



Getting Rid of Plastic One Water Bottle at a Time | David Cuthbert

[00:00:00] Guest Intro – David Cuthbert

Darin: Hey, everybody welcome to the show. This is Darin Olien, this is the Darin Olien Show. What's going on? How you doing? You know, I think about the future. I think about my future. I think about the immediate future like tomorrow, this week, this month, this year, what do I want to create? What do I want to get involved in? How do I want to do that? I visualize, I feel into it. I let my intuition be my guide, the best that I can and that's how I live my life. It's deep always and I commit myself and sometimes things change. And this is what leads me to this one, actually. So in a certain way, it's kind of wild. So my next guest, David Cuthbert is the CEO of Mananalu, Jason Mamo's water company that, you know, it's a cool story. We get into it and how Jason had this epiphany of why are we using single use plastic and water bottles? We have all had that, but he's got a unique spin on it. And they started this water company. Now, listen, I think shipping water around the world is insane, but we need to have it in certain instances and we need to get out of plastic. So that's why Mananalu's is taking a massively different step. But also they have a mission beyond that, which we get into. And why I said that part in the beginning is there were so many connections to Jason Mamo. I didn't even explain all of them when I met Jason, just this past weekend, because the thing is like attracts, like, and when you are on a mission to help the world and help people and really are grounded in the mission of doing good, whatever that is, whatever in your life. And you are just passionate about it. It creates a magnetism and that magnetism it's like before I even met Jason, I knew people that knew him.

Darin: And they are saying, this dude is straight up legit. He cares, he's driven. He's passionate about the environment and health and eliminating single use plastic, helping us on this globe doing better things. So inevitably I knew at some level, at some point I was going to meet him. His team before had reached out about Mananalu water company. So I knew that this company had existed and then, so we set up this call with David Cuthbert, the CEO, coming to find out in a way different way, different direction. I get connected with Jason and just days before I am having this conversation with David, I am sitting down with Jason and we are vibing out and considering doing some projects together. So, I just have to say, we don't know how things are going to happen, but when you are dedicated to something and in your heart, not in your ego, we constantly have to check that, why am I doing anything? Is it for accolades? Is it for whatever? Or is it from a pure place? The best that we can understand, that's how we need to role in life I believe. And meeting David was awesome, having this conversation he came from decade in the Navy, Special Forces Unit, running teams, and then he had to transition. And he also resonated with the path and the vision that Jason had and now he's leading that purpose driven company. That's its mission is to eliminate single use plastic and we talked about footprint. As you know, I am an advisor on their company and footprint is creating at scale alternatives to single use plastic. So the world's collide and Jason also knows the footprint team. So again, when you are on a mission and everyone is true to that, you end up finding each other, but you don't know how, and you don't know when and you just have to stay true to yourself. We need to help the further generations on this planet. However, that is we need common sense grounded



solutions. This is one step along the way. So, enjoy this conversation with this badass and my new friend, David Cuthbert.

[00:04:28] Podcast Intro

Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:05:13] Interview Commences

Darin: It's nice to meet someone aligned and integrated and clear and committed because as we know, sometimes life throws us stuff and then those things are, how are we going to interpret? Because obviously that's a massive skill. And usually going on between the ears, mostly, if not all, how are we going to respond to the many things, speaking of how to respond. I am curious as to what that Naval background was like for you in the special operations. And then I want to get into how you ended up on the waves of water because I have met several people who have been operations military, and then become very successful in the business world with certain skill sets. So I am curious how that transition and what was those moments where just kind of like, what am I here to do because I can imagine finding your bearings in the civilian world can be a little interesting.

[00:06:18] What's the mission of Mananalua Water?

David: Yeah, it was an interesting transition. Yeah, thanks Darin and one, it's just awesome to speak to you as well and I love your work. So thanks for spearheading and having such great sort of vision for just a better future and better world. So just thanks to you for all of that. But yeah, my path has been an interesting journey and probably most people's it's never been a straight line. It's always sort of been a shift from side to side, probably much like water moves and I have flowed with it over the years if you will. And it's just been an incredible ride but going back to the question with regard to my Navy days and specifically in the Special Operations, I have found myself at the Naval Academy and I think that's probably the best way to describe my journey to that place. My experiences as a youth and the things I was involved in sort of led me there and really quite frankly, a guidance counselor who I just give a lot of credit to just one of those people in your life who just said, Hey, Hey look over here and I did. And it just became the path that I took and so we need those mentors in our life and I certainly have had those folks for sure, but I was always a team sports person. I grew up playing team sports, loved teams, loved that whole environment of being connected with a group of people trying to accomplish something. And I grew up playing soccer, played soccer at Navy, and that was just my environment that's the thing I thrived in. So when it came time to look at where I was going to go inside my Naval career, special operations with that team environment, for me, it was the no brainer. It was even less about the mission at



that point in time and more about the environment of doing something special with a group of people who were fully focused and fully committed to doing that.

