



Sustainability and consumption are often seen at odds. Can we continue our current consumption patterns while maintaining a healthy environment? Can we become responsible and aware of our environmental impact on the planet and still maintain healthy economic growth? How do we know what is good and what is bad for our planet? Are bio-fuels really better than oil? Are paper bags better than plastic? There is no perfection and often no certainty. We can only take steps toward a more sustainable lifestyle. We may not always have it right, but we can use our buying power to purchase things that make good green economic, social and environmental sense. Awareness is contagious and together we can make an impact. Because concerned customers have asked, Home Depot now sells Forest Stewardship Council (FSC) certified wood. Almost all coffee shops in Monterey offer Fair Trade coffee. Organic food sales have grown from \$1 billion in 1990 to \$23 billion in 2007 (Organic Trade Association). SUV sales are plummeting while fuel efficient car sales are on the rise. They are finally starting to get it.

The environmental movement is a relatively new concept and we (as a global community) are only beginning to understand the dangers we may face. It is the unprecedented power of people that will reinvent the modern environmental movement.

We know that we should buy less, but that doesn't mean that we can't buy. We can learn how to shop and consume responsibly. This means searching for the most sustainable products, companies and services. It takes a little research. We can look for second-hand clothes or clothes made free of sweatshop labor or made with organic or renewable materials. We can buy food made locally and/or organic. We can choose to buy less this Christmas. As consumers, we can make a difference in what kinds of products and services we put on our planet. Here are a few good ideas....

# Eating SUSTAINABLY



It is a difficult challenge to eat sustainably. Are you really going to have to bid farewell to sushi rolls forever? Will you never again enjoy a scrambled egg breakfast with bacon? These awful scenarios do not have to become reality. With resources like the Monterey Bay Aquarium's new Sushi Seafood Watch Guide, there are easy ways to shamelessly enjoy your favorite sushi place. By purchasing cage-free organic

eggs from a local farm, you can feel good about that egg breakfast. If you're not ready to go vegetarian, you can use your consumer power to choose meat made in environmentally friendly and humane ways. Sometimes eating right can seem more expensive and it's hard to know what constitutes "good" and "bad" foods. A little research into the benefits and loopholes may help you to actually enjoy food more than ever before. Plus, your happy and healthy body and mind will thank you for eating food that is friendly to our planet and its creatures.







# FAIR TRADE

# FAIR TRADE CERTIFIED

Look for the Fair Trade certified logo when purchasing coffee, tea, bananas, chocolate and other products. Fair Trade "empowers farmers and farm workers to lift themselves out of poverty by investing in their farms and communities, protecting their environment, and developing the business skills necessary to compete in the global marketplace."

## Community Supported Agriculture (CSA)



Community Supported Agriculture programs sell fresh produce weekly, directly from the farm. This usually consists of a box of fruits and veggies, often organic, delivered weekly either to your house or to a nearby central location where you can pick it up. A box costs somewhere around \$20 depending on the size of your household. By cutting out the middleman and buying direct from your CSA farmer, you both benefit!

Contact Serendipity Farms: 831 726 9432 or Alba Farms: 831 240 1481



Go Vegetarian! Many of our most serious environmental problems are directly related to large-scale livestock farming and fishing; they cause air and water pollution, deforestation and depletion of our fish stocks. By going vegetarian, you can help cure global warming, give a farm animal a good life and give yourself happier health.



- Local
- Organic
- Seafood Watch Program
- Grassfed beef
- Fair Trade coffee and chocolate
- Small-scale farms

Not quite ready to go vegeatarian? Eat sustainable meat and fish. Look for small-scale meat industries that offer grass-fed beef, which assures that cows are given space to graze rather than being fed an abnormal diet of mostly corn in a congested stall. Niman Ranch and Morris Grassfed Beef are popular names in the Monterey area. TLC Ranch of Watsonville has local, pasture-raised pork. Check out www.eatwild.com for the latest information on where to find sustainable meat. To help support chickens in their quest for a life free of confinement, buy cage-free eggs and free-range chicken. Eat fish that is not threatened with collapse, endangered or full of toxins or metals like mercury. The Monterey Bay Aquarium's Seafood Watch is an excellent resource.



