



Co-op America Quarterly

Economic Actions for a Just Planet

No.69 Summer 2006

Forests: Situation Critical

Eco-Actions:

Hybrid cars get even more efficient

Sweatshop Update:

Firestone tied to alleged child labor and sweatshop abuses

Save the Forests:

Your efforts can preserve ecosystems and stop global warming

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since I was a kid.”



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Co-op America's programs are designed to:

1) Educate people about how to use their spending and investing power to bring the values of social justice and environmental sustainability into the economy, 2) Help socially and environmentally responsible businesses emerge and thrive, and 3) Pressure irresponsible companies to adopt socially and environmentally responsible practices.

Here's what you can do:

Reduce, reuse, recycle, and repair to conserve and protect the Earth's resources. Read *Co-op America Quarterly* and *Real Money* for sustainable living tips for you, your workplace, and your community.

Reallocate the purchases you make from irresponsible companies to socially and environmentally responsible businesses. Turn to Co-op America's *National Green Pages™* to find green businesses. Use Co-op America's long distance phone and travel services.

Reinvest in the future through socially responsible investing. Turn to Co-op America's *Financial Planning Handbook* for your how-to guide. Use the financial services of Co-op America business members.

Restructure the way America does business. Turn to "Eco-Actions," "Boycott Action News," and "Sweatshop News" in this publication for information on the worst offenders and how to demand that they change.

Co-op America's programs are supported almost entirely by contributions from our members. Individual memberships begin at \$20, business memberships at \$85. All members receive our publications and access to our services. Business membership, pending approval, also includes a listing in Co-op America's *National Green Pages™*.

As a national nonprofit 501(c)(3) membership organization, all contributions to Co-op America are tax-deductible. We welcome your membership and contributions.

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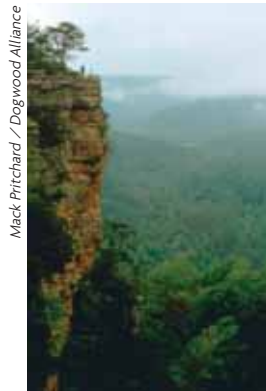
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In Cooperation

Everyday Choices for the Forests

A friend of mine told me about an amazing dream he had and gave me permission to share it with you.

In his dream, he was a little boy, lost on a cold, barren plain. Hungry, scared, and crying so hard he could hardly see, the little boy stumbled on what turned out to be a tree root. The tree swept a branch down to catch him and, speaking in a soothing voice, nestled him into a hollow at the base of its trunk.

The tree said, “I’m here to take care of you—eat my fruit to fill your belly. Use my branches to make a fire to warm you.”

And so the boy did, for days and days and days, feeling warm and safe and happy. Until one day, he realized that he had eaten nearly all the fruit, and cut deeply into the tree for his firewood.

That’s when my friend woke up, desolate, because he realized that the tree that saved his life was dying. In his dream, he hadn’t stopped to think about how he, and the tree, were going to survive together into the future.

What a chilling message from the dream world about a stark reality facing us in the harsh daylight: Our forests around the world are disappearing. Our choices as consumers, businesses, and society are cutting more deeply into them everyday.

An astounding 42 percent of the world’s industrial wood harvest goes into making paper. We’re literally cutting down trees that take years to grow for one-time uses such as paper towels and napkins. Or for catalogs and magazines—nearly all of which are trashed within a year. In the US alone, we print over 12 billion magazines every year; 95 percent of this paper is all virgin. That translates into a tree destroyed for magazines every second. (Rest easy, the magazine you’re reading and all Co-op America publications are on 100 percent recycled paper, with at least 60 percent post-consumer content. See the box on p. 1 for details about the CAQ’s paper.)

This loss of our forests is a slow death sentence for the many species that depend on them—including us humans. As you know, forests are the lungs of the planet, playing a crucial role in filtering our air. And they are the kidneys of our

planet, playing a key role in filtering water, with their roots preventing soil erosion, especially along riverbanks, helping to keep them from flooding.

Forests are havens for migrating birds and for thousands of species that are essential for the biodiversity of life—and the cures for cancers and other diseases facing humans. Indigenous people all over the world depend on forests in a direct and everyday way for their lives and livelihoods. Indeed, all of us do, as my friend’s dream so dramatically portrayed—but for those of us who don’t live in and around the forests, we don’t have the everyday reminders of that simple fact.

And today, as more and more of our society is finally awakening to the climate change crisis, we need to count on forests as our partners in addressing this problem. Forests help stabilize

“
To win against climate change, to preserve the lungs of our planet, to prevent enormous biodiversity losses, and for the future of our society, we need our forests—and we have to act quickly to save them.
”

climate regionally, help keep water in the soil, and breathe in carbon dioxide, the most pervasive of the greenhouse gases. Each year, the worldwide loss of forests, and their capacity to absorb carbon dioxide, contributes almost as much to climate change as all of our cars we drive here in the US.

Sadly, climate change also speeds forest destruction. For example, in the great forests of western Canada, where the winters are no longer cold enough to kill off bark beetles, the insects are destroying acres and acres of forests. A devastating human-driven negative feedback loop: climate change and forest destruction amplifying each other.

To win against climate change, to preserve the lungs of our planet, to prevent enormous biodiversity losses—in short, for the future of human society—we need our forests, and we have to act quickly.

That’s why we’ve devoted this issue of *Co-op America Quarterly* to what we can all do together to save the forests. We update you on the problem, what people are doing around the world, and the next steps you can take.

Indeed, there is good news. In the last five years, the rate of forest destruction worldwide has slowed. While there’s so much more to do to achieve a complete turnaround from destruction to regrowth, it is heartening to know that globally, we’ve accomplished this first step for the forests.

In short, what we do every day does matter. Thanks to the choices that each of us make in our own homes and businesses, thanks to the work of programs like Co-op America’s WoodWise Program, moving the magazine industry to more eco-friendly papers, we are starting to make real progress in halting forest destruction.

People are taking steps—for example, reducing paper use and switching to sustainably harvested lumber for their home-building projects. Corporations are taking steps—for example, reducing or eliminating packaging. Countries are taking steps—for example, China banned disposable chopsticks.

Together, we are making a difference for the forests. And together we can do more. Turn the pages of this issue to learn more, be inspired by what’s working, and decide on additional steps you can take to protect forests here and around the world.

After all, that’s the other powerful message from my friend’s dream: We can wake up—and we can think about how we want the world to be. Every day, we can make choices for the forests and for our future.

In Cooperation,

Alisa Gravitz
Executive Director

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Resist Corporate "Personhood"

Thank you very much for your issue of *Co-op America Quarterly* devoted to Wal-Mart (*Beyond the Wal-Mart Economy*, CAQ Spring 2005). It was full of good analysis and practical suggestions.

Just one point: On p. 16, you suggest that there are things to do to "make them [Wal-Mart] into better corporate citizens." Corporations cannot and should not be "citizens." If they are, they have "certain inalienable rights," just like real humans.

In fact, the gradual extension of human rights to corporations is one of the most important factors in the corporate takeover of our resources, our political system, and our cultural life. We at Reclaimdemocracy.org are working towards a constitutional amendment clarifying that the Bill of Rights and 14th and 15th Amendments only apply to "natural" persons, not artificial ones. We believe that passing such an amendment is a crucial element in the struggle to get "Beyond the Wal-Mart Economy" to an economy where the welfare of human beings becomes more important than corporate wealth and power.

Abraham Entin
 Los Angeles, CA

Is Target Better Than Wal-Mart?

Thanks for your issue about Wal-Mart. I would like to know if Target is any better when it comes to environmental and social justice issues?

A Concerned Consumer
 E-mail

Editors Note: Our members often call or write to us with questions about the social and environmental responsibility of various stores and companies, and we're glad to help. We also have a great new resource for all concerned consumers: our new ResponsibleShopper.org can help you find answers to those questions. For example, searching for Wal-Mart's rival Target on Responsible Shopper will tell you that Target has been tied to sweatshops in China and Guatemala, among others. You'll also learn that the nonprofit Rainforest Relief is running a campaign asking Target to stop selling furniture made from endangered tropical wood.

In addition, starting wages for Target employees are comparable to Wal-Mart's, and Target benefits packages are often harder to qualify for and less comprehensive than Wal-Mart's dismal benefits. Compare that to Target CEO Robert Ulrich's 2005 salary of \$23.1 million, an amount that makes him the second-highest-paid CEO in the retail sector.

Target has signed on as a partner in the Environmental Protection Agency's WasteWise program to reduce its waste, and it offers some green

Let us know what you think!

We really love to hear from you. Call the editors at 202/872-5328, fax 202/331-8166, write *Co-op America Quarterly*, 1612 K St. NW, #600, Washington, DC 20006, or e-mail: editors@coopamerica.org.

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products, like bamboo-fabric sheets and towels. Target also does more community charity than Wal-Mart, including a program that has donated more than \$154 million to public schools since 1997.

In other words, according to Responsible Shopper and others, Target isn't any better than Wal-Mart in terms of worker rights, though it is somewhat better in terms of the environment and better in terms of charitable giving.

Whenever you want to find out about the social and environmental performance of Target or other chain stores from which you might shop, visit www.responsibleshopper.org.

"Responsible Shopper is a user-friendly way for shoppers to make sure they're supporting businesses that support their values," says Niki Lagos, lead researcher for Responsible Shopper. "There's a lot of information out there on these companies, and Responsible Shopper pulls it all together to help people make informed decisions."

Show Wal-Mart How It's Done

I just read your latest *Quarterly* about Wal-Mart cover to cover and appreciated the in-depth and well-written articles. I also sent in the postcard to receive additional copies of this magazine because I want to share Co-op America with everyone I know and continue to spread the word about Wal-Mart.

I am also writing you because I read that you are interested in knowing what people are doing in their communities to build responsible local economies. Although I am grateful for not having to battle Wal-Mart, at least not yet, I am working with my business partner to better our community by opening Boulder's first Fair Trade retail store, called "Kula," which means "community of the heart" in Sanskrit (www.kula.culture.com). We are hoping to open our doors this summer and will provide our community with not only Fair Trade housewares and gifts but also workshops and activities on sustainable living. Thanks again for your amazing magazine.

Jenny Natapow
 Boulder, CO

Editors Note: Good luck with the store, Jenny, and thanks for spreading the word about Wal-Mart and Fair Trade.



Hybrid Cars Get More Efficient

From Minnesota lawmakers to Golden State Raging Grannies, a growing movement has begun to demand more and faster development of an already-available technology that can boost the efficiency of hybrid cars, allowing them to travel as far as 60 miles on electricity alone.

Plug-in hybrid electric vehicles (PHEVs) come equipped with a plug-in battery pack, which, when fully charged, can complete most Americans' daily average car trip (calculated at around 30 miles or less) without using gasoline. One automaker, DaimlerChrysler, has begun developing factory-ready plug-in hybrids, though they're not yet commercially available. A California company called eDrive Systems opened its doors this spring, offering an add-on device that can convert a Toyota Prius into a plug-in hybrid.

A PHEV's electric power is fully sustainable if the plug-in power source is



DaimlerChrysler

The DaimlerChrysler "Sprinter" is one of the first plug-in hybrids to hit the road in the US.

renewable, and researchers at the University of California-Davis say super-thin, car-rooftop photovoltaic panels could charge the plug-in battery for consumers who don't already generate their at-home electricity from a renewable source like wind or solar.

