



Sustainable Consumption

SIERRA CLUB DEVELOPS CAMPAIGN TO EDUCATE CONSUMERS

Inside this issue:

Energy	2
Diet	2
Wood	3
Chapter Activism	3
Paper	4

The Sierra Club calls on Americans to practice sustainable consumption and to support public policies that encourage sustainable use of resources. To achieve these goals, the Club has established a Sustainable Consumption Committee (SCC).

The goal of reducing our negative impact on the Earth may seem overwhelming. However, conservation need not require extreme personal

sacrifice. The movement toward more sustainable consumption patterns in the U.S. can begin through a series of many small steps in which we can all participate.

The SCC will focus on three areas of consumption: energy use in homes and transportation; consumption related to food, agriculture, and water; and consumption of forest products such as wood and paper. Our goal is to stimulate and support



grassroots education and activism by groups, chapters, and individuals. For more information, please see our website: www.sierraclub.org/sustainable_consumption

Sustainable Energy Consumption

Turn Down the Heat and Walk, Don't Drive



With only four per cent of the world's population, the U.S. consumes over a quarter of its energy. When we consume energy, we affect the natural environment. While all energy production and use have

environmental consequences, some types of energy are more harmful than others. By far, the most negative effects, at virtually every step of the way, come from the production and use of fossil fuels. There are ways to consume energy

more sustainably without huge personal or social sacrifice. The "cleanest energy" is energy that is not used. Energy conservation can curb pollution, global warming, dependence on foreign oil and it can save money. *See page 2*

*Sustainable Energy Consumption***Turn Down the Heat and Walk, Don't Drive**

**The cleanest
energy, is
energy not
used.**



from page 1

Heating and cooling your home is the largest source of energy consumption. Wearing a sweater in the winter and using a fan in the summer can go a long way in protecting our Earth.

Moving toward a solar energy future and con-

servation are, by far, the most sustainable approaches to a rational energy future.

To learn more about the impacts of fossil fuels and the individual actions and public policies that support cleaner, safer energy production and use, visit the sustain-

able energy consumption fact sheet at:

[http://
www.sierraclub.org/
sustainable
_consumption/
energy_factsheet.asp](http://www.sierraclub.org/sustainable_consumption/energy_factsheet.asp)

*Sustainable Food Consumption***Save the Earth, Three Times a Day**

**It takes 16
pounds of grain
To produce one
pound of beef**



Producing, processing, transporting, and packaging food all contribute to environmental damage. Meat production requires huge inputs of land, energy and water. Fifty per cent of the land in the U.S. is devoted to feeding cattle. Factory farms that confine pigs and chickens are a serious source of water pollution in many areas of the country. Seafood is often harvested in a carelessly destructive manner. The ocean is literally “strip-mined” by factory fishing ships that scoop up everything in their paths. Many former fishing areas have no more fish.

Even grains, fruits, and vegetables are produced in ways that have unnecessarily negative ecological consequences.

What's the answer? While we all have to eat, we can educate ourselves and make better food choices to reduce the harmful consequences of our diet. Eating less animal products and more locally and organically grown products is good for your health and good for the Earth.

To learn more about wiser food choices, visit the sustainable food

consumption fact sheet at:

[http://
www.sierraclub.org/
sustainable
_consumption/
food_factsheet.asp](http://www.sierraclub.org/sustainable_consumption/food_factsheet.asp)

Food Production

*23 gallons of water
per pound of lettuce*

*49 gallons of water
per pound of apples*

*70 gallons of water
per pound of grapes*

*2,500 gallons of wa-
ter per pound of beef*

*Sustainable Forest Products Consumption***Paper Towels or Forests?**

We depend on forests in countless ways. They provide us with many of the essentials of modern existence, from writing paper to the homes we live in.

But humans and other living creatures also depend on forests in their natural state to anchor life on earth. When forests are destroyed to produce timber in an unsustainable manner, we upset the delicate balance of forest systems. This

causes negative consequences that reach far beyond the plots of land where trees are felled. Much of the wood that is harvested is used once and discarded, further increasing the pressure on forests at home and abroad.

Fortunately, there are many things individuals, families, and communities can do to reduce waste and make our consumption of forest products more sustainable. We can use products that don't come from trees

and we can use less of the products that do.

To read examples of how others have cut wood waste and learn more about what you can do, visit the sustainable forest products consumption fact sheet at:

http://www.sierraclub.org/sustainable_consumption/forestproducts_factsheet.asp



So much of what we consume is built from wood

Ninety-five per cent of our primeval forests have been logged. The majority that remain are on public land.

Angeles Chapter Population/Consumption Committee

Los Angeles might be called the population/consumption capital of the western world. By the year 2020, Southern California is supposed to grow by another eight million people for many reasons; its wealth, Hollywood, the weather, to name a few. Southern California seems to be identified with wasteful, conspicuous consumption designed to “one-up” your competition.

The good news is that Southern California has the largest Sierra Club Chapter in the United States, the 56,000 member Angeles Chapter.

Angeles Chapter activists have formed a Population/Consumption Committee. The Committee is active in the community in numerous ways. In the past, the Committee has held sustainable eating seminars complete with organic vegetarian foods, and

demonstrated sustainable transportation to local car and bicycle dealers. It also conducts outreach to the sixteen groups in the chapter. In the future, the Committee plans to conduct workshops to discuss population issues, and form “voluntary simplicity circles” that will educate members and give support for a simpler, more rational lifestyle.






Sierra Club

85 Second Street
Second Floor
San Francisco, CA 90740

Phone: (415) 977-5500
Email: Sustainable_Consumption@yahoo.com



**22% of the
timber from
National Forests
are for pulp and
paper**



We Pay a Price for Paper: Forests

The United States is the largest consumer of paper in the world. We use about 735 pounds per person per year, which grows about two pounds per year. There are 598 paper and paperboard mills and 190 pulp mills in the United States. Experts predict that 70% of the native forests in the Southeastern U.S. will be converted into tree

farms by the year 2020. Forest destruction is driven by consumers wasting paper and manufacturers over-packaging their products. Twenty-two per cent of the timber logged from public lands goes to pulp and paper mills.

If paper use continues to expand, the only long term solution will be to find new sources of fiber

for paper products. Recycling alone will not meet the need. Paper needs a certain amount of virgin pulp and with the growth of paper use, new sources of fiber must be used. Consumers, first and foremost, should be urged to use less paper, but we also must encourage the use of alternative papers such as kenaf.