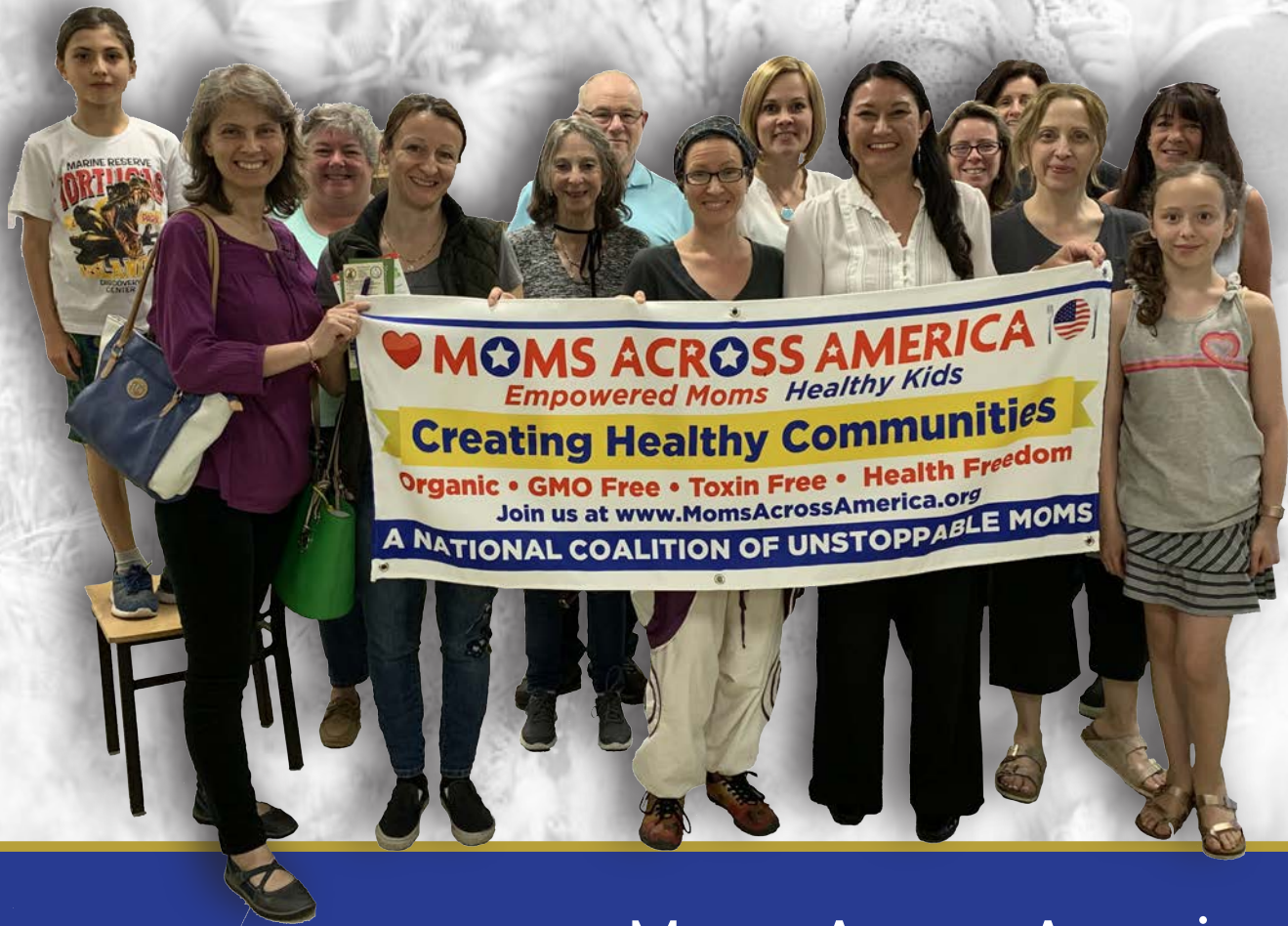


2019

IMPACT REPORT

Empowered Moms, Healthy Kids



MomsAcrossAmerica.org

Moms Across America is a 501(c)(3) | EIN: 30-0891447



A Year of Boldly Stepping Forward and Speaking Up

Moms Across America made a commitment at the end of 2018 to step boldly into 2019 - and we did just that! 2019 saw us boldly speak up about glyphosate and meet with EPA about the changes that need to be made; boldly speak up about contamination of the food supply such as the Impossible Burger; boldly speak up to educate millions about our health freedoms; creating the future that we are envisioning - one of health and freedom for all.

