

## Russian Volcanic Area to be Saved

The ecologically important and vulnerable Volcanoes of Kamchatka area in eastern Russia will be protected, in significant part due to EDF work. An EDF-drafted resolution urged that the area be listed as a World Heritage Site and be protected from destruc-

tive development, including a planned gold mine that might have been financed with U.S. funds. The resolution was endorsed by 70 governments and 600 non-governmental organizations and adopted at the World Conservation Congress last fall (see January 1997 *EDF Letter*).

The responsible UN committee then officially designated the area a World Heritage Site, citing the resolution as grounds for urgent action. EDF research and advocacy last year had delayed proposed financing for the gold mine by the U.S. Overseas Private Investment Corporation (OPIC), the U.S. government agency that provides risk insurance and financing for U.S. corporate investments abroad, mainly in developing nations.

The Kamchatka peninsula in Rus-

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Sovfoto/Easifoto

*This Siberian sable is one of many animals that live in the unique "island" ecosystem of Russia's Kamchatka Volcanoes region.*

### Director's Message

## EDF Celebrates Its 30th Anniversary Year

By Fred Krupp

For the Long Island scientists whose living rooms served as EDF's only offices 30 years ago, the situation had gone far enough. They were fed up with the spraying of DDT, which was harming ospreys and other wildlife. They had gone to the mosquito control commission with a safer alternative, but got the cold shoulder. So they decided to go to court—even though, in those days, there was no precedent for a lawsuit to defend the environment.

"If the opposing attorney had thought to challenge our standing, we'd have been out on our ear," said Art Cooley, an EDF founder who is still a trustee today. As it turned out, Art and his colleagues won an

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## Endangered Species Found Clustered in "Hot Spots"

Most endangered species in the U.S. are found in a relatively few critical geographical areas, according to a report by EDF and Princeton University scientists recently published in *SCIENCE*. Southern California, the Hawaiian Islands, southern Appalachia, and the Southeastern coastal states—especially Florida—emerged as particular "hot spots" of potential extinction.

The report, "Geographical Distribution of Endangered Species in the United States," by ecologists Andrew Dobson, Jon Paul Rodriguez, and W. Mark Roberts, all of Princeton, and David Wilcove of EDF, is the first county-by-county analysis of endangered species distribution.

Interior Secretary Bruce Babbitt, in an accompanying article in *SCIENCE*, said the study should "help maximize the protection of species at the least cost and inconvenience to the public."

The report examined patterns of geographi-



*Ten endangered species. Reprinted with permission from the cover of SCIENCE, Vol. 275, 24 January 1997.*

cal distribution of 924 threatened and endangered plant and animal species in 2,858 U.S. counties.

### Protection Can Be Targeted

The report suggests that a large number of endangered species can be protected on a small fraction of U.S. land. By expanding protection efforts and funds in some of the key areas pinpointed by the new report, wildlife agencies could protect endangered species more effectively and efficiently than in the past.

Many conservationists have long believed that by focusing protection efforts on key groups (for example, birds or mammals), they would be protecting other groups of organisms, too. But the study found that generally different groups of endangered species overlap "only weakly."

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## Inside

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Clean, silent, and efficient, solar electricity is a practical energy solution whose time has come.

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Complete the "cycle" in recycling and help reduce pollution by using this shopping guide to easy-to-find recycled products.

## Canada's House of Commons Votes to Ban Ethyl's MMT

The Canadian House of Commons voted to ban the manganese-based gasoline fuel additive, MMT. The Canadian government said the ban was necessary because MMT damages automotive systems for monitoring tailpipe emissions. The measure is now before the Canadian Senate.



The Canadian Senate, meeting in these Parliament buildings in Ottawa, is now considering a bill to ban MMT in gasoline.

Health risks associated with MMT use were a further concern in the debate. The House transcript quotes

EDF toxicologist Dr. Ellen K. Silbergeld's testimony before the U.S. Environmental Protection Agency:

"We know that manganese at high dose is a demonstrated human neurotoxin with persistent and irreversible pathological effects on brain structure and resulting severe impairments in movement and mental state," said Silbergeld, who went on to explain that the

effects of the long-term low dose exposure that would result from MMT use are unknown. EDF opposes the sale of MMT in the U.S. until adequate, independent health testing shows it to be safe.

MMT is manufactured by the Ethyl Corporation, which produced leaded gasoline for 70 years. The U.S. Environmental Protection Agency refused to approve MMT for sale based on health concerns. In 1995, however, EPA was forced to allow the sale of MMT after a court ruled that the agency lacked authority to consider its health effects.

