



DOM DE BELLIS
INTERNATIONAL

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EAT CLEAN AND PROFIT, TOO

***New Book *Grow Fresh Organic Food To Feed Your Family
And Sell For Profit Teaches People in Cities How to Live Healthier Lives****

We can't build a sustainable economy without sustainable food sources

—Will Allen, retired pro basketball player and CEO, Growing Power, recipient of the MacArthur Foundation “Genius Grant” in 2008 for his work on urban farming and sustainable food

“Growing your own food is like printing your own money.”

—Ron Finley, Urban Food Pioneer, “Guerilla Gardener of South Central LA”

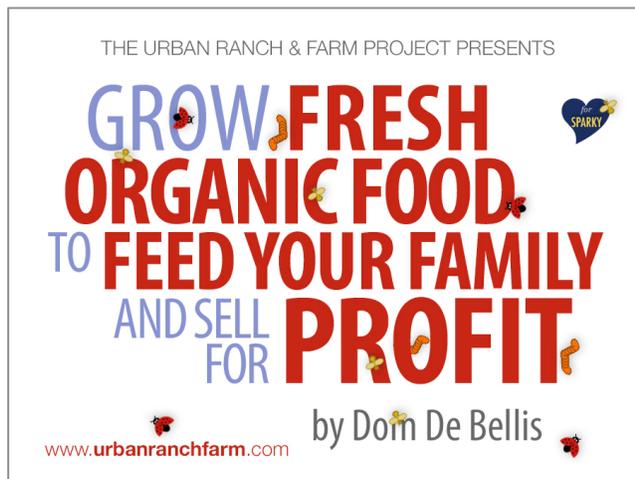
“Food is too important to leave to the ‘professionals.’ Get out there and grow something.”

—Dom De Bellis, founder of The Urban Ranch & Farm Project and author of *Grow Fresh Organic Food To Feed Your Family And Sell For Profit*

“This book demonstrates how anyone—living in the country, city, even the developing world—can grow organic food. Nutritious food is the foundation for better economy, healthy families, and quality of life.”

—Dom De Bellis

NILES, MICHIGAN: JANUARY 22, 2018 — By 2050, the human population will swell to 9.6 billion, a 38% increase globally with the U.S. alone increasing by 89 million.¹ By then 70% of the worldwide population will be urban compared to about 50% today.² While today 400 cities number over 1 million and 19 over 10 million, by 2050. Those 19 over 10 million even have a nickname: “megacities.” By 2025, 27 megacities will exist, 21 of them in less developed countries.³ Clearly, shifting demographics will make it necessary to feed more people living in concentrations around cities soon.



Dom De Bellis considers this book the culmination of his life’s work and hopes it will empower an entire generation to revolutionize how we source delicious, healthy food and use it to live strong and justly across the globe.

How we are meant to feed a hungry planet is what keeps Dom De Bellis up nights. De Bellis is the founder of The Urban Ranch & Farm Project and the author of the new book, *Grow Fresh Organic Food To Feed Your Family And Sell For Profit*, which will be released this spring. His book touches on these alarming figures while proposing a way to deal with the problem. Repudiating the notion that advances in corporate farming methods which dominate modern agriculture, De Bellis champions the idea that small-scale farming, not the industrialized kind, can feed the world by distributing the task of cultivating food among all humans more efficiently and productively, for the betterment of all.

It's a Hungry Planet

Every year, the human population grows by 74 million while land used for farming shrinks by 3 million acres. We want to feed those people, so we need to find ways to grow more food on less land.



28 cities worldwide already have populations of **10 million** or more¹



The U.S. imports **50%** of its fresh fruits, **20%** of vegetables, and **80%** of seafood³



One in five U.S. households with children is food insecure —a rate of **20%**²



Today, **54%** of all people live in urban areas¹

(Left: A page from the book's Introduction)

¹UN: *World Urbanization Prospects*

²USDA: *Household Food Security in the US in 2013*

³USDHHS: Hamburg, Margaret. "Food Safety Modernization Act"

It sounds like a romantic notion, that organic strategies can trump those corporate GMOs, cloning, and other high-tech notions that are rapidly monopolizing the business of feeding people at scale. The rise in genetically modified foods has alarmed some who question their safety and high environmental costs. The industry's reliance on harsh chemical pesticides and herbicides continues to degrade land, pollute aquifers, lakes, and rivers; and those chemicals wind up in our drinking water despite efforts to the contrary. But De Bellis points out that if the world market would shift its demand from the corporate giants to small farmers producing the food in places local to where people are consuming food, it would cut down the freight required to transport the product to those who need it.