# Sustainable

The goal of sustainable holidays is to reduce impacts and increase awareness and self-fulfillment. The holiday season is a time when people reexamine and celebrate the human condition and look for the good in their fellow man. Mainstream customs include decorations, gifts and family celebrations where food is a huge player. This guide looks at new, environmentally friendly or less wasteful ways to enjoy your favorite winter traditions.

# Gift Giving Ideas

Gift giving is one of the most exciting and distressing things about the holiday season. Sustainable gift giving can diffuse some of the stress and waste.



- Tote bags from local grocery stores or lunch bags
- Hatboxes
- Cigar boxes
- Dish towels tied with ribbon
- Newspaper (try the Sunday comics for colorful packages)
- Phone book pages
- Maps

Or, just buy 100 percent post consumer recycled wrapping paper. Homemade Gifts

Get children in the holiday spirit Knitted hats, shawls and mittens by going through their toys before Birdhouses and bird feeders Christmas to see what they do not Hat boxes use or need anymore. Donate toys to local charities, or recycle them.

Giving services cuts back on wrapping paper and material clutter. Some ideas include:

- A spa day or massage
- A gym pass
- Dance, art, cooking, wine tasting, or karate lessons
- A kayaking trip on Monterey Bay
- A day pass to a national park
- Tickets to a play, ballet or opera

Baked goods

# Holidays





Choose live farm-grown Christmas trees over artificial trees, which are made from PVC. Monterey Disposal will pick up Christmas trees until January 7 if they are in 4-foot sections and stripped of non-organic decorations. You could also choose a potted Christmas tree and plant it in your yard at the end of the season. Homemade garlands made of natural and edible decorations or cardboard and polystyrene scraps cut back on waste and are fun to make. Try painted pinecones, cranberry garlands, and ribbon-hung pomegranates or cinnamon sticks. Or look for organic and Fair Trade Christmas ornaments.

It may seem impossible to balance your checkbook and make environmentally sound choices for the holidays However, just a few simple choices can help you have your values and eat them too!

#### Pre-order your free range organic turkey from Whole Foods! 813-333-1600

- Eat the best tasting and freshest seasonal produce available.
- Support local growers and producers.
- Support organic and sustainable agriculture.



# **GREEN** Procurement





Organic and chemical free products are the best to look for.

The chemicals that are most toxic are:

**Antibacterials** 

Coal tar colors-FD&C, Blue 1 and Green 3

Diethanolamine

1 or 4-Dioxane

Formaldehyde

Fragrance (containing phthalates)

Lead and mercury

**Nanoparticles** 

Parabens (methyl-, propyl-, butyl-, ethyl-, and isobutyl-)

Petroleum distillates

p-Phenylenediamine

Hydroquinone

Does the company have sustainable practices? If you're not sure, check out www.goodguide.com to see if your favorite brands are eco-friendly. Also, try Trader Joes or Whole Foods Bath and Beauty section.

# Clothing and Accessories



- Look for clothing made from organic cotton or other non-cotton materials.
- Dress for Change in Pacific Grove is a great new place to find affordable and sustainable clothing.
- American Apparel sells sweatshop free clothing made in LA. Buy online or in Gilroy or Santa Cruz.
- Buying second-hand clothing is a great way to reduce your footprint.
- Check out Jenny Thrift Shop in Seaside or Goodwill on Lighthouse Ave.
- · Host a clothing swap with friends!

# **Paper**

Despite the assumption that we use less paper today, the consumption of wood products in the US is steadily increasing about 4% every year. The pulp and paper industry is the third largest industrial polluter in the US and Canada mainly because of chlorine bleaching. The paper industry contributes to deforestation, carbon emissions and waste.

- Most importantly, we should reduce our consumption of paper by printing on both sides and using more conservatively.
- When you do purchase paper, look for 100% post consumer recycled paper.
- New Leaf paper is a great company out of San Francisco. Visit FedEx Kinkos on Lighthouse Ave to find it.
- And remember to recycle all of your used paper!



# What can you do to make your **AUTOMOBILE** more sustainable?



It is best to walk or utilize public transportation, but when you do drive, keep your car in in good condition. A smoother running car meaning less greenhouse gas emissions. Breaking early, replacing fluids, and staying within the speed limit are just a few ways to slow the wear of your vehicle. When replacing parts, it is important to support companies who properly dispose of them since many car parts are highly toxic. We recommend Green Certified Robert's Auto Repair in Monterey. Also, it is safe to buy used tires and parts because they are not sold unless they meet California safety standards. This also helps reduce heavy metals and toxins in landfills.