We have been inspired by the support we have gathered with every step we have taken - and we have dug deeper than ever before, working harder and with more passion to make things happen now! And we are seeing results. The number of Monsanto lawsuits is surging (47,000+). The number of monthly visitors to our website (60K+) and social media impressions (1-4 million/month) is growing. And we have lost count of the number of universities (20+), cities (200+), and countries (34+) restricting glyphosate...because more are emerging every day!



As we move into 2020, we do so with a clarity of purpose. At Moms Across America we have committed to creating a nation of healthy communities. We have committed to creating a healthy food supply with our Moms Across America Gold Standard. We have committed to our partners - the wonderful companies, organizations, and individuals who are as committed as we are to a healthy future. Thank you to everyone who walks with us on this path. We know that together...the best is yet to come!



Our Mission

Moms Across America educates and empowers mothers and others with actions and solutions to create healthy communities.



Our Purpose

With momentum on our side, Moms Across America will continue to educate, motivate and collaborate with like-minded people who want to make a difference so that our collective vision, influence, and buying power will have a positive effect on all aspects of health.

Our purpose is to not only empower mothers and supporters to have healthy families through safer food, but to empower people across the nation and around the world to TAKE ACTION. We strive to empower the public to get involved in their community, get involved in the laws and policies that regulate our society, speak up for justice, health, and freedom in all areas that prohibit these rights. For instance, we are thrilled to hear reports back from our supporters that they have successfully stopped oil factories in their neighborhoods, 5G, fluoridation of their water, or initiated lawsuits against chemical company behemoths. Our ultimate goal is to empower community leaders to be global game changers in health and freedom. Because it is only if we act locally will we impact the global challenges.



Our Motivation

Healthy children, a healthy planet, a healthy future for all. For example, this year after yet another unimaginably tragic school shooting, we released the recounting of a plea from one of our supporters to keep doing our work because she had overwhelming evidence that our educational outreach works. She has a child with mental health issues who threatened to blow up his school. After consulting with a psychologist, rather than give him a psychotropic drug for the rest of his life, she decided to switch him to an all organic diet. Within two weeks his teachers told her he was a new person. Today, that boy is a teenager and could easily buy a gun and shoot people at his school, but he will not do that because he is happy, healthy, and mentally stable. This boy, his classmates and teachers, and our country all have a different future because his mom found out about GMOs, toxins, and the benefits of an organic diet. She pleads with us to continue our work, and we continue to thank our supporters for empowering us to do so.



MOMS ACROSS AMERICA GOLD STANDARD

This year MAA took all the feedback and concerns voiced by our Moms over the years and created the Moms Across America Gold Standard. The purpose of the MAA Gold Standard is to make it easy for people to eat healthy, live healthy, and trust companies that are working hard to provide exceptional quality in their products. By encouraging your favorite brands to achieve the MAA Gold Standard, and by purchasing MAA Gold Standard products from verified brands, you are contributing to a groundswell of support which encourages other companies to make changes.

Moms Across America's first Gold Standard product is **Primary Detox from BioRay** and we are currently in progress with several more companies ranging from supplement ingredients, to organic vegan food products, to consulting with companies in transition. Caleb MacCready of [EatPye.com](#) stated about the MAA Gold Standard:



"What you moms are doing is the most important thing in the world. This must happen."

Transitioning the food supply from toxic, polluting, life destroying, GMO chemical farming to life sustaining, nourishing, regenerative organic agriculture is the answer to our climate change, wildlife and insect decline, and health crisis. The Moms Across America Gold Standard, created in 2019 with the support of many experts, was a bold step in the direction of creating that healthy future we all strive for and need to thrive.