And he's not alone. "Across Europe, the US and the developing world, small farms face shrinking numbers. So if we deal with small farmers we solve hunger and we also deal with food production," asserts Hilal Elver. "There is a geographical and distributional imbalance in who is consuming and producing. Global agricultural policy needs to adjust. In the crowded and hot world of tomorrow, the challenge of how to protect the vulnerable is heightened,"³ she added. Elver is the former United

Nations Environment Program (UNEP) chair in Environmental Diplomacy at the Mediterranean Academy of Diplomatic Studies, University of Malta.

But others caution that large-scale agriculture (or “Big Ag” as it’s known) isn’t going to go quietly and concede the bulk of its job feeding the planet. Marcel Beukeboom, a Dutch civil servant specializing in food and nutrition at the Ministry of Trade & Development, disagrees with Elver. “While I agree that we must do more to empower small farmers, the fact is that the big monoculture farms are simply not going to disappear. We have to, therefore, find ways to make the practices of industrial agribusiness more effective, and this means working in partnership with the private sector, small and large.”³

But De Bellis has focused his efforts on educating people through his book, public speeches, and grassroots efforts in conjunction with local community groups, political activists, and even schools and youth organizations (including the local Boy Scout Troop where he volunteers to work with kids he reminds us will one day take care of his generation as they age.

“These kids we’re bringing up now, they will one day wonder what we did when we were in charge, how we decided it would be a good idea to let chemical manufacturers grow our food, and to let fast-food marketers and politicians to decide how teach us how to eat, instead of the farmers our grandparents trusted with both the production and wisdom about food.”

So why won’t most of us eat healthier? And why don’t many of us even try to grow our own food?

In his book, De Bellis says most of us have forgotten this knowledge of where food comes from—even what “food” is, because the industry producing food has opted to forego organic methods and focus instead on over-processing food and adding fillers, chemically synthesized sugars, artificial additives, and polysyllabic things most people can’t even pronounce, much less define.

“Most adults I talk to have resigned themselves to the status quo, saying things like, ‘I guess this is just how we do things today.’ They grew up eating food that came from a box, corporate fast-food from a drive-thru, and exquisitely marketed ad campaigns. Ask a teenager how chicken is before it appears in shrink-wrapped

Styrofoam trays at the grocery store.” He suggests, adding: “They don’t have a clue. And they’re not the first generation to be removed from the farm, either. Even most grandparents haven’t lived on a farm,” a lifestyle that used to be commonplace throughout the United States.

“What I teach in my book amounts, from its agroecology and permaculture values to the aquaponics grow techniques, came down to us from ancient wisdom, he explains. “I didn’t invent these strategies; they’re thousands of years old. I’m just rediscovering them and sharing them with the world in hopes that we can reverse these harmful trends and individually decide to follow a different path.”

In his new book, *Grow Fresh Organic Food To Feed Your Family And Sell For Profit* (Dom De Bellis International; Spring 2018; \$26.00, De Bellis introduces The Eden Homestead, his all-under-one-roof urban greenhouse that serves as an efficient grow platform. It produces veggies and fruit, as well as meat rabbits, chickens, fish, invertebrates, and bacteria cultivated within the platform to feed to the larger livestock and work to break down organic wastes produced inside. The result is a closed-loop system that’s economical and sustainable.

“I came up with the name, ‘The Eden Homestead’ because I designed the system to emulate nature’s proven strategies to sustain and propagate life in all its forms, and it struck me how the first garden revealed in the Bible is called, ‘Eden’ and it was planted by God,” De Bellis explains. “It even mentions that God worked with water from the beginning, which mirrors our platform’s emphasis on aquaponics. And in Eden, Adam and Eve work the garden, but they do so effortlessly, at least before the Fall when humanity just mucks up everything. So the name seemed fitting; a return to the wisdom of the ancients—What could be more reliable as we attempt to solve humanity’s food and nutritional problems?”

Who is the book for?

- **Health-conscious parents** who want their kids to eat clean—free of toxins, injected animal hormones, fillers, preservatives, and questionable additives—and grow up strong
- **Ambitious kids, teens, or adults** who want to earn money propagating what we grow inside the Eden Homestead platform

- **Activists** fed up with "Big Food," who want freedom for themselves and their families to provide their own healthy food, have a healthier lifestyle, and live longer.
- **Educators** who want STEM-based training opportunities for their students to learn biology, chemistry, ecology, and the commercial applications of our platform
- **Restauranteurs** who want to set up an urban farm in their neighborhood to produce what they want to serve up to their customers
- **Entrepreneurs** who want to create multiple streams of income and local jobs while investing in helping their community
- **Community leaders** who want to lead with integrity, help their residents, remediate their environment of the effects of industrial pollution, and foster sustainability
- **Retirees** who want to teach their grandkids where food comes from and how to cultivate it without harm to the environment
- **Anyone** who wants to eat clean—wholesome, organic food they grow themselves

What aspects of food production does the book address?

