

# The Rainforest – More Valuable Alive Than Dead

By Joy Taylor, BA, LMT

"Herbs and Botanicals derived from the Amazonian Rainforest are making an incredible difference in the health of thousands. However, the Rainforest is in grave danger. In the time it takes you to read this article, approximately 150 acres of Rainforest have been cleared forever. You can help us stop the devastation! Find out how you can improve your health and save the Rainforest at the same time."

**‘Amazon’ John Easterling**

“It is known that there has been unbalance and tremendous conflict throughout the Americas to all the indigenous peoples during the past 500 years. The Eagle Power, the Eagle Spirit, which is very mental, and very materialistic has really outweighed and dominated the Condor Spirit, which is very spiritual and very much from the heart. Now it is time for the two to come together and fly in the same skies as equals so that energy can be balanced out,” writes John Perkins of the Dream Change Coalition. The eagle also symbolizes the North American Continent and the Condor represents South America.

Now with ecological commerce and the vision of Amazon John, partnership with the indigenous people of the Upper Amazon Rainforest may offer our global community an opportunity to learn from past mistakes made to the Native North Americans and provide an example of mutually beneficial solutions to current environmental and health challenges of today. The Amazon Herb Company proves true the prophecy of the Eagle and the Condor. Now is the time for unity of the North and South.

A congressional Committee Report says the Amazon is vanishing at a rate in excess of 20,000 square miles a year. One hundred and fifty acres are lost every minute of every day. With this destruction we loose not only the lungs and oxygen essential to planetary balance, we loose species of animal and plant life, and we loose cultures and an ancient way of life.

When people speak with Amazon John, an Amazon Explorer of 22 years and founder and president of the Amazon Herb Company, they often comment, “Isn’t it terrible what is happening to the rainforest?” He replies “No, no you’re on the wrong mode, I’ve got the good news! If you really want to be a part of the solution, the whole idea is to make the rainforest more valuable alive than dead.”

With the ecological and sustainable harvesting of wild plants of the Amazon Rainforest the people living in the jungle preserve their land, culture, and potentially the lives of hundreds of thousands of people suffering with degenerative issues. Mark Plotkin, PhD and advocate of South American Healers states, “The shamans are not only the crucial link between the tropical rain forest and our neighborhood pharmacy, I believe they are our greatest hope for

finding cures to currently incurable diseases, as well as diseases that may appear in the future.”

“The native Indians of the Rainforest are sitting on the health treasures for which the rest of the world is desperate,” says Amazon John Easterling. “The Amazon Rainforest has the highest concentration of nutrients and life energy on our planet, and new research is finally waking people up to these herbal and nutritional commodities.”

The Amazon Rainforest can be considered the mother of botanical resources, with over 200,000 species of plants thriving in this tropical paradise. According to Michael Blalick, Director, Institute of Economic Botany, “Of more than 265,000 known plant species, less than three percent have been tested for their medical applications, yet out of this tiny portion have come 25 percent of all medicines.” Many plants, though known and used for centuries in the Rainforest, are just beginning to get the attention they deserve as the world begins to focus on the medicinal plants of Amazonia.

Recent studies on Una de Gato, Boldo, Suma, Maca, and Quebra pedra recognize extraordinary benefits for symptoms such as inflammation, malignant tumors, digestive disorders, hormone imbalance, chronic fatigue, and kidney stones.

Our response to these herbs may be the greatest hope in saving the Rainforest. Every bottle of product that moves through commerce results in a positive spiral of benefits. The benefits to the tribal communities in the forest prove profound. Many communities who reverted in the past to selling land to lumber companies are now kicking those same companies out of the rainforest, canceling contracts and opting to ecologically harvest medicinal herbs for the Amazon Herb Company. Many tribes from up river come down to the Amazon Herb Eco-Preserve and Herb Facility asking to join in the harvesting. The news has traveled up river and more and more villages join the effort. Amazon John currently works with 14 communities.

The quality of life for the Indigenous People of the rainforest expands as they now have more options for their future. The resources provided to them in exchange for harvesting often result in appropriate technology such as solar generated power and short wave radios for inter-tribal communications and improved relations as well as large land purchases for continued sustainable uses. The tribes also maintain the resources to purchase supplies and food.

Felipe, Chief of Porvener, a remote village of about 70, gifted Amazon John with a message stating, “When the big trees are gone, the birds have no home and our children will not know the joy of their songs. And now, with you, we have rice and manioc and machetes and things for our people. And for you, these plants so your people can know the power of the forest. And now when the sun comes, the big trees will be there to greet the morning. I have traveled for many days and this is what I know.”

When John develops working relationships with new tribes, he is invited into counsel with the chief and elders. In that setting, negotiations lead to agreements on when, how much, how, what, and for what price to harvest the herbs. Ecological ideals create sustainable practices. John comments, “We have relationships with the communities based on 20 years of trust and mutual respect.”

Besides the opportunity for a sustainable livelihood that this partnership provides, the Amazon Herb Company also donates 10% of profits to Rainforest Preservation. In the Northern Continent the company is a corporate sponsor of Southwest College of Naturopathic Medicine, hosts 100s of events on Rainforest Preservation and provides economic opportunity for eco-entrepreneurs that partner with the company.

Working with John and the herbs for over a year now, I continue to witness his kind heart and the benevolence of his company. When asked, “How do you think it will feel to be the president of a multi-billion dollar business?” John replied, “I envision a day when the people of the Amazon Rainforest have a say in South American Government.” John’s dedication and commitment to the rainforest, the people, and global health has become his life’s mission. He adds, “I am just one link in the chain. The secret to success is having a vision greater than yourself.”

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