"Nothing has to be invented to produce a plug-in vehicle," says Dr. Andrew Frank, a mechanical engineering professor at UC Davis and director of the UCD Hybrid Electric

Research Center. "Everything needed is available: the power trains, the gasoline engines, the computer systems, electric motors, and batteries. All we need is for one of the large auto manufacturers to step up to the plate."

That's what some lawmakers and local citizens' groups are working on. For example, in Minnesota in March, a bipartisan group of state legislators sponsored a bill encouraging the Ford Motor Co. to convert its St. Paul plant into a PHEV plant, offering \$100,000 in plug-in hybrid research grants to Minnesota State University to help jump-start the conversion. In Austin, Texas, city officials have signed onto the "Plug-in Partners" campaign (a national campaign intended to increase demand for plug-in hybrids), and this spring, a Palo Alto chapter of the Raging Grannies staged protests at Ford dealerships, demanding that dealers tell their corporate headquarters there's a market for PHEVs.

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Meanwhile, through a partnership with the Electric Power Research Institute (EPRI), DaimlerChrysler introduced the first PHEVs onto US streets this spring. A plug-in Dodge Sprinter van, the first of three to be tested in the US, is now included in the fleet of Southern California Edison. A second Sprinter, destined to be tested by staff at the *New York Times* later this summer, is also being evaluated by FedEx for possible future adoption as a FedEx delivery van.

Though DaimlerChrysler has not yet committed to full commercial production of the vehicle, a spokesman told the industry publication *Inside Fuels and Vehicles* that production will begin in a "short period of time."

CONTACT: DaimlerChrysler, www.daimlerchrysler.com; Plug-In Partners, www.pluginpartners.org; eDrive Systems, www.edrive.com. Visit our ResponsibleShopper.org for information on DaimlerChrysler.

Wind Energy Now Cheaper Than Natural Gas

During the fall of 2005, the cost of wind energy in several US markets fell behind that of more conventional natural gas for

the first time, marking a key milestone in American consumers' shift toward renewable energy, according to a new report from the Earth Policy Institute (EPI).

"Wind has come of age," says Lester Brown, president of EPI. "Wind can now go toe-to-toe with any of the fossil fuels in competing for markets."

The report tracked the price of wind energy in markets like central Texas and eastern Colorado, where plentiful wind resources have been driving down the cost of wind energy for years. In Austin, in fact, demand for wind energy has grown so dramatically since Austin Energy launched its GreenChoice program in 2000 that the company was forced to hold a raffle this spring to decide which consumers would receive the limited wind energy.

According to the report, Austin Energy and Colorado's Xcel Energy are the first utilities to pass wind's falling cost on to their consumers. The report also noted that in the short term, wind's low price may fluctuate in response to rising demand, but as natural gas resources disappear and energy compa-

nies develop more wind farms, the price advantage is likely to stay with wind.

In a conference call announcing the report, Brown stated that wind energy's profile has been steadily rising around the country, with many large companies publicizing their switch to full or partial wind power, including Dell, IBM, Samsung, 3M, and Whole Foods.

CONTACT: Earth Policy Institute, 202/496-9290, www.earth-policy.org.

Wal-Mart's Health Care Costs

In March, the nonprofit organization Wake-Up Wal-Mart released a new study detailing the state-by-state costs to taxpayers of subsidizing the health-care of Wal-Mart employees.

The study, entitled "America Pays, Wal-Mart Saves," found that in 2005, nearly 300,000 Wal-Mart workers and their family members depended on taxpayer-funded public health care at an estimated total cost to American taxpayers of \$1.37 billion. Overall, in 2005, 57 percent of the company's workforce was not covered by health insurance.

"Unfortunately, Wal-Mart's health care crisis has gotten worse, not

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BOYCOTT ACTION NEWS

Groups Boycott Ford Over Fuel Economy

The Bluewater Network and Circle of Life, two environmentally focused nonprofits, have called for a boycott of Ford Motor Co. products until Ford CEO Bill Ford, Jr. reinstates his abandoned pledge to raise SUV gas-mileage by 25 percent and promises to stop lobbying against increased fuel economy standards.

A companion campaign, also sponsored by Bluewater and Circle of Life, with endorsements from the Sierra Club, Global Exchange, and the Rainforest Action Network, has stopped short of calling for a boycott, but has placed newspaper ads around the country demanding action from Ford on raising fuel economy standards for its cars.

According to campaign organizers, Ford vehicles release more global warming pollution on average than any other major automaker's vehicles. Ford's most recent climate change report omits an inventory of the company's greenhouse gas emissions, but its 2000 Corporate Citizenship report stated that Ford released 400 million tons of carbon dioxide that year—more than the total emissions from the entire country of Mexico, according to the Bluewater Network. What's more, in states that have tried to raise fuel economy standards to help lower emissions, Ford has taken an aggressive posture, lobbying against reforms and filing lawsuits to prevent reforms from taking place.

"With hurricanes raging in the Gulf, the warmest temperatures on record, and even more deaths in Iraq, Ford, the auto industry's worst global warming polluter, needs to do more," says Mike Hudema of Global Exchange. "Now they need to take bold steps to ensure America's energy independence."

To sign up for the boycott, visit the Circle of Life Web site, www.circleoflife.org. To send a message to CEO Bill Ford demanding more action from Ford on climate change, the coalition of campaigners has established the site www.TellBillFord.com.

better," said Paul Blank, campaign director for Wake-Up Wal-Mart. "At the same time health care costs are rising, Wal-Mart has the nerve to cut health care spending per employee."

The report found that the top five states paying the most for Wal-Mart employees' health care are Texas, Florida, Ohio, New York, and Pennsylvania. To find out the total for your state, visit Wake-Up Wal-Mart's Web site.

CONTACT: Wake-Up Wal-Mart, www.wakeupwalmart.com. Visit our ResponsibleShopper.org for more on Wal-Mart, and download our Wal-Mart action guide at www.coopamerica.org/pubs/caq/.

Farm Workers Target McDonald's


The Coalition of Immokalee Workers, which secured a 2005 agreement with Taco Bell to pay a penny more per pound for its Florida tomatoes, launched a cross-country tour on March 26 to pressure fast-food giant McDonald's to pay fair wages to its tomato pickers.

The tour, which started in Immokalee, traveled across the South and Midwest before arriving in Chicago, corporate home of McDonald's, where workers demanded fair wages, the right of farm workers to participate in workplace decision-making, and a better code of conduct for the company's supplier farms.

According to the *Miami Herald*, farm workers picking tomatoes for most Florida growers earn around 45 cents for each 32-pound bucket they pick, not much higher than farm worker wages of 30 years ago. At that rate, a worker must pick two tons of tomatoes to make more than \$50 a day.

"McDonald's clearly knows how to do better," said Lucas Benitez of the Coalition. "They recently announced an agreement to purchase Fair Trade coffee for more than 650 McDonald's restaurants, paying a reasonable premium over market price so that the workers who pick their coffee can receive a fair wage and enjoy humane labor conditions. Yet McDonald's refuses to pay even a penny more per pound for its tomatoes so that Florida farm workers can earn a better wage."

Benitez says the penny-per-pound increase from the agreement with Taco Bell nets the average farm worker between 10 and 40 dollars more per week.

Contact: Coalition of Immokalee Workers, 239/657-8311, www.ciw-online.org. 



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Forests: Situation Critical

THE COMMUNITIES ALONG THE BANKS OF THE YANGTZE RIVER BASIN SHOULD HAVE BEEN ABLE TO BETTER WITHSTAND THE 1998 MONSOON SEASON.

Forests, with their web of sturdy roots stretching deep into the soil, help prevent the land's erosion into a flooding river. They also slow a swelling river's advance over the surface of the land. But the forests around the Yangtze River were gone—long since logged for timber. In 1998, the Yangtze swamped its banks and spread across the land, driving more than 100 million people from their homes. The nearby Yellow River had done the same thing the previous year.

Deforestation has been implicated in worsening the effects of floods and landslides worldwide, from Thailand to Peru, from West Africa to Indonesia. To meet the world's appetite for timber and wood products, excessive logging threatens every continent with a host of social and environmental problems; forest loss diminishes air and water quality, strips ecosystems of their biodiversity, destroys the livelihood of indigenous populations, and hastens the threat of global warming.

THE DEMAND TO CLEAR FORESTS

Faced with the consequences of excessive logging along China's rivers, the Chinese government took dramatic action after the Yangtze flood, placing a ban on domestic logging.

With the global demand to clear forests unchanged, this ban effectively outsourced the catastrophic effects of deforestation to other countries. Now that China imports even greater amounts of timber for its factories, large swaths of Burmese forests across the border from China have been destroyed, and imports are rising from Africa, Southeast Asia, and as far away as South America—including timber from protected forests logged illegally, according to the nonprofit Environmental Investigation Agency.

Imports to the United States of wood products made in China—including wooden furniture, hardwood flooring, and wooden toys—have increased 900 percent since 1998.

Of course, China isn't the only country spurring the deforestation problem. In addition to their razing forests for raw materials for factories, companies around the world clear forests as grazing land for cattle, as timber for building projects, to extract the resources that lie beneath the forests, and—especially dramatically—for short-term throw-away paper products.

According to the Worldwatch Institute¹, more than 42 percent of the world's industrial wood harvest goes toward paper production. In a particularly egregious example, clearcut logging of the primeval boreal forests of Canada claims half a million acres of trees every year to produce bathroom tissue, a product that can easily be made from tree-free sources. That's more than 500,000 tons of pulped pine, spruce, fir, and poplar—from forests that used to sequester millions of tons of greenhouse gasses and provide homes for hundreds of species—literally flushed away each year.

Since 1970, more than ten percent of the Amazon rainforest has been plowed under to provide grazing land for cattle—many of them destined to become cheap fast-food hamburgers. Here in this country, mountaintop removal coal mining has destroyed hundreds of thousands of acres of Appalachian hardwood forests over the past five years, replacing them with sparse grassland.

To protect local communities and the health of our planet, both here at home and half a world away, it's time to build sustainable lifestyles that use our forests responsibly. Without addressing our appetite for clearing forests around the world, problems caused by deforestation—from the increased threat of climate change to flooding like that of the Yangtze Basin—aren't going to go away.

THE IMPERATIVE OF PRESERVATION

To repair the damage of deforestation, we can begin by recognizing the long-term benefits of preserving forests—benefits that can't be matched by the short-term benefits derived from clearing them. Forests clean and preserve our environment. They filter our water and clean our air, they prevent erosion of our land, they preserve the biodiversity of forest-dwelling species, and they reduce the threat of global warming.

Forests:

Situation Critical

Jonathan Clark



A child born today would see the net loss of 900 million acres of forestland—an area larger than all US forests combined—by the time she turns 50.

Tree foliage converts carbon dioxide—one of the most common greenhouse gasses causing climate change—into oxygen, and removes from the air other chemicals like nitrogen oxides, airborne ammonia, a small amount of sulfur dioxide, and ozone. Leaf surfaces serve as collection sites for airborne particulate matter, and roots filter the water that reaches our streams and rivers, improving water quality and preventing soil from washing into waterways. Trees provide shade and temperature control and habitat for wildlife, with forests holding the vast majority of the world's land-based species.