David: And that inspires me, I just love that environment. I call sort of, I know it sounds like a cliché, but the one greater than ourselves in a way that community really peek my interest. So yeah, I went after it and I became an Naval Special Operations officer traveled the world. As you can imagine, post 9/11, doing a lot of interesting things spent most of my time in the Middle East and East Africa and worked with some tremendous people. That's what I always came back to was what's the mission? Who are we working with? And trying to bring alignment to what we needed to accomplish. And some of those situations pretty difficult as you can imagine and some of those situations were a lot of fun too. So yeah, that was the Genesis of my professional career, if you will. So that really shaped me in so many ways and the way I think about things and the way I approach things, certainly draw a straight line in that regard directly back to my special operations experiences and career for sure.

Darin: There's so many things I would love to ask you people about all of that, but certainly that mission focus it's almost like it may be the simplest thing, but the epiphany I just had when you are talking is that it was the beyond yourself. It was that first training and I am doing something that is greater than myself. That has to be phenomenal, especially as a young person because it, you know, God damn we are teenagers and like the world revolves around us, all of that stuff. But then all of a sudden you are trained to be like this isn't about you dude, but you got to do what you do fucking perfectly. And because then the unit is infinitely greater than our mission is infinitely greater than your being uncomfortable. So talk to me a little bit about that, what was that like and how did that express itself for you ?

David: Formidable, it was very formidable in the realization of that. One of the first Latin terms I ever learned was when I was in college, was not to be said patriarch, which is not for self, but for country. And that's where it starts in that environment, especially in the military environment per say but that's the mindset that you adopt almost immediately and it's not you it's the one to the left and to the one to the right. And that's why we are in the line together and then it's got to mature past that though. It can't stay just in this cliché logo thing. It's got to practically roll out and that's, I think what Naval Academy is really great at educating and getting baseline experiences. But when you go into combat per say and you go into real life and you start understanding, oh this matters because people's lives depend upon this. It just elevates it to a level that you can hardly imagine, right? It's not just a cliché anymore. It's not a poster on the wall, it's like this is life dependent and that's different. And it really manifests this idea Darin of that, I really carry with me today, which is interdependence. If we think about dependence, that means like I am depending on you and I need you to feed me. I need you to do something for me. I need you to fix you to fix me. I need something there. And there are micro times where we need to depend upon others to get through situations. I am not discounting that and that's important, but I don't think that's sustainable over the long term, it's not a healthy mindset for anybody.

David: And then you have the other side of that, which is independent, which is totally, I am doing it myself, I am going alone. And there's an old proverb that says, if you want to go fast, go alone but if you want to go far go together. And that latter part of that proverb is like, where interdependence comes in, which is I need you to do everything you can on your side



and you need me to do everything I can on my side and we are responsible for ourselves, but we are responsible to each other and that's a different mindset. And I don't think it is very common in the world we live in and I think there is too much independence. And I think sometimes there is too much dependence, but if we really approach team, if we really approach mission and the things, things we want to accomplish together from a concept of interdependence, which is, we all need each other and we are not going to be perfect at it, but we all need to bring our best to the table. We can go far together and I think like that experience in the military in combat in some of those situations and you will learn that first hand. It just never leaves you because it can't, it just leaves such an impression upon your being that that's what I try to carry for in my work today. And I think it serves me well, I mess it up sometimes. I am sure, but it's been something that's guided me in the way that I developed teams over the years.

Darin: out of curiosity. How long were you in the military?

David: Almost a decade post my Naval Academy career. So I did about 10 years of active duty service. Yeah.

