



Our Hen House Podcast: Transcript for Episode 646, Interview with David Casselman

Jasmin Singer: Welcome to Our Hen House, David.

David Casselman: Thank you. Great to be here.

Jasmin: I'm excited to talk to you. I've been looking forward to this interview. I think what you do is unique and something that I haven't really seen out there in the animal advocacy sphere. So let's jump in! Tell us what Ecoflix is and what people should expect to find there.

David: Ecoflix is the first not-for-profit streaming media service dedicated to animals and the planet. When I say non-profit, I mean, down the line, the money for subscriptions is all donated. All of the funding is donated, and basically we're trying to find a better way to provide information, motivation, inspiration about the critical issues that affect us, particularly animals and the planet.

Without lecturing, without beating people over the head, without making people feel bad. The goal is to inspire. Hopefully they'll follow our lead, learn from things that we learned about that we pass along because they're so exciting to us and get a following of people who are excited as we are to be the change. Not talk about the change, we need to be the change.

Jasmin: Oh my god, I have so many questions and you are definitely speaking my language. That is why we started Our Hen House. And I'm so passionate about media so when I see other organizations and projects that are using media to embolden people to create change, I just get so excited! So real quick question, where is this available?

And then we'll get into some of the actual issues you're covering.

David: Great. Well, first of all, it's available at www.ecoflix.com. You can subscribe for a month for free to check it out and you just sign up and you can

cancel at the end of the month if you don't absolutely love it. I won't personally call you and hate you for canceling.

In fact, I won't have your number, so I couldn't anyway...but it's also available, obviously, if it's on the internet, it's on your laptops, your computers, but most importantly, you can have it on your TV. You can watch our original documentaries and things on television and when you stop in the middle, you can pick them up on your phone or anywhere else, because it's seamless throughout the various platforms.

So it's a streaming online service, like any other, it's worldwide. And yeah, we're very excited about it.

Jasmin: I love that. And as you mentioned this as a viewer membership model, so how do you use the membership fees and what do members get?

David: So members get access to the site. And the ability to watch all the programming we create, that we license and to interact.

We love to hear from you. We have our TikTok and Instagram and you know, other feeds, but the real key to this is there is nobody making money here. The only benefits are going to animals and the planet I've been self-funding from the beginning. We're looking for investors or partners along the way. It would be great. Brand sponsors would be lovely. But what we're doing is not about money.

The people who subscribe know, should know, that we have an outward facing transparency policy. Everything we donate is on our annual report and last year, we didn't have any money from anybody because we were building and just launching and we still donated a bunch because I've been doing that for decades.

It's my passion. And now my team's passion and we have wonderful people all over the world working on it. So yes, the goal is to give back, to make a difference and we have so many exciting things we're donating to, I'd love to tell you about them, but the bottom line is there's a lot of them.

Jasmin: Well, tell us about it. Tell us about some of the organizations you work with.

David: We're partnering with Born Free, In Defense of Animals, Mercy for Animals, The Fund for Animals, IFAW and many more... Whale Sanctuary

Project, The Wolf Connection...oh, I'm going to forget somebody and they're going to be mad at me. Romanian Bear Sanctuary. There's just a lot.

And just as an example of the kind of things that excite me, I learned about a very small group of people who are experts in rescuing lynx, of all places, in Russia. And there's no interest in charities particularly in Russia. And these two people, father and daughter, are probably the world's experts in wild lynx and they rescue the kittens after the mothers are shot and there's no place for the babies other than somebody's table, I suspect. Which is why I gave them the money they need to create a sanctuary where they are.

Jasmin: Yeah. I know that you work with a multiplicity of organizations, you named some of them. I have some others pulled up in front of me. Conserve Congo in Africa, you've got Elephant Nature Park in Thailand, Whale Sanctuary Project in Nova Scotia...

David: Cambodia Wildlife Sanctuary...

Jasmin: Liberty Bear Sanctuary in Romania, Mercy for Animals you mentioned... The Wolf Connection in LA, Orangutang Foundation International in Indonesia, Elephant Voices in California and Malaysia Gibbon Rescue in Malaysia and Wildlife SOS in India.

Wow! I just wanted to get through the list because it's amazing!

