

Don't Be Fooled 2003

**A Report By:
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Introduction

This report announces the recipients of the 2003 Don't Be Fooled Awards. American consumers are increasingly looking for products from companies that are environmentally responsible, but find it difficult to sort through the numerous claims corporations make in their advertisements and on their labels. Earthday Resources for Living Green has released this report annually for the last 11 years to call attention to the past year's worst greenwashers, corporations that have made misleading or false claims about the environmental benefits of their products and industries. "Don't Be Fooled" describes companies' greenwashing attempts as well as the truth behind their misleading claims.

About Earthday Resources for Living Green

Earthday Resources for Living Green keeps the original spirit of Earth Day alive, giving individuals the tools they need to make the vision of a cleaner, healthier planet a reality. We provide tips to individuals, helping them make the best choices in their personal lives that promote the health of the planet. Earthday Resources was formed in 1991 to help consumers live out the commitments they made to protect the environment on Earth Day 1990. Earthday Resources does this in several ways:

Shop for the Earth

Shop for the Earth is an on-line store that unites environmentally conscious consumers with the most responsible businesses.

Earth Tips

The Earthday Resources quarterly newsletter, *Earth Tips*, is an easy-to-read guide designed to help consumers live their lifestyles to reflect their commitment to a healthier planet. The newsletter is full of simple tips on a wide variety of issues from recycling to ozone depletion, from eco-tourism to energy efficiency. The newsletter features articles on prominent figures in the green consumer movement and sorts out the "green" from the greenwashing.

Countdown 2000 and Beyond Report

Every April, Earthday Resources for Living Green issues its Countdown report, an annual check-up on the health of our planet. On Earth Day 1990, environmentalists set out goals for progress we would need to make to clean up the planet. Once a year, Earthday Resources reports on the progress towards those goals.

As defined by the 10th edition Concise Oxford English Dictionary:

Greenwash: (n) Disinformation disseminated by an organization so as to present an environmentally responsible public image.

Derivatives: greenwashing (n). Origin from green on the pattern of whitewash.

The History of Greenwashing

Although it is difficult to pinpoint its origins, the level of greenwashing in advertising increased significantly after Earth Day 1990. Millions of individuals joined together to protest the degradation of the planet on Earth Day 1990 and corporations were forced to realize the level to which consumers took environmental concerns into account when making purchases.

Many companies began making misleading claims about their products to capitalize on consumers' desire to preserve the planet by buying green products. Increasingly, people are basing purchasing decisions on the environmental impacts of products and manufacturers. Sociologist Paul Ray, Ph.D., classifies this new type of consumer as Cultural Creatives, the 26% of all American adults who care deeply and act on their feelings for ecology and saving the planet, peace, and spirituality. According to the Lifestyles of Health and Sustainability (LOHAS) Journal, in 2000, this growing market represented \$546 billion globally and \$226.8 billion in the U.S.

Unfortunately, from orange juice to wood products, consumers have been fooled by environmental product claims advertised by corporations. The problem is aggravated because shoppers cannot confirm whether a product is truly ozone-friendly or biodegradable in the same way they can check whether a laundry detergent removes stains better or batteries last longer.

Misleading claims on product packaging only scratch the surface. Corporations with less than perfect records have tried to portray themselves in a green manner by claiming to help the earth in various print, radio, and television advertisements. For instance, British Petroleum used its Beyond Petroleum ad campaign to imply that the oil company was beyond using dirty sources of energy. In 2001, the Council for Biotechnology distributed propaganda activity books to children in an attempt to persuade kids to accept biotechnology without learning about its possible dangers.

The Campaign for Truth in Advertising

Historically, there have been a number of attempts to put an end to greenwashing. One of the first steps was taken in November 1990 when a task force of 10 state attorney generals released "The Green Report." The report reviewed the controversies around the labels of "degradable," "recyclable," and "recycled." The task force recognized the growth in environmental claims made it difficult for consumers to sort legitimate claims from greenwashing. The Green Report established a need for federal standards to guide environmental advertising and recommended specific standards to incorporate into legislation regarding the validity of environmental claims.

These efforts resulted in further attempts to regulate misleading claims about the environmental consequences of products. First, Sen. Frank Lautenberg of New Jersey sponsored a bill called the Environmental Marketing Claims Act in the 1991-2 congressional session. Unfortunately, the bill failed to move through Congress and has not yet been reintroduced.