EDF has urged American oil refiners to pledge not to use MMT. A recent EDF survey confirms that refiners representing 85% of the U.S. oil market are not currently using MMT.

## EDF Members: How Much Mail is Right for You?

EDF members have different preferences for how and when they want to receive mailings from EDF, and our Membership staff is ready to meet your needs.

For instance, you may prefer that EDF not exchange your name with other environmental groups or not call you on the phone. Whatever your preferences, just let us

know. Please use the reply envelope in the center of this issue to mark the options that



Ready to take your requests are (clockwise from left): Lyat Sheintal, Sara Kindler, and Maria Fyodorova.

apply and mail it back to us.

You may also contact EDF's Membership staff by phone (800-684-3322, from 9 to 5 Eastern Time weekdays), by fax (202-234-6049), or by e-mail (members@edf.org). For fastest service, please mention your membership number as shown above your address on the back page of this newsletter. Membership

Office numbers are listed on page 2 of every *EDF Letter* for your convenience.

## New Guide for Local Activists

EDF and the Pollution Prevention Alliance have produced an *Environmental Sustainability Kit*, an action-oriented, accessible guide for local leaders who want to work to reduce pollution in their communities. The Alliance, a network of EDF and over 200 regional, state, tribal, and local activist groups, promotes pollution prevention and sustainable communities in the Great Lakes region.

The *Sustainability Kit* was produced by EDF engineers Lois Epstein and Meena Palaniappan and EDF attorneys Bill Davis and Kevin Mills. It suggests ways to democratize decision making and bring community interests together to work on improving the environment. It provides practical advice on how to communicate effectively, find and use resources, and measure progress, and includes case studies of successful local pollution prevention projects and worksheets to use in implementing the ideas.

Now EDF is launching pilot projects with local groups in Cleveland and Dayton, Ohio, Milwaukee, and Gary, Hammond, and East Chicago, Indiana, to address local environmental problems and also create models whose lessons can be used elsewhere.

The *Environmental Sustainability Kit* (110 pages, \$15 prepaid) is available from EDF Publications, c/o the Washington office.

### How a "Life-Income" Gift Helps EDF

A "life-income" gift to EDF will allow you to make a significant donation to help protect the environment, while enjoying a steady flow of income for your lifetime. By making a life-income gift to EDF you will:

- Receive a sizeable charitable deduction for your gift;
- Eliminate capital gains tax on the transfer of your asset;
- Receive a lifetime income;
- Avoid probate costs and estate taxes.

And the principal remaining after your lifetime will provide EDF with much-needed resources for the protection of the planet.

**For more information, or for a personal proposal exploring the tax and income benefits of a life-income gift, please contact Anne B. Doyle, Director of Planned Giving, EDF, Box 27, 257 Park Avenue South, New York, NY 10010. 212-505-2100.**

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## Celebrating EDF's 30th Anniversary Year

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injunction against DDT in Suffolk County. Elated, they pursued the case from one state to the next and ultimately won a nationwide ban on DDT in 1972. The resurgence of the osprey, bald eagle, peregrine falcon, and other magnificent birds of prey is living testimony to their success.



Fred Krupp  
Executive Director

This year marks the 25th anniversary of the banning of DDT and the 30th anniversary of the founding of EDF. Throughout 1997 we will be celebrating the progress made in those 30 years toward stronger protection of the environment and human health. And we will be thanking the members and friends and staff of EDF who have made that progress possible.

As part of the celebration, we've assembled an electronic compendium of thousands of articles and images from EDF's history, beginning with the very first issue of *EDF Letter* in January 1970. The "search" feature at EDF's web site ([www.edf.org](http://www.edf.org)) lets you locate names and topics in the compendium almost instantly.

That first issue of *EDF Letter* could have been the last. "There are only enough funds left for a few months of operation," it said. "During that time either EDF secures new funds or goes out of business." Thank goodness, the EDF members of that year responded generously—and the rest is history.

*Fred Krupp*

## Remembering Honorary Trustee William Parsons, NY Attorney

William Parsons, who served on EDF's Board of Trustees from 1978 to 1988 and then became an Honorary Trustee, died in December at 87. A prominent attorney, he was Chairman of the Board of Teacher's College of Columbia University, Board Chairman of the New York Community Trust, and trustee of many other charitable, cultural, and educational organizations.

"He had a remarkable dedication to the community," recalled attorney James W.B. Benkard, an EDF Trustee who also served with Parsons on the board of Teachers College. "He was a citizen of the City in the most caring and productive manner possible."

