will become more regenerative and really take over, for example, we've only got 4 million certified organic farmers in the world, 200 million acres, but they took a poll, Food Navigator took a poll of US farmers, and they found that 71% of organic farmers in the United States, and they probably didn't even include grass-fed grazers are not certified organic. Okay. Across the world there are 60 million farmers that could easily be certified organic, if there was a financial incentive to do so and market access.

So, our idea is that you've got this, this bogus, multibillion-dollar industry developing of carbon credits and carbon offsets, but all the certifiers are these practices are – it's as if, yeah, organic agriculture is a good thing. But what if all the organic certifiers in the world were corrupt, and didn't care about anything except their fees, and letting their buddies – so we need to challenge which is happening now, this greenwashing but we need to put something in its place. And we are just about there with Hudson Carbon with a methodology where we can relatively cheaply measure the environmental benefits of organic farming. But we don't want – what we're saying is, if you want to get eligible for these organic ecoservices payments, you got to be certified organic first because otherwise, it's going to be a fraud regeneration that's using GMOs and glyphosate and chemical fertilizers, that's not regenerative. It's never going to be regenerative.

You can doctor the statistics. You can get corrupt certifiers to say you're regenerative, but you're not. So, we believe. This whole ESG thing, which again, is greenwashing. Right. ESG stands for environmental, social and governance practices. So basically, the whole world now is going where Europe already is, which is that every publicly held corporation is going to have to start filing an ESG report, along with its financial reports. If you don't file this, they're going to come after you, SEC (Securities and Exchange Commission), or whatever their corollaries are in Europe.

**Dr. Mercola**

I want to stick to what the updates are, though. I know these are important topics, but you know, what is Organic Consumers focused on it? Are you doing something about this ESG? If not, then let's talk about-



**Ronnie Cummins:**

Yes, what we're developing as a system to where the only payments that we want the polluters to pay, and be able to enhance their PR (public relations) or their supply chain dynamics are two things. We want them to stop carbon offsetting, and do only carbon insetting. That is, a carbon inset is something that a corporation does in its supply chain that enhances these environmental services, and puts carbon and fertility in the soil, or else we want these companies to just pay out money in the form of what the global climate crisis calls, MCs. These are mitigation contributions. So, we don't want Nestle to be able to claim "Oh, yeah, we're going to be net zero emissions by 2050." Let's look at what we're doing. They have to do it.

**Dr. Mercola:**

So, what's the plan to get that enacted as a legislative? Lobby? Are you petitioning?

**Ronnie Cummins:**

We'll lobby but we've got to use the stick, too. One of OCA's ongoing sources of money has been that we've sued corporations all the time for fraudulent labeling and marketing. And we nearly always win. I think we've, we've not won one case, we didn't win in the last 10 years. And what we found is that corporations, if you put enough pressure on them, yeah, they'll start to change. They'll change their labeling, they'll change. And we're seeing lawsuits already in Europe, you can be sued for fake ESG filings.

**Dr. Mercola:**

That's good. So, when you've sued in the past, does OCA get the funding, or is that fine paid back to the government?

**Ronnie Cummins:**

No, our law firm, Kim Richmond and Associates, they approached us many years ago, and they offered to work with us on a contingency fee basis. This means that when we have a settlement, we're just about to have one with Tyson [Foods] on the next few weeks off their fraudulent marketing and labeling. What happens is that the companies will decide at one point, "Okay, we don't want this to go to a jury trial, and to get more bad publicity than we're already getting. So, let's settle out of court," and our out-of-court settlements. And we've sued people like Monsanto for claiming that Roundup is not biologically active on their labels. And they were willing to settle out of court. But they're pretty hard-nosed. They said, they'll pay all the legal fees. They would pay to any nonprofit animal welfare group, but not a dime could go to OCA. Monsanto hates us for the work we do in north and south of the border and all over.

But typically, a company will say, "Let's settle, we'll pay all the legal fees, and we'll pay into a consumer education fund." And so, depending on who's been involved in that campaign, Food & Water Watch is one of our regular allies. We get money. So, we usually get-

**Dr. Mercola:**

Good, that's great.

**Ronnie Cummins:**

-a couple of hundred thousand dollars a year, but we believe – we're going to have to make the polluters really squirm. If we want them to pay out ESG – companies that file ESG reports now have total of \$125 trillion in assets. That's not billion, that's trillion. Okay, you got all these companies filing these, they're bragging about their carbon offsets, their carbon credits, how they paid to defer deforestation here and there, and it's, but it's now starting to come out in the major media.

