

## 7 Efficiency Curve

Because the universe is not homogeneous, because our environment is varied, resources (food, water, etc.) are scattered. Plus, the quantity and quality of these resources is variable as well. As a result, all living organisms must be sensitive and selective to the dispersed location and quality of resources. Because they are immobile when reaching maturity, plants and filter feeders are the least sensitive and selective. Meanwhile, highly mobile humans require highly sensitive and selective abilities which are seated in our brains.

As a consequence of being mobile, humans and higher vertebrates must utilize resources efficiently—not knowing when or where the next “safe” meal will come from. Therefore, demanding efficiency is a primary tool of evolution for sculpting creatures of this Earth. Easily seen in the streamlining of various fish, birds, and animals, our need to “streamline” is also easily apparent. “Greater miles-per-gallon” for our cars, “just-in-time warehousing”, “bargain hunting” – are just a few of the many familiar phrases highlighting our need to conserve and efficiently use our resources. We are being “streamlined” by Natural Selection just like the birds, fish, and other animals.

The Efficiency Curve represents the maximum amount of resources (Time, Sweat, or Money/Valuables) which a person (or creature) is willing to expend to either obtain or to avoid some object (food) or situation (threat). However, the actual amount of resources spent will likely be less than the amount indicated by the Efficiency Curve and, instead, fall within the shaded area of the Resource Usage System (the “At and Below” rule).