



• together the new Santa Fe - based organizations •

The Localvore Institute

and the

CHAVA Institute

for the Study and Application of
Food & Drink Energetics

**promise to revolutionize our nation's
local food movement**

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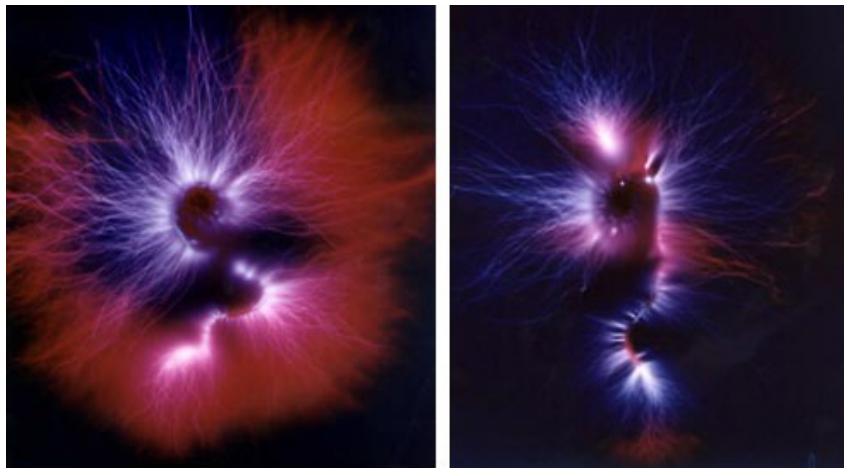
**Are you ready to learn some things about
food that will rock your world forever ?!**

A NEW FOOD PARADIGM

The Groundbreaking Science of Food Energetics

Food Frequency: The Ultimate Nutrition

(seed sprout energy photos)



(lentil sprout 'raw' and 'cooked')

Research Scientist / Professor Emeritus
Physiological Science at UCLA, Dr. Valerie V. Hunt, did both still and motion Kirlian film that was spectacular in what it revealed.



The pinnacle of her research was when the moving film visibly showed that a young healthy subject who was consuming the **typical fast food** (hamburger, French fries and soda) **reduced their energy field** projected outward from their body after each swallow.

On the other hand, when **fed fresh green sprouts** an **ever-increasing level of electric frequency grew**, ultimately changing the color to a violet purple. This clearly concluded that as we ingest oxygen, enzymes, hormones and phyto-chemical rich living food, it offers the benefit of increased electrical strength which significantly enhances the physical and mental stamina of the person eating the food.

David Wolfe has been an advocate of raw food for 16 years. He is a world authority on raw foods and superfoods who coaches Hollywood celebrities and leading business people on nutrition and wellness. **One of the key reasons why many people are getting sick** with modern-day diseases like heart disease, cancer, obesity and diabetes is that **they are relying on 'processed food' as their primary form of nutrition**. Ninety percent of foods Americans purchase every year are processed foods, and food marketers do a masterful job at making it seem like fast foods and junk foods are a great choice [for today's consumer]. - Dr Joseph Mercola

Researchers Gary Young and Bruce Tainio discovered that **processed/canned food had a zero MHz frequency**, **fresh produce was shown to be much higher** and had up to 15 MHz, dry herbs from 12-22 MHz, and fresh herbs from 20-27 MHz. Essential Oils (therapeutic grade) started at 52 MHz Kirilian Fingertip and went as high as 320 MHz, which is the frequency of rose oil."

