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Most of the salmon on dinner tables comes from fish farms. Thanks to our new partnership with a leading retailer, fish lovers can now buy healthier farmed salmon.

Not a 'Humpty-Dumpty world'

FEDERAL COURT REJECTS ADMINISTRATION ATTEMPT TO WEAKEN CLEAN AIR ACT

"Imagine judges holding that the law means what it says," opined *The Salt Lake Tribune*. "Why, if this sort of thing keeps up, the Clean Air Act will require cleaner air."

The editorial was one of dozens by newspapers across the country applauding a recent federal appeals court ruling against the Environmental Protection Agency. At issue was the Clean Air Act's New Source Review (NSR) program, which requires older facilities to install modern pollution controls when they make upgrades that increase emissions.

In 2003, the Bush administration relaxed the rule to allow plants to avoid installing state-of-the-art pollution equipment if the price of the upgrade was less than 20% of the total cost of replacing the facility. Such modifications would be considered "routine maintenance." This high threshold would have allowed thousands of plants to expand operations—and increase pollution—without review.

Fourteen states and a coalition of advocacy groups—including Environmental Defense—challenged the new EPA rule in court, and this spring, we won. "This is a triumph for clean air," says our attorney Vickie Patton, who partnered with Earthjustice on the case. "NSR is a bedrock provision of the Clean Air Act."

The rule would have had the perverse effect of encouraging companies to expand operations at notoriously dirty facilities. This is not, the court noted, what Congress had in mind. "Only in a Humpty-Dumpty world" could the administration's interpretation

of the law stand, the court said. "We decline to adopt such a world view."

The court's unanimous decision dramatically boosts the prospects for achieving cleaner air sooner, by empowering local communities to keep polluters honest. Demonstrating how NSR can be a powerful tool, Environmental Defense sued Alcoa in 2001 for failing to install pollution controls when it rebuilt its massive aluminum smelter in Rockdale, TX, in the 1980s. Our lawsuit resulted in a settlement in which Alcoa agreed to reduce smog-forming pollution by 90% at the facility, which was one of America's largest industrial polluters.

Preserving NSR complements the recently adopted Clean Air Interstate Rule (CAIR), which we also helped

*Please see
Cover Story, p. 2*



An end to free rides for the dirtiest coal plants: Thanks to our court win, the next generation can look forward to cleaner air.

For some, the bottom line is now green



Making laws in America can be difficult and messy. Fortunately, sometimes we have an option to make big environmental gains more directly, by partnering with businesses.

Not long ago, Environmental Defense sat down with leading meat buyers like Bon Appétit and McDonald's and came up with purchasing standards to produce meat without the routine use of human antibiotics. The companies then negotiated with their suppliers. The result? Four of the nation's top poultry producers have virtually ended the harmful practice.

We helped enact a similar purchasing policy for pork with the

Compass Group, America's second largest food service company. When we approached its key pork supplier Smithfield Farms with Compass at our side, Smithfield agreed to meet Compass's requirements.

This type of achievement is not new for us. Environmental Defense pioneered environmental-business partnerships with McDonald's to reduce

Working with business brings environmental gains

waste, and set up a special unit to explore emerging opportunities.

Ten years later, we've honed the skill. First, we identify market leaders like FedEx who value such work. We build trust by rolling up our sleeves and discovering the uniqueness of each

company, its culture and challenges. Then, we use our expertise to set aggressive yet feasible goals.

Having achieved success with poultry and antibiotics, we now hope to affect a similar transformation in the farmed salmon industry (*see story, p. 12*). We accept no payment from corporations for this work. What we get in return is the power to spark large-scale improvements.

Not all environmental problems can be solved through corporate partnerships. But with the help of our members, we're getting companies to do the right thing. America's contribution to environmental solutions will be stronger as more businesses are inspired to lead. For smart companies, the bottom line is now green.

Court restores a critical tool for protecting human health

Continued from p. 1

bring into effect. With its cap-and-trade system, CAIR will lower overall pollution significantly, but it applies solely to regional power plant pollution in the East.

In contrast, NSR is a nationwide

program that applies to all industrial facilities, including chemical plants and refineries. It also covers a broader array of pollutants, including particulates and carbon monoxide.

"These two programs work in tandem," says Patton. "They are critical tools for local governments to protect human health and the environment." Studies have shown that pollution from power plants is more damaging to humans than previously thought, contributing to health problems ranging from asthma to heart attacks.

Lisa Graves Marcucci, a mother and clean-air activist

who lives outside Pittsburgh, says the court ruling gives her hope that EPA investigations of aging facilities near her home, which the agency halted years ago, will now resume. "It's a huge victory," she told *The Christian Science Monitor*, because it "gives us hope that facts and figures and the law will dictate a fair outcome, rather than pressure from lobbyists."