Second, the Federal Trade Commission (FTC) issued a series of guidelines about environmental product claims for businesses in June 1992. Known as the "Green Guides," the FTC worked to

refine the guidelines, which were completed in 1998. These guidelines can be found at www.ftc.gov/bcp/gmrule/guides980427.htm. Although these guidelines define common terms used in environmental marketing claims, the FTC claims that “the guidelines are not, themselves, legally enforceable, but are administrative guidelines for present FTC laws on overall marketing claims.” The FTC will contact corporations that do not adhere to the guidelines, but the FTC allows products to remain on the shelves for months until the company depletes its existing “misleading” packaging supply. Even under investigation, companies continue to profit from consumers who believe they are buying green products. In 1999, the FTC confirmed that an alliance was falsely advertising the environmental benefits of nuclear energy, but no action was taken because the FTC decided that the alliance might not fall under its jurisdiction. The incident confirms the need for legal definitions to effectively halt greenwashing offenses.

There is good news, however. In 1990, California passed one of the first green labeling statutes, which gives strict legal definition to terms like “recycled.” The Association of National Advertisers which includes companies like Procter and Gamble, challenged the law, claiming that it was unconstitutional because it infringed on the right to free speech. They lost the case and a federal court further upheld the statute in 1995.

However, current guidelines are far less strict for corporations that create false images of themselves, such as many of the enormous oil, chemical, and paper companies that portray themselves as environmentally friendly. These companies have deep financial resources to take out full-page color advertisements in popular magazines painting themselves as environmentally responsible even as the record shows them as major contributors to environmental degradation or opponents to sensible environmental reform.

The first steps have been taken, but corporations must be held legally accountable for their actions. It is time to stop placing the burden on consumers to distinguish between green rhetoric and environmental responsibility.

The Top Ten Greenwashers of the Year



What is Altria?

Altria Group, Inc. is a parent company whose roots are firmly planted in success, through years of strong financial performance and global reach.

A parent company whose branches are blue chip operating companies: Kraft Foods, Philip Morris International and Philip Morris USA.

From these branches grow many brands each worth a billion dollars or more, like Marlboro, Nabisco and Oscar Mayer. Along with hundreds of other household names such as Altoids, Parliament, Post and Ritz.

Altria Group, Inc. is the parent company of a family of operating companies, that makes the world's best-known brands.



Kraft Foods
Philip Morris International
Philip Morris USA
altria.com NYSE: MO

Altria—A new face for an old public health foe.

Altria Group, Inc.'s ads and web site imply that the company is environmentally responsible while in actuality its products pose significant risks to public health and the environment. Altria, the new parent company of Philip Morris and Kraft, contributes to environmental degradation through the known impacts of tobacco and through the less known use by Kraft, of genetically engineered ingredients. Although Altria and Kraft do not produce genetically engineered seeds, Kraft is the largest food company in the U.S. and its use of genetically engineered ingredients contributes significantly to the problems resulting from these crops.

Many of Altria's advertisements feature photos of nature to create the image that Altria is committed to, among other things, protecting the environment. However, Kraft, is ever contradicting these tenets of responsibility. Kraft Foods is repeating the irresponsible behavior of its sibling tobacco company Philip Morris by using controversial genetically engineered ingredients in its food, despite demonstrated risks. Biotech companies are splicing together organisms that would never combine in nature, like tomatoes and fish, to create new proteins that have never been a part of the human diet. Some of these crops are engineered to produce their own pesticides, while experimental crops now being grown across the U.S. are engineered to produce prescription drugs and industrial chemicals. Scientists have found evidence that genetically engineered foods can trigger unforeseen allergic reactions, increase antibiotic resistance, and result in other detrimental public health impacts. Environmental risks include increased herbicide use, harm to insects and wildlife, widespread contamination of non-genetically engineered crops and wild plants, and the creation of herbicide resistant superweeds that could displace existing species of plants, destroying local ecosystems as well as threatening biodiversity.

Genetically engineered ingredients can now be found in 70 percent of processed foods in the United States, including many Kraft products, such as Taco Bell taco shells, Post cereals, Boca Burgers, and Jell-O pudding. Despite the serious risks posed by these foods, U.S. regulatory agencies have failed to require that genetically engineered foods undergo pre-market safety testing or that they be labeled. Like Philip Morris in the 1950's and 1960's, Kraft denies any dangers and refuses to label its products. In fact, Kraft contributed more than \$160,000 to oppose a ballot initiative in Oregon that would have required labeling of genetically engineered foods.