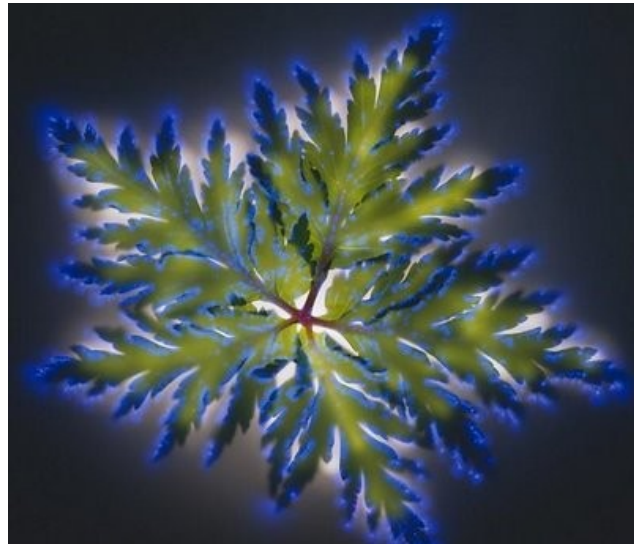
They also found that when a person drinks a cup of coffee, their frequency can drop by as much as 10 MHz. It can take 3 or more days for a person's body to return to its original frequency. However, if they use an essential oil of 75 MHz or higher immediately after drinking the coffee, their frequency returned to normal in less than 1 minute. The same effect can be said of tobacco smoking.

Our physical bodies are BIO-ELECTRICAL

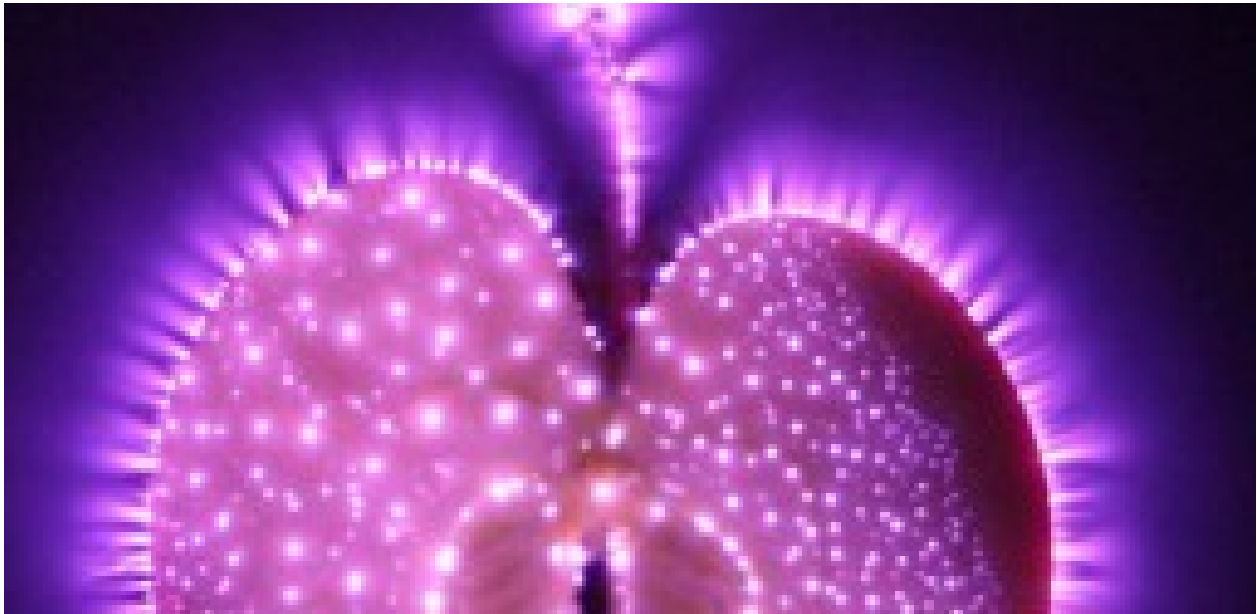


Kirlian Fingertip Photo

we need to consume bio-electrically strong foods



Kirlian Plant Photos



Kirlian Apple Photo

Kirlian photography offers '**visual proof**' to the clinical Western mind of the **energy fields** emanating from all things. I once saw a **Kirlian photograph** of a slice of processed **white bread** alongside a slice of **organic brown whole-grain bread**. Around the white bread there was a flimsy excuse of an energy field, whereas the brown bread's emanation was strong, vital, and many times bigger. The difference was so startling that I have hardly ever eaten white bread since! Processed food loses so much of its vitality." - source unknown, taken from the internet

