

HOW 12 YEARS IN THE JUNGLES OF COSTA RICA INSPIRED THIS FATHER

*And now he's designing a business model
dedicated to empowering a sustainable
future for his grandkids and yours!*

Jim Gale is your average loving father—he likes to golf, explore nature, and spend quality time with his wife and four daughters. After selling his mortgage, which did over 1 billion dollars in revenue, Gale pursued his dream of moving to the jungle. While in Costa Rica, an opportunity arose for him to explore land development.

The land he chose was a 280 acre cattle pasture, a.k.a. “a biological desert.” Gale’s vision was to turn it green again, lining the fairways with thousands of fruit trees over 100 tropical varieties. The first thing he built was a fruit tree nursery—but after several months of developing, he started hearing disapproval and rumors from the community. He traced the source of these rumors to a group of impassioned environmentalists who, in their own words, said they “hated developers.” Gale responded by inviting them into his office to hear their point of view. Intent on making peace by explaining his vision, he failed to win their hearts, but he learned something new—the concept of permaculture.

Growing up, Gale loved nature so much that his friends teased him by calling him “Nature boy”, which is what inspired him to visit Costa Rica. Yet, he had never heard about permaculture before. He was intrigued, so in typical Gale style, he dove head first in to learn all about what permaculture is—an agricultural science de-

signed by Bill Mollison.

“What Bill and others taught me about permaculture blew my mind and made me fall in love with the idea of **sustainability**,” Gale says. “That’s a word which is often misunderstood—it is defined as a system that produces more energy than it takes to create or maintain.”

There were two motivations for digging into the science of permaculture First, Gale learned through his permaculture studies that the current ways we harvest our food, fish, forests, and waters is massively unsustainable. In unsustainable systems, they eventually fail—100 percent of the time.

“I had my first daughter, Mia, 14 years ago, which compelled me to imagine what the world would look like from her point of view in 30 or 50 years. I loved my childhood, full of camping, boating, and enjoying nature. I thought to myself, “Would my daughters have a similar and wonderful experience? What is our world going to be like for her kids and my grandkids?” Thinking about that really hit me hard, so I decided to put all my energy toward solutions. Ever since, the question I’ve lived with is, “How?”

In thinking of societies and economies that have collapsed, like the current situation in Venezuela, Gale says, “They have

abundant and rich land, yet many people are malnourished and starving because they counted on the government. Imagine if each family planted just one fruit tree every five years, at a cost of 20 minutes and 1 dollar, starting 30 years ago—they would have an abundance of food. A similar thing happened in the late 1980’s when Russia pulled out of Cuba—and now, out of necessity, it’s one of the most sustainable countries on Earth.”

These teachings motivated Gale to look for ways to create abundance everywhere, at local and family levels. Today, Gale is the Founder and CEO of Mobile Greens Wellness, a business dedicated to empowering individuals and families by providing the tools, education, and inspiration for them to become more than just consumers—now they can be producers. “The give back is food forests everywhere. A portion of profits from each franchise goes to plant edible landscapes in public locations.”

When it comes to sustainable food, fruit trees are the lowest hanging fruit “It takes relatively few resources, like time and money, to get a fruit tree started. What they will yield over 50 to 80 years is an incredible return on the energy invested,” Gale says.

Gale and his team developed a strategy to rapidly scale the vision of a sustainable society for our grandkids and beyond. Through Mobile Greens Wellness franchis-

ing, people learn about the financial and health benefits, and how easy it is to produce food, water, and energy at home.

The franchise comes in two versions:

1 - **The Empowered Home Mall Model** can be placed in a mall, community center, or university that demonstrates the value of these technologies.

2 - **The Empowered Tiny Home** is a fully functioning tiny home (or business) that’s on wheels. It creates its own food, water, and energy.

Gale is excited for the first system which opens at the Oviedo Mall in mid-July. He welcomes you and your family to come out and learn how to grow at home, produce solar energy, and more. To get involved with Mobile Greens Wellness, visit the website at <https://mobilegreenswellness.com> and follow them on social media—Facebook, Instagram, Twitter, and YouTube.

To hear even more inspiring eco-stories, book Jim Gale for your next Ecopreneurial Speaking Engagement now! Contact Gale directly at jim.gale@fuud.market or 651-329-2151.