DeBellis divided the book into 5 parts: 1.) Water Systems, 2.) Food Crops, 3.) Livestock Systems, 4.) Energy & Economy, and 5.) Putting It All Together. Each section has several chapters addressing specific aspects and examples of the section. The book is replete with detailed instructions, including colorful illustrations and scale drawings, parts lists, assembly instructions, and tips. To help drive these lessons home, readers who buy the book also access a Private Group Coaching Group for members only, where everybody can share their personal applications and grow the knowledge base further and accessing tools and the author directly.

Why does the world need The Eden Homestead model?

De Bellis is proposing we cultivate food in cities and suggests individuals, families, and communities can better implement local food production-based economies and revitalize populations by empowering folks to create systems like The Eden Homestead by themselves or by cooperation with one another, organizing cooperative neighborhoods, where families share in the labor and funding of such a model. The book and group coaching program he has put together shows readers that this can be done, that there are people successfully doing it, and that they, too, are capable, armed with these tools, of feeding themselves and their neighbors.

De Bellis isn't merely inspiring people with his book; he's showing them how to create the life they want in practical, methodical ways. *Grow Fresh Organic Food To Feed Your Family And Sell For Profit* is a manual that anticipates the issues readers may encounter along the way to food security and provides a roadmap for them to navigate them and resolve them through the systems he designed and tested, as well as others he has adapted during his 20-year journey. Through the book and the group experience with the author, readers will answer the following:

- What are the challenges in producing food on a regular basis?
- How can one person or a small group tackle the shared labor and cost to distribute the load across many shoulders?
- How does the platform accommodate every animal, plant, and even micro-organisms within to balance each other and “close the loops” so they nourish each other in homeostasis?
- How does the platform create income opportunities for us? What markets would we serve with what we produce inside?

How do we implement the Eden Homestead model?

The author walks readers through how to build, equip, and operate the Eden Homestead model in their own neighborhood and shows how the community benefits, not just the individual or family. *Grow Fresh Organic Food To Feed Your Family And Sell For Profit* includes detailed instructions for every grow system in the book, and the group coaching program builds on this foundation with the collaborative contributions from the book's readers, who are themselves creating the

lifestyle described in it. Ultimately, the book is more than just a manifesto: it's as useful as it is visionary, urging people everywhere to think strategically and deliberately about where their food comes from and how to live more sustainably. "Food is too important to be left to the "professionals," De Bellis says. "Let's go out there and *grow something*."

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References

¹United Nations, Department of Economic and Social Affairs, World Population Prospects: 2012 Revision, June 2013

²United Nations, World Urbanization Prospects: 2007 Revision

³Ahmed, Nafeez, *Ecologist*: 23 September 2014

About Dom De Bellis



Dom is an entrepreneur, leadership coach, educator, author, public speaker, and talk show host. He is equally comfortable teaching in a classroom, addressing private audiences, and facilitating strategy sessions in a boardroom. Dom has been honored by academia, business, Scouting, and the U.S. military. His background includes the performing arts, serving in ministry, real estate investing, and working on the front lines with customers. Devoted to developing leaders, he specializes in helping high-performing people reach their next level. He lives in Niles, Michigan.

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Professional Profile

Dom is founder and principal of Dom De Bellis International. In 2010, he founded Riverstone Media Group in 2010 and served as a fellow of LeaderArena.com. In 1993, he founded De Bellis Communications. During his career, he was also a professional real estate investor. He has advised and consulted with clients on strategic planning and project management in marketing and communication, including web development and design, advertising, corporate communication, public relations, and technical documentation.

Writing & Speaking

Dom's have appeared in trade journals and the popular press. A member of select industry and academic associations, he holds a degree from Illinois State University, where he also taught through the English Language Institute.

Dom speaks publicly on the topics of faith, entrepreneurship, leadership, small business, financial literacy, disability, Christian education, the arts, environmental stewardship, food independence, and sustainable living. Audiences include business groups, corporate events, chambers of commerce, nonprofit organizations, academic symposiums, church youth organizations, industry associations, Scout troops, military and veterans groups, and community organizations. He continues to develop and mentor people through Dom De Bellis International.

Advocacy

As the organizer for the Urban Ranch & Farm Project, Dom advocates for environmental stewardship, organic food production, food independence,

sustainable energy development, waste processing, soil and water conservation, and affordable housing.

Dom's Profile (*reproduced above*) and links to his social media profiles are available at: <https://www.domdebellis.com/dom-profile>.