Kraft's parent company, Altria Group, Inc. states that it "is committed to setting high standards for each of the companies it owns, with oversight informed and shaped by evolving societal expectations." Kraft's use of genetically engineered ingredients contradicts this image. The only way for the family of companies to truly improve its image is to change its ways. That means listening to their consumers and protecting public health and the environment. Changing names and running glossy nature ads is not enough to create a responsible image. As the saying goes, the proof is in the (Jell-O) pudding.

Call Kraft headquarters at 874-646-2000.

Exxon Mobil: Developing Clean Energy Technologies or Hiding Fossil Fuel Research?

Exxon Mobil's contribution of \$100 million to the Global Climate and Energy Project is raising eyebrows in the scientific and environmental communities because of Exxon Mobil's record for attacking climate change studies and the company's unchanged stance regarding global warming as "uncertain."

The 10 year Global Climate and Energy Project will involve researchers from Stanford University and institutions around the world in developing a portfolio of clean energy technologies as well as techniques for controlling greenhouse gases produced by traditional fuels. In the past, Exxon Mobil has even attempted to debunk the climate change research of Stanford's own professors. But, that's not all. Despite the project's

name, Exxon Mobil's Vice President of Safety, Health, and the Environment, Frank Sprow, was quoted as saying that this project is "completely detached from climate science."

In the same 10 years that Exxon Mobil provides \$100 million to this "climate" project, the company will spend \$100 billion on oil exploration. Exxon Mobil has requested that Stanford scientists focus on finding cleaner ways to use fossil fuels, as well as creating "breakthrough, inexpensive technologies."

We have all heard about the wonders of clean coal. The truth is that there is no such thing as clean coal or clean fossil fuels. Drilling for oil and gas is extremely harmful to the environment resulting in air and water pollution as well as damage to land and wildlife.

Call Exxon Mobil at (972) 570-0156.



J.D. Irving, Limited: It ain't easy being certified green.

J.D. Irving, Limited, part of the Irving Group of Companies in Maine and Canada that include gas stations, Canada's largest oil refinery, and forest industry operations, received green certification by Science Certification Systems under the standards of the Forest Stewardship Council (FSC) in 2000. Irving's record of destroying Maine's forests is contrary to this green certification from which this company benefits.

According to a report by Mitch Landsky, author of Beyond the Beauty Strip and Low Impact Forestry: Forestry as if the Future Mattered, Irving is guilty of:

- Replacing Maine's natural forests with unnatural concentrations of boreal softwood species;
- Mismanaging sensitive stream-side zones;
- Having a clear cutting rate that is amongst the highest for large landowners in Maine;

- Having one of the highest herbicide use rates in Maine; and
- Over relying on high impact logging equipment.

In the report Lansky wrote for the Maine Sierra Club, he states that the certification was based on promises rather than practices and principles rather than what was happening on the ground.

Irving benefits from having the FSC label. Stores like The Home Depot are demanding FSC certified wood products after consumers across the country called on the store to end its support for destructive forest policies by selling unsustainably harvested wood products. Chuck Gadzik, district forester for Irving's Maine Holdings, stated that the company chose to undergo FSC certification because the Home Depot asked it to do so. Customers will buy wood products created by Irving because they think the products were harvested in a sustainable manner. Irving needs to come clean and change their practices in order to be worthy of such an important label.

Contact J.D. Irving, Limited at (506) 632-7777 or visit their web site at www.jdirving.com

Cargill Dow's Nature Works; Anything but Natural

"Nature Works" PLA (polylactide) is at first blush a wonderful achievement in reducing fossil fuel dependency and moving towards a sustainable future. This new packaging alternative by Cargill Dow LLC is made from corn, and uses 20 percent to 50 percent less fossil fuels than petroleum based plastics. PLA can be used to make clothes, carpeting, furniture, plastic cases, and plastic bags. This material is reportedly so sustainable that it can be recycled in commercial compost facilities! It is already set to be used in products at Bed, Bath & Beyond, Fujitsu Biblo Laptops, Sony Walkmen, and in the European supermarket chain, IPER. However, Nature Works is not natural; in fact the corn used to produce Nature Works is genetically engineered!



<http://www.cargill.com/today/releases/011100.htm>

While millions of consumers worldwide have rejected genetically engineered ingredients in their food, these ingredients may now be in their clothes, furniture, and electronics equipment.