## EDF Founder Wins Prestigious Award

The 1996 Heinz Award for The Environment was given to ecologist Dr. George M. Woodwell, founder and director of the Woods Hole Research Center and a major figure in the formation and early development of EDF. The awards, named for the late U.S. Senator H. John Heinz III, were created by his widow, EDF Trustee Teresa Heinz, to celebrate significant and sustained individual contributions.

Dr. Woodwell's pioneering research in a wide range of areas has made him a leader in recognizing and urging action on environmental threats. His recent studies of global warming have placed him at the forefront on that issue. His early research on the effects of pesticides contributed to EDF's ultimately successful efforts to ban DDT. In October 1967, EDF's Articles of Incorporation were signed in Woodwell's office at Brookhaven National Laboratory

on Long Island.

"This award not only recognizes George Woodwell's great personal achievements, but also helps fuel increased public understanding of the importance of environmental advocacy," said EDF executive director Fred Krupp.

In accepting the award, Dr. Woodwell said, "The world has made the transition from empty and large, relative to human needs, to full. In the former world, there was room for human expansion and global biophysics took care of itself. The full world demands a new level of scientific wisdom and political and economic effectiveness not previously demonstrated or necessary."



George Woodwell

Jim Harrison

## Unique Russian Volcanic Area To Be Protected

*Continued from page 1.*

sia's Far East is one of the world's most active and varied volcanic landscape. Almost entirely surrounded by the sea and with unforested tundra to the north acting as a barrier to the spread of species, Kamchatka is much like an island for its plants



Sovfoto/Eastfoto

*Nowhere else on earth do so many volcanoes and hot springs exist in such proximity to so many native plant and animal species as in Kamchatka.*

and animals, including many that are in danger of becoming extinct. It is the base habitat for the white-shouldered eagle, whose eight-foot wingspan makes it the largest species of eagle in the world. About 60% of the estimated 4,500 white-shouldered eagles left in the world live in Kamchatka, as do brown bear, mountain goat, black-capped marmot, lynx, snow ram, elk, sable, and otter.

The proposed gold mine was to be located on the border of the World Heritage Site, in the watershed of the principal rivers of the world's largest and most spectacular salmon spawning habitat. Salmon are not only the basis of the food web on which the area's mammals and birds depend for survival but also important to the economy of Kamchatka.

Bruce Rich, director of EDF's International program, has learned that it was a letter and report drafted by EDF last May that

caused OPIC to delay consideration of the mining proposal until the World Heritage Committee met in December. Writing on behalf of major U.S. environmental groups, EDF warned OPIC that its consideration of loans and risk insurance for the gold mine was

contrary to its own environmental guidelines. Documents and correspondence from the mining company and from OPIC leaked to EDF indicate that OPIC had already given the mine an environmental clearance. The letter and report forced them to backtrack and refuse to process the mining proposal.

"The mining company is now suing OPIC for 'leading them on,'" said Rich. "They blame OPIC for listening to EDF, the Sierra Club, and other groups and ruining what was a done deal."

### EDF MEMBER ACTION ALERT

*OPIC still has not definitively refused to support any future development proposals that could affect the Kamchatka World Heritage site. EDF members can help by letting OPIC know that such proposals are not acceptable. Write to: Ruth Harkin, President, Overseas Private Investment Corporation, 1100 New York Avenue, N.W., Washington D.C. 20527.*

# Why Environmentalists Should Support Solar Electricity

By Karl R. Rábago, EDF Energy Program Manager

Everyone talks about the weather, but no one does anything about it. Or so they say. In fact, scientists around the world are increasingly convinced that human activities are changing the climate, largely as a result of the ways we produce and use energy. Global warming, the evidence suggests, is real. Each year billions of tons of greenhouse gases are emitted worldwide from smokestacks of power plants that burn fossil fuels. And unless we all do something about it, the problem will only get worse.



Karl R. Rábago

Global warming isn't the only problem stemming from the world's profligate use of fossil fuels. Electric power plant emissions contribute substantially to the air pollution that causes many of our most significant public health and environmental problems. Energy is vital to nations and people, and the demand grows constantly. It is estimated that some two billion people on Earth still have no access to electricity; nations are rushing to provide the benefits of affordable, reliable energy supplies. But the world will not have safe and sustainable energy supplies if all we do is replicate and multiply today's patterns of energy production and use. There must be real change and real improvement in the production and use of electricity.

Environmentalists working in the electricity arena have been strong advocates of increasing the efficiency of our electricity

*There must be real change and real improvement in the production and use of electricity.*

use. We will probably never eliminate all inefficient use of electricity, but even if we were wildly successful in becoming more efficient, the root problem—our dependence upon fossil fuels to make electricity—would remain.