Peter Essick/Aurora Photos

Older plants were exempted from clean air rules with the idea they'd be retired. Decades later, thousands are still going strong.

e
ENVIRONMENTAL DEFENSE
finding the ways that work

Solutions

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MAILBAG

Editor:

Regarding our Ad Council campaign on global warming (April 'Solutions'): Fantastic ads! I've been teaching about global warming at the Community College of Rhode Island for seven years now, but have been frustrated because I can only reach a few hundred people a year. It's nice to finally have some help getting the word out!

Jean Billerbeck, Ph.D.
Warwick, Rhode Island

For an update, see story, page 8.



Bill Aron/PhotoEdit

Editor:

The January-February *Solutions* recommended wind turbines as a clean energy source. An energy source cannot be "green" if it kills thousands upon thousands of bats, as well as birds.

Elaine Woodruff, Petaluma, CA

Our ecologist Dr. Tim Male responds:

Environmental Defense supports wind power and other alternative energy because these sources have fewer impacts than fossil fuels on the health of our planet—including wildlife. That said, we share your concerns about threats to bats and birds. Recent research has produced an array of hypotheses concerning bat behavior around wind farms. Clearly, we need to learn more. In the meantime, we advocate impact studies before wind farms are built to avoid harm to wildlife.

WE WANT TO HEAR FROM YOU!
See addresses at left

Washington watch



Farm leaders join Environmental Defense on climate legislation

The idea, says Environmental Defense policy analyst Sara Hessenflow Harper, "was to reach out to people who don't already agree with us."

We did just that recently at the first meeting of our new Farmers' Advisory Council in Washington. The large-scale grain and livestock growers in the Council come from across the political spectrum, and few are global warming activists. But these heartland leaders understand that a federal limit on global warming pollution is coming, and that unless farmers help shape the rules, they could wind up with new burdens—and missed opportunities.

At the meeting our experts explained options for farmers to reduce greenhouse gases and profit by it. One farmer described how we helped him measure the carbon he kept in the ground by switching to no-till farming and then marketed those carbon credits to a utility. "It was one farmer to another, which is the way to be heard," says Harper.

Now our partners are carrying

the message home, to Virginia, Nebraska, the Dakotas, South Carolina, Minnesota and Montana. "These people have influence in states crucial to passing climate legislation," says Harper.

LOBBYING FOR THE EARTH

The number of registered lobbyists in Washington has doubled since 2000 to 34,750. Amid the din, the environment needs to be heard. In April, 23 Environmental Defense "strategic partners" traveled to the Capitol to lobby for a cap on greenhouse gases, a redirection of farm subsidies to conservation and support for the Endangered Species Act. The group met with a dozen senators.

"We discovered," says Wendy Sommer, director of our Office of Strategic Partners, "how much Environmental Defense members want to engage directly in the complex process of building national policy."

Want to join our efforts on Capitol Hill? Call Wendy Sommer at: 202-572-3324.



Bill Stormont/Corbis

New allies move up to the front lines in the fight against global warming.

Growing pains

HOW TO BUILD HEALTHIER COMMUNITIES IN FAST-GROWING CITIES AND TOWNS

California's San Joaquin Valley is the most productive farm belt in the nation, responsible for about half of the fruits and vegetables eaten by Americans. It also may be the most dangerous place in the United States to breathe.

Air pollution from farms, cars and diesel trucks bathes this dusty valley, corroding lungs and reducing crop yields. The Valley, which has experienced explosive growth in the last two decades, now rivals Los Angeles and Houston for the unenviable status as the nation's smog capital.

"The emergency room is filled with asthmatics and people with chronic lung problems," said Fresno cardiologist Dr. John Telles at a recent public hearing. "If you had a heart attack, there might not be an ambulance available to take you to the hospital."

Like many metropolitan areas across America, the Valley is suffering severe growing pains. It's not just the bad air that troubles residents. Highways are jammed and farmland is being gobbled up by subdivisions.

To address these problems, Environmental Defense is introducing

market-based ideas that deliver growth with less pollution. "We want to give everyone, from home builders to farmers and truckers, the maximum incentive to cut pollution," says our Living Cities director Andy Darrell.

With our help, the San Joaquin Valley this March became the first air district in the nation to reward builders who take impacts on air quality into account before construction begins. The air district's new clean-air framework calls on builders either to design their projects in ways that will cut air pollution from traffic, diesel and other sources or to pay fees to fund local clean-air programs. The goal: To reduce emissions from new developments 50% by 2010.

"Developers have a choice," says our California air quality manager Kathryn



In New York City, Environmental Defense is helping transform five miles of industrial waterfront into a multi-use park.

Phillips, "to build green or pay green." By using advanced clean diesel technologies, adding walking and biking paths, building houses near stores and designing energy-efficient houses, they can lessen the fees. A study by California State University shows that reducing pollution with initiatives like this will result in substantial economic benefits for the region.

