

Co-op America's WoodWise Consumer Guide **2001 Edition**



Practices, Products, and Services that Protect Forests

- ❖ Ideas for protecting forests every day
- ❖ Easy action postcards and stickers
- ❖ Forest-friendly products for home and office

PLUS: an expanded Resource Directory

Dear Friends,

Chevy and I are thrilled to take part in the second publication of Co-op America's WoodWise Consumer guide. More than 200,000 copies of the first edition were distributed across the United States, and the response was so positive that Co-op America decided to publish an expanded version of the guide with even more easy-to-follow tips and resources that you can use to protect forests.

Several years ago, I flew over the Olympic and Cascade mountain ranges in Washington state and saw that thousands of acres of trees had been clear-cut. I was shocked to see that the roads were still lined with trees, giving the false impression to those driving below us that the forest continued forever. Needless to say, this experience deepened our commitment to forest protection.

When faced with this vast devastation, people tend to feel insignificant and powerless to stop it. But, we don't feel powerless because our family has been incorporating forest-friendly habits into our daily lives for many years. We know that we are saving trees, in our own small way. I hope that we can inspire you to use this WoodWise Consumer guide to make changes in your own life. You can support forest protection while saving yourself time and money.

Environmental educator
Jayni Chase with her husband,
actor Chevy Chase, and their three daughters.




Co-op America has been on the right track for many years. All of us consume. All of us spend and invest money. Co-op America does the research and the legwork for us so that we can make educated choices—choices that can steer us toward a safer and healthier future for ourselves and our environment.

Chevy and I are always delighted to see people and organizations working together. In this case, Co-op America has partnered with eleven leading environmental organizations to bring you the WoodWise Consumer. You'll find more information on Co-op America and these partners on page 15.

Finally, please let Co-op America know what you think. Send in the postcards, log on to www.woodwise.org and stay in touch!

If you have ever doubted that there is a need for action, set those doubts aside. You hold in your hands a powerful tool. Please use it.

For the Forests,


Jayni Chase

Here are some WoodWise things that we do in our own home:

- ◆ Recycle every scrap of paper and cardboard—if it can't be reused.
- ◆ Save 8½ x 11 sheets with one good side and make scratch pads. I haven't bought new pads for 15 years!
- ◆ Always buy paper with post-consumer content—even greeting cards and toilet paper.
- ◆ Use fabric bags for wrapping special gifts. They're very easy to make and can be reused over and over.
- ◆ Very rarely use paper towels, instead we use and reuse rags.
- ◆ Purchase used wood for remodeling. We've a beautiful floor made with wood salvaged from an old barn.
- ◆ Buy old pine furniture. It's much more charming than pieces made from new wood.



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The WoodWise Consumer: What is this publication?

Nobody wants to buy products or support practices that destroy forests, but it sometimes seems hard to avoid it. That's where the *WoodWise ConsumerGuide* comes in, with pages of practical tips and resources you can use every day to make a difference. If you care about forests, if you already recycle and want to do more, this guide is for you.

To be a WoodWise Consumer, you can:

- ◆ Keep recycling
- ◆ Cut down on paper waste and use fewer wood products
- ◆ Buy recycled and reused products
- ◆ Ask stores to stock forest-friendly items
- ◆ Call on forestry companies to act responsibly.

Readers like you greeted the first publication of the *WoodWise Consumer* in 1998 with enthusiasm. Thousands wrote to us from all over the country to tell us about the forest-saving steps they'd taken in their lives after reading the guide. Long after we exhausted our supply of 200,000 copies, readers were still calling to request the guide for themselves, their friends, and their families.

This expanded and updated 2001 edition of the *WoodWise Consumer* contains even more of the forest-saving ideas, tools, and referrals that readers told us were most useful. You'll find:

- ◆ Many different ways to protect forests, without sacrificing quality of life or spending a lot more money.
- ◆ Stickers asking magazine publishers to print on recycled paper. Stick them on any magazine subscription cards and mail them back—for free!
- ◆ Easy-to-use postcards—one to help reduce the amount of junk mail you receive, and another to ask the Boise Cascade Company to abandon plans for a project that would destroy rainforests in Chile.
- ◆ An expanded resource directory that you can use to find forest-friendly wood and paper products.

So turn the page and start bringing your daily life closer to your values, one easy step at a time.

Co-op America, a leading nonprofit consumer organization, wrote this guide and partnered with many influential environmental groups to bring it to you. To learn more about Co-op America and our project allies, turn to page 23.

Look for these icons



WoodWise Facts



Did You Know?



Myth Busters

WoodWise in Three Easy Steps

Wherever you look—in your mailbox, your kitchen, your workplace, or your shopping mall—there's an opportunity to protect forests. Every time you use something made of wood, you have a chance to make a forest-friendly choice.

And you can get started **right now**, with this guide. Read on to discover how you can change the way you buy, use, and dispose of wood and paper products to give earth's forests a chance to thrive.

1 Talk the Talk

Mail the three postcards in the center of the guide and join thousands of other WoodWise consumers in creating a more forest-friendly world.

◆ Ask the **Direct Marketing Association** to remove your name from some of the most frequently used mailing lists. This will **reduce the junk mail** that comes to your home (page 13).

◆ Ask **Conde Nast Publications**, one of America's largest publishers, to print on paper with recycled content. This will help **limit the trees that are cut down** to produce magazines (page 12).

◆ Ask the **Boise Cascade Corporation** to use responsibly harvested wood and wood pulp in its office products. This will help **preserve ancient forests** for future generations (page 7).

Will it work? You bet! Last year, readers of the WoodWise guide (first edition) sent thousands of postcards that helped persuade The Home Depot, which sells 10% of the lumber in the world, to stop buying and selling wood from endangered forests. And consumer demand has also made certified wood and recycled paper products more available in stores across America.

2 Walk the Walk

Right now in your life there are simple steps you can take to preserve forests. **Pick an action** that will work well in your life and commit to taking it. Here are some ideas to get you started:

◆ **Bring reusable bags** with you when you shop instead of receiving paper bags from the store (page 5).

◆ **Share a newspaper or magazine subscription** with a friend (page 12).

◆ Open a savings account in a **bank that supports forest protection** or community development (page 14)

◆ Next time you need something made of wood—anything from a pencil to a kitchen table—buy one that is certified under the **Forest Stewardship Council system** (page 8)

What's your first step? Pick one action that appeals to you, and do it today. Whether you're already familiar with these ideas or just starting out, we hope you'll find helpful tips and resources in this guide. And you'll discover how rewarding changes can be—for both you and the planet.

“This magazine has been like a weight lifted off my shoulders. Instead of struggling to find information it's all here in front of me. Thank you!

—Irena Kurpies, N. Hollywood, CA”

3 Spread the Word

Research shows that there's an increasing number of Americans who care about building a more sustainable world, and we're all looking for tools and support. So **share your actions with your friends and family**. Tell them they can call Co-op America at 800-58-GREEN to get a free copy of this guide.

And please share your achievements and comments with us at Co-op America. In the center of this guide, you'll find a postage-paid postcard that you can use to **tell us what steps you've taken**. Send it in, and watch the forest grow on our website (www.woodwise.org) as more and more people take steps to ensure a healthy future for our planet.

By being WoodWise, you will:

Preserve the rich biodiversity of our forest. Forests aren't just about trees—millions of plants and animals compose intricate forest ecosystems.

Contribute to clean air for everyone. Trees clean carbon dioxide out of the air, letting humans breathe more easily and warding off global warming.

Preserve and create jobs over the long run. Reducing demand for forest products will allow more forests to be managed for long term survival, creating permanent forest-management jobs.



Tackling a House Full of Paper

Did you know that, on average, an American uses more than 730 pounds of paper each year? It takes about nine trees, as big around as telephone poles and as tall as four-story buildings, to make that much paper.

About half of the wood we use goes into paper products, including boxes, stationery, computer printouts, napkins, magazines, and more. Some of these items contain recycled fiber, but most of them are still made from newly cut trees. Even if something is made with 20% recycled content, it's still 80% virgin tree. And despite our recycling efforts, paper makes up about 40% of our garbage.

Luckily, our paper use doesn't have to threaten forests. Instead of relying on trees to meet all our paper needs, we can make excellent paper by recycling and using other "waste" materials such as weed grasses or leftover straw from food crops. Farmers can also grow fiber crops, such as kenaf, for paper. By making paper from a variety of materials and recycling what we make, we will lighten the load on our forests.

•• WoodWise Tips ••••

◆ **Make a list of all the paper products you use and look for ways to cut back.** You can use ceramic or recycled plastic instead of paper cups and plates, and washable fabric instead of paper tissues, towels, or napkins.

◆ **Think of your mail as a source of fresh paper.** Gummed labels can rejuvenate envelopes as

long as you cover any barcodes. One-sided paper can be used for children's drawings, grocery lists, or phone messages. Set up a special box or clipboard for reusable paper.

◆ **Recycle all your waste paper.** If your curbside program doesn't take junk mail, try taking it to work or to a drop-off center.

“We've always recycled paper, but now we've gone a step further. We use cloth napkins every day instead of paper. We still keep paper towels in the kitchen, but we find we need them less and less.”

—Janice Ehlers, San Antonio, Texas

◆ **Replace conventional stationery with paper containing a high percentage of post-consumer waste or tree-free fiber.** Use the resource directory on page 17 to find forest-friendly greeting cards, toilet paper, notebooks, copier paper, and more.

◆ **Cut down on the packaging you bring home by taking reusable containers to restaurants for take-out meals or leftovers.** Use these containers in the

bulk food section of your supermarket, and have a reusable bag ready at the checkout.

• WoodWise Challenge •

Ask your local copy shop to stock tree-free or recycled paper with at least 50% post-consumer waste. If they don't know where to buy this kind of paper, they can get assistance from Conservatree (415/721-4230) or ReThink Paper (www.rethinkpaper.org).

Myth: Environmental papers get stuck in the copier, they're more expensive, and they look dingy.

Not anymore!

The days when recycled paper products didn't perform well are long gone. Now competition and consumer demand have generated many top quality choices for environmentally conscious consumers. Post-consumer waste papers are also less expensive than they used to be. In some product categories, they're actually less expensive than their virgin counterparts.

For more paper tips, visit our website: www.woodwise.org.

Return to Sender


What can you do with all those reply envelopes that come in your junk mail? Just ink out the barcodes, cover the address with a label, and reuse. It's best to use a recyclable label (made with water-soluble glue) so the envelope can be recycled later. Order


these labels from the Oakland Recycling Association. Send \$3.50 for 100 labels or \$10 for 300 labels (tax, postage, and handling included) to ORA, P.O. Box 11492, Oakland, CA 94611-0492.

You'll never have to buy envelopes again!

WoodWise at Work



 Did you know that the average U.S. worker uses 12,000 sheets of paper per year?

 Paper accounts for roughly 40% of all municipal solid waste in the United States. Whether you work in an office, telecommute from home, or volunteer at the library, chances are you use a lot of paper. Here's how to reduce the impact of your work on the forests and save your company money.

• • WoodWise Tips • • • •

◆ **Send the enclosed postcard** to the Boise Cascade Corporation asking for more forest-friendly office products (see sidebar).

◆ **Print letters and reports on both sides of the paper** and set the default switch on your photocopier to double-sided.

◆ **Use e-mail** instead of paper memos and reduce the number of messages that you print out.

◆ **Post or circulate materials** rather than copying one for each person. Share training manuals and internal documents.

