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## A victory at sea

### ENVIRONMENTAL DEFENSE PLAYS LEAD ROLE IN SAVING AN UNDERWATER WILDERNESS

Hundreds of fishermen, environmentalists and local residents crammed into a tension-filled meeting hall in Santa Barbara, CA. Some carried placards, others wore buttons expressing solidarity. They were all hoping to influence a decision last October on a proposed network of marine reserves around the Channel Islands.

At one point, Ventura angler Steve Roberson made an impassioned plea to fellow fishermen: "We've got to bite the bullet, guys. I love to fish. I want to fish for the rest of my life, and a network of marine reserves will allow me to do it."

In a landmark decision the California Fish and Game Commission approved 12 "no-take" zones, putting 24% of state waters within the Channel Islands sanctuary off limits to fishing. This victory, which was preceded by two years of heated debate, will protect marine habitats and allow depleted species to recover. *The New York Times* called it "an important step forward."

Environmental Defense played a lead role in all aspects of creating the new reserves. "This represents a huge change in how marine ecosystems are managed," says our marine conservation advocate Richard Charter. Previously, less than 1% of the sanctuary, cele-

brated as "America's Galapagos," had been fully protected.

The Channel Islands are among just a handful of places in the world where cold and warm currents collide, creating a rich diversity of marine life. Over the past few decades, however, white abalone, angel sharks and other

species that once thrived here have declined. Several species of rockfish have been reduced to 10% of their historic abundance, mostly due to excessive fishing.

Such declines convinced many commercial fishermen to put aside

their differences and work with Environmental Defense and others to negotiate a solution.

Our marine ecologist Dr. Rod Fujita was the first to assemble the science showing that West Coast marine reserves

*Please see Cover Story, page 2*



Channel Islands National Marine Sanctuary



Cavorting in an undersea forest, these sea lions are part of one of the continent's richest ecosystems.

Marc Muench

## Why we can't give in to global warming



When President Bush ditched the Kyoto Protocol in March 2001, many predicted the treaty was dead, along with hopes of addressing global warming.

Thankfully, the rest of the world resolved that climate change is too dangerous to ignore. Ninety-five nations have ratified the treaty, including most industrialized countries, which have committed to reduce their emissions. With Russia's ratification expected soon, the pact will go into force.

Then, the protocol's cap-and-trade framework will "switch on," launching a new global market to spur innovation and investment in reducing emissions. Good news.

The bad news is that the administration is attempting to scuttle the treaty. At the recent climate meeting in New Delhi, U.S. officials argued against developing countries committing to

### On climate change, the administration has gone from denial to resignation.

reduce emissions and advocated adapting to global warming. How ironic that in such a brief time the administration has gone from skepticism to resignation.

The buildup of greenhouse gases is cumulative, so some climate change is inevitable. We do need to take steps to adapt. But that hardly means we should declare defeat and accept a world that's biologically impoverished,

an Arctic without permafrost or oceans without coral reefs.

President Bush argues that the Kyoto treaty will harm the U.S. economy. He should listen to business leaders who say inaction on global warming will undermine their long-term competitiveness and damage America's standing abroad. As members of our Partnership for Climate Change have proven, multiple strategies exist for curbing greenhouse gas emissions without slowing growth.

The development of cleaner technology is an opportunity, not a peril. Those nations that position their economies to help provide for a safer environment will do well by doing good.

## COVER STORY: Science comes to the aid of fisheries

Continued from page 1

boost fish populations dramatically. He and our consultant Dr. Astrid Scholz then broadened the economic debate to include consideration of long-term impacts on fisheries and other benefits such as ecotourism and diving.

Joining fishermen and regulators around a table, we helped map out the reserve boundaries. Using a Geographic Information System (GIS) computer model, we were able to locate important kelp beds and rocky reefs that are preferred fish habitat. "Our objective was to stay true to our ecological goals, while limiting the short-term economic impact on fishermen," says Fujita.

"Environmental Defense listened well," notes Harry Liquornik, an abalone

fisherman who participated in the negotiations. "There was a lot of give and take."

To mobilize the community, we formed a coalition of divers and local groups and created a citizens' guide to reserves.

Federal officials will now decide whether to expand the reserves into federal waters. An enlarged reserve system could eventually encompass 426 square miles, making it the largest complex of marine reserves in the continental United States. The largest is now the Dry Tortugas in the Florida Keys.

"For too long, the ocean has been used as an infinite resource and bottomless dump," says *Jaws* author Peter

Benchley, a member of our national council. "Today, we have the power to destroy the oceans, and we have the power to save them."



James Glover // Ventura County Star

Fax attack: Our Action Network deluged state officials with 13,000 letters on the Channel Islands.

**e**  
ENVIRONMENTAL DEFENSE  
finding the ways that work

# Solutions

Editor: Peter Klebnikov

Environmental Defense, 257 Park Avenue South, New York, NY 10010. Main number 212-505-2100.

Membership questions: Call 800-684-3322 or email [members@environmentaldefense.org](mailto:members@environmentaldefense.org)

Mailbag: Mail to address above, call 800-242-3251 or email [editor@environmentaldefense.org](mailto:editor@environmentaldefense.org)

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Project office: Los Angeles

**Online at [www.environmentaldefense.org](http://www.environmentaldefense.org)**



# MAILBAG

## Dear Editor:

I am a veterinarian and was shocked, when I first began practice, that feed stores and catalogs offer anyone medication.