Darin: Well, yeah thank you. I have a soft spot for people in the Navy. I have brought this up several times because my father keeps giving me gifts long after he is passed away and he talk about greater than yourself. He was one of the blockades on the aircraft carrier. He was one of the keepers of the dragon of the atomic bomb. He never talked about until that crazy Kevin Costner movie came out talking about the Cuban missile crisis. And it was the first time I have no clue, no idea and he brought all this up, he got so emotional. They thought the whole world was going to be erased and I will just cap it here. But my father he's endocrine system was messed up, his thyroid was gone when he's playing around with atomic bombs, it's just not going to go well. So he sacrificed so much. And then those quote and quote small things are so massive that we don't even realize all of the service men and women that have done things that probably 99.9% of the things that you have done, no one's ever seen, heard or know about

David: For good reason, even my wife.

Darin: We could talk a lot about this, but do you have healthy ways to find your own footing and find your own mental balance with all of that?

David: That's a great question and I do, I am very fortunate that way. Things affect people different ways and that's something that people can't control and, but I have been very fortunate. I feel very blessed and lucky for the experiences that I have had. I have only had sort of positive response to that like I said, I am just grateful for, I think like what's been most fortunate for me. I won't claim any credit for it like I have said, I have sort of flow with things as they go, but I have always found the place to put the next mission in front of me and like the next cause that does allow me to feel like I am part of something that's greater than myself. And I think that, that has served me well to continue to move forward in a really, really healthy way over the years.

Darin: Yeah, well certainly you have got a hell of a founder for Mananalu and hearing the rumblings of how Jason came off for people and then actually meeting him was a breath of



fresh air and certainly meeting him on that passion place of commitment to, you know, doing things greater than ourselves. So the Mananalú project, there's all these cool little avenues that want to go down with the company and what its purpose is because on the one hand, it's a bottled water company. On the other hand, there's some deeper missions behind it and there's some bigger swings behind it and there's better initiatives. But before we get all of that, I looked into the Ball corporation a bit, because I am like, listen, I have traveled around the world, looking under the lid of herbs and plants and super foods and all that stuff and found my own horror of what people are selling in the world. And then it's certainly greenwashing and environmental shit, people just like, but I didn't know anything about mostly a B2B company. So talk to me about the Ball Company and the aluminum manufacturing, the circularity side of it, the commitment there.

[00:15:45] Partnering with Jason Momoa and Mananalú

David: Yeah. Well, yeah, a lot of us know it based on the Mason charge, they have been around for a hundred plus years. It's the same company, now there's confusion because they don't own the glass part of that anymore. I think they have sold it decades ago, but that was the same Ball corporation who made a pivot from the glass to aluminum. And it's an extraordinary company they actually have and you probably don't know this, but many people wouldn't. They have an aerospace division, they make satellites. So like they have this aluminum can bottle company, they have this satellite thing, they came from the glass mason jar. It's like, as I got to know the company over the time that I have worked with Jason and the group here, I love it. It's an extraordinary company but I think going back to Jason, he was an unbelievable human being as you know, and you have learned unbelievably inspirational in what he wants to accomplish in the world and that's where came from. I think he was looking for and, he could tell the story better than I, of course, but looking for the right partner to start this movement with. And I don't even say it's a bottle of water company. I think we would frame it as a movement. And so, the Ball corporation and Jason got together and they looked at the issues of the world and Jason's passionate about single-use plastic, especially the health of the oceans that single use plastic certainly hurts the health of the oceans and says, I want to do something about that. And Ball said, we can help you do something about that. And aluminum is infinitely recyclable in and of itself and it's inherent to the material so we can recycle it over and over and over again. And typically speaking, when we put aluminum bottle, like when the one I have (inaudible 17:14) bottle in the aluminum bin within 60 days, it's back on the shelf.

David: And there's some reasons for that is like we as human beings that's just the population we consume, obviously a lot of aluminum. So companies like Ball and others, they need aluminum. So there's a high demand for buying recycled aluminum of course. So there lies the system that closes the loop. So the companies like Ball and their competitors, if you will, are buying up as much of that stuff as they possibly can because it's readily available. They don't have to mine it from somewhere and that's the most sustainable way to continue to use that product and package. So I think with Jason's vision for what he wanted to accomplish and with what Ball is capable of and Ball has the highest rated the amount of aluminum in the bottle and can then as anybody, it became the right partner because again, not one thing is perfect and Jason would tell you that and Ball would tell you that we would all say that. But when you are looking for best of class, when you are looking for best effort



and the best we can possibly do with aspirations to improve those metrics, improve the substrates, improve these things. Ball's the right partner, they have been a phenomenal partner and always looking to make it better. And it's been an incredible ride for all of us to be sort of putting this thing together and have launched the company over the last few years.