◆ **Eliminate** printer and fax cover sheets.

◆ **Buy copier paper with at least 30% post-consumer recycled or tree-free content.** See the Resource Directory for suppliers (page 17).

◆ **Start an Office Paper Committee** to introduce paper-saving practices into your office. A paper committee can identify wasteful practices, prioritize changes, and build employee support for saving paper (see www.woodwise.org for tips on starting a committee).

• WoodWise Challenge •

Talk to your company or organization about taking the WoodWise Business Pledge. Almost 400 businesses have pledged to stop buying paper and wood products that come from endangered ancient forests and shift their purchases to more forest-friendly alternatives. Unfortunately, many office products still contain pulp from priceless heirloom forests, especially Canadian rainforests. If you take the pledge, we'll help you determine if your business currently uses paper or other products containing ancient forest pulp and help you find affordable forest-friendly alternatives. For more information on the WoodWise Business Pledge, visit our website: www.woodwise.org or call us at 1-800-58-GREEN.

By taking the pledge, your com-

pany will join a successful national business initiative to protect the rare and wonderful rainforests in Canadian British Columbia. This initiative is led by the nonprofit Coastal Rainforest Coalition (www.coastalrainforest.org or 510-540-8730) and supported by over 20 Fortune-500 companies. As this guide goes to press, the timber companies responsible for destructive logging in British Columbia are responding to business pressure. They are meeting with local scientists and environmentalists about protecting some forest areas and improving

Chipping Away at Forests

The Boise Cascade Corporation is a leader in office products. The company would also like to be an environmental leader, but it plans to build the world's largest chip mill in a precious forest in Chile, at the southern tip of South America. The mill would turn logs from surrounding forests into pulp for paper products.

The Valdivian Forest surrounding the proposed mill is on the World Wildlife Fund's list of the 25 most critical "ecoregions" in the world. This temperate rainforest contain a greater diversity of plants and animals than any other area outside the tropics. Sadly, logging regulations are poorly enforced in Chile, and more than 60% of this special forest has already been destroyed.


We think the Boise Cascade Corporation can be a true environmental leader and find more sustainable sources of fiber to use in its products. In fact, 2.9 million tons of wheat,


barley, and oat straw are available in its home state of Idaho every year. Wouldn't it make a wiser investment for Boise Cascade to build a paper mill that could use this straw and leave the trees in the forest? If you agree with us, please mail

the enclosed card (see insert) or write your own letter to CEO George Harad and advise him to drop the Chilean chip mill project in favor of a more forward-looking solution. Send letters to: Mr. George Harad, CEO, Boise Cascade Corporation, P.O. Box 50, Boise, ID 83728.



Fashion for Forests

 Did you know that you can spin trees into cloth?

 Worldwide, manufacturers make as much cloth from wood pulp as they do from wool. Rayon is the most common wood-based fabric, but acetate, triacetate, and Tencel® are also made from trees.

Unfortunately, turning wood into clothing is wasteful and dirty, because lots of water and chemicals are needed to extract usable fibers from trees. Only about a third of the pulp obtained from a tree will end up in finished rayon thread. The resulting fabrics usually require dry cleaning, which is an environmental concern as well as an added expense and inconvenience.

Much of our rayon comes from developing countries, such as Indonesia, where environmental and labor laws are weak and poorly enforced. There is mounting evidence that rayon clothing manufacturing contributes to significant forest destruction and pollution in other countries.

What about Tencel®?

In recent years, many environmental businesses have also begun to offer Tencel® clothing. Tencel® is also a wood-based fabric, but it's made using a newer closed-loop process that is more efficient and much less polluting. Manufacturers of Tencel® also say that making their product from trees does not damage the environment but these claims have not been independently certified through the Forest Stewardship Council (see page 8 for information on the FSC).

• • WoodWise Tips • • • •

◆ **Look for organic cotton, linen, washable silk, or hemp instead of rayon.** While regular cotton fabric is more forest-friendly than rayon, cotton farmers often use large amounts of pesticides that can damage soil and water. To find companies that sell beautiful forest-friendly clothing, visit Co-op America's Green Pages at www.greenpages.org.


◆ **Buy used clothes**, especially children's items and casual wear. **Share or swap clothes** with friends and co-workers.

◆ **Donate your old clothes** to the needy or resell them at a consignment store.

• WoodWise Challenge •

Tencel® fabric would be an even better environmental choice if the wood it used were certified under the Forest Stewardship Council system. Unless companies receive this certification, there is no guarantee that their wood comes from a sustainable source. Write to the President of Tencel, Inc. and ask that their company pursue FSC certification: Tencel, Inc., 111 West 40th Street, New York, NY 10018

“ I love buying my clothes at thrift stores and resale shops. Looking through secondhand clothes is like going on a treasure hunt—I never know exactly what I'll find, but I do know that it'll be a bargain and a great way to conserve resources. ”
— Jessica Hewit, San Francisco, CA

 Myth: Buying Hemp Clothing supports illegal drugs.

Hemp fabric comes from plants that are grown specifically to produce fiber and have a very low concentration of tetrahydrocannabinol (THC), the chemical that makes marijuana a drug. These plants belong to the same species, but comparing hemp to marijuana is like comparing a chihuahua to a wolfhound. The industrial hemp plant has been developed for its fiber properties, not for its narcotic effects. All you'll get from smoking industrial hemp is a headache. For more information on legalizing hemp cultivation, contact HempTech, The Industrial Hemp Information Network, at (707)823-2800 or www.hemptech.com.

What about industrial hemp?



Hemp is a wonderfully versatile plant that produces fiber to make high-quality clothing. Hemp fabric is not widely used in this country, however, because industrial hemp can't be grown legally in the United States. Recently, four states (North Dakota, Minnesota, Hawaii, and Maryland) passed bills allowing for the cultivation of industrial hemp, but hemp farmers still face tough restrictions. The Drug Enforcement Agency still prohibits the crop because it looks too much like marijuana, even though law enforcement agents in Canada and 31 other countries are able to tell the difference.



Did you know that Jay Leno's "Tonight" show desk carries the FSC checkmark? This means that the lumber used in the desk was carefully harvested from a natural forest, without damage to the plants, animals or people who live there.



Your kitchen table could have started as a giant Sitka spruce in a Canadian forest, or it might have come from a Chilean pine plantation (see next page). A tree's story matters because how it grows and is removed affects the health of the land and the people who live on it. And because we all use wood products, we play a role in these stories.

When you see the FSC checkmark (pictured at right) on furniture or lumber, you can be certain that a trustworthy professional has traced and approved the story of that product back to the tree. FSC stands for the Forest Stewardship Council, an international nonprofit that sets standards for responsible forestry and is supported by prominent environmental groups, as well as scientists and far-sighted business leaders. You can trust that the FSC checkmark identifies products that have met high environmental and ethical standards and have been independently certified.

More and more concerned consumers are becoming aware of the stories behind their wood products and are asking for FSC-certified items. To meet this demand, more and more companies are seeking certification—which means that it's becoming easier to spot the FSC family of labels on wood products from pencils to furniture. The FSC checkmark will always help you

identify lumber and products made by companies that take care of forests, protect wildlife, and create long-term jobs for local people.

• • WoodWise Tips • • • •

◆ **If you're about to purchase a major wood item** (like cabinets, bookcases, or a musical instrument), **look for one that's made of certified wood.** You can find suppliers by visiting www.certified-wood.org and clicking on "Certified Suppliers."

◆ **Give your business to companies that stock certified wood.** Businesses from local shops to major home improvement retailers have pledged to sell responsibly harvested wood, and they need to know that you support their decision.

◆ **Let retailers and lumber suppliers know that you're interested in certified wood.** If you call a business and find that they don't know about forest certification, tell them it's something that conscious consumers care about. Ask them to call the Certified Forest Products Council at 503-590-6600 to find out how to carry certified products in their stores.

• WoodWise Challenge •

Ask your city or county council to adopt Selective Wood Procurement Legislation. Many environmental groups are asking local governments to adopt this kind of legislation, which states that cities must seek out environmentally preferable wood—usually FSC certified—for their building projects. Through selective procurement, an entire city's purchasing power can help preserve endangered forest ecosystems and promote responsible forestry practices. To learn more about the kinds of purchasing legislation you can recommend to your city or county council, visit the WoodWise website (www.wood-wise.org) or call the Consumer's Choice Council at (202) 785-1950.



Myth: The Sustainable Forestry Initiative (SFI) label is equivalent to FSC certification.

Don't be fooled by this label! The SFI label was designed by and for the forest products industry and must be carried by any member of the American Forest & Paper Association. Although it promotes an appealing ideal for responsible forestry, the program has few fixed standards for measuring a company's impact and no requirement for independent verification. In contrast, the FSC has strict standards that must be verified by an independent certifier before a company can earn its certification.



The story behind every wood product begins with a tree, but there are many ways that trees can be grown and harvested. When you buy products with the FSC checkmark, you can feel good about their stories, which feature intact forests, strong communities, and a healthier planet.



CLEARCUT: Chambers Creek, Great Bear Rainforest, British Columbia • • • • •

The Great Bear rainforest is home to grizzly and cougar, but the animals fled from this valley when it was stripped of its ancient Sitka spruce and red cedar. Salmon once swam in the streams, which are now clogged with logging debris and erosion from the suddenly treeless slopes. Native people protest the destruction of their sacred lands and the loss of their salmon-dependent traditional lifestyle, but they have thus far been unable to halt the destruction.

On July 21, 1999, members of the Forest Action Network began observing the destruction of the Chambers Creek watershed. Photos are available at www.fanweb.org.

PLANTATION: Chorrillos Estate, Region IX, Chile • • • • •

The ground beneath the rows of radiata pine trees is dry and bare. The natural forest that once grew here has been cut down and replaced by pine trees that suck water and nutrients from the soil. Native Mapuche people have protested the growth of pine plantations and tried to reclaim this land. Its rich ecosystem had sustained their culture for centuries until a military dictatorship gave the land to timber companies. Although their livelihood has been destroyed, they have been unable to gain any concessions from the government or timber companies.

On March 5, 1999, 300 Mapuche protested at the Chorrillos Estate. News of the Mapuche's continuing struggle is available from the World Rainforest Movement at www.wrm.org.uy.





RESPONSIBLY MANAGED FOREST: Menominee Land, Wisconsin • • • • •

A two hundred year-old oak tree shelters sugar maple seedlings; nearby, a white birch rots under a carpet of leaves. Ruffed grouse and foxes dart through dense thickets, while white-tailed deer nibble twigs and grass. Once every fifteen years, loggers enter this section of the 235,000-acre Menominee Forest and cut carefully selected trees. While the resulting timber is vital to the economy of the Menominee Indians, it's equally important for them to preserve the forest for future generations.

On April 1, 1995, the Menominee Forest earned Forest Stewardship Council certification. Their certified lumber is available wholesale from Menominee Tribal Enterprises (715-716-2311).

If you're like most readers, you'd probably rather see the world's remaining forest land be responsibly managed - not clearcut or turned into plantations. You can help create a more equitable world with thriving forests by asking for and buying FSC-certified products.

 Did you know that a new home today is likely to have four bedrooms and a three-car garage? It will be almost twice as large as the average home in the 1960s, but will house only two or three people instead of four.

 Like 94% of Americans, you probably live in a wooden house. In addition to the doors, kitchen cabinets, and furniture, there is a wood skeleton inside the walls and holding up the roof.

