

# Impact Report

A Year of Accountability and Creating New Systems



2022

Seeing the results of dedication to  
**Health, Family, and Community in 2022**

# A Message from Zen

To Our Dear Friends and Supporters,

This has been a productive year where we have not only held entities accountable for the harm they are causing to our families, but we have also branched out in creating a parallel food system, focusing on solutions for thriving communities! It has been fun, exciting and productive and we thank you so much for your support!



Moms Across America has long - ten years now! - been focused on empowering millions to educate themselves about GMOs, glyphosate, toxins in the environment, solutions, and actions to create healthy communities. Our initiatives, such as the school lunch testing we conducted this year, continues to raise public awareness, shift the market and hold officials to account. The testing is being featured in a docu-series that is being made and a bill is being formulated on The Hill as we speak. We also tackled wireless radiation in classrooms this year, with the support of many amazing organizations and experts, and made significant progress.

Moms Across America's initiatives have increased awareness, purchases, and access to organic food and healthier living. But this year we also dedicated much of our time to the new [Neighborhood Food Network](#), a new program that is now it's own entity, a non profit, dedicated to creating national food security, health and community one street at a time. If you have not heard about it yet we cannot wait for you to check it out!

With Gratitude.

A handwritten signature in black ink that reads "Zen Honeycutt".

Founding Executive Director, Moms Across America



# OUR MISSION, OUR PURPOSE, OUR MOTIVATION

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

## SCHOOL LUNCH TESTING

Our biggest impact this year was through our National School Lunch Testing program, and we are deeply grateful to our MAA funders and Children's Health Defense for their fiscal support to complete the testing. For the first time, a scientifically significant number (over 40) of school lunch samples were tested for glyphosate, pesticides, veterinary drugs and hormones, heavy metals and nutrients. The results were horrific and clearly created an urgent call for action. The results have sparked nationwide conversations with school principals, the results being featured in a docu-series, and communication with our representatives resulting in a bill being formulated. Further testing is clearly needed to compel our federal government to take the actions they must take to clean up our food supply. We are targeting military food, fast food, hospital food and senior care centers next...and we hope our supporters will continue to donate to support this essential work.



## GLYPHOSATE



Glyphosate continues to be the most widely used herbicide in the world and this year we continued our efforts to directly influence policy regarding glyphosate, consumer awareness and the market. We were successful in obtaining an meeting in March with eleven EPA staff member via zoom. We had had seven scientists, doctors, and experts speak up regarding the new science and why the dessication of glyphosate must stop

and the license of glyphosate must be revoked. Despite the fact that Roundup with glyphosate, due to years of advocacy from many organizations, will be removed from the shelves January of 2023 (YAY!) it will STILL be permitted on our food and feed crops, so we still have huge job before us to stop this from happening.



# HEALTH FREEDOM

While not our main focus, Moms Across America has been vocal about our health concerns regarding the COVID vaccination ingredients and the dangers of mandates. Every person is different and reacts in different ways to medicines and various ingredients in foods and medicines. NOTHING should be mandated by the federal government or corporations regarding our health.

Therefore, Moms Across America participated in the Defeat the Mandates Rally in Washington, DC. in January of this year, connecting with health advocates across the country.



We created flyers to support local activism, participated in dozens of health freedom-focused podcasts reaching hundreds of thousands of people, and numerous articles and eblasts regarding the ingredients in the COVID vaccine and possible side effects, especially to pregnant mothers, the fetus, and children. Our director supported a local lawsuit for city workers in Asheville who were fired due to the mandates, and we interviewed firefighters, nurses, doctors and others across the country, hosting them on our [Moms Connect Calls](#).

We continue to be adamant that eating organic food, addressing the gut microbiome, getting outside, exercising, and supplementing with natural supplements and herbs, are the best ways to boost one's immune system and care for one's health. Taking care of our relationships is also essential for our health, and this is why Moms Across America repeatedly called for compassion, curiosity, and patience with our friends and family members this year.

## Are you considering giving your child the COVID-19 vaccine?



Thank you for being considerate! We all want our children to be safe and to do our part to prevent the spread of harmful viruses for the sake of our community. We care about your family's health and want to prevent harm too. As parents and friends of people who have had severe vaccine damage, we implore you to reconsider the vaccine and instead use other proven methods to boost your child's immune system and protect others. Unlike Pfizer, we have no special interest except safety.