The best part of my work with Moms Across America have been the connections made with thoughtful and amazing human beings through the realization that we are not alone, we are powerful beyond imagination, and we can change the world just by taking a step toward what we believe in. I am most proud this year of putting forward the Moms Across America Gold Standard because I feel it summarizes the ideals and intentions of our organization perfectly; transparency, integrity, and partnership.

Natalie Paffrath, MAA Board President



Zen speaking with Sherry Tenpenny on the Robert Scott Bell Show

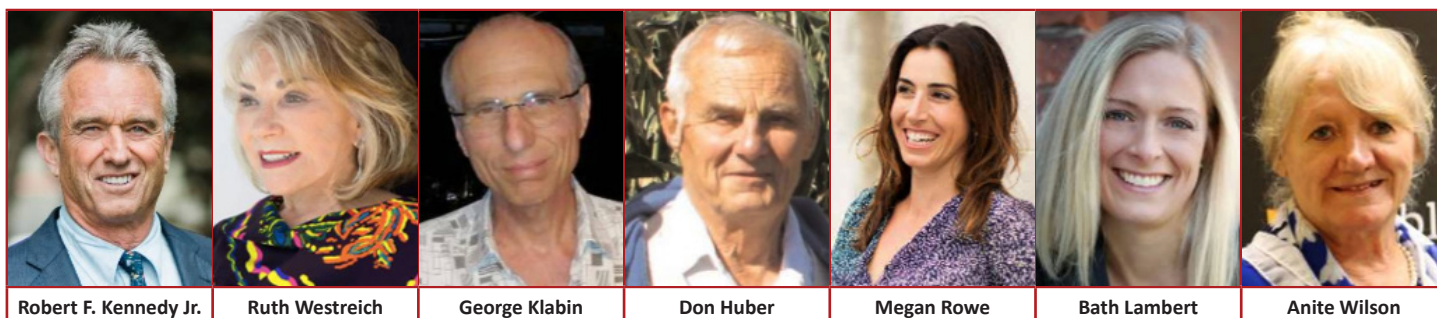
Raising our Voice

This year, thanks to a generous donor, MAA found its voice! Zen Honeycutt was interviewed on over 50 TV and radio shows, podcasts, and in documentaries - educating people across the country and around the globe about acceptable standards for health and what MAA is doing to make those standards the norm. With every interview MAA heard from individuals, organizations, and companies wanting to learn more and understand what they can do to make a difference. Our community is growing!

Zen spoke out at numerous conferences, rallies, and meetings including Autism One, Baker Creek Spring Planting Festival, SB 276 Health Freedom, and 9 cities throughout Japan. MAA shared thousands of posts on social media, and our community responded back in word and deed. While other groups in the food movement are losing supporters, our supporters are growing. We believe this is because we are expanding our coverage on issues affecting our supporters while remaining authentic.



Baker Creek Spring Planting Festival



We honored existing members and welcomed new members as our board grew and our new, illustrious advisory board was formed giving MAA a greater voice than ever before in more areas critical to our health and the health of the planet.



We spoke up at a meeting with the EPA, initiated by MAA but including farmers, scientists, a student activist, moms, and others. We initiated petitions that successfully resulted in Roundup being removed from Costco shelves. Inspired by Costco's bold move a citizen sued Home Depot and Lowes for carrying Roundup, putting retailers around the world on notice.

MAA spoke up on behalf of the people of Florida who were dealing with cancer clusters and red tide. After securing anonymous funding for testing MAA launched a team of scientists, farmers, and concerned citizens to do extensive testing, create educational articles based on the results, and video training for farmers. We shared that information widely in communities across the country so that the devastating effects of glyphosate on our communities, agriculture, and wildlife could be known by all and changes could be made. The training video focuses on the impact of glyphosate in farming and the benefit of eliminating its use. It features expert plant pathologist Dr. Don Huber and chemist Frank Dean and will reach national and international growers. MAA supported with information and our organization's alliance the plaintiffs of lawsuits suing Monsanto in Florida, the Appalachian mountains, and elsewhere.