The wood used in homes places a heavy burden on forests. Much of the most damaging logging in the Pacific Northwest, Canada, and South America provides wood for building, decorating, and furnishing our homes.

Whether you're adding bookshelves to a studio apartment or building your dream home, you can be a WoodWise consumer and help lighten the load

on the world's forests. Creative solutions to buying furniture, choosing lumber for do-it-yourself projects, or hiring a contractor for renovations can help you achieve a home that's beautiful, comfortable, and forest friendly.

•• WoodWise Tips ••••

◆ Recycle and buy used. **Keep your furniture and cabinetry in circulation by reselling or donating it for reuse**, then buying what you need used. You'll reduce your impact and get beautiful, quality products at a good price. See page 17 to find some suppliers of recycled wood products and check our web site (www.woodwise.org) for more.

◆ **Buy furniture made from FSC-certified wood** (see page 8). Lumber from responsibly managed forests is now used in everything from beds and bookcases to tables and deck furniture. To find a supplier near you,

visit the Certified Forest Products Council's website at www.certified-wood.org.


◆ **Use FSC-certified lumber for your own woodworking or building projects.** If you can't find certified materials, look for locally grown and manufactured wood products, and ask the store manager or company representative about the environmental impacts. As a rule of thumb, you'll generally get more accurate information about wood that is harvested nearby than about products that come from far away.

◆ **Design your project to use smaller pieces, salvaged wood, or imperfect lumber.** Few projects require the large, flawless pieces of lumber that come from big trees in ancient heirloom forests. Used creatively, lumber with unusual coloration, knots, texture, and "distress" can save you money, keep the big trees in the woods, and add character to your home.

• WoodWise Challenge •

Organize a way for people in your community to buy, sell, or trade furniture, lumber, cabinets, and household fixtures. This can be a swap meet in the school playground, an internet site, or a consignment store. To get started, check the resources on our web site (www.woodwise.org) or contact the California Local Government Commission (916-448-1198 or www.lgc.org) and ask for publication on materials exchange facilities. Officials from your local recycling authority may be willing to

assist you with setup and operation.

 Myth: Buying building materials made from wood chips, flakes, and strands rather than solid wood is WoodWise.

It might seem as though "engineered wood" products would be made from small bits of "waste wood", but in fact, most are made from whole virgin trees harvested for this purpose. While these products do use wood fiber efficiently, they require extra ingredients, like glue and other binders, which may be toxic. They also take extra energy to manufacture. Producers of these wood products rarely divulge the products' components, so you can't evaluate the origin of the wood or the safety of the adhesives used.

Tips for Renovating, Buying, or Building Your Home ••••••••

◆ **Choose an existing house** rather than building a new one—renovating saves resources.

◆ **Think creatively about how much space you really need.** You can save time and money by living in a smaller home. Sarah Susanka's book *The Not So Big House* (Taunton Press, 1998) has ideas on how to utilize space, and excerpts of it are online at www.entsobighouse.com.

◆ **Buy a home built by a forest-friendly developer.** Centex Homes and Kaufman & Broad, the largest volume homebuilders in the U.S., have both pledged to stop using wood from endangered old-growth forests.

◆ **Insist on quality workmanship** to protect your walls and roof from decay. This will save you

money and prevent you from using more wood in repairs.

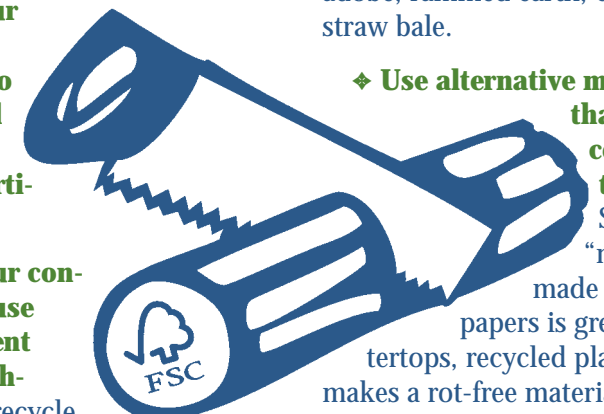
◆ **Tell your contractors you prefer to use recycled materials and FSC-certified lumber.**

◆ **Ask your contractors to use wood-efficient building techniques** and recycle wood scraps and other waste. For information on these topics, they can order the Natural Resources Defense Council's handbook *Efficient Wood Use in Residential Construction: A Practical Guide to Saving Wood, Money, and Forests* by calling (212)727-2700 or visiting www.nrdc.org.

◆ **Consider low-impact natural building techniques** including adobe, rammed earth, cob, or straw bale.

◆ **Use alternative materials that don't come from trees.** Stunning "marble" made from newspapers is great for countertops, recycled plastic lumber makes a rot-free material for decks, and panels of pressed straw or recycled paper can serve as room dividers or be used in furniture.

For more information about these ideas and other green building resources, see the Resource Directory on page 17 or check our web site, www.woodwise.org.



Home Improvement Chains to Stock Good Wood

Buying lumber for a new project should be exciting, but consumers often worry that their purchases are damaging forests. In August of 1999, the largest home improvement chain in the world responded to sustained pressure from consumers, investors, and environmental groups: the Home Depot agreed to stop selling wood products from environmentally sensitive areas. By the end of 2002, they will sell only FSC-certified wood (see page 8)—and will protect precious forests around the world by doing so.

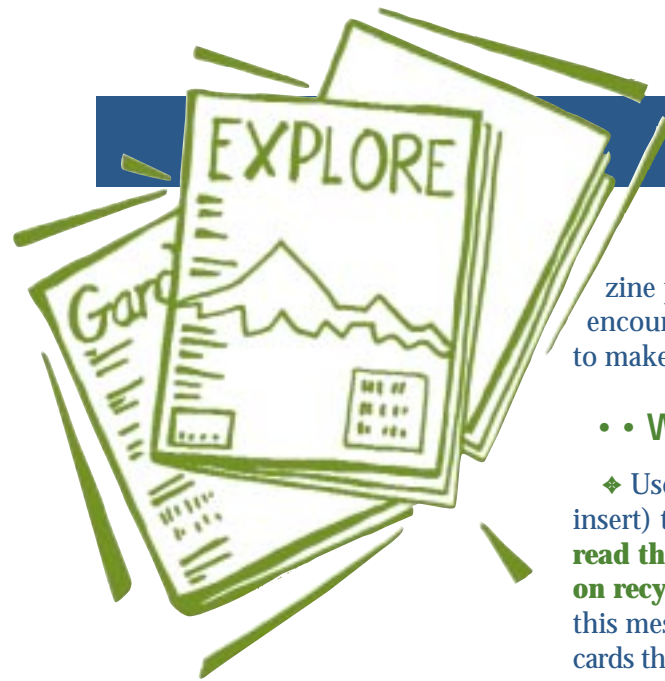
Consumer action—including thousands of postcards from readers of the first WoodWise Consumer guide—was a major factor in the Home Depot's decision. And consumers like you still have a critical role to play in

making this pledge a reality. Thank your local store manager or write CEO Arthur Blank once more to applaud his decision (Home Depot, Inc., 2455 Paces Ferry Rd., Atlanta, GA 30339-4024). You can find a store near you at www.homedepot.com or (800)430-3376.

The Wickes, HomeBase, and Menard's home improvement chains, as well as some independent stores, have recently followed the Home Depot's lead and announced their intentions to stop selling old-growth wood. Despite these advances, many lumber retailers continue to ignore their environmental responsibility. Let stores in your area know that you expect to see forest-friendly wood in their aisles and check our web site for further action tips.



WoodWise Reading



zine purchasing habits and encouraging magazine publishers to make forest-saving changes.

• • WoodWise Tips • •

◆ Use the enclosed stickers (see insert) to **tell the magazines you read that you'd like them to print on recycled paper.** You can stick this message on the subscription cards that come in every issue, so the magazine will pay to hear from you.

◆ **Send the enclosed postcard to Conde Nast Publications** to ask them to protect the beautiful natural scenery they publicize in Conde Nast Traveler by switching to paper with post-consumer recycled content. Conde Nast is one of the largest magazine publishers in the U.S., and they've recently constructed an award-winning environmentally friendly office. We think they're ready to take the next step by choosing environmentally responsible paper and setting an industry example. If you agree, please send in the postcard in the center of this guide.

◆ **Read magazines online or share a subscription** with a friend. You'll save money as well as paper.

◆ If you're looking for new magazines to read, **consider a publication that's printed on forest-friendly paper.** Our list of Great Reads (see sidebar) is a good place to start.

• WoodWise Challenge •

Contact the magazines you already subscribe to and ask what kind of paper they use. If they use paper with little or no recycled content, ask that they switch to a more forest-friendly alternative. Sample letters—along with additional action tips—are available on our website, www.EcoPaperAction.org.



Great Reads

These magazines have all been recognized as environmental leaders in magazine publishing. They all print on paper that meets or exceeds the government's recycled paper guidelines of 30% post-consumer waste for uncoated paper and 10% post-consumer waste for coated paper. When you buy these magazines, you'll get a great read and a great value for forests.

- ◆ Amicus Journal
- ◆ California Wild
- ◆ Co-op America Quarterly
- ◆ E Magazine
- ◆ Earth Island Journal
- ◆ Mountainfreak
- ◆ Terrain
- ◆ Orion
- ◆ Orion Afield
- ◆ Sierra
- ◆ Wild Earth
- ◆ World Watch
- ◆ YES!

Did you know that many nature and travel magazines are printed on virgin paper with no recycled content?

The magazine publishing industry uses roughly 25 million trees worth of paper each year, because most magazines are printed on paper that contains little or no recycled content. You might think that nature and travel magazines would be more likely to use recycled paper since they rely on beautiful photographs of animals and natural places to fill their pages. But ironically even these magazines are overwhelmingly printed on virgin paper, contributing directly to the destruction of the forests, rivers, and wildlife they publicize.

By switching to paper with post-consumer recycled content, magazine publishers could save millions of trees every year. You can help lighten magazines' burden on forests by altering your own maga-

To help magazine publishers switch to paper that contains post-consumer recycled fiber, Co-op America's WoodWise Program has teamed up with Conservatree and the Independent Press Association to launch the PAPER Project (Printing Alternatives Promoting Environmental Responsibility). Our mission is to assist publishers who want to find high-quality paper that's easy on the forests and their budgets. Information for publishers is also available at www.EcoPaperAction.org.

A Junk-Free Mailbox

Did you know that the average American adult receives almost 560 pieces of junk mail each year? One hundred million trees are ground up every year to produce the 4.5 million tons of solicitations that clutter our mailboxes.

By definition, junk mail is mail you don't want—a fat catalog of accessories for a sport you don't play or endless offers for credit cards you don't need. It doesn't include the catalogs and causes you want to hear from.

Some organizations, including Co-op America, try to be responsible mailers. We use recycled paper, and we keep an up-to-date list of people who don't want to receive our materials or share their contact information. Unfortunately, many mailers are not yet responsible. The more they hear from concerned consumers like you, the more likely they are to keep accurate records and respect your decision about your mail. Keeping your box junk-free will help lighten the load on the forests.

Junk mail is a hot topic with WoodWise consumers! When thousands of readers wrote in to tell us what steps they'd taken after receiving the first edition of this guide, we found that junk mail was at the top of the list. Ninety-four percent of our respondents sent postcards asking to be removed from junk mail lists (see WoodWise tips for details). Read on for more ways to reduce unwanted mail.