### Here are 5 of many reasons to reconsider, perhaps just to wait and see a little longer...

1. There have been more serious adverse events and deaths reported following the COVID-19 vaccines than from all other vaccines combined over the past three decades. Some adverse events are more common in the young, especially myocarditis. 856,000+ events as of 10/29/2021. See [OpenMARS.com](#).
2. Usually, vaccines undergo 10 years of study. The trials for this vaccine started in June, less than 6 months ago. Medium and long-term safety data about the COVID-19 vaccines are still seriously lacking and crucial data from trial participants have been excluded.
3. Natural immunity from infection with SARS-CoV-2 is broad and robust and more effective than vaccine immunity, especially in combating variants. Children and young people are safer with natural immunity and most people by now either have pre-existing immunity from other coronaviruses or have recovered from COVID-19 and have natural immunity.
4. There are several proven preventative protocols such as Vitamin C, D, zinc, and quercetin and effective treatments available to all, including children and young people with coronavirus.

## OUTREACH



Moms Across America participated in dozens of online summits and webinars this year, reaching, likely, hundreds of thousands of new people. Summits such as the Free Range Child, Freedom Kitchen, Health Care Professionals Summit, Helios Life Liberty and Pursuit of Happiness Summit, Children's Health Defense Conference and Weston A. Price Foundation Conference, were ways we connected with health advocates across the country.

Our director Zen was a guest on 31 podcasts, most of them new outlets, such as TNT Radio, Aphrodite Rising, Warrior Parent Podcast, Homegrown Podcast, and Shemane Nuget Podcast. We were also asked back to the Weston A. Price Foundation show, Robert Scott Bell, Freedom Kitchen, Talk to Me Guy, and more. These shows reach hundreds of thousands of listeners.

We continue our bi-weekly Monday night **Moms Connect Calls**, articles and eblasts, campaigns, and partnership promotions which focus primarily on reinvigorating local community connection and family empowerment.

On these calls we hosted numerous experts, health freedom advocates, and other brave and brilliant people who shared their expertise. We not only present the problems facing our families regarding health, we also offer solutions and coaching to take on an empowering perspective.

***“The Moms Connect Call is my shot of empowerment every week” - Frankie from Detroit***

We were honored to be included in a new monthly panel series, **The New MDS - Mothers, Doctors and Scientists** working together to heal our families. This collaboration was by invitation of Regenerative Health International headed up by pediatrician **Dr. Michelle Perro** and Organic Consumers Association's moderator **Alexis Baden Mayer**, and includes scientist **Stephanie Seneff PhD.**, and mother, our director, Zen Honeycutt. This dynamic panel dives into what is making our children and families sick, why and what we can do about it. [Facebook](#), [Spotify](#) and other social media platforms have been formed due to the popularity of the panel.



We have also continued to hold regulatory agencies and politicians to account nationwide. While our primary focus is on individual and collective consumer power, we cannot ignore the responsibility of the regulatory agencies and elected officials. In 2022 we petitioned, joined, and collaborated on several campaigns with numerous organizations. We signed Amicus Briefs and letters regarding opposition to wireless technology antennas, GMO mosquitoes, glyphosate use, mandates, heavy metals in baby food, and more. We collaborated with Children's Health Defense (CHD), Environmental Health Trust (EHT), Americans for Responsible Technology (ART), Massachusetts for Safe Technology, GMO Free Florida, 5G Free California, Heartland Health Research Alliance and more. Collectively, we produced results.



# WIFI IN SCHOOLS

Our director utilized the excellent [TechSafeSchools](#) program education, with collaborative counsel from EHT, ART, CHD, Massachusetts for Safe Technology and many more, and was successful in having the entire Buncombe County School District lower the wireless radiation access point power in the schools by 50-75%.

In addition, her son was the first student in the USA, to our knowledge, to receive a [504 Plan for EMS](#). While the specifics are still being negotiated, there is significant progress that will pave the way for more students in high-school and in college. The collaboration with many generous and dedicated has been crucial and the progress that is being made is historic. She is collaborating with other parents who have an IEP for their child with EMS and teachers who are also damaged from Wifi.