FACT: Canned food, frozen food, processed food, ordinary tap water are all lessened and even dead of vital **Life Force Energy**

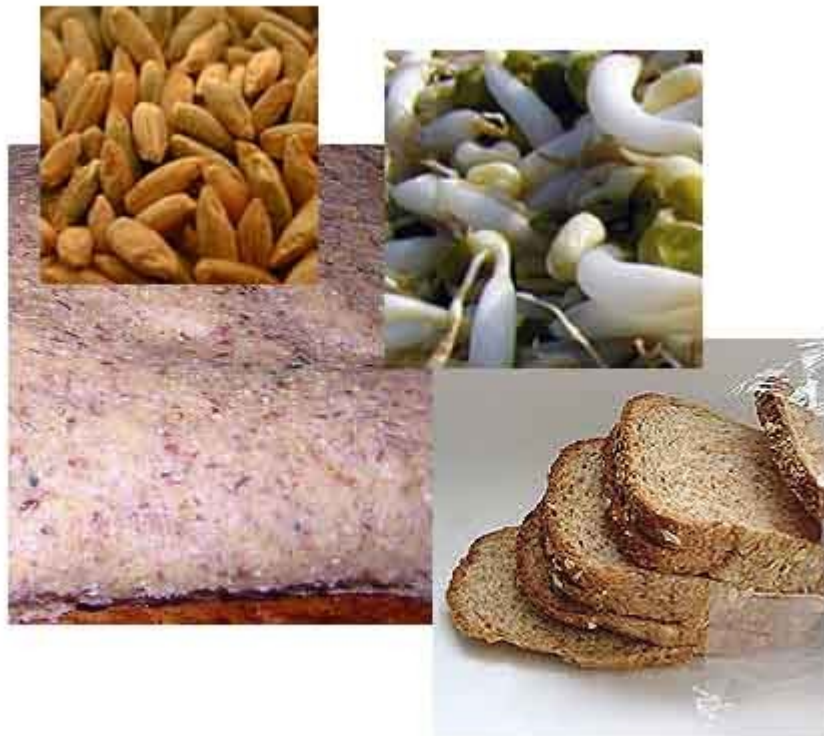
.. and when you consume food and beverage that is severely devoid of life-energy it will leach life-energy from your own reserves.

Is all this astoundingly eye-opening to you?



**"Healthy Wonder Bread?
That's an oxymoron."**

Darra Goldstein
Editor-in-Chief of Gastronomical News



'sprouted' grain bread is the wise choice



Even 'sprouted' grain pizza ... IMAGINE

Plants can store this **vitalizing force** in significant amounts .. humans can also take in and store this force, but must first absorb it primarily from **raw living foods** and then to a lesser degree from the air we breathe - this energy is known by different names including 'chi' and 'prana' .. **raw fruits and vegetables are the primary source for this energy**, supplying at least 75% of all life energy we absorb from our environment.
from www.living-foods.com

The Vibration of Food & Drink

To stay in good health we need to have a healthy, balanced diet of raw living foods.

All the food and drink that vibrate at 12,000 Bovis units and over will give us the energy we require. Whereas any food or drinks which vibrate below 12,000 Bovis units will lower our energy levels. It is the same for the vibration of the places where we live and if the clothes we wear are made of synthetic or natural material - but that's another story for another time.

We need to eat the maximum of food and drink which total this vibration .. when we do it gives us a feeling of being more alive and even more spiritually aware of our lives and our surroundings.

The 'energetics' we are talking of here (vibration/frequency) can now be both scientifically 'visually displayed' and 'measured' with a new generation of subtle energy technology instrumentation.