• • WoodWise Tips • • • • •

◆ Fill out and mail the Stop Junk Mail Postcard (see insert). This will help you get off some of the main consumer mailing lists. If you want to get off even more lists, check our web site (www.woodwise.org) for other services you can contact.

◆ Most credit card companies use a central service to screen out people who don't want to receive their mailings. To stop getting most credit card junk mail, call (888)567-8688.

◆ Whenever you fill out a form or place an order, always write "Do not rent or exchange my name" or ask the order taker to please "flag your

file" so that your information won't be shared.

◆ Don't fill out product warranty cards. A warranty is valid whether or not you return a card, and sending one in will put you on more mailing lists. Also avoid contests—another mechanism for compiling mailing lists.

◆ Monthly bills are another opportunity for businesses to send you more junk. Sign up for automatic payment and ask companies to e-mail you a statement. It takes a few hours to set this up, but you'll save time and stamps in the long run.



• • WoodWise Challenge • • • • •

Persistence is the key to eliminating virtually all junk mail: respond to every piece you get and keep track of every request for privacy. Contact the catalogs, magazines, frequent flyer programs and nonprofits you like and ask them not to share your name. Call or write anyone who sends you junk and ask to be excluded from future mailings. Find out where they got your name, then contact that entity and tell them to stop. (Go to www.woodwise.org for sample letters and tips on systematizing this process.)


Flex your junk mail muscle at work. For starters, contact Dun & Bradstreet at (800)333-0505, a major provider of business-to-business marketing information, and ask that your company be removed from their mailing lists. Be aware that D&B and its competitors often build their mailing lists by calling businesses to "verify your address" without divulging their purpose. Circulate junk-stopping tips among your co-workers—most of the strategies for stopping personal junk mail apply to workplaces, too. For assistance, contact the National Waste


Prevention Coalition's Business Junk Mail Reduction Campaign at (206)296-4481 or www.metrokc.gov/nwpc.



What can you do...?

...with all those reply envelopes that come in your junk mail? Just ink out the barcodes, cover the address with a label, and reuse. It's best to use a recyclable label (made with water-soluble glue) so the envelope can be recycled later. Order these labels from the Oakland Recycling Center. Send \$3.50 for 100 labels or \$10 for 300 labels (tax, postage, and handling included) to ORA, P.O. Box 11492, Oakland, CA 94611-0492.

 Did you know that your savings and retirement money can help preserve forests?

 Putting money into a socially responsible bank, credit union, or mutual fund can help build an environmentally sustainable economy.

When you put money into a savings account, CD, or mutual fund, you're letting a financial institution invest your money and share the profits with you in the form of interest or dividends. Some of these institutions practice socially responsible investing, which means they not only seek to make a profit but also to build an economy that works for people and the environment.

Institutions can use their influence to help socially and environmentally responsible businesses succeed and to convince other companies to adopt more responsible practices. So when you practice socially responsible investing, you're not just protecting forests. Your money will help build a world where economic opportunity and environmental preservation go hand in hand.

The good news is that you don't have to sacrifice financial performance when you put your money to work for a better world. Overall, socially responsible investments perform as well as conventional investments, and will help you ensure a healthy future for yourself as well as the planet.

Whatever your financial situation, you can incorporate your concern for forests into the way you manage your money. Your voice as an investor can be as powerful as your consumer voice, when you demand that companies respect their workers and the earth. Read on to discover how to make your money work—for you, for the planet's forests, and for a broader vision of a sustainable world.

• • WoodWise Tips • • • •

◆ Before you tackle your investments, **reduce the paper involved in your financial transactions.** Direct deposit, automatic bill paying, online banking, and online portfolio management (when available) can streamline your accounting procedures while saving paper. You can also get recycled paper checks from Message!Products (800-243-2565 or www.message-products.com).

◆ **Understand your financial goals** and the amount of financial risk you can afford to take. Your own financial health must be your first priority, and you can take actions to protect the environment while working with the money management plan that's best for you. If you're new to financial planning, call Co-op America for our Financial Planning Handbook (1-800-58-GREEN), or visit the Personal Finance section of our website (www.coopamerica.org).

◆ **Open a checking or savings account with a community bank or credit union.** These institutions offer the same services as conventional banks and credit unions while providing loan resources to residents and businesses in low-and-

moderate-income areas. In particular, consider Shorebank Pacific's EcoDeposits®, which invests your deposits in green businesses, including manu-

facturers of responsibly harvested wood products (888-326-2265 or www.eco-bank.com). Don't worry if there aren't any socially responsible institutions in your area -- you can open a checking, savings, money market, or CD account anywhere in the country.

◆ Do you have money invested in mutual funds? This could be through an individual retirement account (IRA), a company-sponsored plan (401k or 403b), or as a personal investment. In any of these situations, you may be able to **choose a mutual fund that applies "screens" to its portfolio** so it includes socially responsible businesses or excludes companies with bad social or environmental records. Check www.socialinvest.org for a chart of socially responsible mutual funds and the screens they apply. If your

employer doesn't currently offer such funds, ask for one.

◆ Do you own stock in a company? If so, **you are one of the company's owners** and should let the company know about your concerns. Chances are good that the company could be more WoodWise by using recycled paper and FSC-certified lumber in their products and operations. **So write them a letter.** Call the company's Investor Relations department to get the name and address of the department head, and check www.woodwise.org for sample letters.

◆ If you own stock in a timber, mining, or oil company that is responsible for deforestation, you may want to **consider selling your holdings** and letting the company know that you've divested in protest. You may also decide to hold on to that stock and use your voice as a share-

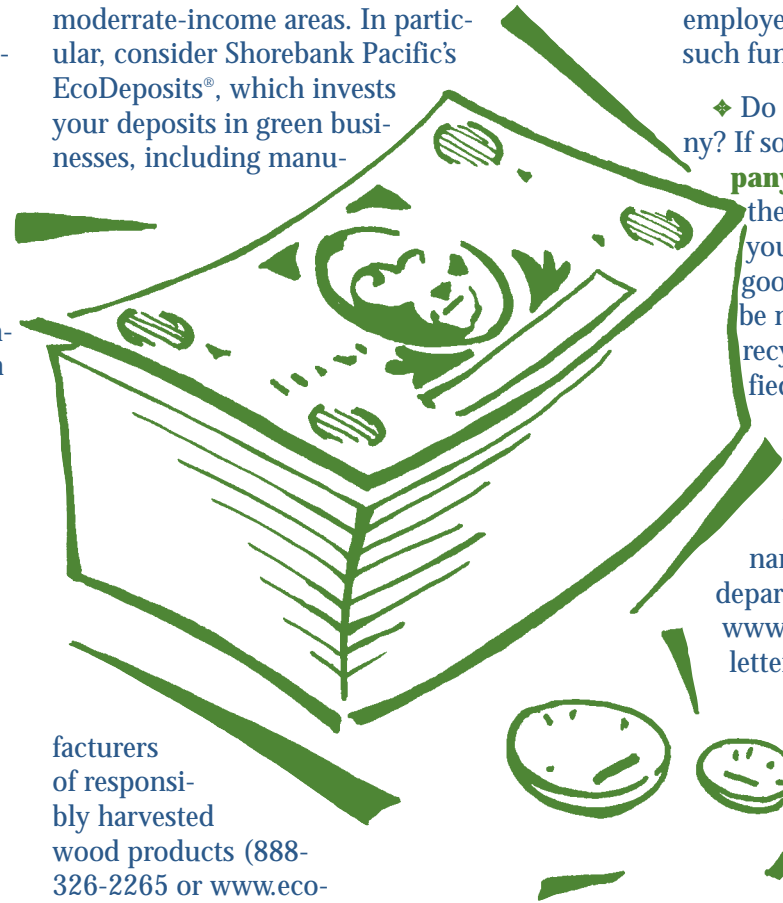
holder to encourage the company to change. In either case, you can research corporate behavior at Co-op America's Responsible Shopper website (www.responsibleshopper.org).

• WoodWise Challenges •

◆ Get involved with shareholder advocacy, a tool that allows investors to influence the behavior of a company in which they own stock. Shareholders can **introduce and vote on resolutions demanding that companies adopt more responsible practices**; for example, concerned shareholder helped convince the Home Depot to stop selling wood from endangered forests. Resolutions are usually presented at a company's annual meetings between January and June, but you can get involved anytime by logging onto www.shareholderaction.org. And even if you don't own any stock directly, you can still **participate by investing in mutual funds** that regularly engage in shareholder activism.

◆ If you do own stock, you will receive an annual report and a ballot from each company. Make sure to **read your proxies and vote your proxy ballots.** You will often discover resolutions in these statements that support a more sustainable world, and your vote can help focus management's attention on the need for change.

◆ If you have significant wealth to invest, you can **provide critical capital to new and growing environmental businesses.** Check these resources to get involved: Investors' Circle (650-424-8144; www.icircle.org), the Environmental Capital Network (734-996-8387 or www.bizserve.com/ecn/), or the EcoLogic Development Fund (617-441-6300 or www.ecologic.org).



Mutual Fund Chart

WoodWise Holidays



? Did you know that there is wood in the tape you use to wrap presents?

✿ From tape to cards to decorations, many holiday trimmings contain wood. And many of them will end up in the trash once festivities are over. Each year, Americans throw away 25% more trash during the Thanksgiving to New Year's holiday period than at any other time of year.

••• WoodWise Tips •••

◆ **Buy cards that are made of tree-free or recycled paper.** For example, Grow-A-Notes™ are made from recycled, bio-degradable paper containing seeds; after the holidays, you can put the entire card in the ground and watch it grow (see the Resource Directory on page 17 for suppliers of this and other recycled cards). Stores across the country sell cards made by Recycled Paper Greetings, which uses 100% recycled fiber with at least 15% post-consumer waste (for a retailer near you, call (773) 348-6410 or visit www.recycledpapergreetings.com).

◆ You can **send electronic greeting cards** that save paper and help environmental organizations at the same time. www.iReachOut.com and www.care2.com donate money for conservation every time you send a card from their websites.

◆ **Make a commitment not to buy any new giftwrap this year.** Reuse old wrapping paper or put your gifts in reusable bags or boxes. Be creative about giving old materials new life—scraps of fabric, magazines, or calendars make great patchwork bags or collage wrapping paper.

◆ **Host a zero-waste party.** Minimize the garbage by asking people to bring their own cups and using fabric tablecloths and napkins; then be sure to recycle any post-party cans and bottles.

◆ **Give non-material gifts:** tickets to an event, a contribution of your own time or talent, or a donation to a charitable organization in someone's name. Your friends and family will appreciate such unique,

thoughtful gifts, and they won't have anything to throw away or return to the store. Organizations like Alternative Gifts International (800-842-2243 or www.altgifts.org) offers gifts from bicycles to literacy training that can be donated in someone's name to people in need.

••• WoodWise Challenge •••

Hallmark Cards has demonstrated an environmental commitment by signing a pledge to keep old-growth wood out of their products. Send them a recycled or tree-free card to thank them and let them know they can strengthen their environmental leadership by offering WoodWise options. Hallmark's address is listed below, along with a poem that you can use to get the message across.

Mr. Irvine Hockaday
President, Hallmark Cards
2501 McGee
P.O. Box 419580
Kansas City, MO 64141-6580

A greeting card's a special way
To tell someone I care.
But using so much paper up
Could strip our forests bare.

I'd like my cards to be tree-free
from fibers like kenaf,
Or have post-consumer content
That's more than merely half.