We foresee that this work is and will prevent health issues, neurological issues, depression and suicides in students across the nation, so we ask you, dear supporter to consider that the breadth and depth of your support is unknowable and far reaching.

Speaking up about exposure to wireless radiation and its hazards continues to be an important focus of our work. As a result, safer, faster, and more secure fiber optics technology is increasingly becoming the go-to for cities and technology experts.

**We are grateful to be able to continue to demand integrity, and we have heard from the innermost contacts at regulatory agencies that our work makes a difference. So thank you.**



We are working on getting all school computers hardwired.

## SOCIAL MEDIA

*"I alone cannot change the world, but I can cast a stone across the waters to create many ripples." — Mother Teresa*

Social media in 2021, like so many other things we had begun to assume we understood, required a second look. MAA has always relied on various social media platforms to communicate with our moms. However, with all of the platform changes, censorship, and discussions of burnout with social media in general, MAA decided to delve into our members' wants, needs, and actions regarding social media.

### Here is what we found and what you need to know:

Our Social media impressions in 2022 were over 3,226,266. Our website unique, new visitors surpassed 107,257.

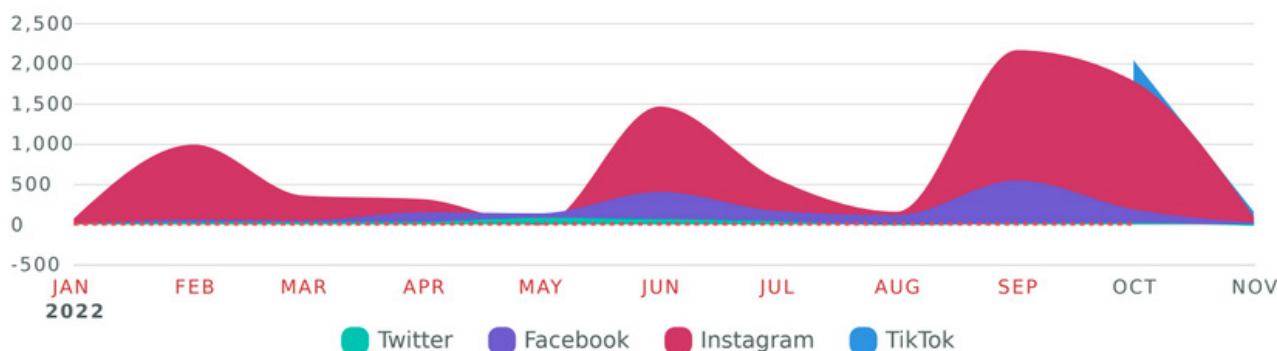
While previous years had larger numbers, those years did not have massive censorship. We finished the year strong on social media (thanks in part to the School Lunch testing). In August, total impressions were 198,000 and grew to 369,000 in October. Unique visitors to the website went from an average of 8-9000 in the summer months to 17,874 in October. That is a 91% increase, or almost double, in just the last two months of alone - due to the school lunch testing! Clearly, people want more information on the food they are eating and want to find ways to support change in their local schools.

The chart below shows our audience size (the green bar) in comparison to % of Fan Growth. You will notice, that while our audience is smaller than most of our peer organizations (that have been around for several years longer than we have, and have million dollar budgets), our audience has grown and theirs has not. While we hope all to grow, we want to acknowledge that growth in a time of deep censorship indicates that what we are sharing is relevant, authentic and moving people to take action to gain more information.

Audience Metrics, by Page

Audience Metrics, by Page			Fans	Net Fan Growth	% Fan Growth
Your Average		<div><div></div></div>	69,656.00	1,515.00	2.22%
Competitor Average		<div><div></div></div>	419,957.80	-2,759.60	-0.65%
1	<div><div></div>Peer Organization 1</div>	<div><div></div></div>	1,129,472	-935	-0.08%
2	<div><div></div>Peer Organization 2</div>	<div><div></div></div>	1,086,469	-13,648	-1.24%
3	<div><div></div>Peer Organization 3</div>	<div><div></div></div>	870,418	-7,761	-0.88%
4	<div><div></div>Peer Organization 4</div>	<div><div></div></div>	801,731	-32,334	-3.88%
5	<div><div></div>Peer Organization 5</div>	<div><div></div></div>	731,991	12,385	1.72%





## Audience Metrics

## Totals

## % Change

**Total Audience****128,673****↑36.7%****Total Net Audience Growth****8,342****↑295.2%**

Some of our platforms got more use than others and grew by more significant numbers than others. Our TikTok channel is now at 25,746 followers and hundreds of thousands of views, comments, and shares. What sets MAA apart from any other organization on social media that lives in the same non-toxic lifestyle space that we occupy is follower engagement. This engagement is a direct result of our passion and dedication to our families, which comes from an unstoppable and limitless source- love. We believe this is the secret to our (meaning mothers everywhere) success and much of the progress in improved quality of life around the world.