Often today, feed stores are really drug stores that also sell feed. Whoever happens to be working at the counter gives out advice on the correct dose to use. Frustrated owners often switch rapidly back and forth between antibiotics or use enormous extra-label doses for which there is no data regarding safety.

Animals that fail to recover are quickly shipped to slaughter. When that happens, the medication has not had enough time to be cleared from the muscle tissue, meaning that people may consume meat with more antibiotics than is deemed safe.

I appreciate your recent article on antibiotics in agriculture, but my experience with large-animal medicine leads me to believe that the current situation is even worse. Not only does it encourage animal suffering, it also plays a significant role in antibiotic resistance.

**G. Eric Wheelis, DVM  
Jefferson, NC**



John Colwell/Grant Heilman Photography

Steer clear of antibiotics.

## LET US HEAR FROM YOU!

We want to know what you think. Contact the editor by mail, phone or email; see contact information in box at left. Letters may be edited for brevity.

# Washington watch



## Special interests take aim at key environmental protections

Are clean air and water endangered? Special interests may press Congress this year to undo bedrock environmental protections.

Environmental Defense will stand with our allies to fend off these attacks. We'll also continue working with both parties to gain new ground in reducing global-warming emissions.

It won't be easy. Jim Inhofe, an Oklahoma Republican with a zero rating from the League of Conservation voters, is taking over the Senate environment committee. "We need to be innovative and build new coalitions while supporting maneuvers such as filibusters to block regressive bills," says our legislative director Elizabeth Thompson.

Here's a look at key battles:

### Energy Bill

New committee leaders will resurrect an energy bill that does nothing to reduce dependence on oil, subsidizes dirty industries and opens the Arctic National Wildlife Refuge to drilling. We'll work to stop this bill in its tracks.

### Transportation Equity Act

This law regulates \$135 billion a year in transportation programs and profoundly affects sprawl and air quality. Industry may attempt to use the bill to weaken clean air standards. We will work to increase the funding we've already gained for public transit.

### National Environmental Policy Act

This crucial law requires public review of federal projects. Road builders claim that these requirements cause delays. We will block any efforts to silence public input.

### Endangered Species Act

New committee chairs in Congress may try to weaken the act and remove key protections for rare species. We'll defend safeguards.

The good news is we've built

bipartisan alliances, which will bolster our defenses. We'll also rely on states and on newly installed progressive

governors to break new ground.

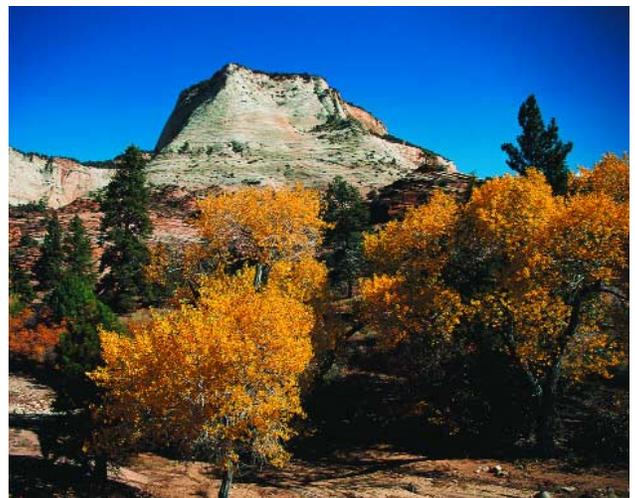
"Progress in the states will show our allies in Congress that you can both limit pollution and grow the economy," says Thompson.

Seeking allies at the state level

### How you can help:



You can act on up-to-the-minute news from Washington by signing up for our action alerts at [www.environmentaldefense.org/action](http://www.environmentaldefense.org/action). Sign up today and ask your representatives to oppose an energy bill that will lead to greater pollution.



Long considered off limits, large tracts of the Rocky Mountains are now squarely in oil industry crosshairs.

## Cool it! Companies take the lead on global warming

### CAMPAIGN SPURS ACTION TO LIMIT GREENHOUSE GAS EMISSIONS

The year 2002 brought record floods to Europe, landslides to the Himalayas and searing drought to America's heartland. Most scientists think that human activities are making extreme events such as these occur more frequently.

Yet the Bush administration has rejected the Kyoto Protocol, the international agreement to reduce greenhouse gas emissions, and now is suggesting that we simply adapt to global warming, letting U.S. emissions rise even while other countries work to reduce pollution. (*See "Where we stand," page 3.*) Despite these obstacles, we've moved the climate de-

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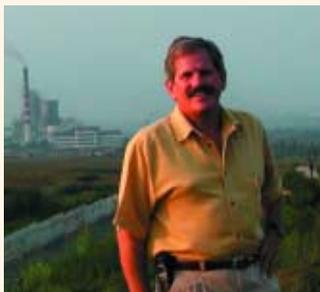
### DuPont cut its heat-trapping emissions by 63 percent.

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bate forward thanks to member support and timely gifts to the Campaign for Environmental Defense. The campaign was launched to fend off attacks on the environment.

#### Clean air visionary

Environmental Defense economist Dr. Daniel Dudek helped persuade the first Bush administration to institute emissions trading under the 1990 Clean Air Act, resulting in steep cuts in sulfur dioxide, a cause of acid rain. *The Economist* called it "the greatest green success story of the past decade." Through the efforts of Dudek and others, emissions trading became an integral part of the Kyoto Protocol on global warming. Dudek is pictured in China, which has embraced our cap-and-trade approach.