David: It's growing, it's growing. We're partnering with some ocean organizations in addition to the Whale Sanctuary Project, and there's many more, but the nice thing about our partnership with the NGOs is it's a complete one way relationship.

By that I mean, we support the NGOs by putting their films, their projects, on world platforms. And then when members join, if they want to, they can select the NGO of their choice. And when they do that, we give a 10th of their donation funds directly to that nonprofit. So their members can join in their nonprofit gets the benefit of it. And the other nine tenths we donate to other causes.

So it's all going to charity, it's just that we earmark it. So the NGOs have...it cost them nothing to join. They have a partnership where we publicize their works, which are fabulous. And of course, we check that. We want to be sure that we're partnering with fabulous organizations and then we support them financially when members choose their organizations to get some of their

subscription dollars. So it's a win, win, and we hope to have more partnerships like we're already starting.

Jasmin: I just want to go back to something that you just said, how do you vet the organizations you work with to make sure that they're doing the work that you support?

David: Yeah, it's important.

We are made up of people who are involved in organizations like these and others. Many. I'm a member and a board member of several non-profits. I've started non-profits and charities like Cambodia Wildlife Sanctuary, I'm partners in Elephant Nature Park in many respects. And we're forming a new sanctuary in Thailand together.

And I'm one of many people in my organization who are doing these kinds of things. And so we are aware of the difference between nonprofits that say they're nonprofit, and then they pocket the money and the animals really don't see it. Or they use the animals as a means to attract people to send the money when the truth is the animals never see it, they just fund their organization that way.

And people who are really, truly doing something for animals and to us, that's a bright, bright line. And so we are careful that when we are partnering with somebody, it's somebody either we already know, or we have our members do a careful search and we ask questions, we talk to the people and we make sure that when we're partnering with somebody who we're going to be giving money to, we want to be sure it's going to the animals.

Obviously they have to pay for their overhead and things like that. But we want to make sure it's an organization worthy of attention because we don't want to commit other people to thinking they're good by us putting our brand on and publicizing what they do. And then find out later that were falsely representing what's going on.

Jasmin: Totally. I mean, it's definitely not exactly the same thing, but when we've had sanctuary people on in the past, it's definitely been on our mind because I know that we need to make sure that the sanctuaries are legit since we all know that many are not, that can be tough, right?

David: It's worse than tough. I'm a huge proponent of elephant welfare.

And in Southeast Asia, particularly Thailand, elephant trekking is a huge issue. I was involved in the development of the movie Love and Bananas, which is all about stopping elephant trekking, and, on the power of that film, Lek Chailert, my dear friend and partner in Thailand, was able to close 50 trekking camps to elephant trekking because the people learned for the first time something they didn't know from the film; which is trekking is horrible for the elephants.

You have to brutalize the elephant in order to get them to allow you...and they continue to brutalize them, it's not just in the training. But the point of that is you can go to Thailand today, places like the Four Seasons will tell you it's, or at least they used to, I don't know if they do today...but they would tell you that, "Oh, you know, this is an elephant sanctuary. We take care of our elephants. They're all rescued from terrible environments." And then you go out and they give you elephant rides! Which is impossible at a sanctuary! If you are at a camp that allows people to ride elephants, by definition, it's not an elephant sanctuary. They have to abuse them repeatedly.

If you could see the skull of a trekking elephant after they're dead, they have holes in their forehead from all the spike marks, from the mahouts, out of the vision of the person riding, when they're stabbing the elephant to force them. And that's not the only place they stab them. So, yeah, it's important to know the difference between a true sanctuary. And even a trusted brand, like Four Seasons, I think was duped into thinking it's okay to have elephant trekking. It's not.

Jasmin: Totally. Ugh, god, that's hard. Do you create all your own content or also share content created by your NGO partners and others?

David: We do all of the above. First, we do create our own content. We have original shows, original documentaries, we'll be having podcasts of our own, we have a lot of things in the works. But currently online, what you would see here on the channel are original documentaries and programs and interviews and, I think, inspirational material of all kinds. Plus we have licensed some film that we think is important and worth seeing.