A company that made such cards
would win my heart for good.
I'd buy those cards with hard-earned green
—and waste a lot less wood.

“ My mom organized a green Christmas contest for our extended family. Each household could pick from several categories, like using less paper or decorating with natural materials. My family won the grand prize for doing the most. ”
— Connie Ross, Portland, Oregon

WoodWise Resources Directory

These businesses were selected because Co-op America believes they offer products and services that foster forest conservation. We have not tested these products and services, and a listing in this directory does not imply an endorsement or a guarantee.

The best WoodWise products and services—great opportunities to make forest-friendly purchases, from recycled stationery, to organic cotton clothing, to junk mail reduction services. Plus, where to go for more information on becoming a WoodWise Consumer.

WoodWise Paper Products and Printing

Ahimsa Graphics MRW

Recycled paper stationery, cards, tote bags, and origami peace cranes featuring Native American, peace, and women's designs.
Providence, RI. (401)294-7769.

Amber Lotus MRW

Calendars, journals, greeting cards, and books, printed on recycled paper using soy-based inks.
Web: www.amberlotus.com
E-mail: info@amberlotus.com.

Acorn Designs MRW

100% post-consumer recycled paper note cards and stationery. New kenaf, tree-free paper line.
Web: www.lightlink.com/acornides.
E-mail: acornides@lightlink.com.
Trumansburg, NY. (607)387-3424.

Arbokem W

Office paper made from agricultural and post-consumer waste. Custom sizes available.
Web: www.agripulp.com.
E-mail: info@agripulp.com.
Vancouver, BC. (604)322-1317.

ARES Printing & Packaging MB

Full service printing and packaging manufacturer and designer using only recycled and recyclable materials.
Web: www.aresny.com.
E-mail: george@aresny.com.
Brooklyn, NY. (718)858-8760.

Atlantic Earthworks MRW

Recycled paper products for the home.
Web: www.atlanticearthworks.com.
E-mail: earthworks@mindspring.com.
Baltimore, MD. (800)323-2811.

Collective Copies MRW

All-purpose printer using exclusively recycled and tree-free papers.
Web: www.collectivecopies.com.
E-mail: feedback@collectivecopies.com.
Amherst, MA. (413)256-6425.

Common Wealth Printing M

Offset printer specializing in books, newsletters, and brochures. Uses recycled paper and soy inks.
Web: www.cvprinting.com.
E-mail: printing@cvprinting.com.
Hadley, MA. (413)584-2536.

Costa Rica Natural M

Paper that's a 100% mixture of post-consumer waste and agricultural byproducts.
Web: www.costaricanatural.com.
E-mail: mail@ecopaper.com.
Miami, FL. (800)777-3378.

Crane & Co. MRW

Tree-free social, business, and art papers made from cotton scraps, hemp, and kenaf.
Web: www.crane.com.
Dalton, MA. (413)684-2600.

Detour Productions MBW

Janitorial paper products, mailing supplies, and copy, laser, and fax paper with high post-consumer content.
Web: www.detourprod.com.
E-mail: www.detourprod@earthlink.net.
Venice, CA. (310)399-5445.

Ecoprint MW

Environmentally responsible offset printing for businesses and organizations.
E-mail: ecoprint@erols.com.
Silver Spring, MD. (301)585-7077.

Eco-Scape Images MM

Greeting cards and journals with photographs of nature scenes, printed on tree-free kenaf paper.
Web: www.eco-scapeimages.com.
E-mail: tverk@aol.com.
Eugene OR. (800)903-2334.

Fiber Options Paper Co. MRB

Hemp, kenaf, organic cotton, agripulp, sugar cane bagasse, post-consumer recycled paper. Office paper, letterhead, printing papers, stationery, greeting cards. Offset printing and special services.
Web: home.cdsnet.net/~kwood/fiberoptions.html.
E-mail: kwood@cdsnet.net.
Sandy, OR. (888)290-1919.

Focal Point Direct MB

Print broker with network of environmentally sensitive designers, imagesetters, printers, binderies, and mail houses.
Web: www.focalpointweb.com.
E-mail: art@focalpointdirect.com.
Portland, OR. (503)802-0938.

Fox River RW

100% post-consumer recycled paper.
Web: www.foxriverpaper.com.
(800)558-8327.

Froggy & Toadie Studios MRW

Full-color notecards with wildlife drawing, printed using soy inks on recycled card stock (including some 100% post-consumer waste).
Web: www.northcoast.com/~frogs/index.html.
E-mail: frogs@wt.net.
Bayside, CA. (800)495-0123.

Goodge Street Press MW

All-occasion greeting cards from original water-colors, printed on recycled paper.
Web: www.goodge.com.
E-mail: goodge@city-net.com.
Pittsburgh, PA. (412)731-5477.

Graphic Paper New York MW

Specializes in 100% post-consumer (pcw 100), tree-free (kenaf, hemp), chlorine-free paper. Offers soy ink printing. Clients include the NRDC, Co-op America, the United Nations and many grass roots foundations.
Web: www.pcw100.com.
E-Mail: pcw100@pcw100.com.
Islip, NY. (800)840-4555.

Green Earth Office Supply MW

Environmentally sound office supplies.
Web: www.greenearthofficesupply.com.
E-mail: info@greenearthofficesupply.com.
Redwood Estates, CA. (800)327-8449.

GreenCo Products M

Post-consumer recycled towels, tissues, napkins, and shipping supplies. 100% post-consumer copier and laser printer paper.
E-mail: jsg@together.net.
Brattleboro, VT. (800)326-2897.

Green Field Paper Company MW

Organic cotton paper, recycled hemp paper, and Grow-a-Note™ cards with seeds in paper.
Web: www.greenfieldpaper.com.
E-mail: info@greenfieldpaper.com.
San Diego, CA. (619)338-9432.

Greenleaf Environmental MW

Environmentally responsible printing company specializes in short print runs on 100% post-consumer recycled and tree-free paper using vegetable-base inks.
Web: www.greenleaf-prt.com.
Washington, NY. (800)729-3117.

Greenline Paper Company MW

Post-consumer recycled office products.
Web: www.greenlinepaper.com.
E-mail: steveb@greenlinepaper.com.
York, PA. (800)641-1117.

GreenMan Nonwood Paper Mill MBW

100% tree-free stationery and paper products; hand-made recycled paper.
Web: www.nonwoodpaper.com.
E-mail: greenman@lynx.bc.ca.
Vancouver, BC. (604)708-4403.

Harmony Catalog M

100% post-consumer recycled household paper products.
Web: www.harmonycatalog.com.
Broomfield, CO. (800)869-3446.

Inkworks Press MB

Offset sheetfed printshop makes it easy to use recycled, chlorine-free, and tree-free papers.
Web: www.igc.org/inkworks.
E-mail: inkworks@igc.org.
Berkeley, CA. (510)845-7111.

Visit www.woodwise.org for more tips on WoodWise living.

KEY M = Co-op America Business Network (CABN) member M = mail order or catalog available R = retail store B = business to business services W = wholesale
Only CABN members have been screened for socially and environmentally responsible business practices. For more information on how to join CABN, call (800)58-GREEN.

WoodWise Resources Directory

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John Rossi Company ▣MW
Designs and develops paper products and gifts made from 100% post-consumer recycled waste. E-mail: johnrossi@compuserve.com. Briarcliff, NY. (914)941-1752.

Johnson Paper Co. ▣W
Recycled paper products, including envelopes. Chicago, IL. (312)341-9261.

Kenaf Exchange International ▣W
Paper pulp made from kenaf. Rehoboth Beach, DE. (800)564-3463.

Living Tree Paper Company ▣MW
Printing and writing papers made from post-consumer waste and nonwood fibers (hemp and flax). Processed without chlorine. Web: www.livingtreepaper.com. E-mail: info@livingtreepaper.com. Eugene, OR. (800)309-2974.

Mercer Color ▣
Ecolith printing (wet lithograph) process with soybean inks. E-mail: cardsenter@aol.com. Coldwater, OH. (419)678-8273.

Mohawk Paper (RW)
100% post consumer recycled office paper. Cohoes, NY. (800)843-6455.

Munro Graphics ▣BW
Small printer committed to using recycled materials. Web: www.munrographics.com. E-mail: munrografx@aol.com. Methuen, MA. (978)682-0699.

Neenah Paper (RW)
All cotton paper; 50% sugar cane/50% post-consumer recycled paper. Neenah, WI. (800)558-5061.

New England Cartographics ▣MW
Envelopes (geolopes) and stationery made from government surplus topographic maps. Web: www.necartographics.com. Email: geolopes@crocker.com. North Amherst, MA. (888)995-6277.

New Leaf Paper (W)
Environmentally superior office and printing papers. Recycled and tree-free. Web: www.newleafpaper.com. E-mail: info@newleafpaper.com. San Francisco, CA and New York, NY. (888)989-LEAF.

New York Recycled Paper, Inc. (RW)
Recycled and tree-free papers. Environmentally responsible printing. Email: nyрпи@interport.net. New York, NY. (212)645-2300.

Not Just Paper ▣MRB
Formerly Full Circle Paper Outlet. Recycled papers for printing, recycled school supplies, office products, towels, and tissues. E-mail: fcpo@mindspring.com. Durham, NC. (919)688-6266.

Paper Access (MR)
Recycled stationery. New York, NY. (800)PAPER-01.

Pre-Cycled, Inc. ▣W
Full-service commercial printer specializing in the use of recycled paper. Brewster, NY. (914)278-7611.

Print.net ▣W
Full-service printing company committed to preserving the environment by using only 100% tree-free papers. Web: www.printnetinc.com. E-mail: printnet@msn.com. Pittsburgh, PA. (412)243-9060.

Real Earth Environmental Company ▣MW
Distributes recycled and tree-free paper products. Web: www.treeco.com. E-mail: info@treeco.com. Malibu, CA. (800)9-TREECO

Real Goods Trading Company ▣MR
Recycled post-consumer waste household paper products. Web: www.realgoods.com. E-mail: realgood@realgoods.com. Ukiah, CA. (800)762-7325.

Recycled Office Products ▣MW
Over 2,000 office products with recycled content. Web: www.recycledofficesupplies.com. Peabody, MA. (800)814-1100.

Recycled Paper Printing ▣BW
Offers printing on a wide range of recycled papers with high post-consumer waste content. E-mail: recycled@recycledpaper.com. Boston, MA. (800)886-9901.

Red Sun Press ▣W
Printing shop specializing in recycled papers. Web: www.redsunpress.com. E-mail: rspjens9@idt.net. Boston, MA. (617)524-6822.

Reprint! Inc! ▣W
Small print shop favoring the use of recycled papers. Web: www.reprintinc.com. E-mail: info@reprintinc.com. Houston, TX. (713)522-9299.

Resurgence: Handmade Papers ▣MRW
Handmade papers, stationery and hand-bound books from annually renewable resources. Billings, MT. (406)252-1725.

Ronnie Sellers Productions ▣W
Calendars and books printed on recycled paper. Web: www.rsvp.com. E-mail: rsp@rsvp.com. Kennebunk, ME. (800)625-3386.

Seventh Generation ▣W
Environmentally friendly products including bath tissue and paper towels. Web: www.seventhgen.com. E-mail: recycle@seventhgen.com. Burlington, VT. (800)456-1191.

Simply Living Products ▣RW
Sells recycled and tree-free papers to Ohio customers. Web: www.simplyliving.org/sl/slp.htm. E-mail: slp@simplyliving.org. Columbus, OH. (614)447-0296.