I mean, we had a call this morning, from The Guardian in London, not one of my favorite papers anymore, because they're part of the whole COVID cult and The Great Reset. But in any case, what they wanted to talk to us about was what do we think about this growing wave of lawsuits and shareholder suits being filed against corporations for bogus ESG? And what is our solution? And our solution to this is we can't write a big company's ESG. But we can say, “If you don't make a sizable contribution to these mitigation contributions that are actually restoring the environment and sequestering carbon and biodiversity around the world, we're coming after you,” because your certifiers, these people like South Pole, Verra. There're only about six major carbon credit certifiers in the world. And it's now coming out that it's all corrupt. And that 90% or more is bogus. And that they're basing stuff on estimations. And the system we're developing with Hudson Carbon is going to be a smartphone app that will enable a farmer not only to apply to be certified organic, but will enable them to demonstrate higher levels of regenerative practices. And we're not going to offer our organic ecoservices to just any organic farmer. We want to start out with the best of the best.

And so, we're not going to offer our service to people like Aurora or a factory farm fake organic or Petaluma Farms, factory-farm fake organic poultry, you know these people like Driscoll's growing so-called organic berries in containers with no soil. But we're going to work with the preexisting organic certifiers of the world who really have integrity. Groups like Demeter, the biodynamic and we'll let them know what we're doing. We'll show them our app, which by the way, it's going to make it much easier for organic certifiers to have an online computerized system of records instead of a bunch of copies of receipts and hand-drawn maps of farms and so on.

But we know full well the reason farmers that were once certified organic stopped getting recertified, or the reason why the overwhelming majority of organic producers in the world are not certified at all, is because it costs money and it takes time. And the recording is onerous, I mean, the organic certifier has to visit the farm every year, they got to go through this rigmarole. I mean, they'll tell you, “Oh, the farmer spends half their time trying to find a receipt for their inputs that they used, that maybe they lost or something.” So, we're going to streamline the reporting and verification, but you can also build into an app now, there are about 60 databases that are available in the world that are on satellite photography, basically.

But you can find out pretty much everything, say you're looking at a large ranch of 30,000 acres, Hudson Carbon just did an analysis out there of carbon and ecoservices. With our system, you do a bit of, you do a bit of on-the-ground measurement, we have these super sophisticated drones that you can fly over an area, you can cover 50 acres a day. And it can tell you a lot. But what you want, the gold standard of soil health and above ground will be the – you got to know

exactly where to take soil samples. This place we're working with, the Organic Beef and Grass-Fed Operation, they're 12,000 acres. And by doing and it's part of it is mountainous, part of it is flatter, part of it is medium elevation, different elevations, different soil types, different levels of fertility, what you can do with what's already out there, the satellite information on elevation, soil types, climate records, all this, you put this together with the data you get from flying some drones over the property, either part of it or all, you know exactly where to take soil samples.

In other words, up until now, okay, you're looking at this farm, how many soil samples should we take now so that we have a baseline so that we know over time, if we're improving the soil, water retention, and so on? Well, it's kind of guessing because I remember this in when we were looking in Minnesota, at Reginaldo Haslett-Marroquin regenerative poultry operation, the soil organic matter at the base of a hill where there had been erosion and soil washing off at times, was six times higher than the soil organic matter on the top of the hill.

And so, you want a way to reach this 90%, I think we're at 91% certainty, you want 90% to 100% certainty that this piece of land, if it's 10 farmers, and a co-op organic farmers, or if it's just a very large landowner, you can figure out where in the hell do you take soil samples now and then when you go back in two years, say you had 100 soil samples on a 30,000-acre ranch, that's where you take the samples. And it's there's no guesswork involved.

This will tell you the overall improvement of the land that fits within those GPS systems. And then there's other things. I mean, there's formulas you use for every 1% increase in soil organic matter. You're holding 50,000 gallons of water per acre. And so, things like water retention, we use other techniques. You can determine biodiversity by partly counting different trees and plants and bushes on the ground. But you can also do it with – we're using microphones now that are tied into databases, where they can identify bird calls. And so, you can tell how many birds are in an area, say this year. It'll tell you not only what the birds are, but it'll tell you which ones are just migrating across and which ones are actually that's their habitat. And so, you have a baseline that you can go back to. And so, we basically, it's like, like organic certification. You want it to be available to the farmer, you want it to be trustworthy. I mean, you got to convince governments and so on, that you're legit. But you also want it to do things that organic certification, up until now doesn't require, like Andre-

**Dr. Mercola:**

What are the plans to get that enacted? And what's the timeline of that you're looking at?

**Ronnie Cummins:**

Well, we're trying to raise seed money. Right now, to finish off this app, we've got several projects under our belt, where we're proving this system, but you got to get the cost down, say, with a very terrain now say it's \$8 an acre, well, that's too high, we got to get it down to \$1 an acre to use this type of stuff. But we're, it's not just us, there's a few other groups around the world that are getting close on this. But we're the only ones that are going to say, "We're not going to get people registered to receive eco payments, unless they're already organic, unless they're really organic."