As forest areas diminish and habitat shrinks, we run the risk of losing more species of plants, animals, insects, fungi, and microscopic organisms. One study, conducted at Stanford University in 2004, predicted that one in ten species of bird in the world will be extinct by the end of the 21st century due to loss of habitat from deforestation. In Brazil, logging of the manduvi tree threatens the hyacinth macaw, which lives in its branches. Even birds that spend most of their year outside forest ecosystems are affected when deforestation removes customary stops from their migratory patterns.

In Africa, loss of forest habitat for chimpanzees and great apes has shrunk their numbers greatly, as animals, consigned to smaller and smaller parcels of forest, no longer have contiguous forestland in which to roam. The world chimpanzee population declined from 2 million to less than 200,000 over the last century, with the National Primate Research Center predicting that current levels of logging and clearing will shrink chimpanzee habitat to less than 10 percent of its current size in 25 years. In Indonesia, orangutans also face extinction due to deforestation.

According to the National Institute of Health, more than 60 percent of the anti-cancer drugs in use today derive from natural sources such as those found in rainforests, and such sources could someday yield treatments for AIDS or other currently incurable conditions. When forest-based plants are the victims of deforestation, we potentially lose keys to medicinal breakthroughs or other scientific discoveries.

At the same time, deforestation can actually spread disease. In Peru, as reported in January by the *American Journal of Tropical Medicine and Hygiene*,

deforestation has allowed malaria-bearing mosquitoes to proliferate in the flat, open spaces left behind. The study found that in deforested areas, the biting rate of mosquitoes “was more than 278 times higher than the rate determined for areas that were predominantly forested.” Dr. Jonathan Patz, the senior researcher on the study, said that preliminary results from in-progress follow-up studies “confirm this link between deforestation and malaria risk in the Amazon.”


Most critically, deforestation hastens the downward spiral of global warming. Caused primarily by the accumulation of human-produced heat-trapping “greenhouse gases,” global warming raises the earth's temperature, melts glaciers, raises sea levels, alters ecosystems, and increases the severity of weather events like hurricanes.

As massive consumers of carbon dioxide (CO₂)—the primary greenhouse gas—forests help slow its accumulation in our atmosphere. However, as global forest cover shrinks, forests' ability to protect us from the effects of climate change shrinks as well. According to the UN Food and Agriculture Organization (UNFAO), deforestation has reduced forests' capacity to remove CO₂ from the air by 1.1 billion tons per year since 1990. All US cars on the road today emit a combined 1.5 billion tons of CO₂ annually.

Because climate change stresses ecosystems, the increased CO₂ in our atmosphere due to deforestation has a cumulative effect. Changes in the global climate are already putting stress on forests, through higher mean annual temperatures, changed precipitation patterns, and more frequent and extreme weather events, according to the UNFAO.

BUILDING FOREST-FRIENDLY LIFESTYLES

It doesn't have to be this way. We can build lifestyles that preserve the forests by using their resources only sparingly and responsibly. We can harvest our wood responsibly and sustainably, and produce products now made of wood from other resources. We can recycle our paper and produce new paper from annually renewable plant-based sources, and we can minimize our need to clear forests by making responsible choices about where we live, what we eat, and what resources we need to extract from beneath the forest floor. The choices are not either-or.

The clean air, clean water, biodiversity, and climate protection offered by forest preservation benefit us all. This guide is designed to show you how to integrate more forest preservation tactics into your sustainable lifestyle—and get others to do the same.  —Andrew Korfhage

HOW BAD IS THE DEFORESTATION PROBLEM?

With the exceptions of China, Cuba, and some European countries, every forested country on the planet is losing forest area.

Globally, we lose more than 32 million acres every year to agriculture, development, resource extraction, and the manufacture of wood and paper products.

Yet, there is some encouraging news. With tree-planting and natural forest expansion factored in, the net loss of forest land

per year has dropped to 18 million acres per year between 2000 and 2005, down from 22 million acres per year from 1990 to 2000. But we need to take more action quickly; even at this rate, a child born today would see the worldwide loss of 900 million acres of forest—an area larger than all of America’s forests combined—by the time she’s 50.

Source: United Nations Global Forest Resource Assessment 2005

British Columbia’s Temperate Rainforests

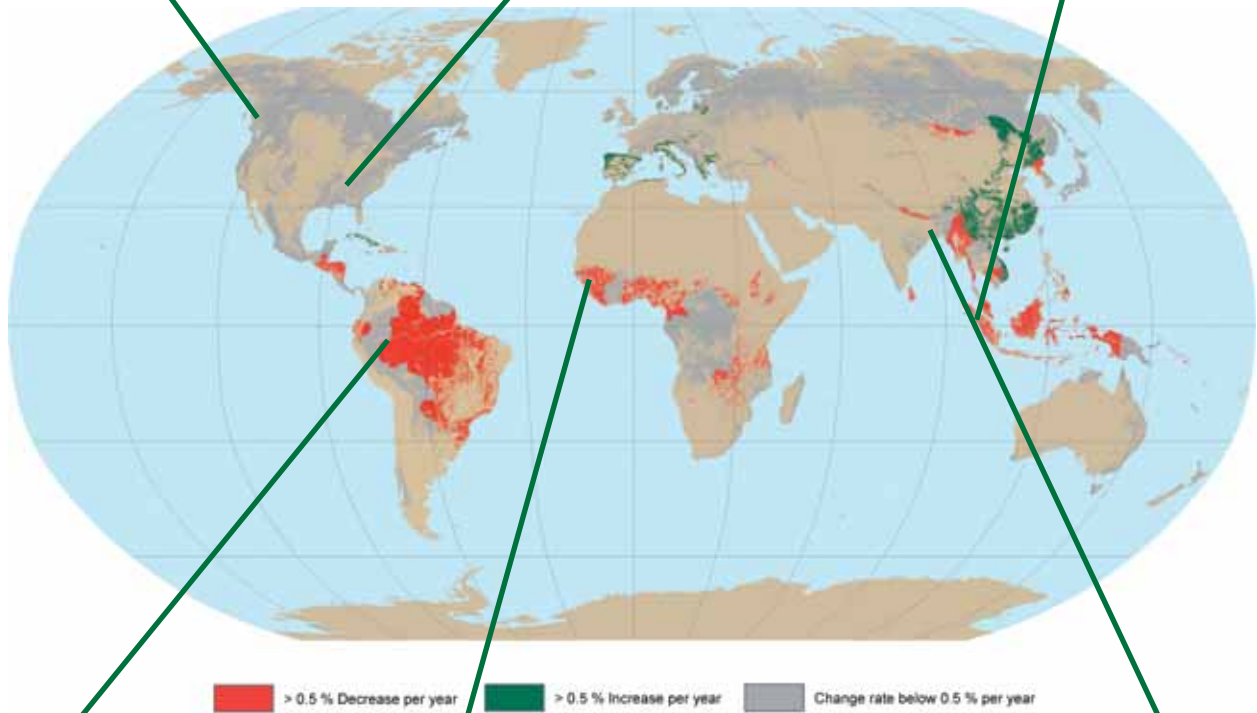
Globally, 56 percent of the world’s temperate rainforest has already been logged, according to the World Resources Institute. Only British Columbia and Alaska have large, undeveloped tracts remaining, and yet 40 percent of the trees cut in British Columbia are used to produce throwaway paper products. Also, one out of eight animal species in the temperate rainforests of British Columbia is at risk of extinction, according to the British Columbia Ministry of Environment, which identified logging as a primary contributing cause.

Southeastern US

The paper industry logs 5 million acres a year—an area the size of New Jersey—from the Southeastern United States, the largest virgin paper-producing region in the world. Formerly home to 165 different native tree species, huge areas of the southeast are being replaced by single-species pine plantations, destroying the ecological balance of the area. If current trends continue, single-tree plantations will account for 63 percent of southeastern woodlands by 2040.

Indonesia

Deforestation rates in Indonesia are proceeding at six times that of the Amazon rainforest, which is itself endangered. Forest loss has reduced the orangutan population by 90 percent in the past century, and between 1998 and 2003, Indonesia experienced 647 natural disasters linked to forest loss, such as floods and landslides.



South America

Since 1970, more than 17 million acres of Amazon rainforest have been logged, with more than half of those acres cleared for cattle grazing, according to the UNFAO. The year 2004 was the second-most-heavily logged year on record; one-fifth of the Amazon forest cover present in 1970 has been destroyed in just 25 years.

West Africa

With nearly 90 percent of West Africa’s rainforest already gone, what’s left is heavily fragmented, providing limited habitat for species that depend on the forest. Especially problematic in West Africa is the desertification of land cleared for agriculture, leaving it unsuitable for supporting forests, crops, or grazing land.

Burma

The World Resources Institute, which calls Burma “the last frontier of biodiversity in Asia,” reports that deforestation rates have doubled since the current military regime took over in 1988, resulting in “massive soil erosion, sedimentation of rivers, increased flooding, and acute dry season water shortages.” According to the British nonprofit Global Witness, a log truck crosses the Burmese border into China “every seven minutes every hour of every day of every year.” Profits benefit the repressive Burmese military and not local communities.

Strategies for Forest Protection

Forests are more than collections of trees. A true forest is an ecosystem in which hundreds of plant and animal species interact with each other in complex ways over a large area of land. Intact forest ecosystems help clean our water, stabilize our soil, and control our global climate. Many of the animals that forests support play important roles in their regions, such as pollinating crops, serving as a source of food, and keeping the populations of pests in check.

Even as people worldwide are becoming more aware of the “ecosystem services” that forests provide, our appetites for forest products, expanded agriculture, and new development continue to drive global deforestation. Forest advocates are responding by working to protect the world’s most valuable and irreplaceable forest ecosystems while finding sustainable ways to meet the needs of the planet’s population. Together, all of our efforts at the individual, community, and global levels can preserve forests around the world.

Here are three strategies that are helping to preserve forests—and how you can get involved.

Mark Pritchard/Dogwood Alliance

Targeting Corporate Paper Use

Getting major companies on board ramps up production of forest-friendly paper.

Demand for paper and other forest products drives logging. In his book *Eco-Economy: Building an Economy for the Earth*, Lester Brown notes that paper is the fastest-growing sector of the world wood economy; global paper use climbed 86 percent between 1980 and 1999. One sure way to slow forest destruction is to reduce this demand—both our own and that of large paper-using companies. If companies from book and magazine publishers to office-supply retailers start demanding recycled and FSC[®]-certified papers, paper manufacturers will have to listen and step up forest-friendly paper production.

One example of this strategy is forest advocates’ work with the book-publishing industry. In 2000, the Markets Initiative—a coalition formed by the groups Friends of Clayoquot Sound, the BC Chapter of Sierra Club of Canada, and Greenpeace Canada—began encouraging Canadian book publishers to use “ancient forest friendly” paper made from a high percentage of post-consumer recycled content, with any virgin fiber being FSC-certified. (See “Managing Forests,” next page, to learn about FSC certification.) Co-op America Business Network member New Society Publishers[®] and the University of British Columbia Press were the first to commit to using forest-friendly papers.

“New Society really played a key role,” explains Nicole Rycroft, Markets Initiative’s

campaigns director. “There was no 100-percent-recycled paper commercially available, so they worked with a printer and underwrote the cost of the first truckload. Having the paper available took it from a theoretical commitment on the publishers’ part to an actual ability to produce ancient-forest-friendly books. It’s a demonstration of how New Society incorporates ethics into its business practices.”