Treecycle Recycled Paper ▣MBW
High post-consumer waste content and process chlorine-free recycled paper, notebooks, envelopes, and tissue products. Deli items including unbleached paper cups and register tapes. Web: www.treecycle.com. E-mail: info@treecycle.com. Bozeman, MT. (406)586-5287.

Twisted Limb Paperworks ▣MBW
Locally handmade 100% recycled paper stitched into stationery, blank books, and wedding invitations. Web: www.twistedlimbpaper.com. E-mail: info@twistedlimbpaper.com. Bloomington, IN. (812)323-7529.

Vision Paper, KP Products Inc. ▣W
Produces paper made wholly and partially from the kenaf plant. Web: www.visionpaper.com. E-mail: kenafman@aol.com. Albuquerque, NM. (505)294-0293.

World Paper (W)
100% tree-free paper handmade by artisans in Asian villages. Hawthorne, NJ. (973)238-1750.

Worldview Publishing ▣W
Greeting cards printed on recycled paper with soy-based inks. E-mail: armenia@mindspring.com. Chapel Hill, NC. (919)967-7479.

WoodWise Alternatives to Other Paper & Wood Products

Artisan Gear ▣
Hemp canvas travel gear and accessories. Web: www.artisangear.com. E-mail: info@artisangear.com. Middlebury, VT. (802)388-6856.

Carmel Pacific Bags ▣W
Reusable gift bags in a variety of prints and sizes. Sewn in California. Web: www.carmelpacificbags.com. E-mail: info@carmelpacificbags.com. Carmel, CA. (877)464-5109.

Cloth Bag Co. ▣MRW
Recycled, reusable shopping bags made from Ecospun® (100% post-consumer recycled soda bottles). Web: www.clothbag.com. E-mail: sales@clothbag.com. Atlanta, GA. (770)393-0058.

Eastwinds Trading Company ▣W
Variety of hemp accessories and bags including backpacks and shoulder bags. E-mail: ewinds@internetcds.com. O'Brien, OR. (541)596-2331

Eco-Bags Products, Inc. ▣MBW
Organic and natural cotton reusable canvas totes, string bags, lunch bags, produce bags, and personal use bags. Custom printing, design, and sewing available. Web: www.ecobags.com. E-mail: ecobags@aol.com. Ossining, NY. (800)720-2247.

WoodWise Resources Directory

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Feminine Options ▣M
Comfort Curves washable, economical cotton menstrual pads. Web: www.feminineoptions.com. E-mail: gadams@feminineoptions.com. Ridgeland, WI. (715)455-1652.

Free At Last ▣MBW
Knit hemp twine handbags and backpacks. Web: www.farmcatalog.com. E-mail: cchow@mcafeemail.com. Summertown, TN. (931)964-4839.

Geämi ▣M
100% post-consumer recycled and recyclable paper cushioning material replaces standard inner carton materials. Web: www.geami.com. Email: m.suthard@geami.com. Morrisville, NC. (877)888-2030.

Glad Rags ▣M
Organic cotton menstrual pads and diapers. Web: www.gladrags.com. E-mail: orders@gladrags.com. Portland, OR. (800)799-4523.

Hempinstead ▣MR
Hemp paper goods, clothing, housewares, fabric, and accessories. Web: hempinstead.com. E-mail: hempnyc@mindspring.com. New York, NY. (212)974-2000.

Hempys ▣W
Hemp backpacks, bags, hats, and clothing, all made in the U.S. Web: www.hempys.com. E-mail: earthwise@hempys.com. San Diego, CA. (619)233-4367.

High Mountain Hemporium ▣MRW
Hemp clothing, luggage, tree-free paper, and more. Web: highmountainhemp.com. E-mail: Hemp@mindspring.com. Asheville, NC. (828)236-0068.

Kebyn Woven Hempen Home ▣MRBW
Hemp card stock, hemp-cotton paper, and hand-woven fabrics blending Colorganic™ cotton, chenille, silk, and handspun hemp. Web: www.penguindream.com/kebyn. Wolf Creek, OR. (541)866-2452.

Lotus Pads ▣M
Organic cotton menstrual products. E-mail: lotuspad@peak.org. Corvallis, OR. (541)758-4110.

Natural Choice ▣M
100% organic cotton tampons and reusable menstrual pads. E-mail: ncd@naturalchoice.net. Eureka, CA. (800)301-3137.

Oxford Hemp Exchange (RW)
Hemp household products, including curtains and bedding. Web: www.pbmo.net/oxhemp. E-mail: oxhemp@pbmo.net. Poplar Bluff, MO. (573)785-5488.

PTP Consulting, Inc. ▣MB
Reusable shopping bags, hemp gear, tree-free paper, and organic cotton T-shirts. Web: www.earthNware.com. E-mail: info@earthNware.com. Swedesboro, NJ. (856)467-5400.

Pan World Traders ▣W
Hemp backpacks, tote bags, shoulder bags, clothing, and more. Web: www.panworldtraders.com. E-mail: sales@panworldtraders.com. Santa Cruz, CA. (800)973-HEMP.

Santa Barbara Hemp Company ▣R
Clothing and accessories, hemp backpacks, tree-free paper, other hemp products. Web: www.santabarbarahempco.com. E-Mail: sbhempco@gte.net. Santa Barbara, CA. (805)965-7170.

**Save A Tree Bag Company—
A Bag For All Reasons** ▣
Natural fiber totes, bulk bags, aprons and packaging solutions. Berkeley, CA. (510)843-5233.

Stepping Stones ▣W
Reusable cotton shopping, produce, and lunch bags. Web: www.Bags4You.com. E-mail: Services@Bags4You.com. Cambria, CA. (800)926-1017.

Tree Saver, Inc. ▣RW
Reusable grocery, trash and dry-cleaning bags. Denver, CO. (800)676-7741.

Womankind ▣M
Cloth menstrual pads, accessories and publications. Web: www.cyclesinc.org. E-mail: cycles@pon.net. Sebastopol, CA. (707)522-8662.

WoodWise Home Improvement Supplies

A.E. Sampson & Son ▣RW
Certified FSC products. Flooring, lumber, doors and more. E-mail: sampsnwood@aol.com. Warren, ME. (207)273-4000.

AlterECO ▣M
Furnishings of natural and recycled materials, featuring salvaged butternut wood and bamboo panels. Web: www.alterECOfurniture.com. E-mail: EcoInfo@alterECO.net. Sausalito, CA. (510)234-4ECO.

American Ingenuity, Inc. ▣R
Lumber-saving geodesic dome building kits. Web: www.aidomes.com. E-mail: info@aidomes.com. Rockledge, FL. (321)639-8777.

Black's Farmwood ▣BW
Reclaimed timber from throughout North America. Web: www.blackfarmwood.com. E-mail: michael.black13@gte.net. San Rafael, CA. (877)321-WOOD.

Cascadia Forest Goods ▣W
Certified FSC lumber. E-mail: cfg@teleport.com. Glendale, OR. (541)485-4477.

Caulfield Carpentry ▣
Construction and consultation for affordable, sustainable housing. Uses straw bale techniques and recycled materials. Park City, UT. (435) 649-4568.

Century-Board (W)
Lumber, siding, and other building materials made from industrial fly ash and other unwanted waste products. Web: www.centuryboard.com. E-mail: centuryboard@msn.com. Milton, WA. (253)927-5515.

Collins Companies ▣
Certified FSC hardwood, softwood, plywood, and hardwood veneer. Call for retail locations. Web: www.collinswood.com. E-mail: ljimerson@collinsco.com. (800)329-1219.

Colonial Craft ▣W
Manufacturer of certified/FSC millwork, doors, and other wood products. Web: www.colonialcraft.com. Roseville, MN. (800)727-5187.

Conklin's Authentic Antique Barnwood ▣W
Reclaimed barnwood planks and flooring. Web: www.conklinsbarnwood.com. E-mail: conklins@epix.net. Susquehanna, PA. (570)465-3832.

Crossroads Recycled Lumber ▣R
Works with demolition companies to reclaim timbers and lumber and process them for resale. O'Neals, CA. (209)868-3646.

Crost Furniture & Imports ▣RW
Custom furniture, antique and reclaimed woods. Northfield, IL. (847)501-2550.

Cut & Dried Hardwoods ▣WR
Variety of certified FSC wood. Solana Beach, CA. (619)481-4422.

Ecosense Solutions, LLC ▣W
Consultant for ecologically sensitive and economically sensible construction materials, systems, and information. Web: www.ecosensesolutions.com. E-mail: peter@ecosensesolutions.com. Pekamah, NE. (800)456-1541.

EcoTimber International, Inc. ▣MRW
FSC certified flooring, decking, lumber, and other wood products. Web: www.ecotimber.com. E-mail: ecotimber@ecotimber.com. Berkeley, CA. (510)549-3000.

Continued next page

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Endura Hardwoods ▣RW
Certified FSC and recycled lumber, flooring, panels, butcher block countertops, table tops, and custom woodworking.
Web: www.endurawood.com.
E-mail: information@endurawood.com.
Portland, OR. (503)233-7090.

Environmental Building Solutions ▣W
Recycled styrofoam and cement for lightweight concrete homes and greenhouses; also features planters, pedestals, and lightposts.
Boise, ID. (208)338-1241.

Environmental Construction Outfitters of NY ▣MRW
Environmentally friendly construction products for residential and commercial markets.
Web: www.environproducts.com.
E-mail: pauleco@aol.com.
Bronx, NY. (800)238-5008.

Environmental Home Center ▣MRW
Sustainably harvested lumber, cabinet systems and more.
Web: www.enviresource.com.
E-mail: info@enviresource.com.
Seattle, WA. (206)682-7332.

Goodwin Heart Pine Co. (RW)
Recycled wood flooring and furniture.
Web: www.heartpine.com.
E-mail: goodwin@heartpine.com.
Micanopy, FL. (800)336-3118.

Hardwood Artisans ▣R
Certified, sustainably produced solid wood furniture.
Web: www.hardwoodartisans.com.
E-mail: info@hardwoodartisans.com.
Rockville, MD. (800)842-6119.

Harwood Products ▣W
Producer of certified FSC softwood lumber.
Web: www.harwoodp.com.
E-mail: harwood@harwoodp.com.
Branscomb, CA. (707)984-6181.

Homasote Company (RW)
Quality building materials made from recycled newsprint.
Web: www.homasote.com.
E-mail: sales@homasote.com.
Trenton, NJ. (800)257-9491.

Home & Planet ▣MR
Store offers line of furniture made from recycled materials and certified wood.
Web: HomeandPlanet.com.
Bethlehem, PA. (610)866-7370.

Horse Drawn Pine (W)
Vintage reusable timber flooring.
North Stonington, CT. (203)599-4393.

Isobord (W)
A premium engineered "Strawboard" product made from straw fibers and non-toxic resins.
Web: www.isobordenterprises.com.
E-mail: isobord@isobord-sales.com.
Portland, OR. (503)242-7345.

Jefferson Recycled Woodworks ▣MW
Full-service recycled lumber company offering a wide range of products from lumber to retail fixtures.
Web: www.ecowood.com.
E-mail: goodwood@snowcrest.net.
McCloud, CA. (530)964-2740.

Jefferson State Forest Products ▣RW
Furniture from responsibly harvested sources and certified wood.
Web: www.jeffersonstateproducts.com.
E-mail: jsfp@hayfork.net.
Hayfork, CA. (916)628-4983.