Darin; Yeah, it's pretty cool like on the one hand I go, shit we shouldn't be sending water anywhere in bottles, but the truth is that we have to have something. We have to have somebody for everyone listening that super, super soft plastic is like the worst ever. So the more soft plastic is the more it's leaching into your water. So those are phthalate. Those are endocrine disruptors that's neutering you. This isn't me saying this; this is in the data. So getting out of plastic from a personal undercutting, your health super important and then of course, if we are putting water in a bottle, which we need, we need some sort of answer. We don't have, you know, although France has fresh water coming out of taps all over the freaking city. So we can model that in the city, but you are jumping on planes. You are jumping on all that stuff. I love that story that Jason had in the sense that he was seeing all the single use plastic. And then he was like, whoa, well a soda, a beer that comes in alumina, why the hell will we put

David: Water? Sorry to interrupt you Darin, we have been trained to drink it out of plastic over the years because that's, what's been available onto your point. We are just so highly mobile anymore, right? That we need to be able to grab something and it's part of our culture. But to the point we are advocates, we are evangelists for refill, whatever you have first, before you go and use something that's disposable again or, and if you have to use something, that's disposable, make sure it's recyclable. If it's recyclable, make sure you get it recycling bin. So there's a chain reaction that sort of has to happen. But that's why we, you know, the bottom holding is a screw top because we want even people to try to reuse the materials that we sell them as much as possible.

Darin: Yeah. It's kind of cool because if you look at the whole recycling, I am going to call it delusion. We don't have a system for the plastic. We certainly don't and overall we fail at recycling, even though we have braided at home and most of the stuff people are putting in these bins, you can't break it down anyway, because there's layering. There's the different P E T hardnesses, no one knows. So they are thinking they are recycling, they are not. At best we got 8 to 9% of all of our crap recycled but to your point, aluminum, I think globally, it's like 75%.

David: Yeah, and a large majority of aluminum it's ever been mine, I think it's in the seventies. I don't want to be quoted on it, but it's something like that ever mind is still in circulation. It's an astounding thing to think about, they have been mining aluminum for decades more than a hundred years plus, and much of that is still in circulation because it doesn't really lose its physical properties when it's recycled. That's why it's such an incredible substrate forest. And again, I think nothing's perfect but when Jason was looking to start this movement, this became the right choice and Ball, the right partner. And so we are moving in the right direction no doubt and there's a lot of effort. We need to get better recycling infrastructure. We need to get better at all of these things because no one thing is a silver bullet we want to be a part of that solution to the point that place that we can, but we



there's so many areas that need to improve for us to help save this planet from where it's kind of going.

[00:22:00] Caldera Lab Ad

Darin: If you are someone who struggles to find skincare products or a routine that actually works as healthy for you, then you are certainly not alone. I was in that same boat all my life, literally until I found Caldera Lab. No joke, when it comes to the skincare industry, we are constantly let down products are marketed to be good for us, but they are certainly not and they are not using clean ingredients. There are very few companies that are making products for your skin that are actually there to improve the health of the skin and made with completely clean ingredients. And Caldera Labs is one of them, I have been using their products for now over a year. And if you know me, there's no way I am putting unhealthy anything on my skin. I love getting outside every day, soaking up the sun, riding around the property with Chaga on my side. So, Caldera's products make sure my skin gets the absolute attention it needs at the start of the day and at the end of the day, accommodating my lifestyle. My favorite part is they are hand harvested wild botanicals that go into the product. So, when I come in contact with a company that is doing it correctly like that, with what they are using and what they are harvesting and how they are using it for their products, you bet I am using that product. They offer a small range of products. It's not overwhelming and it makes it easy for you to set up a whole routine, quite powerfully for healthy, vibrant skin. And if the idea of a whole routine is too much for you, I get it. Then you can go with my favorite product of theirs, its multifunctional serum called The Good, which leaves my skin feeling amazing. To try Caldera today, you can get 20% off when you head to Calderalab.com and that CALDERALAB.COM and use the code [Darin D A R I N](#).