After getting several small publishers on board, Markets Initiative began organizing support from major writers who wanted to see their works printed on forest-friendly papers. At the urging of Canadian author Alice Munro, McClelland & Stewart used ancient-forest-friendly paper to print Munro’s *Hateship, Friendship, Courtship, Loveship, Marriage* in 2001. In 2003, Raincoast attracted a new level of public attention to the campaign when it printed the Canadian edition of *Harry Potter and the Order of the Phoenix* on 100-percent post-consumer paper.

The campaign’s momentum and impact continue to grow. Since the Markets Initiative began working with book publishers in 2000, 85 Canadian book publishers have begun using ancient-forest-friendly papers. The group has also begun working with magazine and newspaper publishers, and Rycroft calculates that it has saved 210,000 trees.

Likewise in the US, the Green Press Initiative (GPI) is working with authors, printers, and



publishers to improve book publishing's environmental practices. Like the Markets Initiative, it's getting prominent authors—including Alice Walker and Barbara Kingsolver—to tell their publishers they want

their books printed on forest-friendly paper. GPI asks publishers and printers to eliminate the use of endangered forest fiber and to maximize the use of recycled and FSC fiber in their paper; so far, more than 100 US book publishers, along with two printers, have made these commitments. According to GPI, the US book industry consumes over one million tons of paper annually, and each ton of 100 percent post-consumer recycled paper that replaces virgin sheets saves 24 mature trees.

At the global level, the Greenpeace Book Campaign is urging European publishers to reduce their papers' forest impacts, and publishers in Germany, Italy, Spain, and the United Kingdom have adopted forest-friendly options. Consumers can support this work by buying titles printed on eco-friend-

ly paper; in the US, independent bookseller Powell's flags all books that meet the GPI criteria, and you can find a list of these titles at www.powells.com/psection/GreenPressInitiative.html. In Canada, look for the Ancient Forest Friendly logo (pictured left).

There are several campaigns you can support in order to help increase corporate demand for forest-friendly products.

- **GET MAGAZINES TO MAKE THE SWITCH:** Co-op America's Magazine PAPER Project urges magazine publishers to switch to environmentally preferable papers and provides resources to help them do so. The Project provides sample letters to contact publishers about making the switch. (For more on this program, see "Co-op America's PAPER Project" on p. 17.)

- **TELL VICTORIA'S SECRET TO CLEAN UP ITS PAPER:** Forest-Ethics' "Victoria's Dirty Secret" campaign asks Victoria's Secret to increase the recycled content in its catalog paper and refuse to buy fiber from Canada's endangered boreal forests.

- **USE INSTITUTIONAL PURCHASING POWER:** Center for a New American Dream is working with institutional purchasers (such as state and local governments) to help them reduce their offices' use of paper and buy more environmentally preferable papers.

—Liz Borkowski

Managing Forests Sustainably

We don't have to give up wood use altogether to save forests. Communities that sustainably manage their forests can make money by supplying wood products, while at the same time keeping their forests intact for their livelihoods, cultural needs, and spiritual fulfillment.

One example of forest management that works towards both these goals is the Shipibo-Konibo communities located in the Amazon, where one of the world's most biodiverse forest regions is disappearing at an alarming rate. The Shipibo-Konibo communities along the Ucayali River in Peru subsist primarily through hunting, fishing, and cultivating crops. Until recently, they've had few ways to earn income besides selling wood to illegal loggers, who would pay them the equivalent of about six dollars for every tree they cut from their land.

This arrangement contributed to the rapid decline of mahogany, tropical cedar, and kapok trees in the area, until the Shipibo-Konibo, with assistance from Peruvian and international groups, began managing their forest sustainably.

The process began in the late 1990s, when the Peruvian nongovernmental organization AIDER (Asociación para la Investigación y el Desarrollo Integral) first proposed working with the Shipibo-Konibo communities. AIDER's mission is to improve the quality of life for marginalized

Peruvians through the development of skills, and the group saw that commercializing forest management would likely be the best means of economic development in the area. It took some adjustment for the Shipibo-Konibo to trust these outsiders and see the benefit of what they proposed.

"We didn't know, in money, what our forest was worth," said Juan Chavez, a Shipibo-Konibo involved in the forestry project. "We didn't know we had rights. We didn't know how to negotiate with outsiders. It's been a long process, not just technical but social."

In 2000, AIDER received funding from the Royal Embassy of the Netherlands to hire foresters, sociologists, economists, and other specialists for the project and to pay expenses for transportation and equipment. These experts trained community residents in low-impact methods of forestry as well as in business skills such as record-keeping, accounting, marketing, and negotiation. The community soon received payment for their first shipment of logs, which amounted to fifty times the price they were getting previously by selling to illegal loggers. In 2003, a forest coordinator from the World Wildlife Fund (WWF) visited the forest and saw an opportunity for the Shipibo-Konibo's community forestry operation to be certified under the Forest Stewardship Council (FSC) system.

Communities that sustainably manage their forests keep these natural resources intact and make money.

Forests:

Situation Critical



WWF/Mark Hurley

The Shipibo-Konibo communities in the Amazon are working to manage their forestlands sustainably.

The nonprofit FSC has established standards and criteria for sustainable forest management that address legal issues, indigenous rights, labor rights, multiple benefits, and environmental impacts surrounding forest management. The standards are adapted to different biogeographic regions in the 57 countries in which they are applied, but they have one thing in common: they're designed to ensure that forests can both be logged and continue to survive as ecosystems. For instance, criteria deal with the rate of harvesting, the minimization of waste and damage during logging, and the use of non-chemical pesticides, among many other issues.

After several community meetings, the Shipibo-Konibo decided to seek certification, and WWF-Peru secured financing from the US Agency for International Development to provide technical assistance for the certification process. WWF is also helping the community find new markets for their wood. After receiving FSC certification in November 2005, they've found that demand for their product had soared. Now, WWF reports, local people are seeing profit from their sustainable forestry business, so they have set up a committee to keep illegal loggers away. The flow of young people from the area has also slowed, and several youth participants in a forest management workshop series ended up creating an organization of indigenous young people to help sustain both their forests and their culture.

Alfredo Rojas, who runs the business entity in one of the Shipibo-Konibo villages, explained to visitors how logging in the area had changed. Previously, the communities had done no planning and had sometimes logged in ways that destroyed natural regeneration, but now "we protect the new seedlings, we plan for the long term, we have respect for regeneration, and we know to use most all the wood."

Consumers in the US and around the world who want to make sure their wood came from a well-managed forest can seek out the FSC logo on lumber, furniture, and other wood products. Increased demand for FSC products is helping to create more of a market for communities like the Shipibo-Konibo, who can benefit from opportunities to sell wood at higher prices and reinvest some of the proceeds in community development and sustainable forest management.

Support sustainable forest management with the following campaigns:

• SUPPORT INDIGENOUS PEOPLE'S RIGHT TO FOREST RESOURCES:

In Malaysia, Friends of the Earth International (FOEI) is fighting alongside the indigenous Penan people for recognition of the Penan's right to continue obtaining resources from the forest lands they have occupied for generations and for a halt to large-scale plantation projects on these lands. You can support FOEI's work by e-mailing Malaysia's prime minister through the group's Web site.

• **HELP STOP ILLEGAL LOGGING:** Greenpeace International is working worldwide to halt illegal logging, which undermines the trade in legal and well-managed timber and costs governments billions in lost revenue. You can support Greenpeace's efforts by contacting the European Commissioner through Greenpeace's Web site and asking for a ban on the importation of illegal timber into Europe.

• PROMOTE TRULY SUSTAINABLE FOREST MANAGEMENT:

A coalition of environmental groups runs the "Don't Buy SFI" campaign, which demands that the timber industry stop labeling its own products under the "Sustainable Forestry Initiative." The groups regard this program as greenwashing (see box below) and an attempt to compete with the FSC label. Visit the Web site DontBuySFI.com to e-mail the SFI's board chair and to join a program tracking SFI marketing in retail stores.

—Liz Borkowski

SFI: MISLEADING WOOD CONSUMERS

As the FSC has become more popular with consumers, the conventional forest-products industry has responded by promoting its own seal of approval, which forest advocates warn is a sham.

"The so-called 'Sustainable Forests Initiative' is really just the 'Same-old Forest Industry'—the label maintains the forest industry's status quo of clearcuts and conversions of natural forests to single-species plantations," says author and green-building expert David Johnston. "Unlike the FSC, the SFI doesn't assure compliance, so it's doing very little to protect forests."

Johnston has seen firsthand how graphic the comparison is between natural forests and SFI-certified areas: "On one side of the road, I've seen a natural forest that's incredibly biodiverse and teeming with life: You can hear bird calls, and see squirrels and deer. On the other side of the road is SFI-certified land, and it's a clearcut. There's no sound, no life—not even a butterfly."

He warns that the forest-industry trade group, American Forest & Paper Association, is spending a lot of money to create confusion in the marketplace between SFI and FSC. "If the industry continues this way, the threat to biodiversity is huge," Johnston says. "Consumers need to demand FSC-certified products no matter what they're buying—shovel handles, two-by-fours for the shed, anything."

Consumers should also be wary when the industry says it plants more trees than it cuts, because these newly planted trees are often in plantations rather than natural forests. Around the world, millions of acres of forests are being replaced by plantations, many of them fast-growing monocrops such as eucalyptus. These plantations can deplete water resources and soil, and are often treated with pesticides that can damage the health of the soil, people, and the land. There are some circumstances under which plantations might benefit local populations (for instance, if they're planted on barren former agricultural land and if impact on local settlements, water supplies, and ecosystems are limited), but they are often established against the opposition of indigenous people who claim the land as their own and face a loss of their livelihoods if plantations replace native forests or deplete resources in the area.



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Protecting Ancient Forests

Around the world, there are some forests whose loss would be particularly devastating. Places such as Canada's boreal forest, Indonesia's tropical forests, and the rainforests of the Amazon house much of the world's biodiversity and are integral to the wellbeing of indigenous people who have lived there for many generations.


Preserving these high-value forests over the long term requires finding solutions that all stakeholders can accept. The ten-year-long struggle by forest advocates and First Nation people to preserve Canada's Great Bear Rainforest demonstrates just how challenging and essential these efforts are.

The Great Bear is a lush rainforest on British Columbia's north and central coasts that covers 15.5 million acres, an area larger than Switzerland. The forest is also the traditional territory of several First Nations, who rely on it for economic and cultural resources. Thousand-year-old cedar trees and 20 percent of the world's salmon can be found there, and it is home to threatened and endangered species such as grizzly bears, wolverines, and peregrine falcons. It was also an expected revenue source for the BC government, which had slated almost the entire area for logging.

Forest advocates had already sounded the alarm about clearcut-logging ravaging other parts of British Columbia and Vancouver, and in 1995, they began focusing on the Great Bear Rainforest. While activists and First Nation people held sit-ins, a coalition of environmental groups headed by the Coastal Rainforest Coalition (now ForestEthics ) , Greenpeace Canada, the BC chapter of the Sierra Club of Canada, and Rainforest Action Network (RAN) began running a market-based campaign.