Kafus Environmental Industries ▣W
Subsidiary CanFibre manufactures fiberboard from urban waste wood.
Web: www.kafus.com.
E-mail: saltman@kafus.com.
Calabasas, CA. (818)225-5300.

Living Shelter Crafts Tips and Yurts ▣M
Yurt and tipi kits made from 100% organic cotton.
West Sedona, AZ. (800)899-1924.

Menominee Tribal Enterprises (W)
FSC certified logs and lumber. Wholesale only.
Neopit, WI. (715)756-2311

MetaMorf, Inc. ▣M
Post-consumer recycled plastic furniture.
Web: www.metamorfdesign.com.
E-mail: colin@metamorfdesign.com.
Portland, OR. (206)903-6332.

MLM Sports ▣MW
Outdoor furniture made from recycled plastic milk jugs.
E-mail: hydrobikes01@worldnet.att.net.
Minneapolis, MN. (612)492-2777.

Muench Woodwork ▣MRW
Certified FSC hardwood doors, paneling, moldings, mantels and cabinets.
Web: www.muenchwoodwork.com.
E-mail: reggie@muenchwoodwork.com.
W. Chicago Heights, IL. (708)754-2108.

Natural Life Furnishings ▣MRW
Certified SmartWood/FSC furnishings.
Web: www.nlfn.com.
E-mail: futon@peak.org.
Corvallis, OR. (800)886-5369.

Neil Kelly Cabinets ▣
Cabinets made from an array of certified woods and veneers.
Web: www.neilkelly.com.
E-mail: postmaster@neilkelly.com.
Portland, OR. (503)288-7461.

Nesting Bird Yurt Company ▣M
Highest quality yurts.
Web: www.nbyurts.com.
E-mail: jenny@nbyurts.com.
Poulsbo, WA. (360)779-3338.

Next Generation Woods ▣RW
Sustainably harvested Appalachian hardwoods.
E-mail: sunrise@usit.net.
Hiwassee, VA. (540)639-3077.

Pacific Northwest Fiber (W)
Strawboard made from the straw residue of bluegrass.
Web: www.pacificfiber.com.
E-mail: contact@pacificfiber.com.
Plummer, ID. (208)686-6800.

Phenix Biocomposites, Inc. ▣RW
Environ™ Biocomposite looks like granite and works like wood.
Web: www.phenixbiocomposites.com.
Mankato, MN. (507)388-3434.

Pioneer Millworks ▣MRW
Recycled lumber.
Farmington, NY. (716)289-3090.

The Plastic Lumber Company, Inc. ▣W
Recycled plastic lumber products.
Web: www.plasticlumber.com.
E-mail: sales@plasticlumber.com.
Akron, OH 44311. (330)762-8989.

Plaza Hardwoods ▣RBW
FSC/SmartWood certified lumber and hardwood flooring.
Web: www.plzfloor.com.
E-mail: paulfuge@plzfloor.com.
Santa Fe, NM. (800)662-6306.

Polywood, Inc. ▣W
Manufacturer of 100% post-consumer recycled plastic lumber—a sustainable alternate building product used to make outdoor furniture, board-walks, decks, etc.
E-mail: polywood@aol.com.
S. Plainfield, NJ. (732)248-8810.

Prime Board (W)
Particleboard made from wheat straw and sunflowers.
Web: www.primeboard.com.
E-mail: sales@primeboard.com.
Wahpeton, ND. (701)642-1152.

R.S. Green Construction Specialties ▣
Rice and wheat straw bales for construction and erosion control.
E-mail: greenstraw@thegrid.net.
Willows, CA. (530)934-7225.

Recycled Lumber Works ▣W
Vintage timber, planks and flooring.
Ukiah, CA. (707)462-2567.

Red Hills Lumber (RW)
SmartWood/FSC certified pine lumber.
E-mail: redhills@rose.net.
Thomasville, GA. (912)227-3595.

Richard Design ▣MBW
Giftware and furnishings handmade from recycled materials.
Web: www.richarddesign.com.
E-mail: richdsn@hooked.net.
San Mateo, CA. (650)341-2833.

Saranac Hollow Woodworking ▣R
Custom cabinets and furniture from FSC-certified wood.
Web: www.saranachollow.com.
E-mail: hmoore@slhc.com.
Saranac, NY. (518) 293-8424.

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Seven Islands Land Co. (W)
FSC certified lumber.
E-mail: dberube@sevenislands.com.
Bangor, ME. (207)947-0541.

SierraPine Limited ▣
Particleboard and fiberboard made from 100% recycled and recovered wood fiber.
Web: www.sierrapine.com.
E-mail: info@sierrapine.com.
Roseville, CA. (800)676-3339.

SmartDeck™ (RW)
Decay-resistant synthetic lumber with recycled content.
Web: www.smartdeck.com.
E-mail: info@smartdeck.com.
Chicago, IL. (888)7-DECKING.

Smith & Fong ▣RW
Full line of bamboo flooring, veneers, and panelings.
Web: www.plyboo.com.
E-mail: dans@dnai.com.
S. San Francisco, CA. (650)872-1184.

Stubby Warmbold ▣MWB
Recycled and FSC-certified lumber, millwork, and furniture.
E-mail: stubwarmbold1999@prodigy.net.
Ewing, NJ. (609) 538-8680.

Studio eg ▣
Office furniture system Ecowork™ is made from 98% recycled materials.
Web: www.studioeg.com.
E-mail: design@studioeg.com.
Oakland, CA. (510)763-8812.

Sustainable Woods Cooperative ▣RW
SmartWood certified hardwood, lumber, flooring, and other wood products from sustainably managed local forests.
E-mail: swc@mhtc.net.
Spring Green, WI. (608)588-9163.

Sylvania Certified, LLC. ▣RW
FSC/SmartWood certified outdoor furniture and decking from natural forests in Latin America.
Web: www.certifiedwood.com.
Email: sylvania@certifiedwood.com.
Santa Fe, NM. (800)468-6139.

Tamalpais TimberWorks ▣MB
Recycled and certified wood furniture for home and business.
Web: www.tamalpais.com.
W-mail: info@tamalpais.com
San Rafael, CA. (415)454-9948.

Trestlewood Furniture Co. ▣W
Salvaged and recycled flooring, millwork, and timbers.
Web: www.trestlewood.com.
E-mail: info@trestlewood.com.
Provo, UT. (801)375-2779.

U.S. Plastic Lumber ▣MB
Receptacles, benches, tables, and decking made from 100% recycled plastic.
Web: www.usplasticlumber.com.
Fontana, CA. (909)390-8800.

Yemm & Hart, Ltd. ▣MRW
Recycled plastic building materials.
Web: www.yemmhart.com.
E-mail: info@yemmhart.com.
Marquand, MO. (573)783-5434.

Publications & Organizations

The American Kenaf Society
Kenaf industry association; website includes directory of kenaf suppliers.
Web: www.kenafociety.org.
E-mail: secretary@kenafociety.org.
Beaumont, TX.

Center for Maximum Potential Building Systems
Promotes ecologically sustainable design and appropriate technologies, including non-wood building systems.
Web: www.cmpbs.org.
E-mail: center@cmpbs.org.
Austin, TX. (512)928-4786.

The Center for Renewable Energy and Sustainable Technology
Online source for sustainable energy information.
Web: solstice.crest.org.
Washington, DC. (202)530-2202.

Ceres Press ▣
Books on food and the environment, including Choose to Reuse: An Encyclopedia of Services, Products, Programs and Charitable Organizations That Foster Reuse.
Web: www.healthiestdiet.com.
E-mail: cem620@aol.com.
Woodstock, NY. (845)679-5573.

Certified Forest Products Council ▣
Offers information and contacts for certified lumber suppliers, manufacturers, and distributors.
Web: www.certifiedwood.org.
E-mail: info@certifiedwood.org.
Beaverton, OR. (503)590-6600.

Chelsea Green ▣
Publisher of sustainable living books on a variety of topics, including straw bale and earth homes.
Web: www.chelseagreen.com.
E-mail: blackmer@sover.net.
White River Junction, VT. (800)639-4099.

Chlorine Free Products Association ▣
Promotes products free of chlorine chemistry; website lists endorsed chlorine-free products.
Web: www.chlorinefreeproducts.org.
E-mail: info@chlorinefreeproducts.org.
Algonquin, IL. (847)658-6104.

Coastal Rainforest Coalition ▣
Works in partnership with Co-op America to redirect U.S. markets to ecologically sound alternatives, including sustainable forestry products, new technologies, and alternatives to wood-based products.
Web: www.coastalrainforest.org.
E-mail: judi@coastalrainforest.org.
Berkeley, CA. (510)540-8730.

Cob Cottage Company
Workshops and handbook on cob building.
Web: deatech.com/cobcottage.
Cottage Grove, OR. (541)942-2005.

Community Forestry Resource Center ▣
Promotes responsible forest management through the organization of sustainable forestry cooperatives and associations of private landowners.
Web: www.forestrycenter.org.
Minneapolis, MN. (612)870-3407.

Co-op America's National Green Pages™ ▣
Products and services for people and the planet from 2,000 green businesses. \$7.95; free with membership.
Web: www.coopamerica.org.
E-mail: info@coopamerica.org.
Washington, DC. (800)58-GREEN.

Conservatree ▣
Guide to environmentally sound paper.
Web: www.conservatree.com.
San Francisco, CA. (415)721-4230.

DAWN/Out On Bale By Mail ▣
Practical resources for natural, integrated building systems, including straw bale construction; educational materials, training opportunities, information sources, technology exchange and advocacy efforts for a natural building alliance.
Web: www.greenbuilder.com/dawn.
E-mail: dawnaz@earthlink.net.
Tucson, AZ. (520)624-1673.

Designer/Builder Magazine
Features articles on environmentally conscious architecture, design, and construction.
Santa Fe, NM. (505)471-4549.

Development Center for Appropriate Technology
Information on reforming building codes to support sustainable building technologies.
Web: www.azstarnet.com/~dcat.
E-mail: dcat@azstarnet.com.
Tucson, AZ. (520)624-6628.

Direct Marketing Association
Responsible Mailer Program and Mail Preference Service.
Farmingdale, NY. (212)768-7277.

The Ecological Design Institute
Nonprofit education center promoting ecological design through publications, presentations, and demonstration projects.
Web: www.ecodesign.org.
E-mail: edi@ecodesign.org.
Sausalito, CA. (415)332-5806.

Environmental Building News ▣
Monthly newsletter on environmentally responsible design and construction. \$67/yr. for individuals.
Web: www.BuildingGreen.com.
E-mail: ebn@BuildingGreen.com
Bartlett, VT. (802)257-7300.

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Fiber Futures

Provides business technical assistance to eligible start-up enterprises and initiates strategic alliances to further uses of emerging fibers.
Web: www.fiberfutures.org
E-mail: info@fiberfutures.org
San Francisco, CA. (415)561-6546.

Forest Action Network

Works to replace industrial clearcutting with community-based ecoforestry.
Web: www.fanweb.org
E-mail: fanbc@fanweb.org
British Columbia, Canada. (250)799-5800.

Forest Stewardship Council

Trains, accredits, and monitors lumber certifiers.
Web: www.fscus.org
E-mail: info@foreststewardship.org
Washington, DC. (877)372-5646.

ForestWorld.com

Information on certification and sustainable forestry.
Web: www.forestworld.com
E-mail: info@forestworld.com
Colchester, VT. (800)865-1111.

