

**Editorial - Food and First Do No Pharm - Business and
Community Roundup 9 Oct 2024 . Donnybrook
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Barry Green: [00:00:00], Business and Community Round-Up on Donnybrook-Balingup Community Radio. It's now 11:06. In 2018, Alannah MacTiernan and the then Minister for agriculture brought Charles Massy to Western Australia to talk about his book "A call of the Reed warbler A New Agriculture and a New Earth" . And Alannah had Charles talking to people from Ag Department. I went up to Perth to an event called Healthy Soils, Healthy Communities, and listened to Charlie speak. And out of that, I ended up doing a community radio documentary with Charles about food and agriculture. And subsequently I posted up a few other pieces on my community tourist radio and sent these interviews to the organisation called the Savory Institute (<https://savory.global/>) Allan Savory was a founder of this. And anyway, this a holistic regenerative agriculture holistic management organization. And they introduced me to an American nutritionist by the name of Doctor Sina McCullough. And we had a conversation. And the first time I'd used zoom, I think, anyway, I she recorded this little piece with me in 2018 and called it an "Aussies take on food propaganda". And given the things that are happening in the world at the moment around food and health and propaganda, I think it's timely to play it. So I'll play that now. As I said, this was recorded in 2018.

Dr Sina McCulloch: [00:01:38] Hello, this is Doctor Sina McCullough from Hands Off My Food. Today we're discussing how the media has helped corrupt our food system and changed our perception of food. Joining me to discuss this topic is Barry Green. Mr. Green has worked in the media, both radio and television, for over 30 years. He is currently the managing director at Western Tourist Radio in Australia. Mr. green, thank you for joining us.

Barry Green: [00:02:08] You're welcome.

Dr Sina McCulloch: [00:02:09] So first question right off the bat, how has the media helped corrupt our food supply?

Barry Green: [00:02:18] Well, I guess you've got to understand the process. And if you go back some time, you know, farmers used to produce, say, potatoes, and they'd sell them to people and they'd eat potatoes. Then processors came in and they found they could buy, say, a tonne of potatoes for \$100, say, and, and they could cut it up and they could boil it in fat and add sugar and salt and sell it as potato chips for \$10,000. So that

gave them a fair bit of money to play around with advertising to sell the product which which they then owned, because farmers can't advertise a product that, you know, all farm potatoes are sort of more or less similar, but they could create a brand. And then this whole thing about branding came in and, and arguably the advertising people who were the same sort of people that Mr. Hitler employed to push the propaganda to take a highly intelligent race of people to war against the rest of the world, same sort of mindset. So advertising is about telling people what they want them to hear and asking people not to question what they're being told. And sort of that's the process. And really, commercial media is funded by advertising. So, you know, they're not going to question things that their bread and butter, if you like. So, you know, so it's a process that's come about. And I think the important thing is to understand how it's come about so they can be a change.

Dr Sina McCulloch: [00:03:38] Okay. And so how has this network advertising, in your opinion, changed our perception of food?

Barry Green: [00:03:46] Well, my take on network advertising, it's sort of you know, it used to be in the old days, the local people would create an ad for a local business, and it would circulate in the local community. Network advertising means that big companies, national companies, can spend a lot of money on producing an ad, and it's not just used on one radio station or TV station, it's used across the network. And for 30 or 40 years, commercial television has been the most powerful communication tool. So they could produce one ad and use that ad and air it on a number of networks and sort of carpet bomb the minds of the population to believe what they wanted them to believe.

Dr Sina McCulloch: [00:04:26] Okay, I see. And so that's why because I have heard you compare network advertising to the propaganda that Hitler used in World War Two. And so is that where you draw that comparison? It's basically this mass advertising to influence an entire population, to basically fall in line with the agenda of the advertiser.

Barry Green: [00:04:50] That's right. Well, that's what propaganda is. And, you know, they're very good at presenting their products. And, you know, again, if you look at Michael Pollan's "The Omnivore's Dilemma", he talks about how throughout time there's been a shortage of fat, sugar and salt. And so we've evolved to crave those things. So the manufacturers fill their products with them and, you know, they taste lovely. There's

no two ways about it. But so the advertising is always based on the upside, but doesn't give any consideration to the downside, which is a fairly significant public health issue.

Dr Sina McCulloch: [00:05:25] Okay. So if it is such a big public health issue, which as you and I both agree that it is our current food system, this industrial food system that is being pushed by the network advertising, it is making us sick. It's increasing rates of autoimmune diseases and allergies and cancers and diabetes. So clearly it's making us sick. So why do you think the media is still pushing the agenda of the industrial food system.