MAA continued to write approximately 70 blogs and articles about and share studies and information about new, honest science. We know from experience that an informed mom means a healthy child. MAA conducted over a dozen FaceBook Lives and interviews with



SOCIAL MEDIA IMPACT – FACEBOOK

67,000+ followers
 10,938,047 impressions YTD, an increase of 86.1% from 2018.
 Reaching up to 4.5 million in 1 month
 10% growth to date as of 8/15/2019



scientists, farmers, and doctors, bringing valuable and new health information directly to the public.

OUR INTERNATIONAL COMMUNITY...



Zen ended 2018 in Japan, and she will do so again in 2019 completing a 9-city book tour across Japan for her book UNSTOPPABLE. This year the Japanese made great strides in educating the public and government leaders about GMOs and glyphosate.

After Zen's last visit to Japan and a talk before the Japanese Congress (Diet) a Moms Across Japan group and Detox Project Japan were formed. They conducted glyphosate testing on the hair of their Parliament and public, finding glyphosate in 70% of the people tested, including 23 Parliament members.

2019 release of Japanese version of UNSTOPPABLE extends MAAs reach internationally

Japan's influence over the global food supply is enormous as they own the largest grain distributor

in the world, based near New Orleans, Louisiana. Zen's talk before the Japanese parliament spurred a national awareness of the changes they can make to create a healthier Japan and world.



Our Japanese Green Coop partners were thrilled to share with us an historic announcement - that a bipartisan group of Parliament members have formed a Japanese Food Safety League. This caucus will ensure the safety of Japanese food by reviewing GMOs and agrochemicals imported or used in their country and is a bold step that could be duplicated by other countries, including our own.

MAA supported and participated in various films being made in India, the USA, and Japan with interviews and by coordinating connections to food movement leaders and scientists.



SOCIAL MEDIA IMPACT – INSTAGRAM

12,600+ followers
 784,649 impressions YTD, an increase of 56.4% from 2018.
 173.52% growth to date as of 8/15/2019



SHARING IMPOSSIBLE NEWS...

In addition to being interviewed in the news...once again MAA created the news by testing a sample of the GMO Impossible Burger (from the Natural Products Expo West) for glyphosate. As tens of thousands took to social media to share the information, other organizations stepped forward to create petitions and take action to make the public aware of the downside to plant-based meat alternatives. Awareness is being raised about the allergic reactions many are reporting after eating the Impossible Burger. Low income sectors are expressing concern over the misleading marketing in their neighborhoods. Other meat alternative companies have been in contact with MAA expressing a desire to create an organic burger, showing a transition in the food supply. The tremendous impact of the awareness that MAA's effort made on the public and the food industry is still being felt. Our supporter's funding for further testing proves to be an impactful way to continue to raise awareness and protect our communities.



We continued our educational outreach to include health freedom, as we believe the medical procedures a child should receive are best decided upon by a child's parents, with advice from a doctor. We also believe parents and adults should have the right to refuse medical procedures and products that have been shown to contain toxins and induce harm. Although our support of efforts in California and across the country have not been as successful as we wish, policy-wise, our supporters deeply appreciate our willingness to speak boldly about this issue and we believe this is one of the primary reasons we have grown.





SHARING SOLUTIONS...

Moms Across America's commitment to sharing solutions continued to grow and offer families the support and information they need to create health through our Health Solutions Store. We added several new products such as Active H2 Raspberry, LD Colostrum, and RE Botanicals 100% Organic Hemp products. With weekly additions of new and useful content, our site had an average of nearly 10,000 new visitors each week, many of whom sought out solutions to their health issues.

We also collaborated with organizations such as Friends of the Earth, *Need to Grow* the movie, various groups in the the Health Freedom movement, and WashPIRG to support their campaigns and initiatives.



Stern Family in Detroit, MI at Jewish Food Festival Hazon



2020 AND BEYOND...

It's no surprise that clarity follows boldness. By stepping out into new spaces with bold, audacious goals in 2019 Moms Across America has clearly positioned ourselves perfectly to bring together programs with solutions in 2020 that will have a deep, long-lasting impact.

Our time is now... in so many ways.

Thank you!

Zen Honeycutt



Former Minister of Agriculture of Japan Yamada Masahiko and Honeycutt Family