"Global warming is the most important environmental threat we face today," says Environmental Defense president Fred Krupp. "Major companies have stepped up to the plate, but not the U.S. government."

Eight of the world's largest corporations have joined our Partnership for Climate Action, setting firm targets for reducing their own greenhouse gas emissions. Success came faster than expected. The companies already have cut their total emissions 17% below 1990 levels, three times the reduction required under the Kyoto Protocol. One partner, BP, achieved its promised reduction eight years early, saving \$650 million in the process.

Another partner, DuPont, set an ambitious target of reducing its emissions by 40%. "Critics claimed such targets

were too big and too costly," says our policy analyst Andrew Aulisi. But the chemical giant exceeded its target, achieving a 63% reduction, in part by investing \$50 million in retrofits. And the company remained profitable.

Greenhouse gas reductions "will very likely be a reality all over the

world," explains DuPont vice president David Findlay. "The sooner you start managing your business with that in mind, the better off you'll be." In November, DuPont completed an emissions trade with Entergy Corporation, showing it could benefit financially from its surplus reductions. (*See box at right, "How emissions trading works."*)

#### FROM VOLUNTARY TO NECESSARY ACTION

Although these companies' actions are voluntary, they illustrate the kinds of actions that would occur globally under the Kyoto Protocol. If Russia ratifies the treaty, as expected in 2003, it will go into force, committing signatories to reduce their emissions. Our work in Russia began a decade ago. When Moscow faltered on its resolve to join Kyoto, we partnered with Russian environmental officials to identify public health benefits.

"Businesses are increasingly recognizing that purely voluntary approaches will not be enough" to stop global warming, Senator John McCain (R-AZ) noted last year. Environmental Defense is working with McCain and Senator Joseph Lieberman (D-CT) on greenhouse gas legislation that could become



On thin ice: Receding polar caps are one indicator that global warming is upon us.

Tui De Roy/Minden Pictures

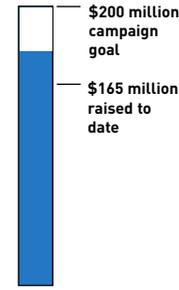
a litmus test for U.S. climate policy. We've also contributed to important state-level actions. For example:

- In New England, our climate research and outreach activities helped both Massachusetts and New Hampshire act to limit greenhouse gas emissions from power plants.
- In California, we helped pass the nation's first law for reducing greenhouse gas emissions from cars and trucks, despite multi-million-dollar opposition from automakers.

- In New York, our general counsel James Tripp served on Governor George Pataki's Greenhouse Gas Task Force, where he played a key role in developing recommendations to cut emissions from the transportation sector.

- In Idaho, we're helping develop a climate bill in the state legislature that could include crediting for carbon sinks, which draw carbon dioxide out of the atmosphere.

The Campaign for Environmental Defense has enabled us to undertake



many such efforts as part of a broad strategy to combat global warming. To date, \$165 million has been raised toward the campaign's \$200 million goal. Gifts to the campaign also will help preserve the oceans, America's wildlife and human health.

For more information about The Campaign for Environmental Defense, please call Paula Hayes, Vice President for Development, at 212-505-2100.

## Getting to less: How emissions trading works

The pollution that causes global warming, mostly carbon dioxide (CO<sub>2</sub>) from smokestacks and tailpipes, rises into the atmosphere and circulates globally. It doesn't matter *where* CO<sub>2</sub> is reduced, as long as total emissions are cut.

With an efficient cap-and-trade system, as developed by Environmental Defense, the government sets a limit or "cap," lowering overall pollution, and leaves it to companies to find the most efficient way to meet the cap.

### 1. The challenge

Carbon dioxide builds up in the atmosphere, forming an insulating blanket that traps too much heat from the sun. Once in the atmosphere, CO<sub>2</sub> can last 100 years or more, continuing to cause warming.

