PATTERNS for THINKING

In agriculture, soils grow plants, and plants feed animals, which feed us. To solve a problem with animal health, analyze the plants for nutrients. To solve crop problems, analyze the soil and add fertilizer.

It's a simple system!

But I know how to complicate it into a profitable business or two!

The ancient pyramid of cause and effect.
Many of us grew up with this pattern for thinking. For a while, it kinda worked. Add fertilizer to the soil to feed the plants, which feed the animals.

But water and wind erosion, water pollution, higher costs of farming, hollowing out of rural communities—most got worse.

So we tried subsidies, bailouts, crop insurance, conservation incentives, etc. etc. which enabled the selling price of farmland to increase.
A MOVEMENT?

More and more people, drawing on new and old learnings and ideas, realized that plants helped grow soil, and microbes, animals, and fungi were essential.

A DIFFERENT PATTERN FOR THINKING AND DOING!

But you’re turning our pyramid upside down! Putting the fungi in charge is communist! Bad for business!
When things shake out (it’s happening) we are left with multiple circular patterns of cause and effect, supported by evidence. We can appreciate new dimensions of mutual influence, feedbacks, and power at multiple scales, and including people and money.

How can this be financialized?

Too complex! How do we figure out what to do?
Figuring out what to do means working with the circle of life. Creative experiments. Probe, practice, rehearse, improvise.

1. Experience multiple points of view
2. Fail, but safely, keep it local
3. Pay attention to results.

There's a learning curve but it's fun!
So if can we help you with that rhythm?

It's a cute story! How can we sell it? How can I invest? How to scale this?

But our society—politics, education, institutions—are not yet adapted to this kind of learning and cooperation. We'd rather support untested fantasies, political posturing, and circular firing squads of experts.
MARKETS TO THE RESCUE?

WHAT IF THE WORK OF PLANTS, MICROBES, ANIMALS, AND FUNGI COULD BECOME PART OF THE MONEY ECONOMY?

COULD IT:
1. cut through some conflict and confusion
2. connect alienated urbanized people with nature’s processes and work
3. promote positive change where governments, institutions, and politics have faltered

Can you balance “bad” deeds such as burning coal or oil with “good” deeds such as NOT cutting trees or NOT plowing soil?

HOW IS THIS WORKING OUT?
— Look up “carbon offset scam” —
WE CAN FINANCIALIZE EVERYTHING!
PRIVATIZE THE SUN, SKY, WATER, THE CIRCLE OF LIFE!

ARE YOU NEXT?

WE'RE SELLING OUR RELATIONSHIP WITH OUR WORLD. AND THEY'RE HAULING IT AWAY.

WHAT NEXT? TO BE CONTINUED...

*Look it up: "Wall St. Consensus" — protects investors and capital from risk

PROKOVAN 2023