Genetically engineered crops pose threats to the environment and human health. The use of GE seeds results in the use of more herbicides since plants are modified to tolerate otherwise lethal doses in order to kill predators but save the plants. This increased use threatens food, water and wildlife. Furthermore, genetically engineered crops are notorious for drifting and contaminating other crops miles away that were not planted with genetically engineered seeds. Because genetically engineered seeds are living organisms, their pollution can spread indefinitely, changing ecosystems and causing unknown consequences.

Contact Cargill Dow at 1 (877) 423-7659 or by visiting www.cargilldow.com.

Simply Orange

Simply Orange is not so simple. The ad reads, "Do not concentrate. Do not sweeten. Do not disturb nature at work." Well, Simply Orange does disturb nature at work by using pesticides on their oranges. Pesticides are incredibly damaging to the environment and to public health.

If you call Simply Orange at 1-800-871-2653, you can confirm that pesticides are used, but you will not be able to find out specifically which pesticides are used. Visit the Web site for the Office of Pesticide Programs of the United States Environmental Protection Agency (EPA), <http://www.epa.gov/pesticides/>, to get information as to which pesticides are regulated for various



crops. According to the EPA, there are 27 different regulated pesticides used on orange crops. These pesticides range from aldicarb to malathion to fenamiphos.

Extonet, <http://ace.ace.orst.edu/info/extonet/pips/ghindex.html>, a pesticide information project of several universities, explains that:

- Aldicarb is extremely toxic. It is very highly toxic to birds and moderately toxic to fish.
- Fenamiphos is a highly toxic compound, is very highly toxic to birds and ranges from moderate to highly toxic to aquatic species.
- Malathion is considered slightly toxic by the EPA, is moderately toxic to birds and has a wide range of effects on fish. Malathion is highly toxic in the walleye, highly toxic in brown trout, moderately toxic in fathead minnows, and slightly toxic in goldfish.

The long term effects of pesticides on both humans and the environment remains unknown and the more we use these dangerous chemicals, the more we put ourselves at risk. Go to www.ourstolenfuture.org or to the Pesticide Action Network, www.panna.org, to learn more about the potential dangers of pesticide use.

Simply Orange may not concentrate and they may not sweeten, but they definitely do use pesticides and they are disturbing nature. Call Simply Orange at 1-800-871-2653.

Southern Company's Environmental Advertising Campaign Intentionally Misleading the Public on Emissions Trends

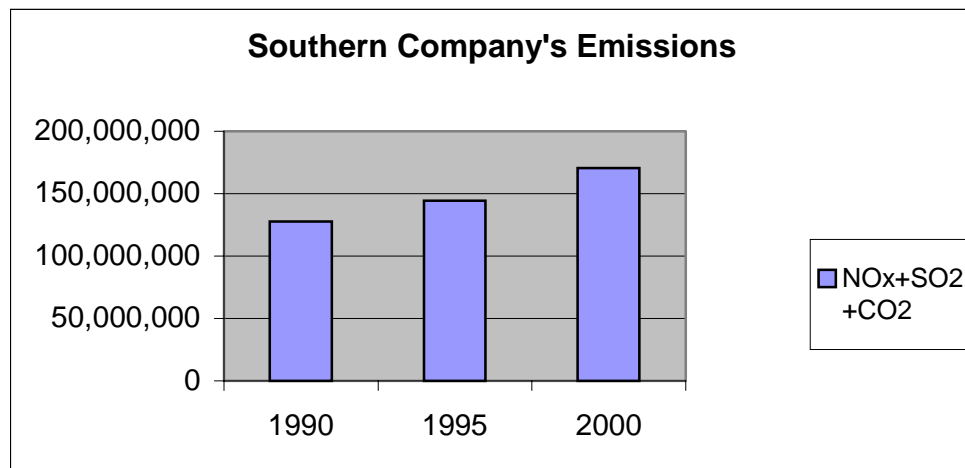
Southern Company has been one of the largest sources of air pollution in the nation, as well as the most politically active proponent of policies that relax clean air rules and allow emissions to rise. In an effort to deflect criticism, it has launched a public relations campaign designed to persuade the public and opinion leaders that they are an environmentally responsible company. Unfortunately, the ads significantly overstate the extent to which the company is addressing its pollution and the problems created by it.