Life Energy Meter



Capturing the Kirlian Effect by a Gas Discharge Visualization Device



This trailblazing new science of FOOD ENERGETICS scientifically validates our need for fresh, raw foods grown organically without chemicals.

furthermore, let's go here:

Dr. Kikuo Chishima, a Japanese professor asserts that the 'energetic' or 'frequency information' of the food we eat is even more important than the nutrients. Food contains molecular compounds of amino acids, complex carbohydrate chains and various chemical elements, each having their own unique frequency or vibration. It is the vibrations of the nutrients that raise the vibrations of the body's tissue. Pesticide and chemical laden fruits and vegetables, as well as animal protein contaminated with antibiotics and growth hormones, have 'chaotic vibratory oscillations' that act to derail the high coherence of our nutritional energy needs. Thus, our food has to be in the utmost coherent energy state because that is what is taken into our cells in the form of biophoton energy. In addition, our mental state creates an energy field around us that affects the vibration of the food we are preparing or putting into our mouths. 'Energetic coherence' is of high importance.

All living cells of plants, animals and human beings absorb and emit biophotons which cannot be seen by the naked eye but can be measured by special equipment developed by German researchers.

Cancer cells and healthy cells can be discerned by differences in their frequency and **biophoton emission**.

According to biophoton thesis **biophoton light** is stored in the cells of organisms - or more precisely, directly in the DNA.

A healthy cell will store light the longest, while an unhealthy cell will give off the light in a shorter time.

Interestingly, it has been documented that DNA repair can be activated using a frequency of 528hz.

All carcinogenic chemicals scramble the light.

What Are Biophotons ? .. What is the True Value of Food ?

Some Surprising Answers

A photon is a single particle of light.

'Light' can be scientifically described as being 'bundles of electromagnetic wave energy' called 'photons' - thus BIOPHOTONS.

Light is 'information' - it can be coherent or incoherent.

Biophotons (coming from sunlight) convey order and information to biological organisms - thus supplying needed frequencies to living systems.

The ultimate biological nutrient is sunlight.

The food we eat needs biophoton concentration.

An important facet of the wonders of raw foods is the 'energetic aspect'. Without light there is no health. **We are human photocells whose ultimate biological nutrient is**

sunlight.

Dr. Johanna Budwig from Germany has stated that live foods are electron rich and act as high-powered electron donors and as solar resonance fields in the body to attract, store, and conduct the sun's energy in our body.

The greater our store of light energy the greater the power our overall electromagnetic field and consequently the more energy we have for healing and the maintenance of optimal health.

A book by German professor and biophysicist Fritz-Albert Popp, PhD. (a Nobel nominee in physics) - ***The Message of Food*** - is very much inspired by the discovery of biophotons.

Professor Popp and other prominent researchers have used highly sensitive light-measuring equipment to monitor and measure the light exchange of living cells.

Writes Professor Popp:

"The value of food is more than a combination of separate nutrients."

All information is in the light. Death equals the absence of light. Biophotons are information packages that control all biochemical reactions. They are the electromagnetic signals that precede every biochemical reaction. - from *The Science of Biophotons: Healing With Light*, by Johan Boswinkel

The latest research in this field of food energetics shows that, in addition to the chemical composition of our food, light energy (biophotons) is an important factor in food quality.

The more light a food is able to store, the more nutritious it is.

Naturally grown fresh vegetables, for example, and sun-ripened fruits are rich in light energy. The capacity to store biophotons is therefore a measure of the quality of our food.

from: www.rawlivingfoods.typepad.com

Biophotons and Food Quality

(Science in Society / Science Society Sustainability website)

Some of the most revealing findings on BIOPHOTONS were made in connection with food and other agricultural products.

Amazingly, Professor Popp's laboratory found it possible to distinguish organic tomatoes from conventionally grown tomatoes from a supermarket.

Similarly, free-range eggs could be distinguished from poultry eggs produced in confinement and factory farm conditions, and the germination rate of barley seeds could be predicted from

the glow of their energy field.

The inherent scientific capacity for **DETERMINING FOOD QUALITY** (i.e. **ORGANIC VS. CONVENTIONAL**) and applying that on a commercial basis by utilizing the trailblazing science of '**FOOD ENERGETICS**' is nothing less than stupendous in scope.

The potential this holds for organic food and for the localvore movement and farmers markets everywhere is astounding to contemplate.

