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We will have peace on Earth when we have peace with the Earth.

MR. FRANZ JOSEF B. OLEA
La Estancia Agri-Ventures
Danao City, Cebu, The Philippines
13 August 2020

Re: Congratulations for Your Organic Farming Adventure

Dear Mr. Olea:

Greetings from the Normandy Chair for Peace! We will have peace on Earth when we have Peace *with* the Earth.

We write to congratulate and commend you for your courageous venture into the happy world of organic farming. Despite your degree in Consular and Diplomatic Affairs from a prestigious university, you have followed the whisper of your heart. You turned to touch the living land. You planted the seeds of hope and grow a garden of goodness. It is a much more productive and meaningful venture of life: You share with the world your healthy food from a healthy soil.

Your perseverance to produce healthy organic vegetables is a noble service that you render for the present and future generations.



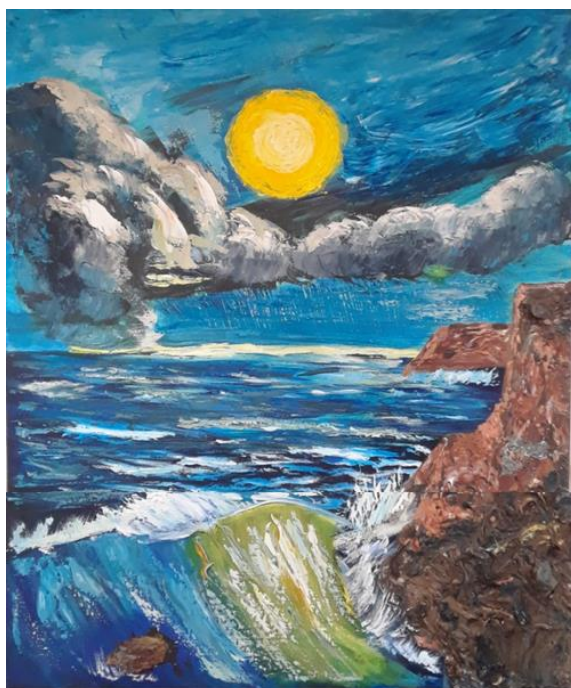
Compassion for the Earth is compassion for all. Your work inspires others to go back to the soil. It will have maximum ROI – Ripples of Impact – for present and future generations.

While it may sound so simple, planting and growing our own food is highly symbolic of the innate human desire to return to Nature. In your case, your touching the soil and growing vegetables will not just feed the hungry. It will also store precious water and capture the hot gases that are the

cause of this climate crisis. Moreover, you are also giving meaningful livelihoods to your partner-farmers.

Your seemingly simple efforts actually address multiple UN Sustainable Development Goals (SDGs), in particular goals:

- (2) Zero Hunger
- (3) Good Health and Well-being
- (6) Clean Water
- (8) Decent Work
- (11) Sustainable Communities
- (13) Climate Action



Above the wild waves,
The heavy rains and dark clouds of
Today's crisis of Life on Earth
Is the Golden Sun of Hope.

The story you are telling through your efforts is a part of the New Economy. This new economy shifts from reckless extraction and mindless consumption to a new world of caring and sharing.

This is called the CPR Economy -- the economy that seeks to Care, Protect, and Restore (not ravage) the Land, Air, and Waters (LAW) of Life. In this new world, economic activity will nourish and nurture Life on Earth.

“The nature of business must be the Business of Nature.”

Mr. Olea, your work is living proof that young people have the innate genius and compassion that this world desperately needs today. You even shared your produce to hospitals and those who need it most during this pandemic. You give us hope for a future of caring and sharing the natural wonders of the world.

On behalf of a grateful people around the world—of the present and future generations who will appreciate your work even more—Thank you. *Daghang Salamat!*

Very truly yours,

Nicholas Robinson

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Inspiration: The most powerful form of leadership.