Barry Green: [00:05:54] Well, . Heads you lose, tails I win because the same companies that are the, the, the sickness is an industry in itself. So you know, you're same advertising is used to come up with a remedy which isn't actually a remedy. But we're looking for, we're looking for, for to disguise the symptoms rather than addressing the cause, which always seems to be the problem.

Dr Sina McCulloch: [00:06:22] Okay.

Dr Sina McCulloch: [00:06:23] so you're saying the same networks who are advertising, say, the processed foods and pushing the fast food agenda, they're the same networks that are getting paid to advertise, for instance, pharmaceuticals, right. The drugs are pushed on us to try to fix the problems that these industrial food system has created for us.

Barry Green: [00:06:41] Yeah, yeah, it's a great business model. If you can trick the people into believing it and it's working. But, you know, I think what's exciting in this time in history is that the internet, which has been created by the best of capitalism, is challenging. That, and the fact that we can have this conversation from one side of the planet to the other is all part of that. And, you know, and I think the next generation are far more questioning than, than my generation was. And I think that's a fantastic thing.

Dr Sina McCulloch: [00:07:09] Yeah, I completely agree. We are we are a very inquisitive generation. And um, so my question for you is how can the organic farmer, for instance, who doesn't have this media backing and this networking, uh, the media network advertising, they don't have that at their disposal. So how can the organic

farmer or the regenerative agriculture farmer, how can they compete with this system that has pretty much taken over the advertising of our food supply?

Barry Green: [00:07:44] Well, I think maybe it's taken over more in American had so far in Australia. But I think the pure economics of it is that regenerative agriculture farmers who are questioning it are using less expensive imports and are actually becoming more profitable by using less imports, and as they use less inputs and that and focus on restoring the soil so that they produce healthy, healthy plants so they don't need all the chemicals. So you get on a spiral up rather than a spiral down. And that's why I think Charles Massy's book, *The Call of the Reed-warbler A New Agriculture and New Earth*, is so profound because Charles, as a farmer, been looking at things around the world and, and is demonstrating in a basically a scientifically referenced book that that change is happening. And at the end of the day, the outcome is determined where people choose to spend their money. And the more people question where they're spending their money and, and look closer to the foods that maybe your grandmother used to eat. Um, then I think we're on the right track. And so the and again, the internet is, is providing an opportunity. It's allowing farmers to work together to exchange ideas. And to me, the concept of organic or regenerative agriculture, the science of it is actually a community asset akin to open source software. So the science of industrial agriculture is all owned by various corporations. But the science of organic or regenerative agriculture is a community asset. And the internet, the best of American capitalism, is providing a mechanism for that information to be shared.

Dr Sina McCulloch: [00:09:22] That's awesome, I love that and I completely agree. Like, we are so blessed to live at the time that we do when we have the internet at our disposal, and we can find independent research, and we can get online and find our local farmers and go visit them and buy food direct from the farm. I mean, you're right. It's a fascinating time. I completely agree with the power lies with the consumers. Right. It's speaking with your dollars to move that market. So what in your opinion, what else can a consumer do in order to help fight this corruption in the media and to help, um, take back their perception of food that has been moulded by this network advertising?

Barry Green: [00:10:11] Well, I think we need to understand that human beings haven't evolved. We're still the same as we were a thousand years ago, and the foods that we were eating then we should be eating now. And, you know, the whole processing

industry apart from the processing. But then there's if the if a product isn't eaten fairly soon after it's produced, it has to have all sorts of preservatives in it. And, you know, the preservatives are another can of worms. Not exactly a can of worms, but that would be better if they were perhaps a can of worms. Um, but the chemicals that are the preservatives are part of the problem. And if they stop the food going off, what chance have you got of digesting it? So you know that the whole human biome about all these bugs that we have inside us and bugs aren't bad. 99% of bugs are good. But we've had this paranoia about bugs and they're always killing them off. But we need them. We've evolved in a symbiotic relationship with those bugs over millennia. And it's only in the last 40 or 50 years we've sort of tried to, to, to, to exist in a hydroponic type existence, but that's not good for any of us.

Dr Sina McCulloch: [00:11:19] Awesome. I totally agree too. So basically, the point is choose foods that are going to help feed the bugs and the good bugs in your body. And those foods are those whole foods that come from the organic or regenerative agricultural farmers. And if you choose those foods, right? If you speak with your dollars, by choosing those foods, you'll move the market and in essence, you'll will you then affect the advertising, like can you affect the advertising with your food choices?