While most of our peer organizations, though many times larger than us in fan base, decreased in size:

**FACEBOOK****Overall audience****UP 2.2%****TWITTER****Engagement Rate  
(per Impression)****UP 78.6%****Net Follower Growth****UP 144.1%****INSTAGRAM****Engagements****UP 141.8%****Impressions -  
1,775,371****UP 69.2%**

**Note:** over 250,000 reached on Instagram alone when we posted the School Lunch testing results.

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Engagement in social media terms means the response you get from your membership to what you post online. It means that when you look at other organizations posting about similar information as MAA, but organizations that are all significantly larger than MAA, our membership is more engaged. It's the difference between merely being on a mailing list and being part of a community. Our friends and followers discuss more, share more, like more, comment on more, and act more on what is

posted. We interact more with each other as information is shared. Moms Across America supporters are a more engaged group - more engaged with the knowledge and each other. It tells us that we are doing what we have set out to do - serve you. We are providing you with information that makes you think - and act. It tells you to value and trust us enough to look at and seriously consider the information we offer - not just click past it. The engagement of our friends means the world to us. Thank you.

**"A worried Mom does better research than the FBI."** -- Anonymous



# DIRECT ADVOCACY

One way that we spoke up was with the One-Click Advocacy tool. We created monthly campaigns, which lead to nearly 12k unique advocate actions. While our number of participants was not as high as we had hoped, many of our supporters expressed appreciation for how easy it was to reach the Senators and various targets.



Our One-Click campaigns focused on a few key areas where we aim to make a positive impact over the next several years on our nation's health and safety:

- ✓ First, we focused on making our food supply safer by pushing for the removal of glyphosate from retail shelves, revoking the license to sell glyphosate, adding cancer warnings on glyphosate products, and strengthening the testing of baby food.
- ✓ Second, we focused on making our schools safer by reducing and removing harmful wireless radiation in the Post-COVID classrooms.
- ✓ Third, we focused on reproductive harm from toxins such as glyphosate, which has been shown to cause congenital disabilities.
- ✓ Fourth, we focused on the environmental effects of glyphosate, atrazine and simazine and others, such as reducing pollinators that are critical to crop production.
- ✓ Fifth, we focused on ensuring that people have informed consent and choice regarding the proliferation of potentially dangerous new technologies.
- ✓ Sixth we focused on safety regarding medical freedom choices.

We believe that our efforts are making a dent in the industry's armor, which perpetuates the use of toxic and harmful chemicals. It is clear, these industries have no choice but to find safer solutions.



***“You and the leaders of other organizations are all an inspiration for me to keep doing my small role in what seems like an endless uphill battle. Thank you for your continued energy and intelligence in moving us forward.” - Hillary Z.***





## MAA COMMUNITY - AT HOME AND ABROAD

A community is often defined as a group of people living in the same place or having a particular characteristic in common. While the geographic importance of supporting your local community is something MAA has always been about, 2022 made us double down on the importance of our local community while simultaneously realizing the importance of and the undeniable connection to our global community. If we were ever shown the reality of the statement “we’re all in this together,” it was this past year. This year we collaborated with experts who advised us on numerous projects and their expertise was invaluable. We asked them to make it official and honor us and our supporters by becoming official advisors to Moms Across America and the Neighborhood Food Network. We are very proud that they accepted and are extremely grateful for their perspectives in a wide variety of subjects.

***“Thank you for your informational flyers. I just sent one to 130 families in my parents group in Australia.” - Kathryn W.***

This year MAA found common ground with partners across the globe, all uniting around our concern for the health of our communities and the health of the planet. Together we shared information, spoke to power, and rallied together to share a shared vision of a healthy future for all. We lost sense of boundaries as we shared concerns, insights, and solutions with moms and others across the United States and Canada across Europe, Australia, and Japan.