Noting this alone is staggering:

organic foods emit five times as many biophotons as conventionally grown food

This threshold we are now standing before requires visionary participants .. I welcome all you to take a look at these paradigm-busting findings and consider what areas of this that you can help make a reality by putting your acumen to play with us in facilitating this amazing new transformation.

Very truly yours,

Richard Dean Jacob

The Localvore Institute

CHAVA Institute for the Study and Application of Food & Drink Energetics

Santa Fe, New Mexico

" All truth passes through three stages. First, it is ridiculed. Second it is violently opposed. Third, it is accepted as being self evident. "

Arthur Schopenhauer, German philosopher (1788-1860)



Richard Dean Jacob is the founder/ceo of Ancient Grains Baking Company and Legendary Brands of Santa Fe. In western Illinois his late father owned a feed mill and grain elevator Burnside Feed Mill. At an early age he raised livestock and started at age 20 his own feed and farm supply store in Nauvoo, Illinois. He previously attended Gem City Business College in Quincy, Illinois and has worked as a magazine editor. His experience in branding, sales, marketing and merchandising is extensive. In the 1990s he relocated to Minneapolis, Minnesota where he lent his creative talents to social work that led to his being the original player in the state of Minnesota for the national IDA movement that works to bring the American underclass and low-wage earner into financial modernization. This activity also led to the passing of original state IDA legislation in Minnesota. It was in Minneapolis that he conceived of a brand of Starbucks distinction and potential

- Ancient Grains Baking Company - and saw that a place of timeworn authenticity and world class creativeness (called Santa Fe, New Mexico) was the place to base and give birth to it. Today a new era is forming as a result of his agricultural and business background and entrepreneurial zeal that promises great things for the City Different. He is also a prolific writer with books in-the-works, movie screenplays, and numerous op-eds published in the Santa Fe New Mexican and is working toward his degree in public relations.

Business Press Release:

<http://www.pressreleasepoint.com/node/245956/pdf>

IMPORTANT ADDITION (by RDJ):

The Overlooked Nutritive Value of 'Glyconutrients' Inherent in Local Produce

So-called fresh produce we purchase from supermarkets with its long-distance transport that then ends up being stored and shelved, inevitably incurs depletion and loss of a most highly important class of phytonutrients known as 'glyconutrients'. Glyconutrient loss is even more profound in canned, frozen, processed, and cooked foods. So it is that glyconutrient content is at it's highest while still on the plant or tree in its most natural or Garden of Eden state, so to speak, and then realizes a steady decline from the time it is picked to the time it takes to reach consumer purchase and the human palate.

With glyconutrients so largely missing from our diets we lose out, to our detriment, on a very crucial nutritional factor that enables every cell of our bodies to communicate with one another, repair, and function at their most optimum. So it is that glyconutrients are nothing less than a 'missing link' in the food we eat in today's modern industrialized age -- and now their absence are being increasingly attributed, for example, to such adolescent disorders as ADD and ADHD and certain degenerative diseases and the inability to heal properly in older adults.

The web site of Glyconutrient Reference writes: Four of the last eight Nobel Prizes for medicine have dealt with the cellular communication process and its importance to our wellness and the new science-medicine of glycobiology.

The recognition of 'glyconutrient content' of locally-sourced produce from farmers markets over that of transported produce sold in conventional groceries and supermarkets is of importance that cannot be overstated.

from: www.glyconutrientsreference.com

In our diet today, the eight essential glyconutrients are often missing. Most diets today contain only two of the eight: glucose and galactose. Glucose is supplied from such food sources as wheat, rice, and sugar cane. Glucose and galactose are supplied through the breakdown of lactose from dairy sources.

If we are deficient in the 8 essential sugars, the cells will eventually lack the communication system necessary to maintain good health.