[00:24:35] Interview continued

Darin: Before we get into anything else I want to hear about what has that program you have?

David: Drink one, remove one.

Darin: Yeah, that's cool. How is that put into place?

[00:24:44] Offsetting plastic use through water bottles

David: Yeah. So, as we looked at our sustainability message, the reality is even though that our bottles, and cans are aluminum, we can't take away all the plastic in our supply chain. Like they still wrap the pallets and they do the things like there's still stuff like inherent to your point about systems, right, stuff inherent to the systems you can't sort of get away from, as you lean on partners and manufacturers around the country, like we do to continue to help produce and distribute and so forth and we weren't okay with that. And Jason wasn't okay with that and so we wanted to come up with a way to offset any amount of plastic that we use. So, we are certified plastic, negative company, meaning more plastic is removed from ocean going waste than we introduced to the environment at all. And so, we found a network of nonprofit partners that we contribute to remove plastic from ocean going waste around the world for every bottle of mono olive produced and drank. So, it's the drink one, remove one



platform that were spearheading. Millions of bottles have been removed from ocean going, just think about that as a number of your eyes can roll when you say millions of bottles, but really think about that. That's millions of plastic bottles that are no longer entering the ocean, just done by amazingly dedicated people. We have a partner I should mention repurpose global is just one of the leaders in this space. And they do an amazing job of removing and sorting plastic and repurposing that plastic for the benefit, whether it be in construction materials or recycled materials, or what have you, they actually take it to actually reuse it, that's the whole point of the repurposed piece. That's the platform that we have built. We are fully committed to, it's not enough just to say, choose something different. We felt like we needed to go the extra mile and take action. And this is all inspired by Jason who's his example of taking action by starting a company, because he cares so much about this. We are following that lead and I think that the spirit of the organization is really about improvement, not just status quo, but actually making things better in the future. And it's been fun to see the impact of that.

Darin: When did you guys start?

David: We really started operating a little bit over two years ago, that's when I came on the company through the COVID season. I think it was ramping up and started to take shape and then COVID happened and everything sort of took a step back. So, I joined the company the summer of 2020 exactly two years ago. That was the beginning of our operations and productions. So, it's been a great ride, short ride so far, we feel like we are still just getting started, but, and we have a lot to do, but yeah, it's been exciting so far.

Darin: I think that's a normal space to be in when you see the magnitude of the world and of these failed systems and the way people are operating. And also, the apathy, we expect to drink water out of a water bottle. We want to look into it and see it and we don't really realize the full impact of that bottle in our bodies and in the planet. It's almost impossible to realize how much plastic is in our environment. Almost impossible over 9 billion metric tons, 500 billion metric tons every year. And then when I think about one little piece of plastic being consumed by a sea turtle or a bird, and it's like, yeah man, every little thing matters. And so, when you say, hey, we have helped clean up millions of bottles and everything. Yeah man, that's million less things that animals aren't going to ingest and be impacted. I don't think we have come up with a water bottle until this that is truly like a better choice than all of that stuff. So, number one, we have to stop the use. Number two, we have to use materials that are circular. And let's talk about circularity a little bit too, because I think that's important for people to understand. And then number three, we got to get rid of the waste that's just sitting here and trying to break down in 800 to a thousand years. But I also want to just say, let's bring back the Mason jar, like come on I love the Mason jar.

David: I know man, it was great, it was great. I think there's still around. I think somebody else might own them, but that was an awesome product for sure. I would tell you Darin, like when I first came into this company, I used to work in humanitarian efforts in the global water crisis. And I was for six years, I led an organization that did that around the world and I will parallel these two paths for a second. But first two years of that job, I was the CEO of this nonprofit then we did Wells and rainwater harvesting and all kinds of filtration, all kinds of water systems around the world. I went around the world and I had to learn the global water



crisis in order to feel like I could affect change in it in some ways. So, you had to smell it, you had to feel it, you had to meet the people and so forth. And it was a bit depressing quite frankly, because it was like, oh my gosh, this problem is so massive. And I could think about that with regard to the plastic and single use plastic problem, the ocean and all these other things. But one thing that that experience taught me was, I was in Haiti we were doing a water project in Haiti. And there was a kid who was sick. His story I lean on a lot, he was very small and I learned he was six years old, but he was much smaller than an average six-year-old as you and I would know, I guess. And the reason was he had diarrhea every day of his life since he was born and it just flushed out all the nutrients. He just couldn't sort of get what he needed to grow.