Barry Green: [00:11:48] Well, I don't know. I think, you know, the advertising will do what it does. I think, you know, the point is we're not victims. We've all got choice. We can we might have to spend a bit more, but if you've got decent quality, you don't need as much. You know, we're forever. We're forever looking for cheap food, but we spend top dollar for a designer t shirt. You know, I don't get that. But, um, you know, we are what we eat, so we should spend the money on what we eat. And if you want to think of it in purely economic terms, um, it's probably a better return on investment spending good money on decent food than spending heaps of money on getting fixed up by the medical system in a few years time.

Dr Sina McCulloch: [00:12:26] Exactly. I couldn't believe I couldn't agree more so, and I would like to put in a plug for you. Um, so one way that I think that consumers can help to fight the corruption in the media and in doing so changed their perception of food is to support the what I would call like the independent reporters. So these are the reporters that, um, don't have their hands tied from sponsors or advertising. Right? So they have the ability to speak the truth. And that is if they have an agenda that is, their one agenda

is seeking the truth and reporting it honestly. And in my opinion, you are one of those reporters. So I would like to encourage people to even though you're in Australia, I mean, I can get access to you on the internet. I can, you know, listen to your recordings. Um, so how would somebody connect with you if they want to learn more about you and or listen to your broadcasts?

Barry Green: [00:13:24] Well, I like to think it's not so much about me. We do operate tourist radio stations in Western Australia. Primarily. They are about promoting tourism, but our website is www.touristradio.com.au and within that, it's much more than about tourism. I've got pages on organic agriculture or agri tourism, and I just use it as a place to get ideas out of my head and link to all sorts of things that make sense. And I'll link to your website. This is part of this. It's a symbiotic relationship that is developing and it's the essence of stable ecosystems. As Charles Massey says in his book, I mean, you get the farm working, right? It's a matter of not doing too much. Working with nature and developing what Charles calls self-organizing systems. So and that requires diversity. So it's a diversity that creates a stable system as distinct from the sort of Darwinian winner takes all, survival of the fittest in the world. It looks like the satellites might be playing up a bit. We've got satellite internet connection here and it's raining a bit heavily. So that part of the internet isn't everything, but it's pretty jolly good.

Dr Sina McCulloch: [00:14:55] Yeah, I heard that. It is jolly good. Hello?

Barry Green: [00:14:59] Can you hear me?

Dr Sina McCulloch: [00:15:00] Yes, now I can hear you. So with that said, we are having satellite problems. But it's all right. You gave us a great deal of important, impactful information, I appreciate it. I will include a link below this video when I post it so that people can easily reach you. Thank you so much, Mr. Green, for coming on today and explaining this important topic to us.

Barry Green: [00:15:22] Thank you. And it's great that we have the ability to have this conversation. And I guess the real message is think about what you're putting in your mouth.

Dr Sina McCulloch: [00:15:31] I love that. And on that note, so much. And we'll see you next time.

Barry Green: [00:15:36] Well, that was an interview. Doctor Sina McCullough, a US nutritionist, recorded with me in 2018, and things haven't altogether gone the way I thought they would have with the internet since then. But I'm still optimistic that because of the internet, information is no longer controlled by vested interests, although they are having a go with their MAD Bill. I'm not sure they're going to win, but recently Doctor Aseem Malhotra released his film in London. It's called "First Do No Pharm" and doctor John Campbell attended and recorded conversations with a number of people who attended this event. One of them was a Dr Dhand, and I'll play that interview because I think it pretty much continues on from the things that I was talking about with Dr McCullough in 2018.

Dr John Campbell: [00:16:35] Well, we are here in London, in Leicester Square for the film premiere of "First Do No Harm", which is organized by Doctor Aseem Malhotra. But here we have Doctor Sunil Dhand who's currently working in the States. So great to see you in real person, Sunil

Dr Dhand: [00:16:52] and John as well. It is great to meet you in real person. Very much looking forward to tonight.

Dr John Campbell: [00:16:57] We've done a few videos online but it's always great to meet face to face. Why are you here? Why is this important? First, do no pharm. A bit of a strange name for a film.