Good Advice Press

Publishes *Stop Junk Mail Forever*, \$4.50.
Web: www.goodadvicepress.com
Elizaville, NY. (914)758-1400.

Grassroots Recycling Network

North American network of recycling and community-based activists who advocate policies and practices to achieve zero waste, to end corporate welfare for waste, and to create sustainable jobs from discards.
Web: www.grn.org
E-mail: zerowaste@grn.org
Athens, GA.

Greenpeace Forest Campaign

Resource list for environmentally responsible building.
Web: www.greenpeaceusa.org
San Francisco, CA. (800)326-0959.

Harris Directory

Resource for recycled content building materials.
Web: www.harrisdirectory.com
E-mail: bhjarris@igc.org
Santa Fe, NM.

HempWorld

On-line magazine and directory about industrial hemp.
Web: hempworld.com
E-mail: hempworld@hempworld.com
Forestville, CA. (707)887-7508.

The Industrial Hemp Network

Information and product listings for industrial hemp.
Web: www.hemptech.com
E-mail: info@hemptech.com
Sebastopol, CA. (707)823-2800

The International Kenaf Association

Ladonia, TX. (903)367-7216.

Institute for Local Self-Reliance

Publications on maximizing local agricultural resources.
Web: www.ilsr.org
E-mail: ilsr@igc.org
Minneapolis, MN. (612)379-3815.

Iris Communications

Offers database of 1,800 green building materials and catalog of books, videos, and software for green construction.
Web: www.oikos.com
E-mail: iris@oikos.com
Eugene, OR. (541)767-0355.

Johnny Appleseed

Hemp information center on suppliers, retailers, distributors, and more. Website is designed for communication, education, activism, and trading.
Web: www.hempseed.com
E-mail: eric@hempseed.com
New York, NY. (802)365-7625.

The Last Straw Journal

Quarterly publication on strawbale building.
Web: www.strawhomes.com
E-mail: thelaststraw@strawhomes.com
Hillsboro, NM. (505)895-5400.

NCAT Center for Resourceful

Public education on housing and the environment, with emphasis on building materials and technologies. Offers consulting and the *Guide to Resource Efficient Building Elements*.
Web: www.crbt.org
E-mail: crbt@ncat.org
Missoula, MT. (406)549-7678.

National Recycling Coalition

Provides technical information, education, training, outreach, and advocacy services to its members in order to conserve resources and benefit the environment.
Web: www.nrc-recycle.org
Alexandria, VA. (703)683-9025.

Native Forest Network

Global collective of forest activists, indigenous peoples, conservation biologists and non-governmental organizations working to preserve native forests. RECODE Wood project focuses on reducing demand for wood products.
Web: www.nativeforest.org
E-mail: nfmena@sover.net
Burlington, VT. (802)863-0571.

The North American Industrial

Hemp Council
Promotes the development of an ecologically-sound, U.S. hemp industry.
Web: www.naihc.org
E-mail: info@naihc.org
Madison, WI. (608)258-0243.

Privacy Rights Clearinghouse

Junk mail reduction pamphlet.
Web: www.privacyrights.org
E-mail: prc@privacyrights.org
San Diego, CA. (619)298-3396.

Private Citizen

Junk mail and phone call reduction services, \$10-\$20.
Web: www.private-citizen.com
E-mail: pci@private-citizen.com
Naperville, IL. (800)CUT-JUNK.

Recycled Paper Coalition

Association of corporate paper users.
Palo Alto, CA. (650)985-5568.

Recycled Product Purchasing Cooperative

Cooperative to help businesses and public agencies get recycled paper at an affordable price. Service of Solana Recyclers.
Web: www.recycledproducts.org
E-mail: info@recycledproducts.org
Encinitas, CA. (800)694-8355.

Rocky Mountain Institute

Publishes *Green Development: Integrating Ecology and Real Estate*, a collection of case studies about larger-scale ecological building projects.
Web: www.rmi.org
Snowmass, CO. (970)927-3420.

Simple Life Books

Publishers of tree-free, recycled, and certified trilogy, a series of resource guides covering paper, building materials, and packing materials options..
Web: www.simplelifebooks.com
E-mail: info@simplelifebooks.com
Boonville, CA. (707)895-3490.

Stop Junk Mail Association

\$20 membership.
Sausalito, CA. (800)827-5549.

Taylor Publishing

Books and videos for building sustainable homes of earth, strawbale, cob, adobe, etc.
Web: www.northcoast.com/~tms/elkriver.html
E-mail: tms@northcoast.com
Eureka, CA. (707)441-1632.

World Rainforest Movement

Global network of citizens' groups working to defend the world's rainforests.
Web: www.wrm.org.uy
E-mail: wrm@gn.apc.org

Worldwatch Institute

Conducts interdisciplinary research on emerging global issues. Publications include *Paper Cuts: Recovering the Paper Landscape*.
Web: www.worldwatch.org
E-mail: worldwatch@worldwatch.org
Washington, DC. (202)452-1999.

To bring you the *WoodWise Consumer Guide*, Co-op America partnered with the following nonprofit groups. Many of you received this guide as a thank you gift from one of these groups in appreciation of your support. Please use the postcard (see insert) to order more information about any of these organizations.

Co-op America's mission is to provide far-reaching economic strategies for achieving environmental sustainability and social justice. For 15 years, our innovative, practical tools have helped consumers and businesses harness their spending and investing power for people and the planet. We publish the acclaimed National Green Pages™ and the Socially Responsible Financial Planning Handbook. Web: www.coopamerica.org. 1612 K St. NW, Ste. 600, Washington, DC 20006. 800-58-GREEN.

American Forests was formed in 1875 by citizens concerned about waste and abuse of forests. Their Global ReLeaf 2000 education and action campaign helps people and organizations plant trees to restore urban and rural ecosystems and slow global climate change. To plant 10 trees for \$10, call 800-873-5323. Web: www.amfor.org. P.O. Box 2000, Washington, DC 20013. 202-955-4500.

Earthjustice Legal Defense Fund (formerly Sierra Club Legal Defense Fund) is the nation's leading nonprofit environmental law firm, providing free services to hundreds of grassroots groups. The Fund's Fish-Trees-Water Campaign recognizes that the interdependence of fish, trees, and water in the West has unraveled in less than one century, and that a strategic effort is needed to address this political, legal, economic, and cultural dilemma. The Fund uses public dialog, policy advocacy, and the enforcement of existing laws to promote healthy ecosystems and sustainable economies in the West. 180 Montgomery St., Ste. 1400, San Francisco, CA 94104. 415-627-6700.

Friends of the Earth — U.S. is an environmental advocacy organization with affiliates in 52 countries. Working in concert with their international partners, Friends of the Earth focuses on reforming economic, public health, and natural resource policies to help protect the planet and improve the quality of people's lives. Membership dues are \$25. 1025 Vermont Ave. NW, Ste. 300, Washington DC 20005. 202-783-7400.

Mothers & Others is a national nonprofit consumer education and advocacy organization working to shift consumption patterns by focusing collective marketplace power on choices that are healthy, safe and environmentally sound for families and communities. They provide information and resources for consumers to minimize or eliminate exposure to environmental toxins and reduce individual and community consumption of natural resources. For \$25, members receive The Green Guide, the nation's premier environmental consumer newsletter and discounts on publications and products. Web: www.mothers.org/mothers. Membership Dep't., 40 W. 20th St., New York, NY 10011. 888-ECO-INFO.

National Audubon Society's Forest Habitat Campaign seeks to sustain and restore America's forest ecosystems and the habitat they provide to birds and wildlife. They accomplish this goal through energetic, informed grassroots activism backed by sound science, policy, and ethics. They provide people with information and tools to value forest ecosystems; strengthen forest management laws; promote public and private forest management that is more friendly to birds, wildlife, and fish; and reduce our over-dependence on forest products. Web: www.audubon.org. 1901 Pennsylvania Ave. NW, Washington, DC 20006. 202-861-2242.

Natural Resources Defense Council uses law, science, and the support of more than 350,000 members nationwide to protect wildlife and wild places and ensure a safe and healthy environ-

ment for all living things. The Forests for Tomorrow Initiative offers solutions that harness consumer power to transform markets for wood products. NRDC promotes environmentally sound forest products that have been certified according to the Forest Stewardship Council's internationally recognized system. It also advocates wood-use efficiency, especially within the home construction and remodeling industry. Web: www.nrdc.org. 71 Stevenson St., San Francisco, CA 94105. 415-777-0220.

Rainforest Action Network seeks to protect the earth's rainforests and support the rights of their inhabitants through education, grassroots organizing, and non-violent direct action. To end industrial logging of the planet's remaining primary/old growth forests, RAN seeks to eliminate the consumption of wood products derived from these forests. It also aims to reduce all consumption of wood and wood-based papers by 75% in order to reduce pressure on forests, generate clean and efficient employment, and create a society that is content to live with nature. Web: www.ran.org. 221 Pine St., Ste. 500, San Francisco, CA 94104. 415-398-4404.

The Resource Conservation Alliance works to preserve forests and wildlife habitat through education, grassroots activism and litigation. RCA works with consumers, producers, environmental and professional organizations and governmental agencies in the effort to reduce the overall consumption of wood and wood products by promoting efficiency, recycling and the use of non timber alternatives. P.O. Box 19367, Washington, DC 20036. 202-387-8030.

ReThink Paper, a project of Earth Island Institute, seeks to catalyze a transition to an ecologically sound pulp and paper industry. RTP works with producers, consumers, and policy makers to rethink and then replace current practices. These strategies protect forests, prevent air and water pollution, conserve energy, and promote sound economies. RTP advocates using paper efficiently—reducing, reusing, and recycling—and replacing virgin-wood fibers with environmentally benign non-wood fibers, such as hemp, kenaf, reclaimed fabric, and agricultural residues. Web: www.earth-island.org/paper/rtp.html. 870 Market St., Ste. 1011, San Francisco, CA. 94102. 415-398-2433.

The Sierra Club has focused on protecting America's forests, since its founding by John Muir in 1892. Drawing on 600,000 members and a grassroots network, the Forest Reform Campaign educates and empowers citizens on the need to reform the U.S. Forest Service, protect and restore forest ecosystems, and reduce consumption of wood products. They defend and strengthen laws that protect forests, support the overhaul of budget and tax policies to end forest destruction, and advocate an end to commercial logging on federal public lands. Web: www.sierraclub.org. 85 2nd St., 2nd fl., San Francisco, CA 94105. 415-977-5500.

World Wildlife Fund has led international efforts to conserve the wealth of life on earth for over 30 years. In the U.S., the Forests for Life campaign seeks to halt and reverse forest loss and degradation. WWF advocates doubling the amount of America's natural forest cover that is protected, from the current 5% to at least 10% by the year 2000. It also seeks to protect the last pockets of old-growth forest throughout the continent. Where timbering occurs, WWF urges that it meet the highest standards of the Forest Stewardship Council. Web: www.worldwildlife.org. 1250 24th St. NW, Washington, DC 20037. 202-293-4800.

KEY ■ = Co-op America Business Network (CABN) member M = mail order or catalog available R = retail store B = business to business services W = wholesale

Only CABN members have been screened for socially and environmentally responsible business practices. For more information on how to join CABN, call (800)58-GREEN.

WoodWise Consumer 2001

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Tips

How to use less paper in your office (p. 6)

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How to preserve forests with your savings account (p. 14)

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