2018 marked the Moms Across America five-year anniversary. It was a milestone year in so many ways. For the country, we faced many unseen challenges, for a community we had a roller coaster ride of emotional ups and downs. We saw the ups, such as the legal wins and international pesticide policy changes, as far greater progress than the down setbacks, and look forward to greater success in 2019.

As an organization, in 2018 we were more motivated than ever to reach out and collaborate with other organizations, hone in on our strengths and abilities, and be stronger together. With the support of the Westreich Foundation, we rebranded ourselves to step boldly into 2019.

We see the future clearly and invite you to continue to be a part of what we call The Beginning of the END of this Chemical Era and create healthy communities with us!

We are grateful for the support we have received enabling us to carry out our work on an even larger scale. The best is yet to come!

MomsAcrossAmerica.org
WHO WE ARE... Moms Across America has expanded our mission.

We exist in the world to educate and empower mothers and others to transform the food industry and environment, creating healthy communities together.

We continue to focus on educational outreach about GMOs and related toxins in the food supply, health care, and now include our environment. We share GMO free and organic solutions and we empower people to take local action with informational flyers, campaigns, local events, and access to scientific studies.

Our motto is Empowered Moms, Healthy Kids.
In 2013, MAA initiated the first public campaign to test for glyphosate in America. Our testing compelled further research and honest science in 2018. MAA tested several dozen food products for glyphosate, such as bread, almond milk, baby food, peanut butter, orange juice, Japanese and Korean snacks, and hummus. Other groups also tested many breakfast food samples and the results were shared media outlets around the world.

Glyphosate testing and residue levels awareness resulted in China declaring in the fall of 2018 that they will only accept glyphosate residues below 200 ppb on food imports. This means that farmers that wish to sell crops to China will no longer be able to spray glyphosate-based herbicides on their crops as a drying agent. A huge win for our movement and global health!

Moms and families are empowering themselves to address the dangers of GMOs and other toxins that we are exposed to every day.
MAA wrote and shared 43 articles in 2018 on new research and studies to demystify the science and make important information more easily accessible. The MAA data page was viewed 2,300 times in 2018.

MAA supported the exposure of dishonest science and legal actions taken against Monsanto and other companies. Our support includes testing information, media outreach, consulting, and more. Our legal achievements have been monumental, including settlement of a lawsuit with Organic Consumers Association and Beyond Pesticides against General Mills and support of the Dewayne Johnson v. Monsanto Company trial that resulted in a $289.2 million award (reduced to $78 million) and 9,500 plaintiffs in-line to sue.

Dewayne Lee Johnson (centered above) settled a lawsuit against Monsanto and glyphosate, creating worldwide awareness and understanding of chemical toxins.

SOCIAL MEDIA IMPACT | TWITTER

@yesmaam74

7,400 ...... Followers
76,000 ...... Impressions per month on average
1,500 ...... Followers on Zen Honeycutt’s Twitter account
6.9% ...... Growth in followers in 2018
GRASS ROOTS EDUCATION AND OUTREACH

We continue to build a food movement by informing and further educating millions each month via social media, live events, and campaigns. Moms Across America (MAA) reaches 1.5 - 2 million a month on Facebook and millions more each year through other social media platforms. MAA, to date, has been featured in 9 webinars, documentaries, and docuseries. In 2018, we were on 18 or more radio and podcasts, 10 major TV and news features, 6 articles on testing, and 35 outreach events such as fairs and conferences. MAA was featured in 3 internationally viewed films in 2018: Modified by Aube Giroux, The Perils on Your Plate by RT.com, and Secret Ingredients by Jeffrey M. Smith and Amy Hart. We posted 16 Facebook LIVE interviews including featuring 5 new authors. According to Facebook reports, our moms are 3 times more engaged on social media than groups 3 times larger than ours. We are passionate pioneers of organics, influencers in our neighborhoods, and leaders in our communities.