David: But the filter that he was being handed that day would solve that problem inside of 30 days. It was not a monumental solution just was this one thing would take the bacteria out of his water as he took it out of the stream. And I learned very quickly, like we can't solve this problem all in one try. So, but you can do it for that kid and then the next one, the next one, the next, you just got to keep going and parallel to the position I am in now because you can easily be overwhelmed, but it's literally like choosing differently every single day. And the one thing that I have found really interesting, I have been here now, two years working in this space. And when I first came on, it was a bit daunting because I would have conversations with say, grocery stores and others. And they would be like, what's the price difference between the plastic bottle I am used to buying and the single use? I am like, well, this costs more, it's more sustainable. And so, it's not the same thing, but you are not buying this product. you are buying sustainability and so having that conversation and getting them to shift, how they think about that is a big thing. So, what's changed though. It gives me great hope is the point that you made about these. I see and now I am in the industry. There are companies making significant steps in trying to do this and not because I believe be commercially viable for these companies, but because people like us, the consumers are making better choices like we're getting educated. Your show does an amazing job of educating its audience like we're being educated; we're making different choices. So therefore, it is a more commercially viable sort of path for these companies. But I will tell you, in the last two years, the conversations I have had with those same buyers that I was talking about, price comparisons against plastic even a few years ago are totally different. The question is like, we're looking at sustainability options, like how does yours fit into this? And that's a different conversation. And it really does give me hope man, you got a long way to go. No doubt, but it's pretty awesome and it takes people like Jason too, to scream it from the mountaintops. And he has a lot influence and spread the word that we can make better choices and we will. I am confident in that.

Darin: The thing is, I think the momentum, like you said, it really good to hear that because I have been in and out of the water game for a long time. I also spent years in west Africa, India getting clean water people, and you throw a dart at the map and they have a water issue.

David: Including the United States.

Darin: A hundred percent. I don't know what the status is lately, but I think a thousand children die every day of waterborne disease. Just like you are saying, you are seeing them



walking around with their Jerry cans. You know, that astonishing thing that blew my mind when we provided some filtered water, they never saw clean water.

David: That's right.

Darin: They lived their life and never even saw what water was supposed to look like. It's like, holy shit.

David: It looks like the river; it looks like mud. Yeah, been many places around the world and been blown away by what people will walk five miles to go get every day. And what they bring home is not even water and that changes you, man, when you see like you walk five miles to get that, because that's what you are surviving on and not well, and it changes the way you see the world and what you want to apply your time to. And to your point, like, okay, now I am in like, so we just got to figure out what we can do. If we just sit in the anger though, it doesn't do anybody any good. But like, we all just got to take that step and that's where I just go back to like the one in front of you, the one decision, the one person, the one thing take care of that, do the best you can with that and then move on to the next one. And that's what we do at Mananalu, that's what the team is focused on and I think that's what every human being can do. And if we all did that, like we say it on the office, we don't need a million people doing sustainability perfectly. We need tens of millions of people doing it imperfectly and trying to do the best they possibly can. That will force the change, right and then we will see benefit. And I am an optimist so I think the change is coming. I think it's too slow for me of course, probably too slow for you, too many people still suffering too many environmental issues, still running rampant. I see it even the business markets I am in. I really think it's a real thing. I am excited for where we can go with this, I really am. It inspires me every day to show up to work.

Darin: I am like you and that's where I think the getting to meet really great people in some of those really big companies that it's easy to demonize, ease in to see it's your fault. But there's some great people in those companies that have been slinging for a long time, trying to get this to move and now I think there is pressure. So, everyone listening here, your awareness, maybe you took away something from listening. Your awareness is now up leveled, and now you are up leveled you share it with your friends. So now the population, which is still the most powerful entity ever, it's not a corporation, it's not a media outlet, it is the billions of people, that's it. That's the power, the numbers. So, we educate its common sense. What makes sense? like, okay, now I know something about plastic, oh shit. I didn't know that it was neutering me while I was drinking it. Okay, cool now I will spend a little extra, also get a canteen that I could carry around with me. We just start making those changes. And then with that, you start poking enough. You start getting like big companies. So, like, oh shit I didn't know they were doing that and then they're doing that. And then Ball is like, I didn't know they were that cool in terms of the circularity and really focused on restoring their bottles, increasing the recycling and just understanding supply chain, improving supply chains, like all of those things. Then we know that this movement's happening. We know it and then the more people that say, this is what we want. The more those corporations will have to make that choice, they have to.