Two-thirds of the Valley's air pollution comes from mobile sources, including cars, trucks and construction equipment. "People are driving more and farther," explains Phillips, who co-authored a report that mobilized stakeholders and helped convince the air district to act.

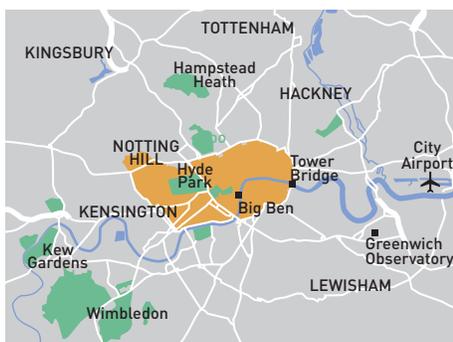
Support for the initiative was widespread, ranging from farm groups to the bishop of Stockton, who represents 33 parishes in the San Joaquin Valley. "If the Valley ever is going to have clean air, then everyone has to be part of the solution," says Roger Isom of the California Cotton Growers and Ginners Association.

Local farmers and farm organizations have now teamed up with Environmental Defense to increase incentives in the federal farm bill that would help them convert to cleaner equipment and fuels.

London's answer to gridlock

Imagine New York City with less smog, less traffic and fewer delays. That may seem impossible, but London has done it. In 2003, that city introduced "peak pricing" within its urban center. Commuters are charged a "congestion fee" for driving into the central business district during the workday.

Proving the skeptics wrong, the experiment has been a resounding success: Traffic has decreased 30%, delays have been cut by half, bus ridership is up 37% and the air is cleaner. Environmental Defense is working with the Partnership for NYC, a major business association, to bring peak pricing to the Big Apple.



London has transformed its inner core (in orange) into a pedestrian-friendly zone.

A MULTI-PRONGED APPROACH

Many of the solutions we've introduced in the Valley also work in metropolitan areas, which are projected to grow 20%-40% over the next 25 years. Americans are already fed up with breathing polluted air and spending an average of 55 workdays commuting in traffic every year. Environmental Defense is tackling these seemingly intractable problems by working at multiple levels, from rewriting federal policy to creating local incen-

tives for the private sector.

Vehicle emissions are a priority. In cities like Los Angeles and New York, 70% of the cancer risk linked to poor air quality comes from tailpipes, mostly from diesel engines.

To accelerate innovation, we helped New York City adopt incentives to cut pollution up to 90% from diesel backhoes, trucks and harbor vessels. Today, the cleanest diesel technologies in the world are being developed for the New York market. In Los Angeles, we led

negotiations that resulted in \$500 million worth of environmental and job benefits for neighborhoods affected by the expansion of Los Angeles International Airport. *The Los Angeles Times* called the agreement "the first of its kind nationwide to take such a broad array of community concerns into account."

"Communities aren't powerless to shape their future," says Darrell. "With the right incentives, healthy growth, clean air and neighborhoods with green space can all be part of America's future."

Tackling America's pollution 'hot spots'

Pollution hot spots aren't confined to factory towns and big cities. Problem areas can be found along desert roads, near schools or farmland. Working with the Harvard School of Public Health, Environmental Defense has determined that new highways, ports and freight cor-

ridors pose unusually high threats to local health. To address these problem areas, we are developing market-based strategies to clean up the dirtiest vehicle fleets and drive down emissions from the transportation sector, the leading cause for declining air quality in most cities.



Green ports We are cleaning up the Port of Los Angeles, the city's largest industrial polluter. Our attorney Jerilyn Lopez Mendoza was appointed a harbor commissioner, with a charge to give L.A. a model green port.



Open land In L.A., we created the Neighborhood Oasis Land Trust to build a network of inner city parks on abandoned lots. In New York, we helped found a coalition that won public access to the waterfront.



Taming traffic

We won changes in federal law, freeing cities to expand the use of peak pricing. We then helped shape toll programs in Minnesota, Virginia and elsewhere to relieve congestion and finance better transit.



Clean diesel Our design for new waste transfer stations in New York would cut diesel pollution by taking idling trucks off city streets, and reduce waste through recycling. We're also advising Houston on a clean-air plan, which includes retrofits for school buses.



Regional update

Reforms bring hope for Gulf fishery

Communities along the Gulf of Mexico have new cause for optimism. In March, fishery managers adopted an innovative plan to revive the Gulf's most important reef fish: the red snapper. The reforms come after 10 years of work by our biologists and economists.

A catch-share plan, to take effect by 2007, will replace outdated regulations that have failed to stem the snapper's decline. The old rules pitted fishermen in a grueling race to catch fish during certain open days, and forced them to throw back tons of snapper, which often died anyway.