Environmentalists have also pressed for vigorous enforcement of pollution controls and creative new cap-and-trade regulations. Properly structured and vigorously enforced,

such systems can help drive the economy toward pollution-free options. But getting those options up and running requires work now.

For these reasons, growing numbers of environmentalists have realized that we must start work on problem Number One—the way we make electricity. Years of public and private research have given us new alternatives. The tools to fashion a truly sustainable energy future are now available in the form of renewable energy—using the power of the sun, the wind, the Earth's own heat, water, and sustainably harvested energy crops.

Among renewable energy options, none captures the imagination as vividly as solar electricity—photovoltaics (PV). PV is an energy option that works.

PV works by converting the sun's light energy directly into electricity. There are important environmental concerns in manufacturing solar cells, but once installed and operating, PV produces electricity with absolutely no pollution. Nearly everyone is familiar with solar electricity in hand-held calculators and other small electric devices. This use of solar energy has already kept millions of batteries out of landfills around the world.

## Ready for the Next Big Leap

Over recent years, PV technologies have been refined and improved for large-scale use. Although further improvements are inevitable, these technologies are ready for the next big leap—commercial production for large volume electric use.

Taking this next step depends on getting costs down. A chicken-and-egg problem challenges many new technologies, from compact disc players to computers to video cameras: How can we expand use to drive prices down when getting prices down is the best way to expand use? The answer lies in finding the most valuable uses for PV technology today, and pushing them—thereby creating further cost efficiencies and more widespread use in the future.

This is where the environmental community can fill a critical role by building support for PV. The features of clean, renewable PV technologies are a near-perfect match with the environmental ethic:



Department of Energy/NREL

*Perfectly suited for rooftop electricity generation, photovoltaic panels as shown on this suburban home are a good option for mainstream America.*

✓ *Small and modular, PV can be "right-sized" to meet specific needs.* PV is great for powering remote locations, such as park facilities, ranch operations, and emergency phones and lighting.

✓ *Flexible in application, PV is suitable for use in a wide range of locations and situations.* PV can provide power to a rural home, a telecommunications station, or an entire village.

✓ *Clean, silent, and with no moving parts, PV is the least intrusive energy production technology.* PV won't disturb wildlife in a park, won't pollute the air with smog, and never needs fuel.

✓ *High-tech and popular, PV projects are an excellent way for environmentalists to connect with the broader community.* Polls and studies over the last 20 years show consistent, strong support for increased use of solar energy. PV projects led by local environmental groups are an excellent way to "think globally and act locally."

Changes in the electric utility business are creating new avenues for the public to speak and demand cleaner energy options. And many utilities, municipal governments, and others are beginning to see the benefits of investing in a clean energy future. EDF is not asking government to pick favorites, nor do we claim we can predict what will succeed in the market. Instead, we advocate research, involving both government and industry, and policies that favor clean, non-polluting forms of energy.

The problems associated with energy production and use are large and long-term, but there are things we can do today. As advocates of maintaining a healthy planet, environmentalists can and should become leaders in bringing clean energy solutions to our communities.

# Los Angeles Agreement Will Reduce Inequity of Transit

EDF's efforts to move social justice onto the agenda of transportation officials have helped win an important victory in southern California, in the biggest financial settlement of a civil rights case in history. The Los Angeles Metropolitan Transportation Authority has settled a lawsuit filed by the NAACP Legal Defense Fund and the local Bus Riders Union by agreeing to reinstate monthly discount passes and establish off-peak discount fares on selected bus lines. It will also increase bus service on overcrowded lines. Currently, on a regular sized 42-seat bus, as many as 18 people stand. Under the agreement, the standee rate would be cut in half by the year 2002.

Plaintiffs estimate that the MTA will have to put approximately \$1 billion into the bus system over the next 10 years. The funds would be diverted from a transit sys-



Mark Ludjak

EDF economist Michael Cameron is working to make environmental justice integral to California transportation policies.

tem that otherwise serves disproportionately white, relatively wealthy rail commuters.