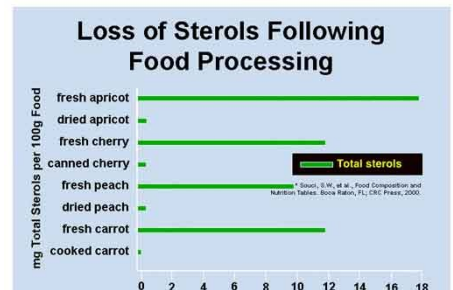
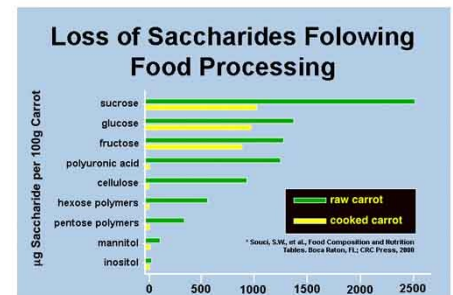
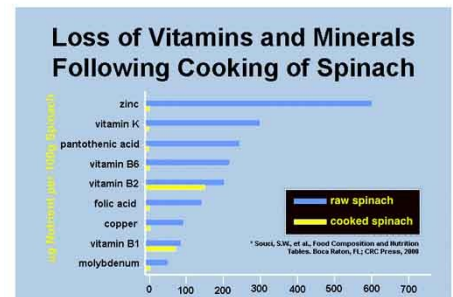
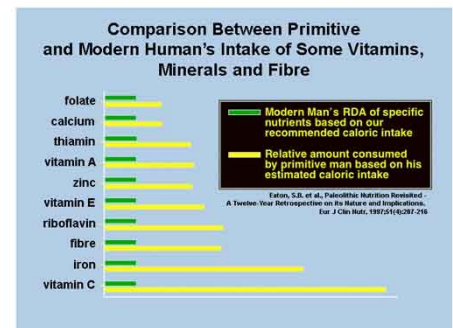
Why are our diets deficient in glyconutrients? The so-called fresh fruits and vegetables we buy today have few glyconutrients (or nutritional value at all) because they are often grown in nutrient-deficient soil, picked before they ripen naturally, gassed, irradiated, artificially ripened, stored for days, weeks, or months, cooked, frozen, canned, processed, refined, pasteurised, genetically engineered, etc. Cooking and processing deplete glyconutrients further.

Glycobiology has also found that beneficial bacteria in the colon breakdown polysaccharides to monosaccharides (glyconutrients). But the bacterial content of modern people is different from our ancestors and so this process is less efficient.

Green harvesting allows long distance transport and allows fruit and vegetables to be stored for lengthy periods, but most of the essential glyconutrients are found only in food that is ripened on the vine or tree and they remain in the fruit or vegetable for only 48 hours after picking.

Consider the tomato:

- Green harvesting loses up to 25% of its nutrients
- Transporting loses up to 25% of its remaining



nutrients

- Storage loses up to 50% of its remaining nutrients
- Canning loses up to 83% of its remaining nutrients
- Cooking loses up to 50% of its remaining nutrients.

This leaves the tomato with 2.39% of its original nutrient content.

At the same time that our food has been reducing in nutrients, autoimmune diseases, cardiovascular disease, cancer, diabetes and chronic degenerative disease have been increasing alarmingly and have been occurring in younger age groups.

A growing mountain of evidence shows that all these diseases are caused by a single dietary deficiency: glyconutrients that are missing from our diet.

A dietary deficiency cannot be corrected with drugs or anything else, other than the missing nutrients.

freelance article in-the-works:

Organic vs. Conventional

Is organic food really worth the nearly half billion dollar premium American grocery shoppers shell out yearly

The new science of food energetics yields some surprising, and unconventional, results

by Richard Dean Jacob

The web site of Retailing Today (6-7-04) proclaimed that Whole Foods transcends the ordinary grocery shopping experience by saying the following: "Whole Foods can be regarded as the most successful organic food retailer in the United States. But despite the strong growth of natural and organic food, the reason it is successful probably has more to do with its skills as a retailer than any other factor. Simply put, it's a pleasure to shop Whole Foods, even if the total at the check out stand can provide a little jolt. Yet, it is even more to Whole

Foods' credit that consumers accept the jolt and keep coming back."