Fishermen voted overwhelmingly for the reform plan we helped design. The plan limits the total catch and assigns each fisherman a share, empowering him or her to fish when market and weather conditions are favorable. "We are hoping

Fishermen voted overwhelmingly for our plan

"When stocks recover and the catch limits increase, so does the value of each share," explains our fisheries biologist Pam Baker.

Environmental Defense is leading similar reforms for the Gulf grouper and shrimp fisheries, and pressing Congress to ease the implementation of catch-share programs nationwide. "Thriving fisheries depend on a healthy ocean, and with a little innovation, we can have both," says Baker.

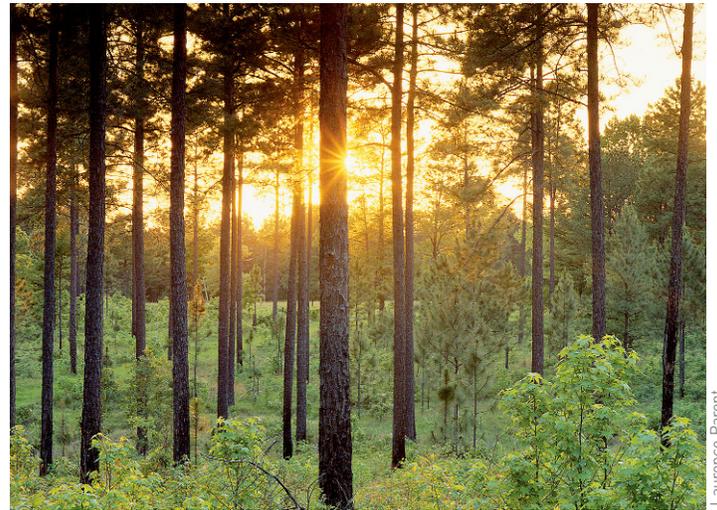


Inflexible fishing regulations forced Captain Russell Underwood out in rough waters just days after Hurricane Rita. He is shown here with our fisheries biologist Pam Baker.

John Rae

to get our lives back and put an end to the race for fish," said fisherman Donny Waters.

The system also gives fishermen a financial stake in conserving.



Laurence Parent

From Texas to Virginia, hearty longleaf pines once dominated the landscape, providing habitat for species that now are endangered.

Saving the Southeast's hurricane-ravaged forests

The 2005 hurricane season devastated 2.5 million acres of forests. When an annual crop is wiped out, farmers can still make money the following year. But timber takes decades to mature.

The U.S. Department of Agriculture (USDA) has earmarked \$400 million to restore 800,000 acres of forest—an area the size of Yosemite National Park. Our Center for Conservation Incentives director Robert Bonnie is showing USDA how these funds can aid both landowners and wildlife.

Environmental Defense has a rich history of protecting bottomland hardwood forests in the Southeast. In 1972, we won an injunction against a canal that would have drained unique wetland ecosystems. This led to the creation of the Cache River National Wildlife Refuge, where the ivory-billed woodpecker was sighted.

In upland areas,

Bonnie is working with local partners to promote the hurricane-resistant longleaf pine, which once dominated the region and shelters the endangered red-cockaded woodpecker. Longleaf trunks make superior utility poles and fetch a high price, but the trees are difficult to regenerate.

Seedlings now have a fighting chance, thanks to techniques pioneered by The

A forest area the size of Yosemite will flourish again

Longleaf Alliance, which will host workshops to inform landowners of the economic and ecological benefits of longleaf. "The 2005 hurricanes were incredibly damaging," says Bonnie. "We hope USDA funds can help make both landowners and forests whole again."

Ecuadorian rainforest wins reprieve from bulldozers

It is one of the most biologically rich and diverse biosphere reserves in the world, a 2.5-million acre range that is home to the Huaorani indigenous people and a wealth of bird, fish, reptile and amphibian species. It has more varieties of plants and trees than any other single forest in the world, more than 40% of all mammal species found in the entire Amazon basin, and more than 100,000 species of insects per hectare. And it has just gotten a reprieve from the bulldozers.

The Yasuní National Park, the crown jewel of Ecuador's park system, has been targeted for oil development to fill a recently completed crude oil pipeline extending from the Eastern Amazon in Ecuador over the Andes to the Pacific. Pipeline consortium member Petrobras had been issued permits by the Ecuadorian Government in 2005 to construct a road into the park to access two planned drilling platforms and a proposed processing facility.

Opponents of the plan point to the experience of the 75-mile Maxus Road—built to facilitate oil drilling in the park in the early 1990s—where deforestation has spread along its route, and intensive hunting has become a problem, threatening primate, big cat and exotic bird species.