Another important tip is to use car washes instead of at home washing. Most car wash facilities in California recycle water for continued use or it is piped into sewage lines for treatment. Try Rancho Car Wash in Carmel.

# Around the **House**

When it is time for home improvements, try to have a minimum impact. Buy used furniture or furniture made from sustainable resources. If you need to buy new carpet or paint, explore VOC (Votile Organic Compounds) free products. When replacing window frames, counter tops or floorings, try to find products that are vinly-free.



### Beware of GREENWASHING...

We can demand transparency of supposedly green companies. How can you tell if a company's green messages are authentic? Here are some hints. You should be wary of an advertisement or corporate statement for which any of the following ring true:



- The claims are vague—using turns of phrase like "natural," "environmentally friendly," or "good for the planet"—and aren't bcked up with specific facts.
- The product is billed as having no environmental impact (pretty much everything humans produce has some environmental impact).
- The company states that by purchasing its products you can "save the earth."
- The claims aren't verified by an independent and credible third party.
- The green products or services represent a tiny fraction of the company's overall business.
- The company doesn't respond to specific questions, whether via phone, e-mail or a Web site.

- Joel Makower from World Changing

# Composting: Back to the Basics



#### **Why Compost?**

- 33% of all household waste can be composted
- Free fertilizer for your garden
- · Decrease cost of waste removal
- It's FUN!!!

#### To Learn More:

- Attend free workshops at Monterey Regional Waste Park (www.mrwmd.org)
- Visit educational websites (www.homecompostingmadeeasy.com)
- Read Basic Composting by Eric Ebeling

### "THE MYSTERIOUS WORLD OF PLASTICS:

convenient, yet filled with vague and shadowy dangers."

Manufacturing plastic is resource-intensive and yields various nasty emissions that contribute to global warming and degradation of water quality. It's made from non-renewable resources, and for all intents and purposes, it never biodegrades.

Plastic is currently a hotly debated topic with no clear winner. However, we should try to avoid using certain plastics for storing our food and beverages. The "evil plastic" PVC (#3) can contain DEHP, DEHA and softening phthalates "linked to liver and kidney damage and testicular problems." You also want to avoid ingesting any styrene (#6). Lastly, Nalgene bottles, made of polycarbonate (#7) are closely linked to bisphenol-A (BPA). BPA is an endocrine disruptor that mimics estrogen and has been linked to aneuploidy, adipogenesis, and other scary problems with funny names. Drinking water or eating food containing leached BPA may cause chromosomal disruption, miscarriages, birth defects, or obesity.

— Umbra Fisk- Grist Research Associate

#### PLASTIC FACTS

- About 2.5 million plastic bottles are used every hour.
- Only ~7% by weight of plastic wastes and 10% of plastic containers in the US are recycled.
- Plastic bags and other plastic garbage thrown into the ocean kill as many as 1 million sea creatures every year.
- Nearly every piece of plastic EVER made still exists today.



# Dispose of Waste Properly

 Motor oil and yard waste can be placed in separate bins for curb-side pick up.

 To dispose of appliances or construction materials, call Monterey Disposal at 831-372-7977 for pick-up.

 Dispose of e-waste (such as cell phones and computers) or chemical waste at:
 Monterey Regional Waste Management District

Monterey Regional Waste Management District Drop-off hours: Mon – Fri: 6:30am to 5pm Sat: 8am to 4:30pm

- You can also drop off many electronics (cell phones, ipods, etc), batteries, computer monitors (for a \$10 fee), ink cartridges and more at Staples in Seaside.
- Visit a local post office for a free postage paid baggy to put your unwanted small electronics (cellphone, ipod, ink cartridges etc) in for recycling.

FOR MORE INFORMATION on recycling and disposal of hazardous material please visit the following websites:

Monterey Regional Waste Management District (www.mrwmd.org)
Monterey City Disposal Services Inc (www.montereydisposal.com)
Earth911 (http://california.earth911.org/usa/master.asp)
Monterey County Health Department
(www.co.monterey.ca.us/health/EnvironmentalHealth/pdf/ReuseGuide.pdf)
For a list of battery disposal sites visit
(http://california.earth911.org/usa/master.asp?newpostal=93940&s=ls&serviceid=126)



Florescent lamps contain mercury. It is illegal to put them in the trash.