The very next year USA Today (3-8-05) titled an article -- A whole new ballgame in grocery shopping -- that wrote "Some folks go to the supermarket for food. How quaint. How boring. How 2004." They elaborate further that "the all-natural grocery chain beloved by soccer moms, Hollywood starlets and the organically inclined, is staking its future on a very different premise: shopping as showtime." "You don't need a ticket to enter the pulsating, almost-as-big-as-a-Wal-Mart concept store that opened six days ago adjacent to its new headquarters (in Austin)," continues USA Today, "But you do need to wipe clean all preconceptions about grocery shopping as drudgery. Call it a better-for-you food bazaar on organic steroids. Or the grocery equivalent of Disney World for food junkies. Whatever you call it, Whole Foods executives believe that the ideas in the store — which is broken up into enticing, food-centric lands, à la Disney — could have the kind of industry-shaking impact on grocery shopping that Starbucks has had on coffee drinking."

Bumping up to 2007, Whole Foods Market, Inc. and their closest rival Wild Oats Markets, Inc., announced their signing of a merger agreement -- a business purchase arrangement that sang to the gargantuan tune of \$565 million.

Perhaps nowhere was this news heard more loudly and taken more engagingly than in the relatively small market of Santa Fe, New Mexico -- a town of only 70,000 that holds the distinction of being an organic food shopping mecca and the location of one of Whole Foods busiest stores in their entire chain...as well as a place also occupying a well-performing Wild Oats store. The headline in the Santa Fe New Mexican (2-22-07) read: Whole Foods buys competitor Wild Oats.

Today, even in the midst of a substantial recession, a visit to the ever-bustling Santa Fe Whole Foods -- or the remaining Wild Oats, or Natural Grocers, or the the additional number of partially organic supermarkets like Trader's Joes and two Sunflower Farmers Market stores that made their foray here in 2009 -- proves that the City Different has the stuff that organic grocery markets are made of. Says former Wild Oats founder and now Sunflower juggernaut and CEO Mike Gilliland: "I'm always amazed at how deep the natural-food market is in Santa Fe."

While rising in popularity for nearly two decades, and organic purchasing habits seeming recession proof, the natural and organic grocery segment slowed along with the currents of the economic downturn that took hold in early 2008. The web site of Natural Products Marketplace (4-24-09) reiterated a news analysis by Nielsen Wire saying that "At this point, it appears that cost beats the potential benefits of organic products when shoppers head to the grocery store. It will be interesting to watch if sales of organic products rebound along with the economy, or whether that trend will be a victim of the vast changes affecting consumer behavior."

The organic grocery market in Santa Fe has

FOUNDING BOARD & ADVISORY COUNCIL forming
This is now Santa Fe's most exciting new project!

The Localvore Institute

'culinary & nutrition school' / 'national umbrella organization for the local food movement'

At this time a Business Plan is being worked on and a focus group of local professionals is coming together. In a short time this will evolve into a Founding Board and Advisory Council. Should you be interested in attending an initial meeting-of-the-minds simply reply and we'll provide full details and coordinate a date. thank you

Business Plan beginning draft excerpts

Home Planet Cafe Farm-to-Plate Restaurant Santa Fe Railyard

An educational not-for-profit 501c3 organization of The Localvore Institute

Mission: To provide an exclusively 'locally-sourced' all-natural eatery venue to the public for a refined, full sensory culinary experience of fresh, organic plant foods and meats in the cause of enjoyment, health, and food craft education placed in a colorful, vibrant, agrarian-styled farmer's market setting.

Statement of Purpose: To enhance and add a fascinating new dimension to the Santa Fe Farmers Market experience by:

- x Creatively expanding the presence and livelihood of the Santa Fe Farmers Market scene in the Railyard
- x Increase awareness of where our local food comes from to the public at large
- x Facilitate intimacy between our area's small organic farmers and their product buyers and strengthen loyalty by way of an eatery venue
- x Provide locals and visitors to our area an unprecedented experience in fresh food variety, taste, nourishment and culinary repertoire

In this we envision our farm-to-plate restaurant providing culinary extern students (e.g. from the Santa Fe Community College) apprenticeships for real-world training and experience while creating a significant dynamism in-house and throughout our organization.