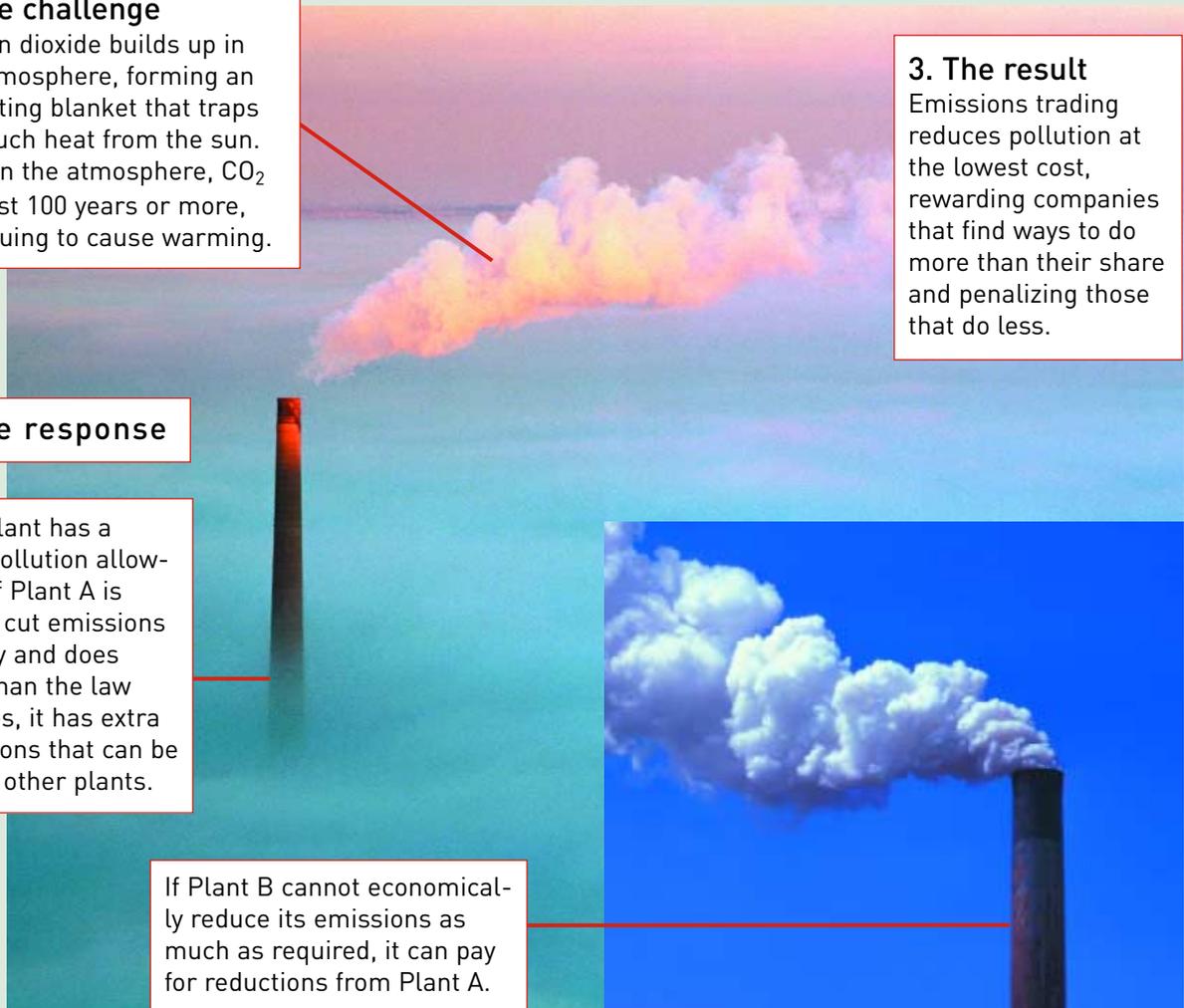
### 2. The response

Each plant has a strict pollution allowance. If Plant A is able to cut emissions cheaply and does more than the law requires, it has extra reductions that can be sold to other plants.

If Plant B cannot economically reduce its emissions as much as required, it can pay for reductions from Plant A.

### 3. The result

Emissions trading reduces pollution at the lowest cost, rewarding companies that find ways to do more than their share and penalizing those that do less.



# Regional update

## Study finds global warming could ravage U.S. crops

Asked to picture what greenhouse gas pollution could mean to the American heartland, most people think of parched, cracked fields under a relentless sun. But rainfall patterns are likely to become extreme as well, resulting in heavy flooding, a report by Environmental Defense and others says.

If greenhouse gas emissions are not curbed, U.S. crop losses from excess rainfall may double in the next 30 years, according to the study, which was published in *Global Climate Change*. The resulting price tag could climb to \$3 billion per year.

### U.S. Crop losses could double in 30 years.

We reached these conclusions working with scientists from Columbia University, NASA-Goddard Institute for Space Studies and Lawrence Berkeley National Laboratories. This team modified a standard computer model for crop yields to simulate crop damage from too much moisture in the soil. Then it applied the model to climate projections used by the U.S. government that show the average number of “extreme precipitation events” in corn belt states increasing by 30% between now and the 2030s.

Losses could end up even higher, because direct physical damage to crops from heavy rains and hail is not covered by the study.

“Aggressive steps to reduce greenhouse gas pollution are needed right now if we hope to head off many of these changes,” asserts our scientist Dr. Janine Bloomfield.



After the flood: These crops along the Iowa River were devastated in 1993.



Snowy egrets and other long-legged waders breed at New York City's Jamaica Bay Wildlife Refuge. Recently committed funds could help protect their nesting habitat.

## \$60 million will help protect New York wetlands habitat

On a given day, passersby at the Statue of Liberty include cargo ships, kayakers and the occasional egret.

Wildlife in New York Harbor now faces a brighter future, thanks to a commitment for \$60 million over three years to protect key habitat in the estuary. Environmental Defense general counsel James Tripp helped secure the funding. “These funds are an essential down payment on the ecological future of the estuary,” says Tripp.

Tripp brought together environmental groups, including NY/NJ Baykeeper, to develop a budget for near-term priorities. The Port Authority of New York and New Jersey stepped up and included the funds in a new resource stewardship program.

Some of the monies may be used for a pilot project to restore eroding wet-

lands in the Jamaica Bay Wildlife Refuge, a world-renowned birding hotspot.

“Time is critical,” says Don Riepe, the refuge district manager. “The marshes are eroding at the rate of 40 to 50 acres a year.”

Another prime candidate for protection is the Hackensack Meadowlands,

### New York Harbor is an essential hub for wildlife.

where a major developer wants to build a mega-mall.

“Proposals for new port facilities and waterfront parks in the New York area are on the table, and we need to ensure that habitat is included in the planning process,” says Tripp.

“Economic, recreational and ecological interests all go together.”