And then we also partner with everybody who wants to partner, not just NGOs to show films of importance. I just saw it yesterday, a film, I think it may have been created by the UN, called Don'tChooseExtinction.com. It's like a two or three minute film, I commend it to everybody. It's not on Ecoflix, but I commend it for the same reasons we would want it on Ecoflix and we're going to hopefully get it on Ecoflix.

It's incredible. Watch it. It's two or three minutes. don'tchooseextinction.com. It's the kind of thing we're trying to do with the power of film to convince people to do the right thing. And it's inspirational, not beating you over the head, which I love.

Jasmin: Yeah. And I love too that you mentioned you have regular shows in addition to documentaries.

Can you tell us about that?

David: Yeah. We have several different ones. One is called On Safari with Nala, which is a little girl in Botswana, and she and her father go out and they find a species and they film a two or three minute episode of her explaining that species, all kinds of very cool things about the species.

And we have, I don't know, 35 or 40 episodes of those, and that's a lot of learning for children. And I might add, I learned something in almost every episode, so it's not just for children. We also have shows that we created another one is called Going Wild with John and James. These are two safari guides who are very much animal friendly and we have filmed safaris with them. And we keep them relatively short, 15 minutes average, because people don't have time anymore to watch a two hour documentary and they just don't sit through them.

So we have content, with no advertising on the site, so we can have content of any length. We're not satisfying anybody, but the audience and ourselves. And so Going Wild with John and James is fun. These two guys are really a hoot and they love what they do. And they take you out and show you the back view, if you will, of how safaris are made and them, you know, scouting sites and how they would, you know, get ready for guests and stuff and how they cook. And just, it's a fun show.

More on the inspirational side, we have Niall McCann, Dr. Niall McCann interviewing, he's the head of a wonderful organization in Africa that rescue failing parks, national parks, it's the National Park Rescue Service. And he's the head of that. But anyway, he's very knowledgeable and he interviews inspirational people and the goal is to help you see how a regular person, just like each of us, dedicated themselves and all of a sudden became a change maker. And the show is called Change Makers because of that. And you watch it and you can be inspired by the amazing things that people are doing that you never knew about. And there's another show we started called Trailblazers and it's younger people, I would say, on their way to making Change Maker. They

will become change-makers as time passes, they're doing amazing things as young people.

And we have a lot of other interests in our documentaries, for example, um, we focus on things, and they're shorter too, an hour. We don't make them two hours or whatever, because again, we don't think people will watch them. So that's kind of the stuff we're doing.

Jasmin: I love it.

I love the kids stuff too. I totally agree that, you know, kids stuff is for all ages. I always learn things when I'm, for whatever reason come across kid created content or content that's created for kids.

Do you believe that animals are the key to people appreciating the natural world and working to save the planet? I mean, I can't imagine you're going to say no, but I would love your thoughts on that.

David: Well, thanks. You know, it's fascinating because the animals were obviously what drew me into the discussion. I love most animals. There are a few that either scare me to death, but I would want them to live. There a few that I didn't understand why they have a place on this earth, like mosquitoes.

And then as I started to learn more about the billions of years of evolution and how everything was forged in that fire cauldron. I mean, you either live or die because you have a place in an ecosystem. There are no outliers. Nature doesn't make mistakes, mistakes die. So there are no mistakes in nature. Everything has a purpose.

And when you realize that and you start to look backwards and, at all the things that we have done to destroy biodiversity it's...I hate people half the time. I mean, I just don't understand how we can be such a scourge on the earth and yet call ourselves the most intelligent creatures that ever existed. We're the first intelligent species of any kind to exterminate itself.

How smarter we? So yes, animals are guileless, they are absolutely predictable. And we're part of the animal race and we're the only part of the animal race, the species that aren't predictable and that don't do what's expected of us. And so if you look up the chain, you know, if you talk about the cycle, you know, the atmosphere, hydraulic cycle, the soil fertility, and eventually biodiversity the product of protecting our planet is biodiversity.

And if we don't get with the program, we have very little time left.

Jasmin: Well, let's talk about that a little bit more because at Our Hen House, we try to be what we call indefatigably positive, no matter what. And I have to admit it's getting harder and harder because of a lot of the things that you just mentioned, just in terms of, you know, you said sometimes I hate people and of course, sometimes we all do.