In 2022, Moms Across America continued to collaborate with Green Co-op Japan members. Due to the nine-city book tour in December of 2019, sponsored by Green Coop (430,000 members) and along with presentations before several other coops with over a million members, and new connections were made in 2021 and , we continued more extensive collaboration with Global Truthers, Mama Angels of Japan and Organic Food for Schools of Japan.

Our collaborations consist of bi-monthly presentations, brainstorming, and coaching that Zen provides to the mothers and Japanese activists. As a result, in collaboration with the many dedicated activists in Japan, leaders, and groups, the government has agreed to fund organic food in 50 schools.

This is particularly important because due to Trump administration pressure and current Biden administration failures to regulate glyphosate residues, the allowable glyphosate levels have skyrocketed on Japanese grain imports. In 2018 the Japanese government allowed the increase of the Maximum Residue Levels (MRLs) of glyphosate on imported and local food to be the [highest reported MRLs in the world](#). The MRLs of glyphosate on some crops such as wheat rose 600% and were as high as 95% higher than what China allows. Clearly, urgent action to protect Japanese children is needed, and Moms Across America is honored to be a part of this endeavor.

Another reason the relationship with Japan is so important is that Japan owns the largest grain distribution center in the world, and is based in the USA. They distribute hundreds of millions of tons of American (predominantly GMO) grain from the Midwest each year to China, Japan, Taiwan, Korea, and other countries. Therefore, the Japanese influence over our food supply is paramount to none. Next to American Moms, who buy 85% of US food, they have the greatest potential to transform the food supply. Our Executive Director has had the foresight to dedicate considerable time to fostering awareness and leadership in Japan, and this is the year we began seeing incredible results.



One of those results was the 2021 movie [People Protecting Food](#) featuring the former Minister of Agriculture of Japan, Masahiko Yamada. This extremely well-executed Japanese film focuses on the recent raising of the MRLs of glyphosate on the food supply, lack of safety, and health risks. Our director supported this film by not only appearing in it and sharing her family's story but also

connecting and coordinating interviews with several notable Americans such as Robert F. Kennedy Jr, Dwayne “Lee” Johnson, the first plaintiff to sue Monsanto, Bob Quinn and Kamut grain farmers, scientist Ignacio Chapera, and others. This movie was released in 2021 and has been seen by tens of thousands of people in 40 major movie theaters and 50 public screenings throughout the country. As awareness is raised, the number of people who are asking for organic food and insist on safer food without glyphosate and toxic chemical residues are sure to move the food policies in the right direction.

We also hosted a free People Protecting Food Safety viewing for a weekend in November 2022 and shared it with fifty Japanese American Associations and hundreds of press outlets across America. We are thrilled with the seeds that have been planted in 2021 and 2022 and look forward to the growth of the healthy food movement in 2023.

***“Hearing the voices of farmers who are working hard not for the economy but for the future of children, the world will change and be saved by spreading those people all over Japan and around the world. I was able to have a sense of expectation that it might be. I hope this documentary will resonate with everyone in Japan.” -Yukio Hatoyama (former Prime Minister)***





# ACCOUNTABILITY AND CREATING NEW SYSTEMS



Accountability and creating new systems can take many forms, including information, activities, products, kind words, and actions. At MAA, before the start of the year, we proclaimed 2022 would be the year of Accountability and creating new systems to support community and health. This year MAA reached our communities to create health by publishing nearly one highly researched new article, study, or data and resource page every week on our website. Zen Honeycutt also submitted an average of 2 articles per month to relevant outlets and sent out over 200 email blasts.

In addition to podcasts, summits, and articles on our website, We posted a monthly column in the Green Coop newsletter, which reaches 430,000 people every month and was often featured in Masters of Health magazine. While Zen's Empower Hour Show on CHTV was discontinued due to funding dollars being transitioned to lawsuits, the shows aired in late 2021 and early 2022 are still available and continue to educate the public. Our relationship with CHD continues to be vital and Zen Honeycutt and Kelly Ryerson (board member) continue to be guests on CHD TV shows. We also expanded our health solutions store to include over a dozen new products for all aspects of your family's life and all areas of your home

We were thrilled to support accountability by providing solutions to our supporters in the form of access to experts and product solutions.