Environmental Defense has been a persistent presence in efforts to improve

protection of South American rainforests and native peoples from environmentally destructive projects financed by international banks. We worked with Ecuadorian and German groups to promote environmental mitigation of the impacts of the pipeline, leading the German bank that syndicated the loans to the project, WestLB, to become a founding member of the Equator Principles (see www.equator-principles.com).

EMPOWERING LOCAL ALLIES

Our advocacy included arranging meetings in Washington between Huaorani representatives and the International Monetary Fund, which has endorsed accelerated oil development as the answer to Ecuador's foreign debt burden. We also provided financial aid to local grassroots groups to support their travel and organizing activities. With funding from the C.S. Mott Foundation, the Huaorani were able to travel the 120 miles to Quito last summer to lead a massive demonstration against the Yasuní project.

"That played a key role in increasing the political pressure on the incoming Ecuadorian government to re-examine the permits that were given to Petrobras," says our International program co-director Bruce Rich.

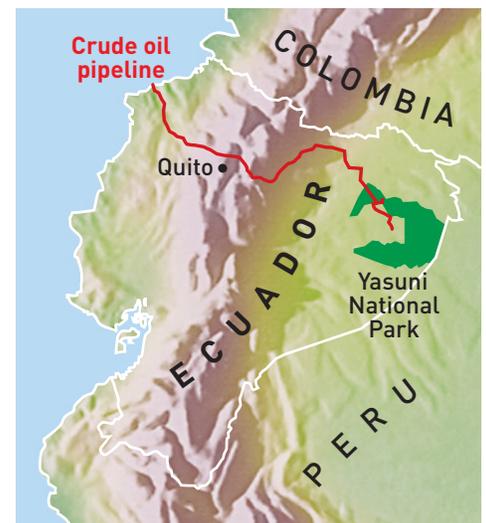
The outcry worked. The gov-

ernment withdrew Petrobras's permits, halting construction of the road near the park's boundaries. The threat to the Yasuní National Park is not over, as the country's massive debt makes its oil reserves an attractive revenue source. Oil companies are now developing a roadless alternative—an "island" approach in which helicopters are used to access facilities in the park. Environmental Defense is rushing to complete an investors' briefing paper that will analyze the risks—environmental, social and political—of this new project.



Can you spot the insect? Camouflaged among leaf litter, this imperial moth exemplifies the mind-boggling diversity in Yasuní National Park.

Pete Oxford/Minden Pictures



In the crosshairs. The lure of oil threatens one of the world's most unique national parks. (Existing pipelines shown in red.)



With the most diverse flora in the world, this park is no place to put an oil industry road.

Pete Oxford/Minden Pictures

The earth is a terrible thing to waste

GLOBAL WARMING AD CAMPAIGN SPARKS MEDIA BLITZ



The face that launched a new consciousness? This image from our campaign has stirred powerful reactions.

In partnership with the Ad Council—the force behind the memorable Smokey Bear and “Friends don’t let friends drive drunk” campaigns—Environmental Defense and the Robertson Foundation launched an unprecedented ad campaign to help people act to fight global warming.

“Millions of Americans acting individually can take a big bite out of the problem,” said Environmental Defense president Fred Krupp.

The response has been overwhelming. In just the first two weeks, more than 5,000 media outlets, from ABC World News to Rush Limbaugh, covered the launch of our television and radio campaigns.

Newsweek praised our focus on citizen action, characterizing our message as “a departure from how the issue is normally framed.” Newspaper headlines amplified our rallying call: Pennsylvania’s *Times Leader* urged readers to “Start Counting ‘Carbs.’” Louisiana’s KTAL-

TV admired the clarity of the message: “Make a Difference, Environmental Defense Says Simply.”

Cyberspace has also been abuzz. AOL put us on their homepage, linking 100,000 people to our free global warming kit. The response was so tremendous, we ran out of our first printing in 24 hours. People from all 50 states have visited our fightglobalwarming.com website—65,000 in just the first few days. More than 45 blogs have hosted conversations on our gripping ads and the growing national outcry for action on climate change.

Member support has been key to our early success. Let’s keep the momentum going.



Help support our global warming ad campaign. Every dollar you donate translates to \$30 worth of airtime. Go to environmentaldefense.org/donate/globalwarmingads

Environmental Defense brokers nationwide mercury deal

Cars can be hazardous off the road as well as on the highway because of a dangerous substance buried inside: mercury.

Although American automakers last used this toxic chemical in hood and trunk lighting systems and antilock brakes in 2002, about 55 million vehicles on the road still contain mercury switches. When the steel from these cars is recycled, the mercury goes from smelter smokestacks into our lakes and rivers, where it can disrupt brain development in fetuses and children.

Now a proposed agreement among Environmental Defense, automakers, steelmakers, recyclers and the EPA promises the safe removal of mercury switches from cars as they are retired.