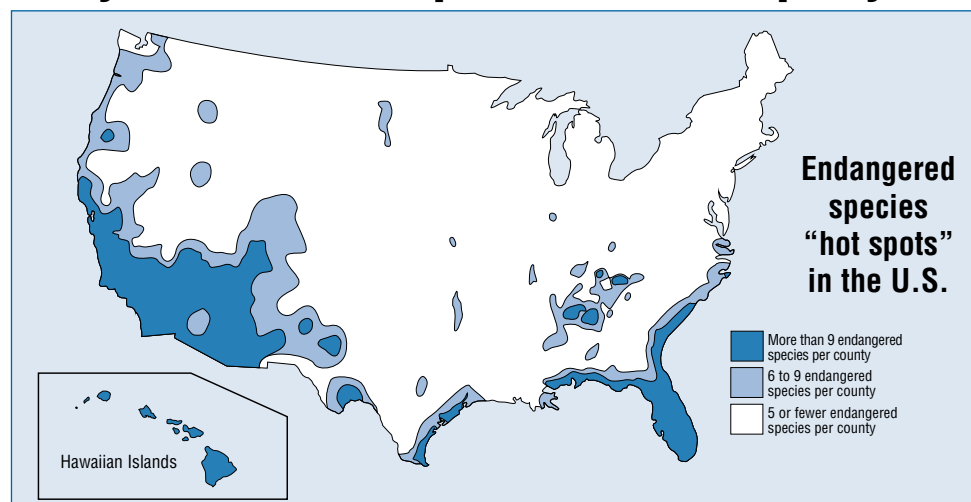
The landmark case brings immediate relief to low-income and minority bus riders. It also sends a message that public transportation agencies must consider the

fairness of their investment and policy decisions. This was a central tenet of EDF's 1994 study *Efficiency and Fairness on the Road: Unsnarling Southern California's Traffic* (available at \$10, prepaid, from EDF Publications, c/o the Washington office.)

EDF economist Michael Cameron, author of the EDF study, served as a technical advisor to the NAACP Legal Defense Fund, helping to evaluate transit ridership and financial data to demonstrate the inequities of the MTA's policy. EDF attorney Thomas J. Graff also contributed to EDF's efforts in the case.

In praising the settlement, Cameron said, "Transportation policies in the U.S. and internationally should tackle both environment and equity concerns. This settlement successfully addresses both of these twin objectives."

## Study Shows Where Species Are in Jeopardy



J.P. Rodriguez & W.M. Roberts/adapted by Arnold Bombay

Continued from page 1.

Nonetheless, birds and amphibians/reptiles appear to do the best job of predicting the presence of other endangered species, compared to other groups.

"We must continue to fight for endangered species wherever they live," said Wilcove, "but our report makes it clear that increasing our efforts in certain areas would bring big dividends." Wilcove predicts that most species to be added to the threatened and endangered lists in the near future will also come from these hot spot regions.

Much of the land in these areas is privately owned, and enforcement of the Endangered Species Act has often been a problem on private land. But successful new approaches have focused on recruiting landowners to join in voluntary efforts to protect species.

"EDF has developed a variety of economic incentives, such as its Safe Harbor

program, to protect endangered species better on private land," said Wilcove. "Employing these approaches in hot spot areas is essential if we are to halt extinction."

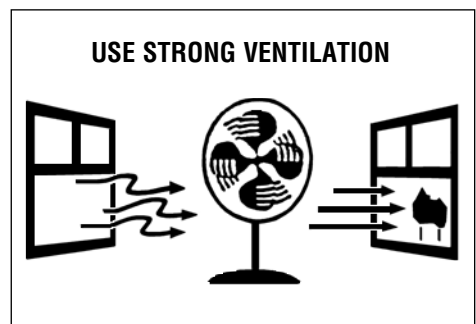


A Morris/WIREO

All of the Hawaiian Islands are "hot spots" for endangered plants and birds, such as this Hawaiian goose.

## Home Hobbyists Are Warned About Risk of Lead Poisoning

Companies that make and sell equipment for casting lead sinkers, toy soldiers, or bullets at home have agreed to distribute a warning about a previously unrecognized health risk. Melting lead and casting lead objects not only puts lead into the air immediately, but also deposits invisible lead



dust around the house, where children and adults can be exposed long after the molds and melters are put away.

The new warning results from EDF lawsuits under California's Proposition 65. It emphasizes the risk to children and pregnant women from home casting of lead. For hobbyists who go ahead anyway, it explains in detail how to reduce risks and clean up residual lead dust. An eye-catching graphic (above) stresses the need for strong ventilation. All major U.S. makers and catalogue sellers of lead-casting equipment agreed to the new warning.

# John Ruston Gets Down to Business for the Environment

John Ruston's mild-mannered demeanor may evoke Clark Kent, but when he talks about his goals for business and the environment, his steely tenacity shines through. "John's creativity and dedication come at all hours," says EDF scientist Jackie Prince Roberts, his colleague on many projects. "It's not unusual to get e-mail from him at 3:00 A.M."