In 2022 we continued to share the solutions from our favorite farmer educators, and Student of the Soil, Howard Vlieger, to showcase his unique approach to sustainable and non-toxic weed control. His solution is called [Contact Organic Weed Terminator](#) and when used according to the label, it can even help regenerate the soil.



We also shared Avenger Weedkiller as a safe solution for weed management as well. This citrus-based weed killer was the first product used in Irvine, CA when a former MAA Team member, Kathleen Hallal, got the entire town to switch over to organic practices. We are SO grateful there are more safe options available!

Together, in addition to supplying solutions, we've held manufacturers, legislators, and CEOs to account. And through it all, we took time to share a much-needed laugh and smile and appreciate each other.

***"Life is in upheaval. We can react to it. Or, with each moment, choose to breathe and create." - Zen Honeycutt***

MAA is committed to educate and empower mothers and others with actions and solutions to create healthy communities. With mothers and women connecting in local communities, we can be unstoppable in causing local leaders to protect our towns and cities where the federal government fails us.

MAA staff alone, however, cannot make the type of changes that are necessary for communities everywhere. Whether you signed one petition or shared one of our campaigns a few times on social media generating thousands of signatures, or made a brand change for the health of your family - you helped us fulfill our purpose, our mission. Thank you.

If you look up the word “motivation” in the dictionary, you will notice the definition is “the reason or reasons one has for acting or behaving in a particular way.” Moms everywhere know that their motivation has been the same, love. Love of your family will motivate you to do things you never thought you could or would do. Love is the force behind bold acts, small gestures, and kind words alike.

This year, our members demonstrated love in spades. At MAA, we want you to know that you, our supporters, are our family, also. We need you to understand how much you motivate us. We want you to know that your unlimited outpouring of love nourishes our scrappy band to keep going. Together there is no way we can be stopped. Together we have created significant change. Together we will do even more. Thank you.



***If we keep coming from love, then we have an unlimited supply of inspiration and motivation.” - Zen Honeycutt***



## OUR ADVISORS

Moms Across America advisors are invaluable. They play a continuous role in advising us and guiding us in the work we do and we are extremely grateful for their time and commitment to Moms Across America, as well as the work that they each do in the world.



**Robert F. Kennedy, Jr.**  
Chairman of Children's  
Health Defense



**Ruth Weistrich**  
President of the Weistrich  
Foundation



**George Klabin**  
Founder of Klabin Marketing



**Don Huber**  
Emeritus Professor of Plant  
Pathology - Purdue University



**Mark Doudlah**  
Fifth Generation Farmer -  
Doudlah Farms



**Beth Lambert**  
Executive Director of  
Epidemic Answers



**Michelle Perro, MD,  
DHOM**  
Pediatrician, Author



**Mary Anne Tierney,  
RN, MPH**  
Founder of Blue Ridge EMF  
Solutions



**Stephanie Seneff**  
Senior Research Scientist at  
the MIT Computer Science  
and AI Laboratory



## OUR BOARD MEMBERS

A big thank you to our board members who support us in everything!



**Carol**  
Board President



**Natalie, RN**  
Board Treasurer



**Kelly**  
Board Member

## LOOKING FORWARD

***"With the new day comes new strength and new thoughts."***  
***--Eleanor Roosevelt***

We've said it before, and we'll say it again, the best is yet to come. At Moms Across America, we always believe that the best is yet to come. It's part of the mom's job description. We know it won't always be easy. Sometimes it will be messy and disappointing, and challenging. But with an unlimited supply of motivation, we will take anything and everything life has to throw at us...together. We know from experience that with breakdowns come breakthroughs.

Thank you, our supporters, for being with us on this journey. We know that you believe not only in change but in your power to help make it happen. Time and time again, you have proven yourselves to be true forces of nature...moms.

As we move into 2023, we plan to communicate more because communication is a vital part of the change. We want to hear from you and we want others to hear from all of us. If there are people in power who haven't heard from us yet, this year, they will. Together we can move mountains - and we have the intention and motivation to do so. At MAA, we are fueled by LOVE.

***"Motherhood: All love begins and ends there."***  
***—Robert Browning***