# Paradise regained

## CAMPAIGN IN YOSEMITE COULD UNDO A 90-YEAR-OLD MISTAKE

For nearly a century, the Hetch Hetchy Valley, a beloved attribute of Yosemite National Park, has lain hidden under 300 feet of water, serving as a water tank for the City of San Francisco.

Once, its granite cliffs, sky-high waterfalls and flowering meadows John Muir to call Hetch Hetchy a “grand landscape garden, one of nature’s rarest and most precious mountain temples.” Muir led the fight against the dam that would destroy the valley in 1913. When the battle was lost, Muir is said to have died of a broken heart.

Ninety years ago, the inundation of the eight-mile long Hetch Hetchy Valley behind O’Shaughnessy dam remains one of our nation’s worst environmental mistakes. We and our allies decided to do something about it.

Our opportunity came when engineers revealed plans to repair San Fran-



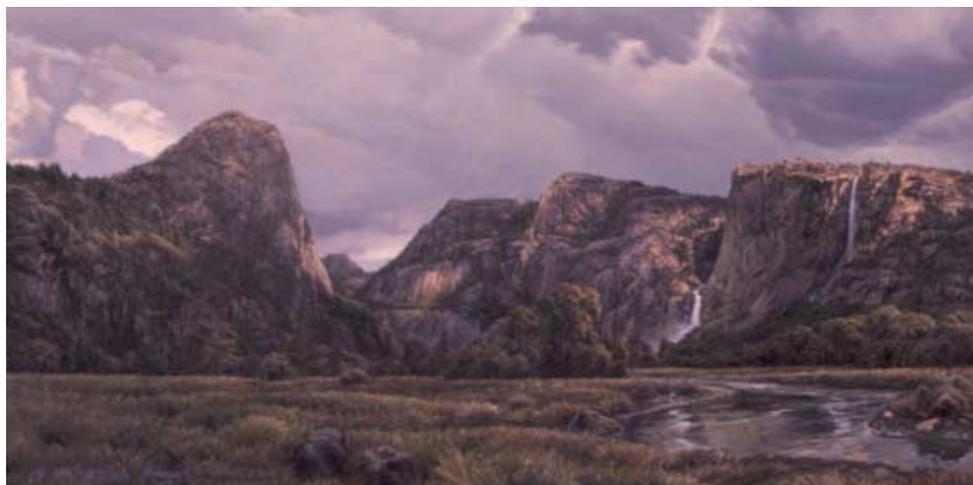
Library of Congress

John Muir was broken-hearted when Hetch Hetchy vanished under 300 feet of water.

cisco’s aging and seismically vulnerable 150-mile long Hetch Hetchy water delivery system. The plans go far beyond fixing old pipes and include building a reservoir. Voters have approved \$1.6 billion in financing to pay for the upgrades.

Our regional director Thomas Graff asked key officials to start rethinking the entire system. “We believe it is possible to repair and even expand the water supply system and also provide environmental benefits,” Graff wrote to Mayor Willie Brown.

We have asked San Francisco to support a study examining alternatives for water storage. These include expand-



Painting by Brooks Anderson

Requiem for a valley: Before it was flooded, the Hetch Hetchy Valley was celebrated as a wonderland of waterfalls and subalpine meadows.

ing existing reservoirs or using aquifers. If we succeed, 1,900 acres of submerged valley floor will be uncovered.

### OTHER DAMS HAVE BEEN DISMANTLED

The idea has taken root. Four major newspapers editorialized in support and *The New York Times* predicted our campaign “may well lead to something remarkable.” Though the dismantling of productive dams is not common, other dams have been taken down when they interfered with fisheries. “A restored Hetch Hetchy Valley would be a tremendous asset for the whole country,” says our analyst Spreck Rosekrans, whose hydrologic modeling proved critical in convincing decision-makers about the feasibility of restoring the valley.

Three members of the city’s Board of Supervisors have introduced a resolution pledging cooperation with our study. San Francisco’s top water official says the idea of replacing the reservoir will be part of the environmental reviews for the upgrades.

In the old days, Hetch Hetchy—an Indian term for “grass valley”—was a breathtaking glacier-carved valley. When the 312-foot-high dam was announced, a bitter political struggle broke out. *The New York Times* published six editorials against the project, lambasting “San

Francisco Philistines who know how to ‘improve’ the handiwork of the Creator.” Dam builders called environmentalists “short-haired women and long-haired men.” When the valley disappeared, the

### Influential officials are adding their voices to ours.

*Times* railed: “The battle was lost by supine indifference, weakness, and lack of funds.”

Rosekrans intends things to be different this time. “It is troubling that San Francisco, a strong supporter of environmental causes, draws water from a national park,” he says. “I hope we won’t have to wait another 90 years for the Hetch Hetchy Valley to become a magical place again.”



Geomages

Does this belong in Yosemite National Park?

# Help for a booming land-preservation movement

Robert Buelterman/POST



Cloverdale Ranch: No place for a parking lot.

Picture a shopping mall in place of redwoods and sweeping ocean vistas. That might have been the fate of the Cloverdale Coastal Ranch had the San Francisco Peninsula Open Space Trust not acquired it.

Stretching across 5,600 acres off California's famous Route 1, the ranch is home to the endangered red-legged frog

and San Francisco garter snake.

Land trusts are a fast-growing national movement to stop sprawl and protect wildlife. The number of land trusts leapt 42% over the past decade, and today more than 1,200 groups protect 6.2 million acres na-

tionwide. Because most endangered species inhabit private land, these trusts are key to helping species recover.