Home Depot in Seaside offers a convenient location to drop off CFLs. Also, you can leave them at Monterey Regional Waste Management District.

# Green Lifestyle



# Reduce consumption of plastic, paper etc.

- Paper or plastic? Neither! Bring cloth bags to stores to carry your purchases.
- Pack lunches in reusable bags and storage containers (preferably stainless steel or glass).
- If you must purchase disposable serving-ware and plates think biodegradable! Utensils can now be made from biodegradeable and compostable materials like non-GMO vegetable starch, corn, potato starch and vegetable oil.
- Buy products with no or minimal packaging materials or buy in bulk to reduce consumption of packaging materials.



- Got Junk Mail? Remove your name from junk mail and catalog lists. Call 1-800-STOPWASTE or visit www.StopJunkMail.org. To sign a petition to get rid of junk mail, go to www.DoNotMail.org
- Pay your bills online instead of through the mail (and you will save money on stamps!).
- Wrap gifts in a reusable bag or with cloth. If you can't resist that "ripping the wrapping paper off the gifts" feeling, choose old catalogs, newspaper or magazines and decorate with reuseable cloth ribbon.
- Bring your own mug to work, church or school. You could also start a coffee mug swap. Bring one and/or take one home to wash. This way, if you or someone else forgets their mug, there is always one available!

Reuse Recycle Reduce uce Reuse Recycle Red Recycle Reduce Reuse F cle Reduce Reuse Recy



# Reduce

#### use of toxic materials...

- Use non-toxic biodegradable cleaning, health & beauty, and gardening products. Look for products that don't contain phosphates, phthalates, parabens or other petro-chemicals.
- · Landscape using native plant species that need less water, fewer fertilizers and pesticides.
- Use rechargeable batteries.
- Recycle old cell phones, electronics and ink cartridges. Stop by the post office and pick up a free "no postage necessary" bag for these small recyclable materials. Then just drop it in the mailbox!
- Buy organic!
- Buy gifts that are organic, green or Fair Trade.
- Buy products and gifts from stores that have high standards for labor, human rights, the environment, equal employment, social responsibility, and best industry practices.
- Buy clothing that's more environmentally friendly than conventionally grown cotton, such as hemp. Purchase non-leather shoes, belts, wallets, and purses.

## Reduce consumption of energy and water...

- Appliances: Purchase energy-efficient clothes washers, refrigerators, dishwashers, room air conditioners, dehumidifiers, computers, TV's, stereos, and DVD players. Products labeled "ENERGY STAR" are energy efficient and may save you about \$80 a year in energy costs. If you can, hang your clothes up to dry.
  - Visit www.energystar.gov or www.pge.com/myhome/saveenergymoney for a list of energy efficient home appliances, information on rebates, and tips on how to make your whole house more energy efficient.
- **Lighting:** Compact fluorescent light bulbs (CFLs) use 66% less energy than standard incandescent bulbs but still provide high quality light. Plus, they save you money on your energy bill.
- **Electricity:** Unplug your computer, TV, DVD player, stereo, when not in use (or just switch off the power strip!). Turn off lights when not in use, or install automatic timers, motion sensors, and photo sensors so that lights only come on at dark and when needed. On average 40% of all electricity used to power home electronics is consumed while the products are turned off!
- **Heating:** Warm up using extra layers of clothing in the winter. When you need to use the heater, set thermostats to lower temperatures (65-67 degrees). Use ENERGY STAR ceiling fans to move heat that gathers at the ceiling. Regularly service heating systems and replace the filters. Improve the insulation in your home and wrap your water heater.
- Water: Wait to run the dishwasher or laundry machine until it's completely full. Install low-flow faucets and showerheads. Check for and repair leaks in faucets. Collect and use rainwater for watering plants or washing cars. Visit www.wateruseitwisely.com for tips.



