



Conscious Inspired Living

An Interactive Magazine that Speaks to your Soul.

It's Not How Are You, It's Have You Eaten

He's fed 267,000 people in Pakistan, was the first to get food and water into Haiti (circumnavigating US government bull), and the first to feed Tsunami victims, so why don't we know more about him? Who is this magical man? And, what are his intentions for humanity?

Introducing, I Jian Lin, founder of TRS (Total Role in Society) Foundation, CEO of Brandintent, father, cook, animal lover, Buddhist master, artist. He's been feeding people and animals since he was born in southern Taiwan, once feeding his Great Dane 32 cheeseburgers, delighted, watching the dog gulp each one down in one bite -- also known for luring baby raccoons and skunks closer with Fig Newton and fruit sandwiches, just because he takes pleasure seeing them eat and enjoy something bigger than their head.

Lin's grandmother, who was a Master Lama, would always say to I Jian: "It's not how do you do or how are you? You should always greet people with the most sincere compassion, which is: Have you eaten?" This instilled the fundamental development of who he is and his friends and family will tell you, he loves the notion of feeding people, because he believes all living beings are the happiest when they are eating.

I have the honor of living with Master Lin, and rather than attempting to translate his fascination and love of food into my own (loving and biased!) terms, I sat down with him for a straight Q & A. Here's a tidbit of this humble man's POV for you to chew on so to speak:

Tell me your feelings about food.

Food is the most sincere compassion a living being can offer another living being and it lubricates society. When we don't have food, we have hunger and a hungry person cannot see right or wrong. Hunger will make a thief of any man. When food becomes scarce, citizens of society turn to desperate measures to feed themselves and their families.

Food is the fuel of society. It makes things work cohesively. No society has fulfilled its democratic promise if people go hungry. If some go with out food, they will surely be deprived of all power. The existence of hunger belies the existence of democracy. When there is hunger, there is no hope. Society will fill with desolation and pain. Hunger nurtures violence, fanaticism. World where people starve will never be safe.

For how long have you been sneaking food to areas under terrible duress?

First, when I was a kid, I would take food from our storage cabinet and bring it to nearby villages (in southern Taiwan), particularly young children and babies, who had

no ability to do something about their hunger. In high school at the International School of Manila, in the Philippines, I would conduct food drives and field trips to bring food products that are taken for granted by richest to the mountain villages where food supplies are prohibited by the cost of transportation.

In the past 20 years, I've also built orphanages around the world, starting with food programs in Taiwan and Peru.

TRS stands for Total Role in Society, obviously there's more to TRS than just food, however, what is the role of food in your foundation?

Food is the most important and most basic need of human civilization. It doesn't matter how advanced innovations are, how inspiring missions are, or even the possibility of defying time, when people are dying of hunger, nothing really matters. TRS will continue to generate food to feed it's interconnected pillars of food, education, media, energy, science and business, because food, outside of things you eat, knowledge is food for society and energy is also infrastructure.

I Jian Lin, located in Massachusetts, is a renowned teacher and speaker at universities worldwide. He is the honorary board member of Compassion Relief Tzu chi Buddhist Foundation in Taiwan. You can follow him on Twitter at @ijianlin or @TRSFoundation, www.brandintent.com. For more information on TRS Foundation, go to www.TRSFoundation.org.



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