In Cloverdale, the Trust seeks to restore heavily grazed grasslands by prescribed burning, but this could trigger years of red tape under the Endangered Species Act and cost hundreds of thousands of dollars. Our wildlife attorney

Michael Bean stepped in to help the group apply for a streamlined permit that would allow them to manage the land for endangered species without subjecting them to the same process for developers that are destroying habitat.

"Without such assistance, many trusts would be delayed or even prevented from protecting endangered species," says the Trust's Paul Ringgold. "Michael's solution could become a model for other land trusts."

At a recent Land Trust Alliance meeting attended by 1,800 people, Bean presented our nuts-and-bolts guide, *What Land Trusts Should Know*, and our ecosystems specialist Kathy Viatella explained how to take advantage of \$3 billion in Farm Bill funds for wildlife restoration on private land.



"What Land Trusts Should Know About Endangered Species Regulation" is at [www.environmentaldefense.org/go/more](http://www.environmentaldefense.org/go/more).

## Can the Army Corps mend its ways?

Before the U.S. Army Corps of Engineers arrived, the Mississippi River and its wildlife were sustained by seasonal flooding. But a nearly continuous string of levees, largely financed by the Corps, has cut off the Mississippi from most of its floodplain.

Now the Corps wants to finish the job. Soon the Corps expects to receive initial funding for an \$85 million levee and pumping station near New Madrid, MO, that would bring an end to seasonal flooding on 80,000 acres. "This is one of the last remaining links between the Mississippi and its floodplain," says our water resources specialist, Scott Faber. Even the project's primary purpose, to reduce flooding in a nearby town, would not be met. Environmental Defense persuaded Missouri officials to delay the project.

Although it continues to excel at boondoggles like this, the Corps is seeking to atone for its anti-environmental ways. Amid a difficult climate in Washington, Corps reform remains one of the best opportunities for environmental progress. We have proposed legislative reforms such as independent review of controversial projects that have won support from both fiscal conservatives in Congress and environmental advocates.

Ultimately, hope for reform may lie among the Mississippi's bayous. Millions of acres of wildlife habitat there are

being lost at an alarming pace, with the river's delta losing 30 square miles of wetlands each year. Corps-built levees, dams and training structures are largely to blame. But now, the Corps is working with us to develop a bold restoration plan for the river's floodplain forests and delta. If the project goes ahead, it will be the most ambitious restoration effort in the nation's history.



Alan Schein/Corbis

If the present rate of erosion in the Mississippi Delta continues, New Orleans will be a beachfront community by 2050.

## U.S. and Mexican experts map Colorado River delta's health

The Colorado River delta was once a vast network of waterways covering nearly two million acres. But thirsty farms and cities in the U.S. and Mexico have choked off the river's flow, threatening not only wildlife but also the Cucapá

Indians' way of life. Recent floodwaters have revived parts of the delta, previously declared a dead ecosystem.

Now we are helping lead efforts to protect this critical wetland. We brought together U.S. and Mexican experts to map a strategy for preserving the region—literally. Using Geographic Information Systems (GIS) technology, experts created interactive maps that highlight conservation opportunities such as restoring water for native trees that benefit the endangered Southwest willow flycatcher.

"This is the first time experts have pooled their knowledge to come up with conservation pri-

orities for the delta," says our ecosystem specialist Jennifer Pitt. "It's a model of binational cooperation." The group presented its findings to senior U.S. and Mexican officials to use as a blueprint for talks later this year on restoring the delta.



Carlos Valdes-Cassilas

Cross-border conservation: One place where U.S.-Mexico cooperation is working.

## An ocean treasure preserved—for now

Environmental Defense has staved off several attacks on the Northwestern Hawaiian Islands Coral Reef Ecosystem Reserve. With more than 30,000 letters from members, we helped convince the Bush administration not to weaken protections. And we exposed a backdoor attempt by fishery managers to ease fishing for 49 coral-reef-dependent species by "reategorizing" them as bottomfish.

The 1,200-mile-long area is the world's largest marine reserve, home to enormous coral colonies estimated to be more than 1,000 years old. "Protections for this unique ocean treasure have been under constant assault," says our scientist Stephanie Fried. Now the Western Pacific Fisheries Management Council, which oversees area waters, wants to reopen the local lobster fishery. The Council helped drive the fishery into collapse, permit-

ting up to five times the recommended catch. (A boat owned by the Council head was caught with illegal lobsters and fined \$40,000.)

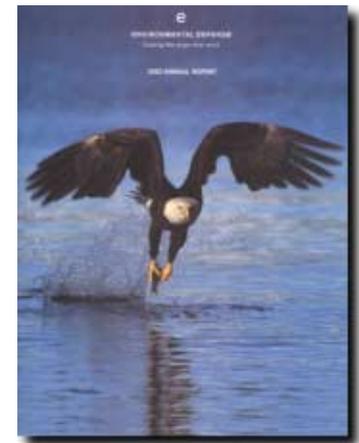
Now the state is developing protections for shallow, coral-rich waters in its jurisdiction, which are sure to draw opposition. "Support from our members has been crucial, but the fight is far from over," says Fried.



Jonathan Blair/Corbis

Overfishing of lobster limited the food supply of the monk seal.