And sometimes we choose to see the good in people because we choose to have hope. Can you just speak to that a little bit? Like how do you personally deal with that sort of push and pull of, like, fury and active liberation and media making to change the world?

David: I start with a mantra and it's the starfish story. And it's a simple little mantra, but to me it's important because I get to this point a lot, like you just noted. And it's apocryphal, it's about a little boy on a beach at low tide, and there're starfish drying in the sand and the rocks at low tide and he's walking around and picking them up and tossing them back in the water.

And an old man comes up to me and says, "What are you doing, son?" And he looks back and says, "I'm saving starfish. See, they're drying up here on the rocks and they won't all survive." And the man says, "Look down the beach. There are millions of them, you can't make a difference." And a little boy with the wisdom of youth turned around, ignored him completely, picked up a starfish, dropped it back in the water and turned back with a smile and he said, "it made a difference to that one."

And I have to be satisfied with each starfish that we're able to put back in the water. I try to do my part as much as I can, and everybody has to do their part. And sometimes it's just changing your attitude. That's a starfish. If you recognize that.

You know, when I say, for example, I hate people. What I mean by that is I hate the behavior of people who literally don't understand what they're doing and they think they know everything. And it's people like the climate deniers who think they can just repetitively say, "that's all a hoax" and it becomes a hoax. There's just so many times they can be wrong and we can all survive because the numbers add up.

And so I do try to be inspirational in my own life, I try to make a difference, but I agree with you, it's hard. And occasionally you have to just pick yourself up, like, "What is the matter with these people, or the world, or sometimes even

myself...what is the matter with you? Why did you just do that? You didn't..." and then you gotta forgive yourself and you gotta remember the starfish story and say one starfish at a time.

You gotta do better when you know better. That's what, for example, the elephant trekking, that was a one-time film and on the strength of that, we've saved thousands of elephants' suffering. And it's just impossible for me to imagine how we could have done that without that film and, you know, Ashley Bell who produced it and directed it and loved it from the beginning and Lek Chailert, who's the star, I mean, they deserve all the credit. And I just think that that's an example of you do better and all of a sudden it makes a difference.

Jasmin: That's really beautifully said, and it speaks to so many things that I think we all struggle with. And it's a great reminder. I also think it's a great reminder that we can focus on not only the people who are doing great work when we get down, but also all of the organizations around the world, all of the people around the world, like I find power and hope in that unification of like this global movement.

I mean, look at the organizations you work with, they're all over the world and there is something very grounding, especially when we're feeling kind of lost in the desperation. There's something very grounding about knowing, well, there's actually people all over who care too. They might not be making headlines all the time, but they're there and they are making a difference.

Media is interesting because it's not always quantitative. You can't always say, well, as a result of the media we're making, all of this change has happened. Unlike, you know, some other campaigns in the animal protection movement where you can very easily count numbers, when you're making media you don't know necessarily who's watching that documentary, who's listening to that podcast and what they go and do as a result of it. And yet you and I both focus on media making or creating hubs for media. Can you just talk a little bit about why this is something that called to you and why this is the result of your passion?

David: Yeah, it's great. And it's funny, you're talking about the impact of media.

I just talked to John and James before this podcast and they're in Botswana and they're busy doing their thing and they have no idea who's seen the show or what the reaction is. And I said, "Well, I have to tell you, people love you guys! You're characters and on camera, you're magic!" And they were just thrilled because they have no idea.

It's a perfect example of that. You're sort of, you can't get out of your own way. You can't see past your own nose because...well, as my parents would probably tell me, you don't know what you don't know. And so it's always going to be that way and you have to accept that there's a perspective that you can't have and that's other people's, you can only have your perspective and try your best to learn from them their perspective.

So, yes, in the case of Ecoflix, for me, the concept was born out of *Love and Bananas*. Seeing the power of media, film in particular, and I agree that every form of media is important and that's why we're trying to spread out. And we're hoping to create Ecoflix Magazine, Ecoflix publishing, podcasts, merchandise.

You know, I think people would say that nature speaks to us in many ways, all the time, everywhere we go. And the question is not, "Is nature speaking to us trying to teach us what we need to know." It's "are we listening?" There's all kinds of music in the wind and the trees and the animals, and every kind of beauty you see around you when you're in nature. And if you're not listening, it doesn't exist for you.