Ruston grew up in Fresno, California, and his interest in the environment came early. "Both my parents were teachers, so we were able to spend summers camping throughout the West, from Alaska to Utah to Baja California."

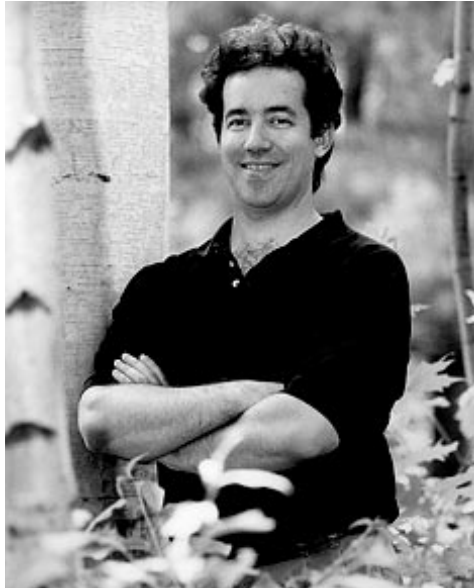
At the University of California at Davis, Ruston intended to major in biochemistry, but ended up with a degree in environmental policy and planning. While writing about California water policy for a graduate seminar, he discovered EDF, which had contributed many new ideas in the field. By calling persistently, he managed to get EDF's California office director, attorney Tom Graff, on the phone, as well as scientist Terry Young. "That was my first experience with EDF and I was quite intrigued," he recalls.

Ruston went on to MIT for a master's degree in city planning, and set his sights on EDF. Masters in hand, he "continued to pester people" until he was hired to work in the New York office in June of 1986. He went to work in EDF's waste reduction and recycling program, opposing a proposed

*"John challenged us to do more and wasn't willing to take no for an answer," says McDonald's director of environmental affairs.*

Brooklyn Navy Yard incinerator that would have produced serious air pollution and toxic ash. Ruston showed that recycling could be less expensive than building the incinerator, and pointed out ways the city and state should stimulate markets for recycled materials.

He considers the dramatic growth of curbside recycling, both in New York City and elsewhere, to be a major success story. Today, instead of incinerators in New York, a private paper company is building a \$240 million paper mill—designed to use recycled paper—on Staten Island. Now he's on to the next steps, making recycling more



T. Charles Erickson

*"People may be concerned about the big, global problems," Ruston says, "but if they want to do something concrete in their own lives, it usually comes down to shopping and taking out the trash."*

efficient, expanding waste reduction, and promoting the "buy recycled" message.

In 1990 Ruston joined EDF's task force with McDonald's, created to find ways McDonald's could reduce waste and increase recycling. As a start, he donned a uniform and worked behind the counter. "I worked an eight-hour shift, cooking Big Macs, making fries. I handled the three o'clock fry rush. It was enlightening," he says. He discovered that most of the waste was actually generated behind the counter, and that much of it could be minimized or recycled.

McDonald's abandoned the polystyrene foam "clamshell" sandwich box, and in April 1991 the joint task force announced 41 additional steps that McDonald's committed to take to reduce waste.

"John has a keen mind and knows how to speak the lingo we're used to," says McDonald's director of environmental affairs Robert Langert. "He challenged us to do more and wasn't willing to take no for an answer."

Next came the EDF Paper Task Force. Ruston had the idea of convening a group of large paper consumers—including Johnson & Johnson, The Prudential, and Time Inc.—to work together to find ways to reduce the environmental impact of their paper use.

The final recommendations of the Paper Task Force covered everything from logging practices to paper manufacturing methods to eliminating some uses of paper entirely.

About 3,000 copies of the task force report have been requested by companies ranging from Kinko's Copies to the investment firm of Salomon Brothers.

## One Cup or Two?

In Ruston's newest project, with Starbucks Coffee Company, he is intent on applying what he learned from the Paper Task Force. "This time we want to focus first on one important, immediate goal rather than write another definitive report," he explains. Starbucks often has served hot coffee in two paper cups, for the sake of its customer's fingers. "Starbucks and their customers want an alternative to double cupping," Ruston says. "Also, the cups are made from 100% bleached virgin paperboard, which has serious environmental impacts. We intend to increase the use of reusable cups by Starbucks and its customers and find better materials and designs for their single use cups."

With the help of the Alliance for Environmental Innovation, a joint project of EDF and the Pew Charitable Trusts, Starbucks is challenging manufacturers and vendors to propose a better hot cup, with the winner to be chosen by the end of this year. Starbucks and the Alliance are also considering a broader environmental effort across major areas of Starbucks' operations, potentially from coffee growing and processing to store construction. "We believe this project has the potential to make Starbucks an environmental leader in the retail sector," Ruston said.