MAA continued to shape our narrative by creating relationships and collaborating with other organizations 24 times in 2018 to scale and leverage our efforts for the greatest impact. One example is the Healthy School Initiative with sister organization the Holistic Moms Networks and Turning Green’s Conscious Kitchen program.

SOCIAL MEDIA IMPACT | INSTAGRAM

@momsacrossamerica

5,500......Followers
18,500......Impressions per month on average
174......People reached per story
74.8%......Growth in 2018
We initiated 10 new campaigns and promoted the campaigns of dozens of other organizations with petitions and other means to reach millions with information that transformed their understanding of the food supply and introduced them to opportunities for better health and disease prevention.

Korean and Japanese leaders invited MAA’s founder, Zen Honeycutt to speak before their leadership as they struggle to determine the situation with their own food supply. Zen’s guidance and consultation with key leaders at their request is being sought on an ongoing basis and into 2019 as key decisions that will impact the global food supply are being made in these countries. Since Asia purchases the largest amount of GMOs, this relationship is crucial to success in our movement. Her book UNSTOPPABLE will be translated into Japanese and Chinese in 2019.

Zen spoke at the Congress building in Tokyo with her son to support glyphosate testing and phasing out GMO imports.

MAA Mom Illana Stern and friends in Detroit met with the legislators about glyphosate, GMOs, and children’s health.
Moms Across America researched and collaborated with other organizations and lawyers to strategize the actions that would be most effective in dealing with the 80,000 untested chemicals and known toxins in our food supply to make those steps easy, accessible, and affordable for all.

Our Action and Toxin Free Town Campaign pages have been viewed 3,600 times in 2018, supporting moms and citizens across the country to be successful in having a recorded 200 locations (could be many more) restrict or ban glyphosate on school grounds, parks, towns, and counties. These bans mean hundreds of thousands of pounds of glyphosate herbicides will not be polluting our water and communities.

Across the country more of our families are learning the joy of growing organic food!
THE LAUNCH OF UNSTOPPABLE

Moms Across America launched Moms Across America Publishing in 2018 and our first book UNSTOPPABLE was met with tremendous support.

The following is feedback regarding Zen’s book and her work with Moms Across America.

“Honeycutt is a modern-day Rachel Carson. The mother of two glyphosate-injured kids, she has become one of Roundup’s most vocal and effective scourges.”
– Robert F. Kennedy, Jr., President of WaterKeepers, environmental attorney and activist

“In her book UNSTOPPABLE, Zen Honeycutt has masterfully parlayed the tragedy experienced from our diverted production of healthy food through the corruption of our agricultural system with genetic engineering to show how to rise above its damaging effects. She connects the dots between the modern changes in what we eat, the ubiquitous chemical contamination of our environment, and our well-being.”
– Don M. Huber, Professor Emeritus, Purdue University; COL (Retired) AUS-Medical Intelligence

“UNSTOPPABLE is arguably the best book available today on the topic of toxic foods and their effects on human health. Please, buy this book, read it, and pass it on to your friends and family!”
– Stephanie Seneff, Senior Research Scientist, MIT Computer Science and Artificial Intelligence Laboratory

IMPACT | UNSTOPPABLE

MAA’s director was honored in 2018 by Baker Creek and the Woodman Foundation. Her book UNSTOPPABLE is listed in the top 15 on Amazon under children’s health category. Zen was invited to be a Consumer Representative on the California Organic Products Advisory Committee to the California Secretary of Agriculture.
In 2019, we will continue to raise awareness, support action, share solutions, and pioneer innovative strategies in collaboration with others to create healthy communities.

We are working on a Healthy Communities Initiative, training videos, environmental research in Florida regarding the Red Tide and glyphosate, having a physical MAA center, further testing, and several policy changes which affect health.

We urge you to get involved, take action, and donate in partnership....create healthy communities across our nation and around the world with Moms Across America.

Thank you!