

# Implementing the Gbiota project

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The aim of the Gbiota club is to make Gbiota food readily available to all people at an affordable price. We need a different approach to the current high pressure manipulative sales technique - we need a system that people can trust based on real people seeing and feeling the benefits for themselves.

Technically we know how to grow food that contains the biology and trace minerals, there is a summary on our home page and there is more details in [The Gbiota Story](#) but here we ask what do we need to do so people buy this gut food?

## The Gbiota club

The Gbiota club is just a bunch of people - maybe a small minority right now but hopefully it grows - who want people, themselves and others, to be able to eat healthy food grown in nutritious living soil.

We are fed up with eating plant blown up with synthetic fertiliser and sprayed with toxic chemicals to look good on the shelf but in reality are dead and inert and lacking essential minerals.

## Chemical industrial farming

Chemical industrial farming is destroying our soils for future generations but are promoted with clever, manipulating but misleading advertising to convince us it is healthy.

## Food cravings

We are fed up with our brains (in our head and gut) saying we are not satisfied so we have food cravings - overeat and get fat and sick. We want food which prevents these food craving so we are genuinely satisfied and not just bloated with empty calories.

## We want food grown the Gbiota way

We want food grown the Gbiota way - that is nutrients coming from Vermicast - worm casting - where the worms are bred from waste organics and rock dust to provide the essential trace minerals our bodies need.

We want to know where our food comes from, who is growing it and how it is grown.

# The Gbiota club in action

## Need to form groups to have buying power

As isolated individual we are powerless against the might of mega corporation but together we have the power of the wallet. As a group we can work with local farmers to grow the food we want in the way we want.

We understand that it takes care to grow Gbiota food so the on farm cost may be higher than mass produced chemical industrial farming but if we buy directly from the local grower the end price will be less and the farmers will get a fair return for their efforts.

It is far healthier and certainly economic to obtain these trace minerals and vitamins from natural food rather than expensive supplements.

## Social movement

We understand that this is not driven by the power of some mega corporation but the energy of the local Gbiota group who need to devote some energy and time into making this happen.

## Action Plan

Here is the simple plan.

### ***Step 1 Home growers***

Home growers can set up their own Gbiota beds and add Gbiota food to their diet. They can monitor their health, particularly food cravings.

## Understand the technology

The first step is to read about [The Gbiota Story](#) and the many articles on [www.gbiota.com](http://www.gbiota.com). There is also a lot of historic information on my older web site [www.waterright.com](http://www.waterright.com)

### **Making your Gbiota bed**

The growing section on gbiota.com contains a mass of information on setting up beds, and there are videos too - if this looks a bit daunting I am here to help - my email or one of those zoomy things.

### ***Step 2 Show and tell***

Next stage is to start promotion.

Begin by registering, while the information will **not** be shared it will be used to create Google maps with an icon for every member.

We hope that you will also create your own home page on our sister web site [www.pickandeat.shop](http://www.pickandeat.shop) If you don't feel like creating the page yourself you can send me the information and I will do it for you.

## **Show and tell**

Then like show and tell in primary school they show and tell their friends about Gbiota food.

This enables people who are interested, but not active as yet, to see what other people are doing.

When there are enough people in a locality we can start to form local clubs. Later these will become essentially buying clubs for local people with the power of the wallet.

## **Step 4 Forming the local club**

We are at the beginning of a long road so at this moment there is no local clubs for you to join - so you are a pioneer.

Like any club there will be passive and active members. The passive members just belong and support the club by being buying Gbiota food from growers and hopefully recruiting new members.

The active member will talk to other members and decide what plants they want. There are thousands of edible plants with reputed health benefits which are not available commercially because growers don't want to grow plants without a market.

They will then discuss with members and commercial growers to grow the plants that the group wants.

These active members will select their area code as the hub of their club.

When people [register](#) you will see there is a section called club code. If you are a pioneer then you simply enter your area code here which indicates that you are starting a new area club.

Later as the movement gets underway there will be a list of club codes where clubs are being set up. If you want to join an existing local club you simply enter the already existing club code.

When the local club has enough members it is time for Step 4 forming a buying co-op

## **Step 4 Forming a buying co-op**

There are plenty of growers who are seriously into regenerative agriculture who would be delighted to supply a local club with Gbiota food - but they are unlikely to set up the special

beds for just one individual customer - but if they see there is a reasonable number of potential customers they are likely to be highly motivated and cooperative.

So you need to grow the local area club to a size where it has the power of the wallet.

You don't have to recruit thousands of people yourself - you just need to set the ball rolling.

For example if you just persuaded four of your friends to join the club that would be just 5 members (you plus 4 new members) which really does not have much power of the wallet.

But if each of those new recruits were to persuade four of their friends then your club has 21 (16 plus the existing 5) members beginning to have a bit of the power of the wallet.

But if those new members each recruited another 4 members each you now have 85 members which is certainly enough to be a powerful buying group.