Dr Dhand: [00:17:06] Well, I think that a movie like this, a documentary like this, is very sorely needed. And we are living in unprecedented times. As we talked about during our last interview, together, we are facing a metabolic health catastrophe in the US and UK, and our whole medical paradigm is completely wrong. And documentaries like this help to raise awareness of the situation, and our pharmaceutical industry does not, unfortunately, exist for the benefits of the population. And more people need to wake up to this need to wake up to what is going on, to ultimately become healthier. And that's why we're all here. All of us who work in medicine in this field, we want people to be as healthy as possible. And I never could have imagined saying this as a student or as a

young doctor. But I believe one of the biggest barriers to that is our pharmaceutical industry.

Dr John Campbell: [00:17:59] But if we don't use drugs to get people well who are sick, what do we do for them?

Dr Dhand: [00:18:03] This is a very good question. And of course, you never want to throw the baby out with the bathwater as such. And I'm not by any means saying that all pharmaceutical products are bad. But the pendulum has swung so far the other way, to the point where I believe the pharmaceutical industry now, obviously it's the most dominant industry throughout countries, the USA more so than the UK, and there are some very good drugs out there. But now the paradigm is get people on as many medicines as possible. Earlier and earlier in life. We're seeing more and more sick people every year, and we need a complete rethink of this whole philosophy that the answer to our ills, whether they're physical or mental, is to simply drug more and more people up. Clearly we're going the wrong way. And more people, as I said, need to wake up to this. So I'm not saying no medications by any stretch of the imagination. There are some good meds out there, antibiotics, other lifesaving pills and injections, but there are many which are clearly there to make a very profitable system and to keep generating recurrent income.

Dr John Campbell: [00:19:08] It almost sounds like you think people should be taking responsibility for their own health with their own lifestyle.

Dr Dhand: [00:19:13] That's a great way to put it, John. Absolutely nothing beats that. Hippocrates knew it 2500 years ago. This is not rocket science. I can show you publications from 100 years ago. If you got an illness like type two diabetes or even mild depression, you would have had a much better chance of receiving better advice than you do today, where that same person is going to be ridiculously medicated and they're going to keep getting sicker. I mean, ultimately, we're in this to get people better, but the current paradigm is medicating people and making more people sicker. Something is clearly not working.

Dr John Campbell: [00:19:46] So we need to think about our lifestyles as a whole. The exercise, social interactions, nutrition, eating the right food, avoiding the ultra processed

foods, the whole package. We are holistic. We are mind, body, spirit and need to treat ourselves as such.

Dr Dhand: [00:20:03] That's right, it's a complete package which is needed. A holistic package of wellness and more people need to be thinking about that, and I think most people are yearning for that. It's that if you're not getting that advice on a consistent basis and all you're getting is more and more prescriptions, then obviously people are going to keep going down that route.

Dr John Campbell: [00:20:20] Now, have you got any prior knowledge of this film? Because I haven't seen it before. We were sort of, um, presumably you've had a preview and being an important doctor, have you?

Dr Dhand: [00:20:31] Oh, I wish I had. I maybe have seen a little snippets here and there, very, very brief, but no, I'm very much looking forward to a good night and learning a lot myself and carrying this message forward to more people.

Dr John Campbell: [00:20:44] Yeah. And hopefully we'll be doing some more videos with Doctor Dhand fairly soon. Thinking about lifestyle interventions. And of course don't change any medications without consulting your own doctor. Shall we report back at the end of the film?

Dr Dhand: [00:20:56] I think so, yes. Thank you John.

Dr John Campbell: [00:20:58] Thank you very much. Thank you Sunil.

Barry Green: [00:21:01] So that was Doctor John Campbell talking before the premiere of Doctor Aseem Malhotra. "First do No Pharm" film. And as Dr Malhotra says on the website, " we have had too much medicine for too many years. We stand at a critical juncture in the history of medicine. And I'm writing to you with a sense of urgency that cannot be overstated". And you can watch the film go to <https://nopharmfilm.com> \$10, and you can watch the film and you can make your own decisions. So with all the misinformation Bill around, you know, we still got access to information. And I think that's really important. And Doctor Aseem Malhotra was in Perth last year in June, and he was brought to Perth by AMPS the Australian Medical Professional Society. As I

spoke earlier with Wayne Evans from AMPS, they have an event called “Rediscovering Medicine Uncensored” on Thursday the 17th of October, 5:30 to 9 p.m. you can book online and I'll include a link to that in when I post this online. Now let's go to something a bit lighter. This is Elvis Presley and Kentucky Rain.

Dr Sina McCullough interview : <https://youtu.be/Lwehq1SliBA>

Dr John Campbell interview : <https://www.youtube.com/watch?v=14SMO7P52ZY>

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