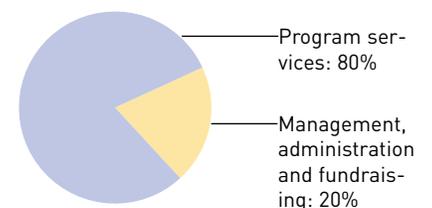
## Thanks to you, a year of solutions



Our 35th anniversary year brought record support from members and friends, making possible the many victories described in our 2002 Annual Report. Enjoy a behind-the-scenes look at these achievements by ordering your free copy (using the reply form at left) or see the report online at [www.environmentaldefense.org/more](http://www.environmentaldefense.org/more).

Eighty cents of every dollar spent this fiscal year went directly to our program services. Thank you for your generosity in making these results possible! With your continued support, 2003 will bring significant new victories.

### How donations were used



## Recycling's new generation

To find recycled products mentioned in this story, contact the suppliers below, or ask your local merchants to stock products with post-consumer recycled content.

**Clothing:** Synchronilla fleece from Patagonia, 800-638-6464 or [www.patagonia.com](http://www.patagonia.com). Polartec fleece from MED, 888-847-0770 or [www.mec.ca/Main/home.jsp](http://www.mec.ca/Main/home.jsp)

**Home improvement:** The Home Depot, 800-430-3376, [homedepot.com](http://homedepot.com).

**Office and school supplies:** Mama's Earth, 87 Railroad Street, Great Barrington, MA 01230, 800-620-7388, [www.mamasearth.com](http://www.mamasearth.com); Staples, 1-800-3STAPLE, [www.staples.com](http://www.staples.com) (search for "recycled").

**Sandboxes, play sets and toys:** Amazing Recycled Products, P.O. Box 312, Denver, CO 80201, 800-241-2174, [www.amazingrecycled.com](http://www.amazingrecycled.com); The Green Store, 71 Main Street, Belfast, ME 04915, 207-338-4045, [www.greenstore.com](http://www.greenstore.com); Grandpa's Cradle Company, 5204 Onyx Avenue, Montague, CA 96064, 530-459-0829, [www.grandpascradles.com](http://www.grandpascradles.com).

**Toner and ink-jet cartridges:** Recycled Office Products, 27 Walnut Street, Peabody, MA 01960, 800-814-1100, [www.recycledofficeproducts.com](http://www.recycledofficeproducts.com); AtLasta Specialty Ink, 4600 South Square Drive, High Ridge, MO 63049, 636-677-1900, [www.inkmkr.com](http://www.inkmkr.com).

**Trash bags, paper towels, napkins and tissue:** Seventh Generation, 212 Battery Street, Suite A, Burlington, VT 05401-5281, 800-456-1191, [www.seventhgeneration.com](http://www.seventhgeneration.com).



T. Charrels Erickson

Curb-side programs are just the first step. Today, it's equally important to buy recycled.

## Out of the box RECYCLING COMES FULL CIRCLE WITH NEW PRODUCTS

Recycling is America's favorite environmental activity. One hundred million of us do it every day. And many Americans help make recycling work by buying products made of recycled materials. Sales of recycled products grew by 13% between 1967 and 2000.

But all is not rosy in the world of recycling. New York City mayor Michael Bloomberg imposed an 18-month moratorium on recycling glass and plastics, due to high collection costs and low demand for the materials. Other cities, including Albuquerque, Atlanta and Baltimore are considering cutbacks.

It doesn't have to be this way. In Europe, efforts to end packaging waste are increasingly effective, as shown by Germany's Green Dot laws, which hold producers responsible for recycling their packaging. Twenty-five local governments in the U.S. have adopted "zero waste" as a guiding principle. Santa Clarita, CA, has even taken on the messy task of recycling its disposable diapers.

No doubt, more recycling would be good for America. How can a recycling believer improve the picture? One sim-

ple way is to create demand by buying more recycled products, including familiar items like paper and imaginative items like some of the examples here:

• **Pop bottle fashions.** Companies like Wellman Inc., which markets its product as Fortrel EcoSpun, turn #1 plastic soda bottles into polyester for use in carpets and other textiles as well as clothing. Garments made from bottles include fleece jackets, sweatshirts and t-shirts. Wellman says recycling three billion plastic bottles will save 500,000 barrels of oil a year.

• **Fun stuff for the kids.** Most of us have decried the amount of plastic in our children's lives, but what about a sandbox made of 100% post-consumer recycled plastic? Or a 95% post-consumer plastic kids' art easel? Kids can soar in a horse swing made from 100% recycled tires and other recycled materials. And the very young can drift off to dreamland in a baby's cradle made from old wine barrels. For pets, Wal-mart sells a 100% recycled dish from Blueberry Plastic Mill.

*This guest article is one of a series by the editors of E/The Environmental Magazine (for subscription information: 800-967-6572 or [www.emagazine.com](http://www.emagazine.com)). Opinions are the author's and not necessarily those of Environmental Defense staff.*

• **School supplies.** Mama's Earth will outfit eco-kids with such interesting products as pens made from discarded furniture dowels, pencils made from recycled cardboard and newsprint, soy crayons that are not petroleum-based, and 100% post-consumer writing tablets, copy paper and three-ring binders.

• **Toner cartridges.** Ink powder contains cyanide-based chemicals that pollute water and soil when dumped in landfills. In the United States, 56% of used ink-jet printer cartridges are reclaimed and recycled, but we could be doing much more with the toner cartridges from laser printers and copiers. One toner cartridge and its packaging create 3.5 pounds of waste, and businesses could realize 20-50% sav-

ings by switching to recycled cartridges.