And so, our goal is going to be we will pay for organic certification, we, meaning the Regeneration International registry, we will pay for the organic certification, once we've selected a farm or project, we will pay for the what's called MRV, the measurement, review and verification, the work that Hudson Carbon is doing to set you up. And then we will find people who will obtain these credits for you. And so, we've talked to about 50 large corporations across the world that are buying large amounts of bogus carbon credits and offsets. And they are at least open-minded. I can say this, they know they got a PR problem. They would much rather, like one of our steering committee, one of our board members on Hudson Carbon says, "Look, there's \$125 trillion in financial assets out there. All these companies, I guess it's just publicly traded companies are filing ESG reports that are public. And we can we can start to wage global campaigns to not just embarrass these corporations, but to expose them and to force them to start putting a portion of their assets into ecological and ecological balance sheet." So that's the grand plan.

And part of it is the organic, the organic movement has stagnated. It wasn't so clear, during COVID, because we grew and the natural supplements sector grew. But now just recently, if you look at the reports, organic food has gone up significantly in price. And the sales are starting to decline. I mean, it's still growing, but it's growing 2% a year instead of 10% or 12%. Okay, this is ridiculous. Why is it? If 60 million farmers in the world who are managing a billion acres are already doing most things right and could do it better, why can't we get them certified and make organic and regenerative the norm? And why can't we break down these walls, these artificial walls that exists between certified organic producers and certified grass-fed producers. This is insane. We're all facing the same threats. But money.

**Dr. Mercola:**

So, Ronnie, we're approaching the end of our conversation. So, I'm wondering if you could wrap it up and summarize what you just said and why people would want to support this endeavor?

**Ronnie Cummins**

Sure. Well, we're obviously in the middle of a hydra-headed crisis and organic and regenerative nutrient-dense food is what's got to be made available to everyone. And we can't do this by paying organic farmers enough for their food to where it gets priced out of the range of more and more people. We've got to start thinking of, "How do we pay farmers and ranchers and land managers for the environmental services that they provide for all of us, and for reducing poverty?"

And so, we got to come up with a new system, we need a campaign to rejuvenate the organic movement worldwide. And groups like I found, the International Federation of Organic Agriculture Movements that has farmer affiliates in 100 countries. And some of the best organic certifiers are willing to join together with us to change this situation. If most of the farmers in the world, eight times as many farmers in the world or 20 times are organic, but aren't certified and aren't getting any reward in the marketplace, we can change this. And the way to change it is public education.

We've got to expose not only the machinations of the World Economic Forum and [Bill] Gates and World Trade Organization, but we've also got to point out that this new magic bullet that

they're offering up is just greenwashing. And that we have an alternative. And this alternative is organic and regenerative. And it's based on the cutting-edge science and verification that are now within our reach for the first time, because this stuff used to be so expensive, like the drones we use, yeah, they're \$20,000 each. And you have to buy insurance in case you have an accident. But this kind of drone used to cost \$200,000, the price has come down. So, it's within the range.

And I look forward to this, just like our campaigns against GMOs and fake food. The first step is to find your partners in the U.S. and worldwide who are willing to go along with this. And have a – we have a flagship project, The Billion Agave Project that can demonstrate all this, then we got to educate the people, we got to go after the polluters and make them pay because farmers can't bootstrap themselves into organic and regenerative, most of the farmers of the world, they're not going to do it. It's not a question of do they want to do it or is it the right thing. Someone has to pay the \$10,000 over 10 years that it takes to thoroughly regenerate a landscape and it's either going to be government's, yeah, a little bit will come from market demand, but governments or the private sector.

And at this point in time, I think we talked about this, in our last interview, I actually have more faith that 1% of the capitalists and corporations who own \$125 trillion assets, I have more faith in that 1% of those people who want to do the right thing than I do and the U.S. government, whether they're Republican or Democratic doesn't seem to make that much difference. And we can work at the local level and the state level, and there are some countries that are a little more receptive to what we're talking about. Mexico's one. The reason I spend the majority of my time down here is because the government has declared they want agro-ecology to be the foundation of Mexican agriculture. They've banned GMO corn, banned GMO soy and so on. So, some governments are willing to listen right now.

**Dr. Mercola**

Thank you for the update, Ronnie and keep up the good work.

**Ronnie Cummins:**

Okay, hope see you soon in person.

**Dr. Mercola:**

All right, sounds good.

**Ronnie Cummins:**

Thanks a lot. Adios.