If you're listening, you can hear it in a concrete jungle, in downtown New York, you can feel the rhythm of Africa. If you are ever in Africa, if you're fortunate enough to go there and be out in a place where you're literally part of the circle of life, your senses become more keen, your appreciation of the importance of the kind of grass and how tall it is, becomes the difference between living and dying.

Because some predators hide in grass, some use speed. So short grass, you're looking for a different kind of predator. Everything changes when your perspective changes. And if you close your eyes and recognize that you're part of nature, and film helps you do that, it transports you. If you can see yourself in the film, you can see yourself in nature because all of these things were taken in the real world.

We need to protect them. They're precious, they're dying. We need to be their voice.

Jasmin: I love that. I love the idea of like, are we listening? And I love media being part of the answer for that. One of the most difficult things for anyone presenting information about animals is to find that balance between telling the truth about what is happening and not traumatizing people to the extent that they simply turn it off.

This is kind of like one of the big questions, isn't it? How do you define those boundaries?

David: It's really easy for me. My wife and I both are squeamish when it comes to animals being slaughtered or hurt in any way. And my natural reaction is if I have to turn away or I want to turn away or, knowing my wife as well as I do, if Pam is going to watch it and, days and weeks later, she'll still be worrying about it because it's so hard you can't take it out of your brain, it's been bronzed into your brain, then it's not something you should be seeing!

And so on Ecoflix, for example, we either pixelate or cut out scenes if it's a bad scene from our perspective, and we will not show that kind of stuff. I call them animals, snuff films. We're just not interested in having inspiration by trauma.

And many of the successful organizations will try and expose you to those things because there is some value to traumatizing people to move them to action. I understand their point, they're not wrong that it is motivating. Unfortunately, in my opinion, it's motivating in a way that would make me shut down, not open up and I think that's the difference.

And so Ecoflix is designed to open people up to make them smile, to make them learn and feel good about things that are out there. So we try to be expansive. We cover around the world, stories and films. We've got things from Australia and places you don't necessarily always hear about and we like trying to be not just inspirational but far reaching.

Jasmin: Yeah. I get so frustrated when I go into my Instagram feed and I'm scrolling and then suddenly there's something completely horrifying in front of me. Like I can't un-see it. I just, the world is traumatizing enough. I'm happy to hear where you draw the lines. Your goals, as you've mentioned, include not only informing people, but encouraging them to take action.

How do you do that? Like what kind of action?

David: It's really an interesting point, in years of working on things of my own, if you get very depressed, like, as they say, hitting your head against the wall. But again, I've seen change and it comes from persistence and numbers, it takes numbers. And the more of us who realize our voices are needed and move the needle a little bit.

It is in motion. An object once in motion stays in motion. Well, an object in motion can include change in society. And I think there's so many changes in

our lifetime. And sadly, today we're talking about possibly a movement going backward, in terms of the politics of the day. Supreme court decision that has been leaked.

And I'd like to think that that will ultimately move us forward. It's such a shocking revelation that in this day and age we could be in that place, but it's true of all things, not just animal activism.

Jasmin: Tell us about your three priority pillars and why you have defined them as you have. Let's go through them one at a time.

David: Which pillars are you talking about? Cause we've got a lot of pillars.

Jasmin: Well, why don't you tell me about like one that particularly speaks to you that you're most passionate about?

David: Well, I'm most passionate about supporting nature. That nature is the key to all things people. And the reason that's true is because if you're purely a scientist and you're looking at it across the spectrum, there are climate and other important things that people could/should know. But animals are the gateway drug, if you will, to get into those other discussions.

And so I prioritize animals because they're so innocent and they're so, I think, forced upon by people. That if we can make change for animals, we are well down the right road. And pretty soon you'll realize that animals aren't just suffering because people take their pelts or eat them or treat them poorly or a million other things...shoot them.

They're also suffering from climate. They're also suffering from all of the other aspects of what we're doing to the world that redound on biodiversity of every kind, every place.