• **Tissue, towels and paper galore.** Tissue and paper towels with recycled content are readily available and cost about the same as—or less than—their non-recycled counterparts. Top-quality recycled copy paper, writing paper, envelopes and greeting cards are easy to find, but be sure to check labels for the highest percentage of post-consumer recycled content.

• **Trash bags.** For the trash you can't recycle, there are recycled trash bags. Thirty-gallon drawstring trash bags and 13-gallon kitchen bags from Seventh Generation have 80% post-consumer recycled content.

By Jim Motavalli

## A great tax savings idea



Your bequest to Environmental Defense can help ensure a healthy future. It will also be deductible from your estate, benefiting those you care about most. Act today and have a lasting impact.

For information on ways to include Environmental Defense in your will, call toll-free 1-877-677-7397, or write Anne Doyle, Environmental Defense, 257 Park Avenue South, New York, NY 10010.

## ENVIRONMENTAL DEFENSE ACTION CENTER

### Don't let catalogers sell nature short

Last year 17 billion catalogs were mailed in the U.S.—59 for every man, woman and child. Almost none contain recycled paper, we discovered in a recent survey. We asked our email Action Network to help stop this waste. Within five days, top catalogers were deluged by messages from more than 5,300 activists asking them to switch to recycled.

“Several companies told us they didn't think using recycled paper mattered to their customers,” says our project manager Victoria Mills. “They are getting the message that they were wrong.”

If the entire industry switched to just 10% post-consumer recycled content paper, the savings in wood use would be enough to stretch a six-foot-high fence across the country seven times. Recycled paper is widely available and competitively priced, and making it takes less energy and generates less pollution.

#### WHAT YOU CAN DO:



Send a letter to catalog companies asking them to switch to recycled at [www.actionnetwork.org](http://www.actionnetwork.org). Find our report, *Does Your Catalog Care?*, at [www.environmentaldefense.org/go/catalogs](http://www.environmentaldefense.org/go/catalogs).

### A greener world: Just a click away

Want to find out which foods have chemical contaminants or learn how to reduce household toxins? A new Environmental Defense web site, [greenadvisor.org](http://greenadvisor.org), compiles the best green consumer information online. Find easily-accessible tips on buying environmentally friendly products; cooking green, healthy meals; recycling and reducing waste, and enjoying nature without leaving more than footprints behind.



Ken Levinson

### Cut down on unwanted mail

To stop receiving advertising mail from many national companies, send your name (including various spellings) and address to: DMA Mail Preference Service, P.O. Box 643, Carmel, NY 10512 or go to [www.dmaconsumers.org/off-mailinglist.html](http://www.dmaconsumers.org/off-mailinglist.html).

To stop receiving a particular catalog, or if you receive multiple copies, call the toll-free number in the catalog and ask that your listing(s) be removed. Many companies will also honor requests to receive catalogs less frequently and a few may let you switch from paper catalogs to email offers.

Ask your city or town how to recycle your catalogs. If a catalog has stick-on labels or nonpaper inserts that can interfere with recycling, let the company know you'd like them to avoid such items.



## Earth index

- Percent of foods on U.S. grocery store shelves containing at least one genetically modified organism: **60%**.
- Number of bird species in the world now endangered: **1 in 8**.
- Drop in acid-rain-causing sulfur dioxide emissions since passage of the 1970 Clean Air Act: **42%**.
- Amount of sea creatures killed by fishermen for every pound of shrimp caught: **3 pounds**.
- Increase since 1970 in miles driven by the average American: **200%**.
- Number of vaquita porpoises believed to survive today in the Colorado River Delta: **fewer than 100**.
- Percent of land in the contiguous U.S. used for farming: **55%**.
- The amount of paper used annually to produce catalogs in the United States: **3.6 million tons**.

### What they're saying about Environmental Defense

*"Thanks in part to the work of Environmental Defense, North Carolina now has the most aggressive clean air bill in the nation."*

—Michael Easley  
Governor of North Carolina



Gibson Stock Photography

Most organic food is now sold in supermarkets. But don't forget local organic farmers!

## New organic standards will help the environment—and you

In 1980 when Brian Leahy set out to farm organic rice in Chico, CA, a local newspaper editorialized that he was part of a Communist conspiracy to overthrow the food chain. "We've come a long way since then," says Leahy. "Organic agriculture is the most successful grassroots movement of the 60s."

The figures bear him out. According to the USDA, organic cropland quadrupled between 1992 and 2001. Since 1990, retail sales of organic food climbed more than 20% a year, with \$8 billion in sales projected this year. Today, more organic food is sold in supermarkets than anywhere else.

This fall the USDA finally issued detailed national standards for growing organic food. Now foods may only be classified as organic if they've been produced without hormones, antibiotics, herbicides, insecticides, chemical fertilizers, genetic modifica-

tion or bacteria-killing radiation.

Our scientist Dr. Rebecca Goldberg was the only environmentalist on the advisory board that helped develop the standards. "Organic foods are good for consumers and the environment," Goldberg says. "They promote biological diversity, encourage soil fertility and give consumers the chance to say no to substances that should be kept out of the environment."



Before adoption of the standards, consumers often had trouble deciding among bewildering claims for food. With no national standards, the organic industry developed 53 certification organizations. Now one organic label guarantees the rigorous new standards have been met. Says Goldberg, "When you see those little USDA seals, you can count on them to really mean something."



## Solutions

Environmental Defense  
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