Despite his tenacity on the job, Ruston does enjoy some travel and relaxation. Recently, he's been helping his mother at the family vineyard in Northern California's Napa Valley. He also likes coaxing new sounds and songs out of his 1928 National Resonator steel guitar.

And he quietly reveals that he's getting married soon to Janet Sapadin, a lifelong New Yorker who also works in the field of environmental policy and, in his words, is "almost as mellow as a Californian." He's trying to find a larger, yet inexpensive apartment in Manhattan for the two of them. Of all the tasks to test his persistence and determination, he thinks this one may turn out to be the most formidable. But for someone with Ruston's focus and strategic abilities, we think he'll eventually achieve this goal as well.

By Leonie Haimson

# A Shopping Guide to Buying Recycled Products


*In a recent EDF member survey, many members asked for more frequent stories about everyday ways to help the environment. "Buying Recycled" is one of the most important. See the box at the end of this story for more ways you can help.*

**R**ecycling is working! The proof is that the paper, plastic, metal, and glass that you have been recycling are being made into all sorts of everyday products and packaging. There's just one thing left to do: Buy them!

That's the "cycle" in recycling: You sort out recyclable materials, cities and towns collect them, and manufacturers buy them to make into products again. By selecting and buying those products, you can spur companies to use more recycled materials. That keeps the ball rolling. Here are some suggestions to make it easy to choose.

## Read the Label!

Compare labels to find the product or package with the highest percentage of "post-consumer" recycled content. Post-consumer is material that consumers have already used and recycled. It doesn't include factory scrap, which manufacturers regularly collect and reuse so it never ends up in landfills.

Beware of this symbol.  It doesn't necessarily mean that a product has *any* recycled content. It may simply be there to remind the consumer to recycle. Check the percentages.

Don't be misled by phrases such as "eco-safe," "Earth Safe," or "environmentally friendly" that mean nothing without specific information. And "recyclable" only means *able to be recycled*, but it means nothing unless it can be recycled in your community.

When the products listed below are made from recycled materials, it usually says so right on the label.

**Paperboard Boxes:** Lightweight cardboard boxes such as cereal, cracker, and shoe boxes are often made from recycled paper. Read the label.

**Plastic Bottles & Jugs:** Some household cleaners, dishwashing liquids, shampoos, and other products come in plastic bottles with 25% or higher post-consumer recycled content. Check the label.

**Bath and Facial Tissue:** Toilet paper and facial tissue made from recycled paper meet consumer expectations and cost about the same as—or less than—their non-recycled counterparts.

**Paper Towels:** Paper towels with recycled content are competitive in price and

performance. But don't forget you can use a sponge or rag to do the same job!

**Writing Paper & Envelopes:** Top quality stationery and greeting cards are increasingly easy to find. Some "designer" recycled stationery is meant to look rough and unfinished, but most recycled paper looks just like the paper made directly from trees. Check the label for post-consumer recycled content.

**Printing and Copying Paper:** Printing and copying paper with post-consumer recycled content is increasingly available and performs well. (*EDF Letter*, for example, is printed on 100% recycled 75% post-consumer paper.)

**. . . And Many More:** Other products made from recycled materials include re-refined motor oil, fiberfill for sleeping bags, carpets, shoes, pencils, recycling bins, building insulation, wallboard, tiles, and many more. Get in the habit of reading the labels.

It's important to let store managers and manufacturers know that you care about products made from recycled materials. Many packages have a toll-free number for calling manufacturers with questions and comments.

## Four Safe Bets

These four types of packaging can always be counted on to have a high percentage of post-consumer recycled content, even though many such packages are not yet labeled.

**Aluminum Beverage Cans:** About 50% of the aluminum in beverage cans comes from used cans that were recycled and melted to make new cans.

**Glass Bottles & Jars:** Nearly 25% of the glass in bottles and jars has been used before, recycled, and remanufactured.

**"Tin" (Steel) Cans:** These cans are actually made of steel, usually with a thin coating of tin. About 25% of the content is recycled steel, half of that being post-consumer.

**Molded Pulp Containers:** Gray or brown cardboard egg cartons, fruit trays, and flower pots are made from recycled paper that is repulped and reshaped.

## Buying Recycled Saves A Lot

Making products from recycled glass, aluminum, paper, and plastic, instead of from virgin materials, reduces the need to cut down forests, drill for oil, and dig for minerals. For example, it takes 95% less energy to make recycled aluminum than to make new aluminum from bauxite ore. It also avoids the environmental impacts involved

in harvesting and extracting new materials.