David: It's down to people, man. you are absolutely right like every person vote with their pocketbook, it's true like, it's what choices are you making? And corporations are starting to ask themselves like it should be or they're being challenged. If you want to be relevant in five years, not maybe existing, but relevant. You need to be thinking about these things. If you are not, you are not going to be relevant. I just think that the mindset of the consumer is changing. You might be consequential maybe in a negative way or a different way, and you might be around. But if you want to be relevant to human beings and relevant to where we are going, these are the subjects you need to be addressing. And companies are absolutely, Balls way out in front of this and others are way out in front. They are making these changes because they know they got to maintain relevance to survive in the coming economies. So, there's a lot of things we could unpack there, but I think the movement has happened and it's growing and it's great to be a part of it.

Darin: So, what's your goal? It could be personal, it could be the company like you can answer it, however, whatever the instinct tells you, but what would you like to see happen in five years?

[00:37:37] Forcing the beverage industry to reckon with the plastic problem

David: I will start with the corporate professional goal. As I see it and I think this aligns with what Jason set out to do. I have taken it on as my personal goal is like to grow a company of relevance like we are talking about, right? And I believe Mananalu is very relevant and I think Mananalu is going to continue to be increasingly relevant and in a way force the overall beverage industry to reckon with this in a way. And that's, you know, we will be a Mananalu and everybody's hand yeah. I would love to see that, but it's really about forcing the larger industry to reckon with this. And that will come with the growth of Mananalu and our relevance and Jason's messaging and the drink one, remove one campaigns. That stuff continues to grow and have effect on people in the environment people will be forced to reckon with it. And I think we are starting to see that and that's exciting. So, from a corporate goal, I want it to matter. There's companies that are straight up about profits and there's companies that have other things, but I want this one to matter. We are a mission driven company first and foremost, it's a mission driven team. We follow Jason's lead there. We want it to matter in the end. So that would be my professional goal, if you will. And then personally, I have always just wanted to be a part of something bigger myself. And this aligns so well for me. When I was asked to take a look at this and got a chance to meet Jason a few years ago, I had to reconcile those professional and personal goals. And this one just married up so well. I have been a water guy, my whole life surfer, ocean, since I was a kid, this could be more grateful to be in the position I am in and helping what I believe is a positive change to the environments I love. So here we are.

Darin: I love that, water's been a fascination of mine for so long. I have been days and days of scientists dedicated to understanding the miracle of water, the quantum mechanics of water. I was actually supposed to have a call with Dr. Lee Lorenzen, who developed a bunch of technologies around water and transporting nutrients and high level and H 3 0 2 structuring. It's like, I have spent a lot of time with Dr. Gerald Paulik who discovered easy water and so fascinating.



David: It is.

Darin: So, yeah, we got to drink good clean water but what we keep doing is putting it in things where it's now influenced. The thing about water it's influenced by whatever's around it. So that's why it contains, phthalates and chemicals from plastic in it.

David: Yeah, it's just why we got to take care of it, man. We don't think it's a finite resource, but if you travel the world like you and I have you realize how finite it is and how scarce it can be, we got to take care of it and we got to do our best to do it. I am fascinated by it as well. We are made up of water or we are predominantly water. Our planet's predominantly water maybe there's a coincidence there, I don't know. We are all connected. We are interdependent coming full circle. We are interdependent.

Darin: Well, I think there's going to be some stuff you and I will eventually be doing together. There's some technology I was sharing with Jason and his team and some really cool things in the pipeline and again, it's all much bigger than us.

David: It is, we are just scratching the surface, Darin. It's a pleasure to connect, man. I think that there's a lot of work we can do together and I look forward to those opportunities for sure.

Darin: Yeah, sounds good, brother. Thanks for coming on and thanks for the mission. Thanks for the service on your next mission for the betterment of humans and the betterment of the planet. Grateful man.

David: Well, thank you for the work you do, Darin. I really appreciate it as well. Tremendous and congrats on all you are accomplishing so, thanks.

[041:10:] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.