 Offset Your Emissions: You can offset the CO2 emissions related to your energy use (including transportation) by purchasing energy credits that support the development of renewable and alternative energy. Visit www.nativeenergy.com or www.terrapass.com or www.travelgreener.com



# Reuse

- Visit yard sales and resale clothing boutiques for used products.
- · Hold a clothing swap with your friends.
- Visit websites like freecycle.org (locally at http://groups.yahoo.com/ group/MPFreecycle/) and Craigslist.org to find and list local free items.
- For EVERYTHING you could ever want to know about where, when and how to buy and sell used items in Monterey:

www.co.monterey.ca.us/health/EnvironmentalHealth/Recycling/pdfs/ReuseGuide.pdf

- Donate your old clothes to Goodwill or the Salvation Army
- Donate your old building materials to Habitat for Humanity
- Use recycled paper for printing and note taking
- Print on both sides of paper or use paper with print on one side as note or scrap paper
- Use stainless steel BPA-free water bottles (www.kleenkanteen.com)

# Recycle

## **WHAT IS RECYCLABLE?**

The following items may be placed in curb-side or general recycling bins:

- · Plastic containers
- Glass bottles and jars
- Newspaper & inserts
- Soap, cereal, & shoe boxes
- Paper bags
- Cardboard

- Aluminum and tin cans
- Plastic milk cartons
- Magazines & catalogs
- Junk mail & stationery
- Computer paper

Would you like to get money back for your recyclables? Bring them to 20/20 - Nexcycle Recycling Centers at:

- The Del Monte Shopping Center (Whole Foods)
- 900 Lighthouse Ave. (Nob Hill)
- 1212 Forest Ave. (Safeway) Hours: Tuesday-Saturday 9-3

# Home Energy and Carbon Footprint Reduction Guide

We recommend some small, medium and large measures to immediately reduce your carbon footprint and some information to better understand your home energy use. Following these recommendations will familiarize you with your energy use and reduce your energy bills. In addition, you will be a more resource-efficient citizen of the world, taking greater responsibility for your impact on our precious planet.



## Heating

- **1.** <u>Thermostat:</u> Set a thermostat to 55-58 degrees at night or when you're away from the house (if necessary) and 65-68 when you're at home.
- 2. <u>Furnace:</u> Tune-up each year or replace with an energy efficient model.
- 3. Heating ducts: Seal and insulate ducts
- **4. Water Heater:** Set temperature to 120 degrees and turn off if you are going away for awhile. If it is older than 1989, insulate electric water heaters with a heating blanket. Replace with an on-demand water heater which heats water as you use it or, even better, with a solar water heater with zero emissions. Also put foam sleeves onto the first 5 feet of hot water pipes.
- **5.** <u>Washing:</u> Reduce showers to 5 minutes and use a low-flow showerhead. Set dishwashers to "air dry", wash full loads, and scrape the food off plates rather then rinsing. Replace with Energy Star dishwasher. If handwashing, use 2 dishpans for washing and rinsing rather than letting the water run. For laundry use full loads and set to warm/cold or cold/cold and line-dry. Replace with an Energy Star front-loading washer and dryer
- **6.** <u>Insulation:</u> This is a one-time small investment that can be added to the attic and under the floor of the house using rigid foam boards squeezed up into the space between the rafters and the floor joists, reducing heating and cooling needs significantly, depending on the thickness of the foam. Insulation in the walls or around the foundation (the best) is done preferably during construction or an extensive remodel.
- 7. Windows: Replace with double-pane energy efficient windows.
- **8. <u>Air Leaks:</u>** Check for all possible leaks using a candle or incense stick at windows, doors, fireplace, plumbing and electrical outlets and cracks between foundation and frame

## **Electricity**

- 1. <u>Power Strips:</u> Turn them off when you are done using the appliances or at night. Appliances that are turned off and remain plugged in continue to use power, called "phantom leaks", which require one power plant per year.
- **2.** <u>Compact fluorescent lightbulbs:</u> Replacing all your lightbulbs will reduce your energy use by 70% and they will last 5-8 years. Also, turn off lights when not needed.
- **3.** Energy Star Appliances: Replace your old fridge and washer/dryer for a very significant change in your energy bill.
- **4.** <u>Buy Green Renewable Energy:</u> Contact PG&E or www.eere.energy.gov/greenpower to switch to renewable energy with zero emissions.
- **5.** Carbon offsets: When you have reduced your energy use as much as you can, offset the rest to attain a zero carbon footprint by planting trees or investing in carbon reduction elsewhere, and visit www.cleanair-coolplanet.org. For offsetting plane travel, visit www.flyneutral.org.