BUSINESS PLAN

- Table of Contents
- Objective
- Executive Summary
- Business Description
- Market
- Marketing / Promotional Plan
- Founding Board

- Outside Consultancies
- Management / Personnel
- Financials
- Legal Structure
- Glossary of Terms

The possibility of 'franchising' Home Planet Cafe farm-to-plate to other farmers markets across the country who want to license our format

Social (nonprofit) franchising is a groundbreaking concept offering nonprofit organizations the opportunity to create reliable, unrestricted wealth to support mission activities. As traditional funding sources become shallow or dry up altogether, social franchising is not only a new stream of income, it's a Stream of Hope. Hope for sustainability. Hope for self-reliance. Hope for growth. And, most importantly, hope for the people and causes that need hope most of all.

Authored and compiled by **Community Wealth Ventures**, the nation's leading consulting firm to nonprofits, and based on decades of experience with hundreds of community organizations, this publication serves as both an introduction to social franchising and a handbook for those organizations wishing to pursue this exciting new concept.

Era of the Social Franchise: Where Franchising and Nonprofits Come Together

<http://www.franchise.org/Franchise-News-Detail.aspx?id=18878>

How to Franchise a Nonprofit Organization

http://www.ehow.com/how_5019663_franchise-non-profit-organization.html

Nonprofits Start Franchising

<http://www.thenonprofittimes.com/article/detail/nonprofits-start-franchising-225>

Nonprofit-Owned Franchises: A Strategic Business Approach

http://www.franchise.org/uploadedfiles/files/nonprofit_owned.pdf



Her Restaurant Breaks All the Rules, and Thrives

They said it would never work. They were wrong.

Denise Cerreta gave up her successful acupuncture practice to open a nonprofit eatery that helps feed the world. Here's how she broke all the rules and came out ahead.

<http://www.more.com/reinvention-money/second-acts/her-restaurant-breaks-all-rules-and-thrives>

We are currently exploring the idea of taking over the empty 2,300 sq ft space in the Railyard's Santa Fe Farmer's Market building - the space sits adjacent to the Farmer's Market and abuts Second Street Brewery .. the concept is this: a new **locally-sourced farm-to-table 'nonprofit' restaurant** that would be called Home Planet Cafe (tm) .. this new project is now open to inquiry and we are seeking individuals interested in forming a founding board.

note: There has been here in Santa Fe and Eldorado two prior incarnations of a restaurant called 'Home Planet Cafe' by a local professional chef (Steve Cooper) .. his second and last Home Planet Cafe went out of business last year .. he's been contacted on this and is positive on the restaurant name we have chose.



a non-profit, locally-sourced showcase restaurant

Home Planet Cafe

~ Farm to Plate Eatery ~

Fresh Organic Fare for the Localvore

Personal - Communal - Global - Galactic

"When people pay attention to nature and care for the Earth rather than obsessing on war and financial portfolios, you will know the transition to greater awareness has truly taken hold. The land must be loved into vitality, and nature must be recognized and cherished as an intelligently designed interactive system of information that connects you to layers upon layers of multidimensional realities. .. Immerse yourself in the sounds, sights, scents, and tastes that nature offers. Take long walks, sleep on the ground for a change, and gather with friends and loved ones to watch the stars. .. The power to live well and prosper is yours for creating, so plant the seeds of heightened intelligence, creativity, courage, and gracious change in the garden of your mind. .. A vast intelligence, far beyond your current definitions of God, fills the invisible realms of existence. Cosmic Intelligence is watching and waiting for you to wake up to the new horizons of reality."

The Pleiadians

note: Making HOME PLANET CAFE™ local farm-to-plate restaurant a 'non-profit' will pan very well in **working with culinary extern students** and meeting the 'mission' we seek in the ways of **living community economics**, local permaculture and sustainability, **community supported agriculture** and **expanding the organic farming scenario** in our region that will in turn **exponentially grow and sustain the Santa Fe Farmers Market**.