Jasmin: Yeah. I don't know in what time you manage to do this, David, but you are also the co-founder of the Cambodia Wildlife Sanctuary, and I believe a new sanctuary, the Eco-sanctuary Thailand.

Can you tell us a little bit about it? Fill us in on their work.

David: Yeah. Well, Cambodia Wildlife Sanctuary is over 20 years old now and while I was practicing law, I had a partner in Thailand, not a legal partner, a friend partner. Just a great guy and very powerful there and he helped me, cause it was my passion not because it was his, which was wonderful of him. His

name is Mr Souchong and he helped me partner with the government to protect a million acres of jungle land. It was the last remaining acreage, it's since been eroded, but it's still a very large tract and we rescue elephants and monkeys and gibbons. For example, there's a 20 acre pen with a very high fence that people can't get into.

And the point of it is to rescue monkeys, in particular, primates of all kinds really, and we take care of their broken bones, if they're malnourished, whatever. We rescue them wherever we find them. In, you know, food markets, wherever they might be. And we put them in there and we feed them through a gate because they've decided this is their place, people aren't allowed anymore. And they know that they'll have food there and they can come and go because they can climb over the fence like it's not even there. And they go right up into the trees. And pretty soon the wild ones learned that they can come in and they can get food and they intermix. And so the rescued primates join with the other wild ones and pretty soon they're coming and going and their wild again.

So, it's so it's a beautiful 20 acre space. And as an example, it's the same with elephants. When we can, we find them and rescue them. Uh, the most notable rescue is Kaavan. You may have read about and seen on television, Cher got involved in a rescue.

It took five years and many different nonprofits all over the world to join forces and we were involved in that effort. They were successful in getting him out of Pakistan and flying him to Cambodia. And we cleared the path for them in Cambodia. And he's now living in the lap of luxury in his own sanctuary, in a Cambodian forested jungle. So that's the kind of stuff we do there.

In Thailand. Lek Chailert, who's just an unbelievable person, if people don't know about her, they ought to look her up. And by the way, you could see films about her, both in television and theater. Also, we've done two films with her already. One is called Sanctuary and it focuses on Elephant Nature Park.

We have another one on Chimp Haven in Tennessee. It's another one of our partners. NGOs. But Sanctuary is focused on good sanctuaries. That's the whole point of it. We hope to make many more shows. And the one about Elephant Nature Park really tells you everything you need to know about Elephant Nature Park. They rescue every kind of animal and Lek is such an inspirational figure.

I mean, she's kind of a muse, as far as I'm concerned. I think she just can't do anything wrong. She is probably the single most perfect human I know on the earth, just being around her is so inspiring. And a lot of what I've done is

literally inspired by things I've learned from her and she has a tremendous following around the world.

You can see her on Instagram and TikTok and all the elephant stuff on ours is usually from Elephant Nature Park because she shares it with us. And her whole point is that we need to do everything we can do for animals. And so she doesn't take anything for herself. I mean, literally the local people make her clothes.

She doesn't even buy things. She literally gives everything of herself to animals. And so she has partnered with me, it was a great gift, and she's runs Cambodia Wildlife Sanctuary for me. She and her husband, Darrick Thompson, go back and forth from Thailand to run Cambodia Wildlife Sanctuary while also running Elephant Nature Park in Chiang Mai.

And there's just no space for all the elephants anymore so we're acquiring a large sanctuary, just fairly close to Elephant Nature Park to then have the room to really do more and rescue more elephants. So it's been a long time process to acquire that land and we've got money sitting aside, waiting to fund it.

Jasmin: That is extraordinary! Wow!

I just have a couple more questions, David, before our flock bonus content, which I hope you will stick around and, and chat with me. So you work with organizations all over the world. What would you say are the global trends in wildlife conservation?

David: Well, I think ecosystems are, I think, more appreciated now than they used to be.

People would call a zoo a sanctuary, it is not. If the animals can't live close to a natural wild existence, and any captive animal is going to have a hard time going back into the wild. Some have a better chance than others. But in general, if you have a sanctuary, you're talking about hopefully the next best thing to being wild.