The environmental groups realized that logging companies—Interfor, West Fraser Forest Products, and Western Forest Products—would listen to their corporate clients, so they began asking paper and lumber companies in Europe, Japan, and the US to refuse to buy wood that had been logged from the Great Bear rainforest. In some cases, these

companies were swayed by arguments about the need to preserve this precious rainforest; in others, the coalition needed to show that customers and shareholders wouldn't be loyal to a company contributing to forest destruction.

The Home Depot campaign of the late 1990s was one of the environmental community's most visible efforts on that front. Dozens of groups organized thousands of people to write letters and demonstrate at Home Depot stores, asking the home-improvement retailer to stop stocking wood logged from endangered forests and start stocking FSC  -certified wood. Co-op America played a key role by bringing consumers' voices to the company. After months of pressure, Home Depot agreed to these demands. Soon after, Lowes followed suit.

The campaign secured commitments from 55 Fortune 1000 companies to end the purchase of wood from the Great Bear Rainforest, and in 2001, the logging companies agreed to a truce: they would sit down for talks with representatives from environmental groups, First Nations, and the BC government, and would refrain from logging key valleys in the rainforest while discussions took place.

"We agreed that the costs of change cannot be borne by any one party," explains Merran Smith, ForestEthics director of BC coastal programs. "Transition plans and funding would have to be in place for First Nations, workers, and communities affected by change."

In February of 2006, the dialogue participants announced a landmark agreement that prohibits logging entirely in one-third of the Great Bear Rainforest and requires the logging industry to implement a strict ecosystem-based management system by 2009 in the remaining two-thirds. Many of the areas chosen for preservation were selected based on the opinions of First Nation elders, and the agreement requires ongoing First Nation involvement in management decisions over their traditional territories.

"This agreement represents a revolution in the way we approach BC's rainforests," Smith says. "It's no longer



Mack Pritchard / Dogwood Alliance

Preserving high-value forests means finding solutions all stakeholders can accept.

just about logging, but about conservation, new economic ventures, and community involvement."

The forest advocates know that they'll need to watch the government, retailers, and logging companies to ensure that they fulfill their commitments. Still, this agreement is a sign of progress, and many hope it will become a model for preserving endangered ecosystems around the world.

Join in with these efforts to protect endangered forests:

- **WAKE UP WEYERHAUSER:** RAN is demanding that the world's largest lumber company stop logging endangered forests around the globe. Local RAN supporters organize public actions and educational events on this issue.

- **TELL OFFICEMAX TO PROTECT US FORESTS:** The Dogwood Alliance and ForestEthics are demanding that OfficeMax increase the post-consumer content in the paper it sells and stop sourcing paper from endangered forests in the Southeastern US. You can e-mail the company from the groups' Web sites and participate in periodic Days of Action.

- **HELP PROTECT NATIONAL FORESTS:** American Lands Alliance urges the US government to place limits on logging, mining, and road-building in national forests. Visit their Web site to find out what forest-related legislation is pending, and then tell your representatives how you'd like them to vote.

—Liz Borkowski

Co-op America's PAPER Project

As of this writing, more than 220 million trees have been logged since the turn of the 21st century to supply US magazine publishers with virgin paper for everything from serious opinion journals to supermarket tabloids. Ten more trees were cut down to make magazines in the time it took you to read this statistic. Co-op America started our PAPER Project (Printing Alternatives Promoting Environmental Responsibility) in 2001 with the idea that the publishing industry can do better.

In fact, zero trees were logged to print the publication you now hold in your hands—**all of our publications are printed on 100 percent recycled paper (with a minimum of 60 percent post-consumer content)**—and the PAPER Project is dedicated to helping other magazines follow our example.

"More than 95 percent of all magazine pages are still made with virgin fiber, and US publishers print more than 12 billion magazines each year," says PAPER Project director Frank Locantore. "It's our goal to shift the industry so all magazines begin using environmentally preferable paper—paper that is free of endangered forest fiber, has high levels of post-consumer recycled content, and is bleached without any chlorine processes."

Locantore points out that virgin paper processing requires hundreds of hazardous chemicals, uses more water per ton of product than any other industrial process, and consumes the third-largest amount of energy of any industry—all in addition to the clearcutting of endangered forests.

PAPER Project research shows that a switch to eco-papers by just six US magazines with monthly circulations greater than 500,000—such as *The New Yorker*, *National Geographic*, *O: The Oprah Magazine*, *Scientific American*, *Elle*, and *Vanity Fair*—would catalyze a cascade of magazines to follow suit, and would result in a lower cost and wider availability for quality eco-paper. Evidence of a growing shift toward eco-papers occurred as *Elle* and *Vanity Fair* published their first-ever "green" issues this spring, featuring content about the environment and touting their commitments to green principles.

"*Elle* showed a good start by including ten-percent recycled content in its 'green' issue, while *Vanity Fair* unfortunately included no recycled content," says Locantore. "Both magazines have at least indicated an interest in greening their practices, so the time is right for their readers and subscribers to ask for an increased commitment to recycled printing."

Locantore credits the smaller publishers for using eco-friendly paper, which has helped

create an environment in which the larger publishers can follow suit—and have a profound effect on the industry.

"The large publishers are more like cruise ships—they take a while to change direction, but when they do, their wakes can be huge," he says. "Once the highly visible magazine industry shifts, then we'll see other paper-intensive industries follow."

What We Do

Shifting the publishing industry away from destructive practices is the main goal of Co-op America's PAPER Project. At its very beginning, the PAPER Project partnered with the Independent Press Association and Conservatree to help over 70 small to midsize publications (like *Mothering*, *What Is Enlightenment?*, and *Yes!*) print on recycled paper.

Since then, our PAPER Project has expanded by dialoguing with larger publications about reducing their virgin paper use. Just this spring, the mountaineer magazine *The Alpinist* made the switch to recycled paper, crediting the PAPER project as a source of information. We've also forged a number of ground-breaking partnerships with other organizations, aimed at reducing pressure to log forests for paper.

For example, in 2002, the PAPER Project helped launch the Environmental Paper Network (EPN, www.environmentalpaper.org) to to strengthen the movement to transform the pulp and paper industry. The EPN has produced environmentally preferable paper guidelines for manufacturers, purchasers, governments, and suppliers, as detailed in its "Common Vision" treatise.

In 2004, the PAPER Project partnered with a high-profile advertiser (Aveda), a printer (Quad/Graphics), and a major publisher of printed material (The National Wildlife Federation) to produce a simple, step-by-step guide for publishers, explaining how easy it is to shift a publication onto eco-friendly paper. The resulting booklet, *Different Not Difficult: How to Make Sustainability Happen*, has been distributed to 800 publishers, printers, advertisers, and designers. The guide addresses common publisher concerns about the cost, quality, and availability of eco-friendly paper, and is available for download from Co-op America's Web site at www.coopamerica.org/programs/woodwise/.

Last year, the PAPER Project launched the Eco-Magazine Leaders Network, to help publications that have already made the shift to environmentally preferable paper share best practices, get advice from experts, and communicate with one another about the



Frank Locantore heads up Co-op America's WoodWise program and PAPER Project.

paper industry. To help promote these magazines, we helped a local bookstore chain in Denver create signs to identify magazines on its racks that use eco-papers.

Beginning last year, Locantore has also written several columns for the magazine publisher industry journal *Publishing Executive* (formerly *PrintMedia*) advocating recycled paper. And for the past two years, he has presented eco-friendly paper workshops at a paper industry conference in New York.

Last fall, the PAPER Project and Aveda launched a new award program to recognize both long-time environmental leaders and newcomers to eco-friendly publishing. The magazines *Utne*, *Natural Health*, and *Sustainable Industries Journal* all took honors, and many other magazines submitted applications for consideration.

Stay tuned. We hope to have some exciting announcements soon about large magazines making the switch to eco-paper.

Get Involved

If you have a publication of your own, or you're interested in helping a publication you know about shift to recycled and tree-free paper, the "WoodWise" section of Co-op America's Web site (www.coopamerica.org/programs/woodwise/) has a number of resources to help you.

In addition to the guide listed above, you can find the "Paper Wizard" on our Web site, which can tell you, through a series of questions, how many trees a given publication printed on virgin paper consumes per year. A logging counter shows how many trees have been cut down since January 1, 2000 to publish magazines, and a sample letter suggests how to approach a magazine's publishers to convince them about the need to save our forests through a switch to eco-friendly paper.

If you work with a magazine in any capacity, and would like to help catalyze your industry's shift to eco-friendly paper, please contact Frank Locantore at frank@coopamerica.org. 🐾🐾

Forests:

Situation Critical

From taking simple at-home steps to organizing in your community, you can help save forests by adding one new WoodWise step to your sustainable lifestyle.

Get WoodWise



Though we make up less than five percent of the world's population, Americans consume more than a quarter of the world's harvested wood. Therefore, it's up to those of us who live in the US to lead the way in reducing wood consumption to sustainable levels.

Much of our wood consumption goes toward disposable, non-essential products. Americans mow down 27 million trees a year simply to mop up spills with paper towels, cites the book *Beyond Recycling: A Reuser's Guide* (Clear Light Books, 1997). Sixty-two million trees per year are pulped to make junk mail, according to the US government, while many sustainability organizations cite an even higher figure of 100 million. The annual holiday season leaves more than 5 million tons of discarded wrapping paper behind on American living room floors, according to the book *Use Less Stuff: Environmental Solutions for Who We Really Are* (Ballantine Books, 1998).

It won't take a large sacrifice to bring these shocking statistics down. We can all do our part to use a fairer and more sustainable share of the Earth's resources, taking action to preserve forests every day in our homes, with our friends and colleagues, and in our communities.

Below are a series of steps you can take at home and work to help reduce our staggering consumption of wood products. The list starts with simple at-home changes that, when taken collectively, make a big difference. They're small steps that involve little more than a certain mindfulness about waste, reminding us that humans got along just fine before paper grocery sacks, unwanted catalogs, and weekly credit card offers came into our lives. The list progresses to larger steps that reach out to your community and help us all adopt lifestyles that protect forests. Remember that with 42 percent of the industrial wood harvest going to paper, any reduction in your paper use at all is significant.

Thanks for the steps you and your family already take. Consider adding one or more new WoodWise steps to your sustainable lifestyle today.

FIRST STEPS

These steps are easy to implement at home and in the office, and they'll add up to a lot of forest savings if we all take them together.

- **USE CLOTH NAPKINS AND DISHTOWELS** and forget about the paper versions forever.
- **USE CLOTH BAGS** for shopping. They're lightweight, collapsible, and can hang out in your car or slip inside a backpack without taking up too much room until you need them at the grocery store or other retail establishment.
- **WRAP ALL GIFTS IN REUSABLE MATERIALS** (cloth scraps, scarves, or cloth bags) or in waste paper (newspaper comics, brown paper bags, etc.) that will then be recycled.
- **BE MINDFUL ABOUT EXCESS PACKAGING.** Buy items with minimal or no paper packaging, and look for companies that package their items in recycled materials.
- **BRING REUSABLE CONTAINERS TO RESTAURANTS** for take-out, instead of relying on their disposable paper and plastic containers.
- **ELIMINATE JUNK MAIL.** Call or write to catalogs, nonprofits, magazines, and other companies and ask them not to share your name. When you do receive junk mail, call the company and ask it to remove your name from its list. Contact the Direct Marketing Association (www.dmaconsumers.org/consumerassistance.html) to remove yourself from as many lists as possible.