Creating these numbers should not be difficult, anyone who is diabetic, a new or to-be mum of just a bit worried about their weight or health should really be eating Gbiota food.

## Registration, privacy and communications

When you register you are asked for your name and address - this information is private and will not be disclosed to the outside world. However there is a Google map which shows an icon indicating the general location of every member. This is public so potential growers can see where the members are based and to help members communicate with each other.

Members of a particular group can post public messages to all other members or send private email to other members in the group. If you do not want to use your existing email we can generate one for you - for example I am [colin@gbiota.com](mailto:colin@gbiota.com)

## Action time

The group is now ready to start discussions with potential Gbiota growers to become regular suppliers to the group.

But before you start it is worth the group discussing what plant they want to buy. Go to any supermarket and you will see maybe a few dozen different varieties at the most whereas there are literally thousands of edible plants with different tastes and health benefits.

Growers typically confine themselves to the plants they are sure they can sell - after all they are growing on spec. As a Gbiota grower with an assured customer base they may be willing to grow some of the more exotic and rare plants that are not well known.

## Finding growers

There are many growers readily accessible under regenerative farming and community supported agriculture. A useful site is <https://www.organicfooddirectory.com.au/> which list growers across Australia.

It is simply a question of the group assigning someone to do the negotiation on the groups behalf.

Community supported agriculture is a well established system with many models for your local club to adopt.

It may well be that various models prove to be the most effective in which case we may make recommendations but this is a community project and not a for profit business operation.

Many growers already have their own web site for on line sales and their own distribution system.

## Freshness

Gbiota food are essentially a natural pre and pro-biotic. Freshness in the supermarket world appears to mean it has not gone bad. In the world of natural pro-biotics the active biology in the plant will start to die the minute it is harvested. One of the advantages of the Gbiota system is that orders can be placed - on line - while the plant is still growing.

## Growing trust and avoiding manipulation

The internet is one of the great innovations of our era - it is also among the most dangerous with mass manipulation of the population and the spreading of false information.

I have written many blogs and made videos on the subject for example my blog [adapting-to-the-food-crisis](#) and my video [food, facts and fibs](#)

We certainly face a widespread mistrust in information, particularly from the web.

The Gbiota approach is to make recommendations on how to grow Gbiota food, leave it to the grower on how this is implemented but ask them to disclose how the techniques they are using on the web site [www.pickandeat.shop](http://www.pickandeat.shop) and allow comments to be publicly displayed on that site.

This site was made to provide a service of growers to sell their produce, however many growers already have their own web sites and distribution systems in place. The web site aims to compliment existing systems and not compete with them - after all the main objective is to aid people to access Gbiota food in a convenient and affordable way.

## Confirmation

A significant part of the Gbiota thinking is that for hundreds of thousands of years our ancestors have been eating food grown naturally in soils full of living biology, particularly with worms which are natural waste processors. The Gbiota technology is simply an updated version of what has been naturally happening for centuries.

However some people may want a more scientific verification. Diet is just one factor in health, our genetics and probably more important our epi-genetics or gene expression are significant factors.

It is therefore not possible to conduct test which prove - in the sense that we can prove the fundamental laws of physics. How well Gbiota food works will vary from individual to individual.

It is however easy to validate whether it really works for a particular individual.

Our gut biology is in a continuous state of breeding with a life span of any one generation being measured in days or weeks at the most.

It is therefore possible to change our gut biology in a few weeks. The individual simply incorporates a significant proportion of Gbiota food into their diet for a period of say three weeks (longer if they are still munching away on chicken wings, chips and cheese cake).

If after this trial period they find that their food cravings have disappeared then Gbiota food has done the trick for them.

If at some time in the future when there is significant data we may be able to express this as a statistical probability.

In the short term we are left with the simple choice either

- carry on eating food grown in soil depleted in beneficial biology and essential trace minerals and rendered inert by toxic chemicals
- start eating food grown in soil with a high concentration of Vermicast (worm casting) one of the best known soils - with essential minerals from the added rock dust.

## That terrible issue of money

I see the individual groups as self managing. Setting up the club and negotiating with growers could involve a certain amount of work. The club may decide that they should receive a commission on sales to compensate for their efforts. It would seem that 5% of sales may be a reasonable figure.

As far as I am concerned I have been happy to spend my time and money over many years developing the Gbiota technology simply because I see healthy food as an important basic human right.

However I do want to see this as an ongoing project after my death, (I may be fit and healthy but am still 81 and can do the maths) it is a legacy project and people who follow in my footsteps my need reasonable financial rewards for their efforts. Again it would seem that 5% is reasonable.

If produce was sold through the [www.pickandeat.shop](http://www.pickandeat.shop) web site this is easy to organise by a software setting, if the sale is made through the growers already developed system then the most practical way would be for the club to arrange such payments.

## Your comments please

Like all plans this is just a plan which can be changed and the early changes are made the better - so I welcome any comments of suggestions on how we can make this plan better.

I may be the pioneer but it is up to you guys to make it work.