In most cases, making products from recycled materials creates less air pollution and water pollution than making products from virgin materials.

When the materials that you recycle go into new products, they don't go into landfills or incinerators, so landfill space is conserved.

Finally, the recycling process creates far more jobs than landfills or incinerators, and recycling can frequently be the least expensive waste management method for cities and towns.

Recycling has already made a big difference for the environment. So look for products made from recycled materials, and buy them. Your choices can make a world of difference.



T. Charles Erickson

*Glass jars and bottle are "safe bets" to contain glass that has been used, recycled, and remanufactured, as Joanne Woodward explains in the video program, "Complete the Circle."*

## Have Coffee With Joanne Woodward

You can help spread the word on "Buying Recycled" by arranging a presentation for a local civic organization, school, church, or community group—or a get-together with friends at home—wherever a TV and VCR are available.

For \$25 you can receive a complete Buy Recycled Coffee Hour Kit, containing a 25-minute video program starring Joanne Woodward, 50 copies of the "Buy Recycled Everyday Shopping Guide," and 50 copies of a current *EDF Letter*—everything you need but the coffee! Call EDF's Membership office at 800-684-3322 to receive your Kit.

# “Global Warming” Will Summer at the Smithsonian

EDF's traveling exhibition, *Global Warming: Understanding the Forecast*, will be on display at the Smithsonian's National Museum of Natural History this summer, from mid-May through August.



The Smithsonian Institution

Employing the latest in interactive high technology, the *Global Warming* exhibition finishes its tour this summer at the Smithsonian's National Museum of Natural History, in Washington, DC.

An estimated 2.5 million people are expected to visit the Museum in Washington, DC this summer. Developed jointly with the American Museum of Natural History, *Global Warming* includes dozens of hands-on exhibits, models, interactive computer simulations, and video displays that show how greenhouse gases warm the earth, how energy use could affect global warming, and what life would be like in a warmer world if global average temperatures rise 2° to 6° F, as currently predicted.

Some two million people have already seen *Global Warming* on its national tour. After the Smithsonian, the exhibition will return to Columbia University's Biosphere 2 Center near Tucson, Arizona, where it will remain on permanent display.

## Washington Under Water?

One popular exhibit shows an aerial view of Washington with fiber optics illuminating the areas that could be inundated by storm surges, given the predicted sea level rise that would accompany global warming. In one scenario for the year 2075, muddy waters would even reach the grounds of the U.S. Capitol. Another exhibit lets a visitor learn his or her own household greenhouse gas emissions—and how to reduce them—by answering a few simple questions on an interactive computer screen.

A special feature for Smithsonian visitors will be the new

HoloGlobe, a scientifically accurate, three-dimensional image of the Earth floating in midair at the entrance to the exhibition. The very latest in imaging technology, the HoloGlobe rotates to reveal not only the Earth as seen from space but also its several layers—atmospheric, oceanic, biologic, geologic, and human. Global sea temperatures from live satellite data are expected to be displayed in real time on the HoloGlobe.

The National Museum of Natural History, located at 10th and Constitution on the National Mall, is open every day from 10 A.M. to 5:30 P.M. Admission to the museum and to *Global Warming* is free. The exhibition will open on Saturday, May 10, contingent upon completion of construction work near the gallery, and will remain on display through Labor Day, September 1. If you plan to visit in May, please call the museum first at 202-357-2700 to confirm that the *Global Warming* gallery has opened.

### SPECIAL BOOK AND VIDEO OFFER

In honor of the Smithsonian's exhibition of *Global Warming: Understanding the Forecast*, EDF is offering Andrew Revkin's full-color companion hardcover book of the same name at a special member price.

Also available is a members-only 15-minute videotape containing three video programs from the *Global Warming* exhibition.

Use the reply envelope in the center of this issue to order the book and video for your home.



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## Join EDF Members in Galapagos! December 27, 1997 - January 6, 1998

Follow in the footsteps of Charles Darwin to see and experience the natural world of Ecuador's Galapagos Islands. Join founding EDF Trustee Dr. Charles F. Wurster and other EDF members for an unforgettable voyage of discovery on *M/V Santa Cruz* to see 300-pound tortoises, Darwin's finches, great frigatebirds, and three species of boobies. Swim with sea lions and penguins on the Equator, and much more. A never-to-be-forgotten New Year's experience!

**Trip Fee: \$4190**  
(includes air fare from Miami). For a detailed itinerary, please contact:

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