Under the agreement, now being finalized, automakers will pay to collect and recycle switches nationwide. Our experts facilitated the talks and demonstrated that the problem could be solved economically. “We helped the

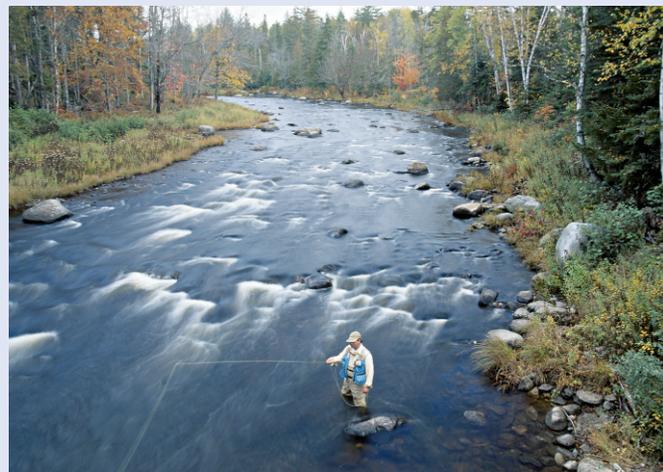
parties realize that they’re better off being part of the solution,” says our policy manager Karen Thomas.

Our efforts began in 2001 with a report highlighting the problem. That attention prompted Ford and other automakers to stop using the switches.

We then created a partnership with recyclers and steelmakers to introduce state legislation requiring the removal of mercury from junked cars. Maine passed the first mercury switch law in 2002, holding automakers financially responsible for taking back mercury switches. Since then, several states have passed similar laws.

For their part, steelmakers have committed to working with suppliers to

ensure that the scrap they buy is free of mercury. They and automakers will provide financial incentives to dismantlers. “There’s no downside,” says Chip Foley of the Steel Recycling Institute. “The sooner we can get the majority of mercury out, the sooner you have cleaner steel scrap and positive impacts on the environment.”



Jeff Greenblatt/Peter Arnold

Mercury from scrapped autos no longer will contaminate streams and fish.

California poised to lead the U.S. on climate action



Eric Risberg/AP Photo

The law we helped write could jump-start a clean technology boom.

California legislators introduced a bill in April that would make the state the first to enact mandatory limits on global warming pollution.

The measure, which Environmental Defense helped draft, is intended to be the

most powerful state action yet to combat global warming. It would cap global warming emissions at 1990 levels by 2020, the target set by Governor Schwarzenegger's executive order. The bill, AB32, is sponsored by Assembly speaker Fabian Núñez and Assemblywoman Fran Pavley, author of the historic 2002 law limiting global warming pollution from cars.

"This will put teeth into the governor's Executive Order and spur a clean technology boom," says Karen Douglas, director of our California climate initiative. Environmental Defense is co-sponsoring the legislation with the Natural Resources Defense Council. (California allows independent groups to formally back bills.)

At the same time, the governor's Climate Action Team released an implementation plan that we helped shape. Both the Democratic legislature and the Republican governor call for market-based systems to cut pollution afford-

ably. "This signals strong political support from both parties," notes Douglas.

A recent study by UC-Berkeley reported that limiting emissions would increase Gross State Product by \$60 billion and create 20,000 clean-technology jobs.

Starbucks serves up a greener cup



Tim Connor

Finally...a guilt-free, extra-hot, double-mocha latte.

Our partnership with Starbucks paid off when the company debuted its environmentally improved cup in March. Instead of being made entirely from virgin fiber, the 1.9 billion cups Starbucks serves each year now will contain 10% postconsumer fiber—the first approved for contact with food. "This effort began with our partnership with Environmental Defense in the 1990s," noted Ben Packard, Starbucks director of environmental affairs.

The company and its suppliers persevered through a series of failed prototypes, and an arduous FDA approval process. The result is a cup that takes much less of a toll on the planet. "Paper is a tremendously resource-intensive commodity," notes our project manager Victoria Mills. Starbucks' new cups each year will save 11,000 tons of wood (about 78,000 trees), enough energy for 600 homes, and enough water to fill 70 Olympic-sized swimming pools.

Help for the parched rivers of Texas

As the southwest suffers through its worst drought in 50 years, an unusual group of officials, scientists and business- es is devising strategies to protect Texas rivers. The waterways mean billions to the state's economy, supporting recreation and replenishing Gulf estuaries that nurture commercial seafood like shrimp, crabs and oysters.

The state has never before considered the needs of the environment in water planning. Governor Rick Perry chartered the special committee after Environmental Defense and our allies convinced him of the necessity. "Our coastal ecosystems generate more than \$12 billion in economic benefits, and they depend on healthy rivers," says our Austin-based water expert Mary Sanger.