## **Driving**

Transportation and mobile fossil fuel combustion are the largest source of CO<sub>2</sub> emssions on the planet. It takes a set intention to reduce your fuel emissions by recording a week's driving patterns and then creatively figuring out how to reduce it by 20% for the first year.

- 1-Week Plan: A.) Figure out car mileage B.) Keep a log of driving for one typical week (destination/miles/purpose) C.) Multiply by 48 (minus holiday periods) and add extra travel miles D.) Total annual miles E.) Strategize how to reduce annual VMT (vehicle miles traveled) by 20% (carpooling, alternative transportation, multi-purpose trips, telecommuting, online classes, more local action space)
- **Driving Practices:** Drive 55 mph on highways (20-30% gas savings, reduce weight in vehicle, turn engine off rather than idling for a long time, keep vehicle tuned-up and correct tire pressure, use a fuel-efficient vehicle.

# Environmental EDUCATION

Environmental education is an invaluable tool in the pathway to sustainability. A local example of sustainability and education is the LEED Platinum Certified Chartwell School in Seaside, Ca. This report provides several free curricula for educators that can be found online.



#### **Green Schools Initiative**

This website provides may resources for teachers including a "Story of Stuff" as well as curricula in waste, protecting forests, energy, and reducing the school's carbon footprint.

www.greenschools.net/CurriculumIdeas2.htm



www.nwf.org

### **EPA Teaching Resources**

The U.S. Environmental Protection Agency has a collection of websites and documents available to teachers on topics such as air, conservation, ecosystems, human health, neighborhood issues, waste and recycling, and water. It provides activities for a range of grade levels.

www.epa.gov/teachers/teachresources.htm



The **Biomimicry** Institute is a non profit that supports learning about nature and a more sustainable planet. Its website has tools for K-12 teachers, like free downloadable educational ideas and lesson plans for elementary, middle and high school. It provides PowerPoints and presentation notes for plans like "Learning about Biomimicry Through Poetry." It also features outdoor activities for students of all ages. www.biomimicryinstitute.org

#### **A-Way With Waste Resources**

www.ecy.wa.gov/programs/air/aawwaste/awwresources.html

This tool, provided by the Washington State Department of Ecology, is a free curriculum "dedicated to all those who would educate or be educated about waste management at home, at school, and in the community." It provides pdf format tools with background information, experiments and a glossary of terms.

#### **Facing the Future**

www.facingthefuture.org

This non-profit provides curriculum and workshops on a variety of sustainable issues for middle and high school educators. It features free curricula as well as several resources for purchase.

#### **Wetland and Environmental Education**

Ducks Unlimited Canada offers free lesson plans for grades 4-12 in topics like habitats, communities and the diversity of life, interactions in ecosystems, evolution, diversity and the sustainability of ecosystems. These lesson plans include educators' guides, lessons and hands-on activities in the life sciences.



 $www.ducks.ca/resource/teachers/lesson\_plans/index.html$ 



#### **Other Resources/Ideas:**

#### **WEBSITES**

- The environmental Working Group offers public information to protect public health and the environment. (www.ewg.org)
- "It's gloom and doom with a sense of humor. So laugh now -- or the planet gets it." (www.grist.org)
- For blogging on local politics related to livestock production. (www.honestmeat.com)
- In Santa Cruz, information on every aspect of "Greening" your home (www.greenspacecompany.com)

#### **Workshops/Classes**

- PG&E- see www.pge.com for classes on energy efficiency
- For weekend, week-long and month-long workshops on everything from solar installation, wind energy, and natural building to marketing solar and biofuel making, (Carbondale, Colorado) (www.sei.com)
- Northern California-based center for renewable energy and sustainable living classes and workshops (Hopland, Califonnia) (www.solarliving.org)
- Just an hour south in Big Sur, a whole new array of sustainable living and permaculture workshops to go along with Esalen's long-range sustainability plan (www.Esalen.org)
- A regional center in Marina offering classes on energy efficiency for residents and free retrofitting to regional non-profits (www.ambag.org)
- In Berkeley, offers a wide array of inexpensive homeowner do-it-yourself classes to upgrade your home to higher green standards (www.ecologycenter.org)



We believe that sustainability can be abundant, innovative, beautiful and fun!