• **PAY YOUR BILLS ONLINE.** Most credit cards and many utilities now offer online payment options that can help you reduce your use of envelopes, checks, and paper bills. If online billing isn't an option, or if you prefer to receive paper invoices for your records, you can call your credit card company and ask it to stop including junk-mail "inserts" with your statement.

• **RECYCLE ALL WASTE PAPER.** If your town doesn't offer curbside pick-up, find a recycling facility near you at www.earth911.org.

• **BUY RECYCLED OR TREE-FREE** whenever you must purchase a paper product, including computer paper, manila folders, sticky notes, toilet paper, etc. Every paper product you might need has a recycled or tree-free version available. See the box on p. 21 to find sources of recycled and tree-free paper.

NEXT STEPS

These steps take a little extra effort, but they're worth it in terms of their environmental impact.

- **REUSE EVERYTHING YOU CAN.** Place your own address labels over junk mail reply envelopes or used envelopes that are still in good condition. Make your own envelopes from waste paper. Save bags and boxes for future use.

- **CHOOSE ECO-DIAPERS FOR YOUR BABY.** If you or someone in your family has a baby in diapers, consider switching to cloth diapers. Today's cloth diapers can approximate the absorbency of disposable diapers, with the added perk of being reusable. To make cleaning easier, you can line your baby's cloth diaper with a thin, flushable paper liner, which uses much less paper than a disposable diaper. When your baby makes a mess, just remove the liner and flush it (and its contents) down the toilet, and the diaper itself is ready to be washed.

Using cloth diapers even with recycled paper liners uses less paper than traditional disposables, and processing diaper waste through the sewage system is much healthier for the planet than landfilling them.

- **PLANT A TREE** (or ten). Planting trees is good for the Earth and a great way to get together with your neighbors and build community. The nonprofit National Arbor Day Foundation can tell you which trees are native to and do best in your geographical area. It also offers planting and tree care tips, as well as volunteer tree-planting opportunities across the country. The Foundation also works to restore fire-ravaged areas of our national forests, as well as conserve rainforests around the world (888/448-7337, www.arborday.org).

- **REDUCE YOUR BEEF CONSUMPTION.** According to the Amazon Center for Environmental Education and Research, 90 acres of South American rainforest land is deforested every day, much of it to provide cattle-ranching land for hamburger destined for American supermarket shelves and fast-food restaurants. Brazil, home of the majority of the Amazon rainforest, became the world's largest exporter of beef in 2004. Reducing demand for meat will cut back on pressure to clear more forests for grazing.

- **BUY SUSTAINABLY PRODUCED FURNITURE.** When you buy furniture, look for items made from salvaged or sustainably harvested wood, or buy used. See the box on p. 21 for a list of retailers of sustainable furniture.

BIGGEST STEPS

Take these steps together with friends and neighbors, and we'll make big changes that positively impact forests worldwide.

- **SWITCH YOUR ELECTRICITY USE.** Half of the electricity in the US comes from coal, and more than half of that coal comes from Appalachia, where mountaintop-removal mining is the most serious threat to our country's oldest forests. Mountaintop-removal coal mining demands the clear-cutting of native forests, followed by the use of dynamite and bulldozers to shove 800-1000 feet of the mountain's top out of the way of miners, sending it into nearby streams and valleys and killing more trees and vegetation on the way. Seven percent of the forests in

Appalachia have already been leveled since mountaintop-removal became widespread in the 1990s. By 2010, if current practices continue, an area the size of the state of Delaware will be lost. Burning coal also causes acid rain, another significant threat to forests.

Know for sure that your electricity use isn't destroying forests by switching to a green power option, if one is available in your state. (See the Department of Energy's Web site at www.eere.energy.gov/greenpower/buying/ for options in your state.) Also, write to your power company to let



ECObags

You can take steps at home to save forests, such as using ECObags™ reusable cloth bags for your groceries instead of accepting disposable bags.

FAIR TRADE FOR THE FORESTS

Poverty is one cause of deforestation, as people who have few other alternatives cut trees for fuel or to sell. One way to preserve forests is to create systems that allow people to earn fair income in sustainable ways. Fair Trade is an economic system that ensures that farmers and artisans earn fair pay for their work and that communities can invest in education, health care, and environmental efforts that bring long-term benefits to their areas.

There are several ways in which Fair Trade can specifically benefit forests and other ecosystems. Fair Trade farmers are encouraged to engage in sustainable production methods, and nearly 85 percent of Fair Trade Certified™ coffee is also organic. Fair Trade income also allows farmers to continue traditional cultivation methods (such as cultivating "shade-grown" coffee and chocolate under the forest canopy) rather than switching to more-intensive methods (such as clearing forests to plant crops and using lots of chemical pesticides and fertilizers) that seem profitable in the short term but take a heavy toll on human and environmental health.

On the craft side, some Fair Trade artisans are making items from non-timber forest products, showing that logging isn't the only way to make money from forests. For instance, the Fair Trade cooperative Camari from Ecuador makes ornaments from the hard tagua nut, which grows in the country's coastal rainforest, and the Dian Niaga Eco-Traders of Borneo sell bags made of sustainably harvested fibers from the rattan palm, which grows in Indonesian forests. Other Fair Trade artisans are making forest-friendly products by finding sustainable alternatives to wood fiber. For example, the Bombolulu cooperative in Kenya makes jewelry, ornaments, and musical instruments from recycled metal rather than wood.

To learn more about how you can support Fair Trade, visit Co-op America's FairTradeAction.org Web site. To find businesses making and selling Fair Trade items such as those described above, check our *National Green Pages*™, available free online at www.greenpages.org or for \$11.95 by calling 800/58-GREEN.


Forests:

Situation Critical



More than 95 percent of all magazines are still printed on virgin-pulp paper, and US publishers print more than 12 billion magazines each year. That adds up to over 220 million trees logged to date for magazines since 2000.

them know you disapprove of mountaintop-removal and our over-reliance on dirty coal. Visit Co-op America's www.climateaction.org to send messages to two of the largest coal companies asking them to pursue cleaner, renewable energy.

- **BUILD GREEN AT HOME.** If you're adding on to your house, or building something new, look for wood bearing the Forest Stewardship Council  (FSC) logo, to guarantee your lumber comes from a sustainably managed forest. The Web site www.certifiedwood.org lets you search for certified wood retailers in your area, or you can check the box on p. 21 for a supplier. Or, skip wood altogether and consider building with post-consumer recycled plastic lumber, or with other low-impact techniques, such as rammed earth, cob, or straw bale.


- **WRITE TO MAGAZINES.** Sometimes publishers mistakenly assume that their readers aren't concerned with recycled paper, or that a publication must accept a drop in quality in order to print on eco-friendly paper. They just need a little education and a push from their subscribers to make the switch.

Contact the publications to which you subscribe and ask them to switch to a paper with at least some recycled content. Direct them to Co-op America's Web site where they can download our free guide, *Different, Not Difficult: How to Make Sustainability Happen*, to help publishers decide which type of recycled paper is right for them, available at www.coopamerica.org/programs/woodwise. Also, visit www.coopamerica.org/takeaction/ecomags to send e-mail congratulations to magazines that already print on recycled paper. (See "Co-op America's PAPER Project" on p. 17 for more on

our work with magazine publishers.)

- **SUPPORT LEGISLATION THAT KEEPS OUR FORESTS HEALTHY.** In 2005, the Bush administration rescinded the Roadless Area Conservation Rule that protected 58.5 million acres of our National Forests from logging, mining, and drilling. Since then, more than 250,000 Americans have petitioned the Forest Service to reinstate the rule. The Heritage Forests Campaign is working to ensure that the rule is put back in place. Learn more at their Web site, www.ourforests.org.

- **SUPPORT FOREST FRIENDLY POLICIES WITH YOUR CITY OR COUNTY COUNCIL.** Persuade your local government to adopt procurement policies that emphasize recycled paper in government offices and publications, and give priority to environmentally preferable wood for building projects. The city of Portland, Oregon, used the Environmental Paper Network's "Common Vision" document as a guide for drafting a policy giving preference to recycled and tree-free paper in city purchasing and calling for reduction of paper consumption by city employees. (For more on the EPN, see p. 17.)

- **REACH OUT TO OTHERS.** Consider the impact of your decision to go WoodWise at home, and then multiply that by the number of people in your office, in your congregation, at your university, or in any other group you belong to. Often, organizations are ready to make an eco-friendly change, but just need someone to lead the way. Let that someone be you. Switch your office paper use to post-consumer recycled, find an eco-friendly printer for your congregation's newsletter or weekly bulletin, or work with your university newspaper to find a way to reduce reliance on virgin pulp paper. In fact, take any of the above steps at the organizational level (switching your community center's electricity use, drastically reducing your office's junk mail), and you'll make a huge difference. 

—Andrew Korfhage

MAIL AND PROGRESSIVE ORGANIZATIONS

From time to time, Co-op America exchanges our mailing list with other like-minded groups, so that more social and environmental change organizations can reach more people. Such a resource exchange helps build the movements that we and our allies care about, and we appreciate being able to share this information with you. If you prefer that your name and address not be shared, please let us know by calling 800/58-GREEN.



Web Exclusive! Read more about WoodWise businesses that offer forest-friendly alternatives to wood products, such as Treecycle[™], which sells recycled paper, and Trestlewood[™], which sells timber for building and flooring that comes from reclaimed sources. To read these stories and more, visit www.coopamerica.org/go/WoodWiseBusinesses.

WOODWISE COMPANIES

The following businesses can help you with many of the forest-preserving steps listed at left. To find other green and forest-friendly companies, consult our *National Green Pages™*, available for \$11.95 by calling 800/58-GREEN or free online at www.greenpages.org.