Environmental Defense is working on several fronts to protect Texas rivers. In May, 300 scientists and policy makers

converged in Austin for our sixth annual water conference, sponsored with the National Wildlife Federation and Sierra Club. This year's theme was global warming. "Texas is the nation's biggest global warming polluter," notes Sanger. "We got officials talking about what warming will mean for water, our state's lifeblood."



Gerald Sneegeas

The Comanche Springs pupfish is one endangered species that could be saved by better water planning.



Curious about the impacts of your own paper use? Visit www.papercalculator.org

Syllabus for a green planet

The Green Schools Initiative, 1706 Sonoma Ave., Berkeley, CA 94707; 510-525-1026; www.greenschools.net

Project WILD, 5555 Morningside, Suite 212, Houston, TX 77005; 713-520-1936; www.projectwild.org

Center for Environmental Education, Antioch New England Graduate School, 40 Avon Street, Keene, NH; 603-357-3122; www.cceonline.org

North American Association for Environmental Education, 2000 P Street NW, Suite 540, Washington, DC 20036; 202-419-0412; www.naaee.org

On the web

The Environmental Protection Agency's website for teachers: www.epa.gov/teachers

The Sierra Club's environmental education page: www.sierra-club.org/education

Kids for Saving Earth, a kid-friendly nonprofit: www.kidsfor-savingearth.org

From the bookshelf

Easy Green: A Handbook of Earth-Smart Activities by Marty Westerman (American Camping Association)

Sharing Nature with Children by Joseph Cornell (Dawn Publications, \$9.95)

Green Living: The E Magazine Handbook for Living Lightly on the Earth (Plume, \$16) discusses the effects of greenwashing on children.



Michael Newman/PhotoEdit

Teaching children about the natural world has never been more important.

The learning tree: Environmental education for kids

In 1970, Crosby, Stills, Nash and Young sang of a “code that you can live by.” With global warming, endangered species and water scarcity making headlines, that code is increasingly being found in environmental education. But selecting a green curriculum requires vigilance, as corporate public relations firms reach into school systems to place their own spin on issues with free films and study guides.

Here are a few green education organizations that parents, teachers, camp counselors and other educators can trust:

- **The Green Schools Initiative** promotes environmental health and ecological sustainability at schools by passing “green school” resolutions and training parents, teachers and kids to implement environmental action plans. “When my daughter started school, I was shocked at how unhealthy schools are,” says executive director Deborah Moore, a former Environmental Defense scientist.

- **Project WILD** has trained more than a million educators since 1983 to help kids learn more about nature. Its programs instruct Indianapolis seventh graders to build bird houses and Denver elementary schoolkids to build “sensory gardens.”

- Founded by Chevy and Jayni Chase, **The Center for Environmental Education** has an enormous amount of reference material online, searchable by topic. Its “Curriculum Review Library” gives teachers the lowdown on lesson plans in dozens of subject areas, and its “Ask an Environmental Educator” will generate specific answers within two or three business days.

- Only a third of the 1,800 members of the **North American Association for Environmental Education** (NAAEE) are classroom teachers; others work for zoos, nature centers and parks. NAAEE integrates their efforts to build support for green education.

Guest columnist Jim Motavalli is editor of E/The Environmental Magazine (for subscription information: 800-967-6572 or emagazine.com). Opinions are the author's and not those of Environmental Defense staff.

• **Kids & Trees** works with schools, local business and governments to enable middle and high-school children to plant trees in their communities. The hands-on program uses seeds from native trees and shrubs, which the kids germinate, nurture and care for. The young trees are then transplanted to beautify local sites and help fight global warming.

BEWARE OF IMITATIONS

Projecting an aura of environmental awareness while acting destructively is a practice known as greenwashing. Educators should carefully screen free materials that look and feel like the real thing.

For example, an activity book distributed by the American Coal Foundation ignores the catastrophic potential of global warming and teaches that increased carbon dioxide in the atmosphere is good because it “makes plants grow larger.” Similarly, ExxonMobil,

which regularly stymies efforts to curb global warming, informs kids in its Aquarium Without Walls that old oil rigs make dandy offshore reefs.

Similarly, a parents’ guide called *Facts Not Fear* (Regnery Publishing Inc.) dodges the wholesale loss of virgin forests with a simplistic, “We have more trees than we did in 1920.” In the same vein, a teaching kit from International Paper informs children that cutting down mature forest giants “promotes the growth of trees that require full sunlight.”

Parents and other educators should carefully check the source of materials—especially free ones—and when in doubt check with independent experts. Environmental education can be one of the highlights of a child’s learning experience. It’s important to get it right.

—By **Jim Motavalli**

In the market for a tax break?



Your real estate can benefit the environment—and you—in a variety of ways.

- Donate your real estate: receive a tax deduction and avoid capital gains tax.
- Use your real estate to establish a charitable trust or gift annuity.
- Remain in your property during your lifetime, giving Environmental Defense the remainder interest.