And ecosystems are the key because they exist for a reason. They are the perfect way for all these species to relate to each other. From bacteria that, you know, we are busy trying to kill bacteria in our lives. People don't even realize if they didn't have millions, trillions of bacteria inside of us, we couldn't even digest our food. And if we didn't have bacteria in the soil to break down dead and rotting plants and animals and other things and absorb those nutrients and feed

them through a fungal network to trees and other plants and things, the systems wouldn't work.

And so we are, as a people, so ignorant of all the works around us. We're just busy breaking into and destroying these connections. I think I got off on a rant and lost the question, but I really feel like it's important for us to know who we are in this ecosystem. We aren't gods. If anything, we're the exact opposite.

Jasmin: I think you did touch on the answer. It was asking about the global trends in wildlife conservation and...

David: Ecosystem restoration. We're starting a whole new channel based on the work of a gentleman named John D. Liu, L I U, you can look him up. He's truly remarkable and we're calling it a Restoration of Ecosystems, The Great Work of Our Time. It is the great work of our time.

We have degraded land everywhere, and if we can put our ecosystems back, and it can be done, watch his films. We have one on Ecoflix now...we have four, actually, of John Liu's. One of them is very short, it's called Real Wealth and it's just a snippet of his brilliance.

But basically what he's explaining is what we call wealth, you know, cars and airplanes and money, is a fiction. It has no real wealth. In fact, all of these things turn into garbage that degrades the earth. Every old airplane is trash, every old car, watch, money. None of it has intrinsic value and it is at best a derivative of all of our natural ecosystems.

We have air, we have water, we have fertile soil, we have biodiversity because of the balance of our ecosystems. It is the rich product of those things that allows us to make cars and money and trains and computers. And if we don't get our priorities right, and recognize that the value, the renewable perpetual value, is in ecosystems not in what we call wealth we are doomed.

We need to reverse our priorities. And his shows, we have a series them, talk about how to restore ecosystems. They're incredible, they're inspirational. It's information people need to know, and we're going to be showing hundreds of those films on Ecoflix.

Jasmin: Wow. That is so important. And I'm looking forward to watching that.

What about climate? Are you seeing it have an impact on the animals and the people you're working with?

David: Well, it affects everybody. Uh, there's no question. And of course, where you are located makes a big difference and it goes back to earth restoration. For example, we have floods and we have fires. Why is that?

What's climate got to do with that? It always rained, there were always fires. And the answer is we don't have the resilience that the system was designed for. There were always fires and floods, but when you have washed out all the roots and the soil systems and the means to absorb the water and filter it and put it into natural streams and outlets, and all you have now is eroded earth of course you're going to have floods. There's nothing to stop the floods.

Mangrove forests that protect large ocean waves when they come in and crash against the shore are wiped out. Well, of course, you're going to have tidal impacts and cities being washed off the face of the earth. And of course, trees, where do we begin with trees?

We just did a documentary, as you mentioned early on, about trees, it's called The Last Stand and it talks about how vital they are to our air. To so many things, it's not just air. I think The Last Stand is something people really should see. And it's a good example of kind of our emphasis on things you should know, but you don't.

I learn everyday from Ecoflix. No reason why you can't too.

Jasmin: Well, please tell our listeners where they can find you online and how they can support your efforts.

David: That's awesome. It's again, www.ecoflix.com or the easy way is just Google Ecoflix, E C O F L I X it'll take you to the channel. And as I say, you can join free for a month and the end of the month, if you wish cancel, I hope you'll be hooked.

Your subscription dollars are tax deductible in the U S. We're forming in the UK as well, a nonprofit and people can donate a we're a 501 C3 here in the U S, brand partners can join with us. We hope to do amazing work for a long time. But as I say, I'm self-funding for now. And as soon as we get, I think long-term support, we'll be able to do more and do better, including support more sanctuaries and nonprofits and great causes around the world. So we hope to see everybody. And if there's a suggestion that people have for us, they can reach us online, ecoflix.com.

Jasmin: Amazing. David, thank you so much for all that you're doing to change the world for animals.

This has been an insightful and inspiring chat and I'm looking forward to talking to you a little bit more in a few minutes on our bonus, and I will keep an eye on the work that you're doing because it sounds like you're not only doing big things, but you're at the precipice of doing even bigger things.

So good luck. I'm so excited.

David: Thank you so much. Thank you to your listeners as well.