CLOTH BAGS

Bags and More , 800/504-4656, ilenebam@msn.com
The Cloth Bag Co. , 770/393-0058, www.clothbag.com
ECOBags™ Products, Inc. , 800/720-2247, www.ecobags.com
Enviro-Tote , 800/868-3224, www.enviro-tote.com
My Own Bag , 415/503-0186, www.myownbag.com
Reusablebags.com , 773/704-3421, www.reusablebags.com
Save A Tree Bag Company , 510/843-5233
Stepping Stones , 800/926-1017, www.bags4you.com
Wynicia's Scrap Bags , 303/449-7927, www.wynicia.com

CLOTH DIAPER COMPANIES

Baby Bunz & Co. , 800/676-4559, www.babybunz.com
BabyWorks , 800/422-2910, www.babyworks.com
Better for Babies , 877/303-4050, www.betterforbabies.com
BuyWAHM , 866/309-7456, www.buywahn.com
California Babestuff , 877/423-1910,
www.californiababestuff.com
Diaperaps, Ltd. , 800/477-3424, www.diaperaps.com
Eco-Mama , 877/208-6612, www.eco-mama.com
Katie's Kisses , 888/881-0404, www.katieskisses.com
KidBean.com , 954/942-2830, www.kidbean.com
Lil Diaper Depot, LLC , 417/206-4949, www.lildiaperdepot.com
Nature's Crib , 845/313-2371, www.naturescrib.com
Peapods Natural Toys & Baby Care , 651/695-5559,
www.peapods.com
Under the Nile , 800/710-1264, www.underthenile.com
What's Hempenin' Baby , 888/675-6484, www.babyhemp.com

GREEN FURNITURE

A Natural Home , 740/694-4663, www.anaturalhome.com
AlterECO , 415/331-8342, www.bamboocabinets.com
Artistic Freedom Designs , 760/750-1919,
www.artisticfreedomdesigns.com
Greener Lifestyles , 206/545-4405, www.greenerlifestyles.com
The Joinery , 800/259-6762, www.thejoinery.com
Michael's Custom Built, Inc. , 415/459-0208,
www.michaelsupholstery.com
Pallet Art , 802/598-6769, www.palletart.com
Shopdog Woodworks , 505/388-5548,
www.shopdogwoodworks.com
Sleepywood Rustic Furniture , 304/258-9549,
www.sleepywood.com
Tamalpais NatureWorks , 415-454-9948, www.tamalpais.com
Tropical Salvage , 503/235-5757, www.tropicalsalvage.com
Vivavi, Inc. , 202/276-0815, www.vivavi.com
White Lotus Home , 877/426-3623, www.whitelotus.net
Woodshanti , 415/822-8100, www.woodshanti.com




GREEN WOOD PRODUCTS/LUMBER

Agriboard Industries , 866/495-3595, www.agriboard.com
Andersons Alternatives , 707/937-3466,
www.andersonsalternatives.com
Conscious Flooring, LLC , 888/835-6677,
www.consciousflooring.com
Collins Companies , 800/329-1219, www.collinswood.com
Cut & Dried Hardwoods , 858/481-0442,
www.cutanddriedhardwoods.com
EcoTimber , 888/801-0855, www.ecotimber.com
EBCC Urban Tree Mill , 510/834-8257, www.recycltrees.org

Flooring Alternatives

877/639-1345,
www.flooringalternatives.com
Full Cycle Woodworks , 423/272-6003,
www.sustainablelumber.com
Greenfloors.com , 703/691-1616, www.greenfloors.com
Harwood Products , 707/984-6181, www.harwoodp.com
Next Generation Woods, Inc. , 540/639-3077,
www.nextgenwoods.com
Northern Crossarm Co. Inc. , 800/236-9663,
www.crossarm.com
Planetary Solutions , 303/442-6228, www.planetearth.com
Saranac Hollow Woodworking , 518/293-8424,
www.saranachollow.com
SierraPine Limited , 916/772-3422, www.sierrapine.com
Smith & Fong Plyboo Bamboo Products , 866/835-9859,
www.plyboo.com
TerraMai , 800/220-9062, www.terramai.com
Trestlewood , 801/443-4002, www.trestlewood.com

REUSABLE/TREE-FREE GIFT WRAP

In the Bag Productions , 541/461-4353,
www.reusablegiftwrap.com
Lagniappe Gift Wrap , 617/281-8236,
www.lagniappegiftwrap.com
Paporganics , 800/340-4631, www.paporganics.com

RECYCLED PAPER AND OFFICE SUPPLIES

Acorn Designs , 800/299-3997, www.acorndesigns.org
ecoEnvelopes, LLC , 888/428-4364, www.ecoenvelopes.com
Green Earth Office Supply , 800/327-8449,
www.greenearthofficesupply.com
Green Field Paper Company , 619/583-3314,
www.greenfieldpaper.com
GreenCo Recycled Paper , 800/326-2897, bella@monad.net
Greenline Paper Company , 800/641-1117,
www.greenlinepaper.com
Greg Barber Company , 516/413-9207, www.gregbarberco.com
Johnson Paper LP , 800/95-PAPER, www.johnsonpaper.com
kk-nola.com , 504/905-5672, www.kk-nola.com
Living Tree Paper Company , 800/309-2974,
www.livingtreepaper.com
New England Cartographics , 888/995-6277,
www.necartographics.com
New Leaf Paper , 888/989-5323, www.newleafpaper.com
Not Just Paper , 919/688-6266, notjustpaper@hotmail.com
The Real Earth, Inc. , 800/987-3326, www.therealearth.com
Simply Living Products , 614/447-0296,
www.simplyliving.org/sl/slp.htm
Sustainable Group , 800/488-0966, www.suainablegroup.net
Treecycle , 406/626-0200, www.treecycle.com
Twisted Limb Paperworks , 812/876-9352,
www.twistedlimbpaper.com
Vision Paper , 505/294-0293, www.visionpaper.com

RECYCLED PAPER FOR KITCHEN AND BATH
GAIAM Harmony , 800/869-3603, www.gaiam.com
Seventh Generation , 802/658-3773,
www.seventhgeneration.com

American Lands Alliance—202/547-9400, www.americanlands.org. Aims to protect and restore America's forest ecosystems by providing national leadership, coordination, and capacity building for the forest conservation movement.

Center for a New American Dream—877/68-DREAM, www.newdream.org. A nonprofit that helps Americans consume responsibly to protect the environment and promote social justice.

Circle of Life Foundation—510/601-9790, www.circleoflife.org. Founded by Julia Butterfly Hill, this nonprofit helps people take action to protect the Earth and all beings.

Conservatree—415/561-6530, www.conservatree.org. Provides practical tools and realistic strategies to help businesses, governments, organizations, and others convert to environmentally sound papers.

Co-op America's National Green Pages—800/58-GREEN, www.greenpages.org. Available for \$11.95 or free online, this national directory of green businesses includes many companies that sell WoodWise products.

Co-op America's WoodWise Campaign—800/58-GREEN, www.woodwise.org. Helps consumers make smart choices for the forests. The campaign's PAPER Project works to encourage magazine publishers to switch to eco-friendly papers.

Dogwood Alliance—828/251-2525, www.dogwoodalliance.org. A network of 70

grassroots organizations in 17 states working to preserve southern US forests.

Environmental Paper Network—828/251-8558, www.environmentalpaper.org. Launched by Co-op America and other groups, this network of environmental organizations works to support socially and environmentally sustainable transformations within the pulp and paper industry.

Forest Stewardship Council—202/342-0413, www.fsc.org. A national nonprofit working to encourage sustainable management of the world's forests. Certifies wood from sustainably managed forests.

ForestEthics—415/863-4563, www.forestethics.org. Nonprofit that works to encourage corporations to protect forests and expose businesses that are destroying forests.

Friends of Clayoquot Sound—250/725-4218, www.focs.ca. Grassroots organization working to protect the ancient temperate rainforest and wild ocean of British Columbia's Clayoquot Sound.

Friends of the Earth International—+31-20-622-1369, www.foei.org. A worldwide network of over 71 grassroots organizations working to preserve the environment.

Green Press Initiative—301/438-3927, www.greenpressinitiative.org. Works with book publishers, industry stakeholders, and authors to encourage the use of forest-friendly paper.

Greenpeace International—+31-20-718-2000,

www.greenpeace.org. A nonprofit with a presence in over 40 countries that focuses on the most crucial threats to our world environment.

Heritage Forests Campaign—202/887-8800, www.ourforests.org. Working to ensure that the Roadless Rule protecting our National Forests is put back in place by the federal government.

Independent Press Association—415/445-0230, www.indypress.org. Works to amplify the power of independent publications to foster a more just, open, and democratic society. Co-founded Co-op America's PAPER Project.

Jane Goodall Institute—703/682-9220, www.janegoodall.org. Works to improve the environment for all living things, including the primateologist's beloved chimpanzees.

Markets Initiative—250/725-8050, www.oldgrowthfree.org. Helps Canadian companies shift their wood and paper use away from ancient and endangered forest products to eco-friendly alternatives.

Natural Resources Defense Council—212/727-2700, www.nrdc.org. An environmental action organization that works to protect the planet.

Rainforest Action Network—415/398-4404, www.ran.org. Campaigns for the forests, their inhabitants, and the natural systems that sustain life by transforming the global marketplace through education, grassroots organizing, and nonviolent direct action.

Sierra Club—415/977-5500, www.sierraclub.org. Works to protect communities and the environment through a variety of programs and conservation initiatives.

World Rainforest Movement—+598-2-413-2989, www.wrm.org.uy. An international network of citizens' groups working to protect rainforests and the livelihoods of indigenous people.

World Resources Institute—202/729-7600, www.wri.org. An environmental think tank that goes beyond research to find practical ways to protect the Earth and provide for its current and future inhabitants.

Worldwatch Institute—202/452-1999, www.worldwatch.org. A research organization that tracks environmental, social, and economic trends, in an effort to help guide the transition to a sustainable society.

World Wildlife Fund—202/293-4800 (US chapter), www.wwf.org or www.panda.org/gftn. Aims to conserve the world's biodiversity, reduce pollution and wasteful consumption, and ensure sustainable use of natural resources.

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Firestone Under Fire

Green Advocates



The Stop Firestone campaign accuses Firestone of practices that lead to child labor at its Liberian rubber plantation.

According to the environmental and human-rights groups behind the “Stop Firestone” campaign, child labor and poverty-level wages are common at the Liberian rubber plantation supplying the raw material for Firestone tires. The groups charge that workers earn only \$3.19 daily, and they only receive that if they tap a daily quota of 650 trees—a task impossible to complete in a day unless they bring their children to help them.

The International Labor Rights Fund (ILRF) has filed a class-action lawsuit in the name of workers at the Harbel, Liberia, plantation, accusing Firestone parent company Bridgestone of “forced labor, the modern equivalent of slavery.” They are filing their case in the US, ILRF explains, because “Liberia, still recovering from years of tumultuous civil war, does not even have a legal system stable enough to punish those committing human rights violations on its own land.”

The suit is filed under the Alien Tort Claims Act, a 1789 law that allows non-citizens to sue defendants in US courts for violations of international law, such as slavery and forced labor.

In a November 2005 report by CNN’s “Inside Africa” about the Harbel plantation, Firestone president Dan Adomitis defended plantation working conditions and stressed that the company prohibits child labor. In an interview with host Femi Oke, Adomitis said it took workers “a couple of minutes” to tap each of the 650 required trees—adding up to more than 21 hours of work, Oke noted. (The lawsuit contends that the actual quota is as high as 1,100 trees per day rather than 650.)

The “Stop Firestone” campaign is also drawing attention to the environmental damage it says Firestone is causing through its use and disposal of toxic chemicals—and to the paltry benefits the Liberian government receives. A 99-year concession established in 1926 leased the land to Firestone for just six cents per acre annually, and a 2005 agreement negotiated with Liberia’s transitional government raised that amount to 50 cents per acre.

The groups working on the campaign include ILRF, the Institute for Policy Studies, Friends of the Earth, NAACP, Transafrica, and the Liberian-based Green Advocates, and they demand that Firestone:

- Take responsibility for this situation and follow the law.
- Improve the assignment of achievable quotas for the average worker to negate the use of child laborers.
- Increase wages to raise the standard of living of plantation workers.
- Supply modern tools to protect workers on the job from coming into contact with harmful chemicals.
- Redress all environmental damages as a result of its Liberian operations.
- Stop releasing chemicals into the environment and stop exposing workers to any compounds and chemicals that are internationally recognized as most toxic.
- Fully disclose all key project payments, contracts, and concession agreements for all Firestone projects in Liberia.

Individuals can e-mail Adomitis from the Stop Firestone campaign Web site and ask that his company meet these demands. 

CONTACT: Stop Firestone, www.stopfirestone.org.