To explore these options, contact Anne Doyle, Environmental Defense, 257 Park Avenue South, New York, NY 10010; 877-677-7397; ospreys@environmentaldefense.org

The ticking clock...

With global warming, the future is now. The core science has become unassailable. Ordinary people all over the world are beginning to feel the effects of a warming planet. This new feature will track recent findings in global warming science.

Canadian forests face assault from tree-destroying beetles

An area of Canadian forest three times the size of Maryland is being devastated by voracious beetles formerly kept in check by cold winters. For more than a decade, temperatures in the British Columbia mountains have not been getting cold enough to stop the mountain pine beetles, which are wiping out vast uninterrupted stands of lodgepole pines. Logging communities in the infested areas are working at full capacity to harvest the dead trees the beetles leave behind, but it takes up to 70 years for new pines to reach maturity.

Scientists are worried that the beetle horde will cross the Rocky Mountains and sweep eastward across the continent. Canadian Forest Service scientists say the average tem-



Roger Braithwaite/Peter Arnold

Global warming wake-up call: New data reveal Arctic ice has shrunk 20% since 1979.

perature of winters in British Columbia has gone up more than four degrees Fahrenheit in the past century.

Greenland glaciers melting twice as fast as expected

Recent satellite observations show that Greenland’s huge glaciers are sliding into the ocean twice as fast as five years ago. The report, published in *Science*, pegs the change to warming trends that call into question predictions of how fast sea levels will rise. If the Greenland ice sheet melts completely, scientists predict it will raise sea level by almost 23 feet.

“The last time the world was three degrees Fahrenheit warmer than today—which is what we expect later this century—sea levels were 82 feet

higher,” said Dr. James Hansen, director of NASA Goddard Institute for Space Science. “I think sea-level rise is going to be the big issue soon, more even than warming itself.”



Help Environmental Defense curb global warming: Visit www.fightglobalwarming.com.

Peter Benchley: An appreciation

We note with sadness the passing of *Jaws* author Peter Benchley, a leading conservationist and an ambassador, along with his wife Wendy, for Environmental Defense ocean conservation programs. Benchley died in February at age 65 of a lung disease.

“Peter stirred people’s imaginations about the need to protect our oceans, which he called the planet’s largest wilderness right at our backdoors,” said our president Fred Krupp.

Jaws, a Benchley 1974 book, which became a blockbuster movie, grew out of the author’s lifelong fascination with the sea. He used his considerable charisma to educate people about sharks and ocean conservation.

“He was quite the draw for events,” said our Oceans program director David Festa. He recalled one Benchley function at the University of Miami that attracted the largest audience the school had ever seen for such an event. “Peter was an inspiration,” Festa added. “We’ll miss him greatly.”



After writing *Jaws*, Benchley grew concerned about rampant overfishing of sharks and campaigned tirelessly to protect them.

New standards for farmed salmon Unprecedented partnership nets environmental results

We’re proud of this salmon. Ask us why!

Curious shoppers who saw this sign at Wegmans, an East Coast supermarket chain, learned that Wegmans has asked its farmed king salmon supplier to meet tough health and environmental standards, the result of an unprecedented partnership with Environmental Defense.

To bring healthier farmed salmon to dinner tables nationwide, we worked with Wegmans and leading food-service company Bon Appétit. Together, we developed purchasing standards for farmed salmon. “Environmental Defense identified the environmental goals, then found ways for us to meet them,” says Jeanne Colleluori of Wegmans.

Consumption of farmed salmon worldwide continues to soar, but its popularity raises concerns both about contaminants like PCBs and the threat fish farming poses to marine ecosystems. While Alaskan wild salmon is still the best ecological choice for consumers, it is expensive and not always in season.

Our standards require fish farms to limit contaminants, reduce water pollution and lessen the chances of fish escaping and spreading disease and non-native genes to wild populations. The standards also encourage further innovations, such as the development of closed tank



Grant Heilman Photo

Better fish farming practices reduce harm to wild salmon.

systems. “We’ve long encouraged industry to embrace such standards. Now we have a model,” says Monterey Bay Aquarium Seafood Watch manager Jennifer Dianto.

To reform fish farming, we worked with corporate trend-setters. Wegmans ranked number one on *Fortune’s* 2005 list of the “100 Best Companies to Work For.” Bon Appétit serves top-echelon clients and is an environmental leader in its industry. It also partnered with us on a purchasing standard that reduced antibiotics use in livestock production.

Now we are urging others to improve their farmed seafood offerings. Consumers can help: “Ask the seafood manager at your grocery store to stock wild Alaskan salmon and to adopt tough environmental standards for the farmed salmon they sell,” says our director of corporate partnerships Gwen Ruta.



More on the web: www.environmentaldefense.org/go/newsalmonstandards



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