FACTORY FIRE KILLS WORKERS

Dozens—perhaps even hundreds—of workers, most of them women, died when flames engulfed a KTS Textiles garment factory in the port city of Chittagong, Bangladesh, in February. The factory’s main gate was locked when the fire started, and many workers jumped from windows of the four-story building to escape.

Estimates of the number of workers in the factory when the fire started range from 500 to 1,000, and death toll figures range from 54 to several hundred. The Bangladesh newspaper *New Nation* reported that 450 seriously injured workers were admitted to a local hospital, where many of them were declared to be in critical condition. The fire appeared to have started from welding work that was occurring in the factory.

A report from the nonprofit National Labor Committee (NLC) states that KTS sewing operators were paid just 10-14 cents per hour and forced to work seven days a week for 10½-14 hours each day; that workers reported being slapped, denied maternity leave, docked a day’s wages for late arrival, able to access only unsafe drinking water, and denied freedom of association and the right to organize; and that seven girls ranging from 12 to 14 years old were among those initially reported dead or missing.

Workers are demanding compensation for victims and their families, payment for workers while the factory remains closed, investigation and prosecution of the factory manager who illegally locked the main exit, and recognition of workers’ rights to organize, according to the NLC. NLC and other labor-rights groups are asking consumers to contact the US-based companies (including Ambiance USA Inc, Uni Hosiery Co. Inc., and Vida Enterprise Corporation) that source from KTS and urge them to see that the workers’ demands are met.

CONTACT: National Labor Committee, 212/242-3002, www.nlcnet.org.

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Co-op America Launches ClimateAction.org

Co-op America's Green Energy program launched a new campaign against climate change this spring that makes it easy for consumers and investors to tell companies in the most polluting industries to take action to protect our planet.

With its online debut in March, Co-op America's www.ClimateAction.org features an overview of the facts on climate change, along with links for users to send e-mails to polluters and others complicit in climate change. Co-op America's first climate action spurred 38,000 mutual fund investors to demand that the country's largest mutual fund companies stop ignoring the risk of climate change in their portfolios. The holdings of the three largest mutual fund companies—Vanguard, Fidelity, and American Funds—together constitute 70 percent of the mutual funds industry, and yet these funds have never used their considerable clout to support shareholder resolutions calling for change at



We've launched our new Web site, ClimateAction.org, to help you tell the worst polluters to clean up their acts.

the polluting businesses in their portfolios. Now, along with our allies at CERES and the Union of Concerned Scientists, Co-op America is helping investors tell their conventional funds to join the SRI mutual funds that have long been calling for action on climate change from polluting companies.

"Mutual funds are getting the message that investors expect them to vote in favor of resolutions to address

feature so you can find information about specific businesses, as well as links to send e-mails expressing your concerns to those businesses that fail to measure up.

Visit Responsible Shopper today at www.responsibleshopper.org.

Seeking Award Nominations


Each year, with the Building Economic Alternatives (BEA) Award, Co-op America recognizes extraordinary leadership and creativity among those who are using the economy as a tool for building a more just and sustainable society.

We are now seeking nominations of those whose efforts are at the forefront of the issues we covered in *Co-op America Quarterly* in 2005, including solar energy (*The Promise of the Solar Future*, Summer 2005), and international community investing (*Investing for the World*, Fall 2005).

Businesses, individuals, and non-profit organizations are all eligible for nomination. We awarded last year's BEA to the Interfaith Center on Corporate Responsibility for its work using

climate change, which can have a hugely positive impact on the environment," says Todd Larsen, Co-op America's climate change program director. "We're pleased that so many mutual fund investors responded to our call for action."

Right now, visitors to ClimateAction.org can sign on to letters to some of the largest US coal companies, asking them to stop developing more coal plants and to start investing in cleaner, greener, renewable energy. With coal plants implicated in more greenhouse gas emissions than any other source (a full one billion tons more carbon dioxide than the next largest source, gas-powered automobiles), coal companies need to hear from consumers that it's time to shift toward more sustainable technologies.

To send a message to coal companies, visit ClimateAction.org today, and keep checking for our future campaigns on the greenhouse gas emissions of the oil-and-gas industry and big box stores. 

Brand New Responsible Shopper

Launched on Earth Day 2006, Co-op America's new ResponsibleShopper.org (the smart-shopping Web site for socially and environmentally conscious consumers) has a new look, new features, and even more information to help shoppers make informed decisions about how and where to spend their money.

"The new site has an increased focus on abuses by the most egregious corporations. Each month we'll be highlighting a particular company and problems within its industry," says Niki Lagos, lead researcher for Responsible Shopper. "We're providing a snapshot of the global impact that businesses have on human rights, the environment, trade inequity, and more."


The new Responsible Shopper also connects shoppers with ongoing consumer campaigns against problem companies, and features a section called the "Green Shift," with tips on how to avoid those companies. As always, Responsible Shopper includes a search

shareholder action to improve corporations' records on a host of issues from the use of sweatshop labor to pollution to non-discrimination in the workplace.

Please contact us by June 22 with your nomination and an explanation of why your nominee should win: *Co-op America Quarterly*, BEA Awards, 1612 K St. NW, #600, Washington, DC 20006; andrew@coopamerica.org.

Green Pages™ Go Hollywood

Guests at the May 16 Hollywood premiere of Al Gore's new global warming warning movie, *An Inconvenient Truth*, received more than 700 copies of the *National Green Pages™* as part of an effort by the film's promoters to provide filmmakers with useful green-living resources.

"Al Gore is drawing attention to an important problem, and Co-op America is proud to do our part to help," said Todd Larsen, Co-op America's managing director. "We hope the film's audience will take action with Co-op America to reduce the threat of global warming." 



With your support, the Co-op America Business Network (CABN), the largest association of socially and environmentally responsible businesses, is changing the way America does business. The 2,500+ CABN members are introducing innovative and effective ways to care for workers, communities, the environment, and consumers. Find more in *Co-op America's National Green Pages.*"

Fair Trade Coffee for Hurricane Relief

Kim Cook / Sustainable Harvest



Coffee farmers stand in the swath of destruction from the landslide that destroyed their homes and farms.

Last October, while the US was still reeling from news of Hurricane Katrina, Hurricane Stan hit Mexico and Central America, causing devastating flooding and mudslides. More than 1,500 people died, and thousands lost their homes and crops.

Among those who lost their livelihoods were hundreds of coffee farmers. Those near Lake Atitlan in Guatemala and in the Mexican state of Chiapas were hit especially hard; by one estimate, 70 percent of the Chiapas coffee crop was lost, and infrastructure development was set back by ten years. Disaster struck shortly before the coffee harvest was due to start, so farmers whose crops and equipment were destroyed faced the loss of much of their annual income.

US-based partners of affected Fair Trade coffee cooperatives were quick to respond with donations to help their partner communities get emergency supplies. Now that the initial crisis has passed, these companies and organizations continue to offer support to families rebuilding their livelihoods.

"These Fair Trade Certified™ coffee grower cooperatives are very well-organized and able to get food, medicine, shelter, and other essential resources directly to the families in an efficient manner," explains David Griswold, president of Sustainable Harvest Coffee Importers. After Stan struck, Griswold

created the Coffee Relief Fund to provide immediate humanitarian aid and to help salvage part of the coffee harvest in the region. He contacted US roasters who source beans from cooperatives in the affected region and asked for donations, then leveraged those funds to get additional money from InterAmerican Development Bank. Green Mountain Coffee Roasters[™] and Newman's Own Organics[™] were among the donors, and their contributions are now helping to repair roads and fix key production facilities. Individuals can also contribute to these efforts through Sustainable Harvest.

The nonprofit Coffee Kids—founded by Bill Fishbein, owner of the Rhode Island-based roaster Coffee Exchange[™]—has worked to improve quality of life for children, families, and communities through sustainable projects in coffee-growing regions since 1988, so it has also been able to use its relationships with partner organizations to deliver hurricane relief. Individuals and businesses can make tax-deductible donations to Coffee Kids' Disaster Relief Fund, which will fund relief and rebuilding projects.

Many Fair Trade companies have made disaster-relief donations and are also urging their customers to contribute to relief organizations. Equal Exchange[™] is partnering with the United Methodist Committee on Relief, which has raised and donated \$70,000 for emergency food aid and medical kits for four Equal Exchange trading partners and Grassroots International, a nonprofit supporting political, economic, and social rights and development alternatives. Green Mountain Coffee Roasters and Peace Coffee[™] are encouraging customers to donate to Project HOPE, which has been establishing health clinics in Guatemalan coffee-growing areas since 1976 and is soliciting tax-deductible donations for long-term recovery and reconstruction.

Many Co-op America Business Network members also made generous donations to those affected by Hurricane Katrina. Enterprise Corporation of the Delta/Hope Community Credit Union[™] is putting its many years of community-investing

experience to use and collecting donations to help with long-term recovery in Louisiana and Mississippi.

Contact: ECD/Hope Community Credit Union, www.ecd.org; Equal Exchange, 774/776-7333, www.equalexchange.com; Green Mountain Coffee Roasters, 888/879-4627, www.gmcr.com; Peace Coffee, 888/324-7872, www.peacecoffee.com; Project HOPE, 800-544-HOPE, www.projecthope.org; Sustainable Harvest, 503/235-1119, www.sustainableharvest.com.

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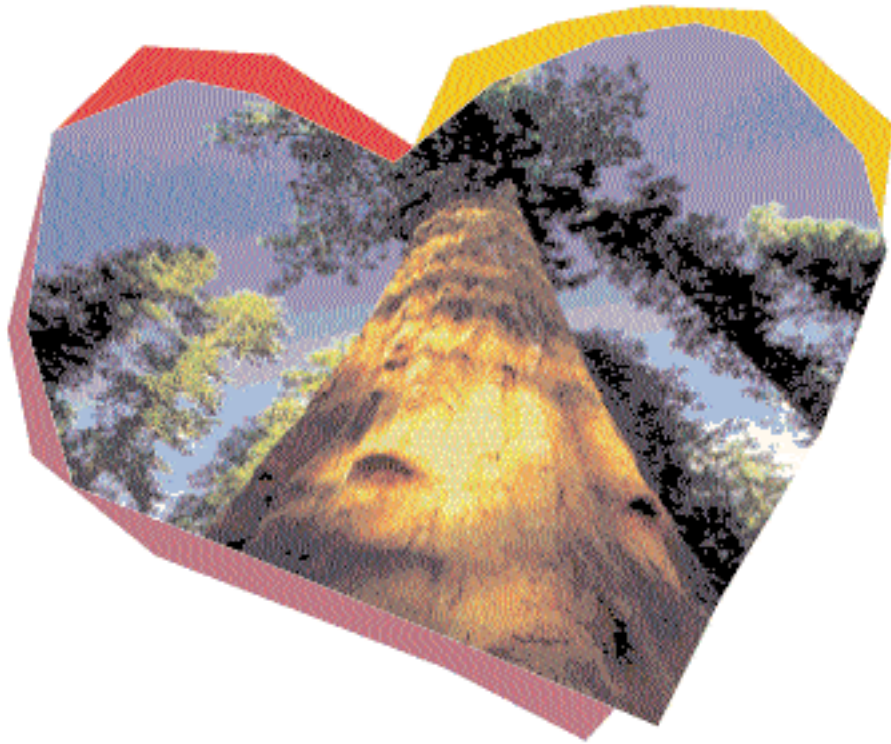
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