In a series of ads published both in the U.S. Southeast and in Washington, DC, Southern Company has included prominently a graph showing dramatically declining "emissions" since 1990. The problem is, during this period of time Southern Company's carbon dioxide emissions dramatically increased, overwhelming the smaller tonnage reductions in nitrogen oxides (NOx) and sulfur dioxide (SO₂) that Southern Company made pursuant to Clean Air Act requirements. The bottom line is that Southern Company's ad campaign is meant to give the impression of environmental achievement that is far out of line with reality, and does so in a way that borders on outright falsehood.

On January 27, 2003, Southern Company ran an ad in Roll Call, a newspaper read by members of Congress, their staff, and the DC advocacy community. The top two-thirds of the page contains a large graph indicating that Southern Company had achieved

approximately a 40-45 percent decline in unspecified “emissions” between 1990 and 2000, and that they projected through 2010 that those emissions were continuing at around 50-55% below 1990 levels. The graph does not indicate what type of pollutants it is measuring. In large print under the graph, appear the words “Generation up. Emissions down.” In the fine print at the bottom there is a sentence that reads: “In fact, since 1990 we’ve increased generation by more than 20% to meet consumer needs, while at the same time we decreased total emissions of nitrogen oxides and sulfur dioxide.” This suggests that the graph may refer to these two pollutants, but it certainly does not link the two thoughts together. In the end, the ad is ambiguous as to whether the graph’s 40-50% reduction refers to nitrogen oxides, sulfur dioxide, the sum of the two pollutants, or, more logically all emissions, which would include carbon dioxide.

Reality: Under the most common-sense reading of the graph, one would assume that it was referring to all emissions coming from Southern Company’s plants, including nitrogen oxides (NOx), sulfur dioxide (SO2) and carbon dioxide (CO2). However, if you add Southern Company’s NOx, SO2 and CO2 emissions together, the total tonnage in 1990 would be roughly 128 million tons of “emissions.” By 2000, this number had grown to roughly 170 million tons of “emissions,” as a result of the large increase in carbon emitted by Southern Company’s plants. This represents an increase of 33 percent. See graph below.



Even if you look only at NOx and SO2 emissions, two pollutants that were subject to Clean Air Act clean-up requirements between 1990 and 2000 and that are referred to in the language at the bottom of the page, the suggestion that there was close to a 50 percent reduction is a dramatic overstatement. The truth is that between 1990 and 2000, the sum of the total tonnage NOx and SO2 emissions from Southern Company’s power plants declined from 1.94 to 1.34 million tons, a 31 percent reduction, far from the 40-45 percent reduction projected in the ad.

In fact, there is no single pollutant or combination of pollutants that was reduced by 40-45 percent during that period of time. Therefore, the ad is not only ambiguous, it is also false.



Sustainable Forestry Initiative; a Certification Program of the American Forest & Paper Association

There is a new certification system and accompanying product label to educate consumers on which products are sustainable and safe to buy. It is called the Sustainable Forestry Initiative (SFI) and it is a program of the American Forest & Paper Association, the national trade association of the forest, pulp, paper, paperboard, and wood products industry! This new label does not require sustainable forestry practices and competes with the more stringent independent certification and product label of the Forest Stewardship Council.

The Sustainable Forestry Initiative principles call on participants to “meet market demands while using environmentally responsible practices that promote the protection of wildlife, plants, soil, aesthetics, air, and water quality.” However, some of the most environmentally destructive companies are SFI certified. All of the 133 companies belonging to this trade association must comply by the SFI principles. According to the American Lands Alliance, businesses considered in compliance include to varying degrees: Boise Cascade Corp., International Forest Products (Interfor), International Paper, Longview Fibre Co., the Pacific Lumber Co, ... and Weyerhaeuser.” Paper companies like Boise Cascade and Weyerhaeuser are known for purchasing timber from U.S. National Forests, logging old growth, and polluting air and water. While it is encouraging to see companies set standards for themselves, this certification system should not be recognized as a reliable source. The program is governed primarily by AF&PA member companies and other industrial forestry interests.

According to American Lands, “SFI’s new conservation expectations for biodiversity ‘hotspots’ and roadless areas do not apply to North America where SFI companies are most active.” The program’s auditors consider many companies to be in compliance for species protection even as those companies destroy habitat for threatened and endangered species.

Contact the American Forest and Paper Association about their SFI certification program by calling 1 (800) 878-8878 or by visiting www.afandpa.org.

New England Organics: A Rose by Any Other Name

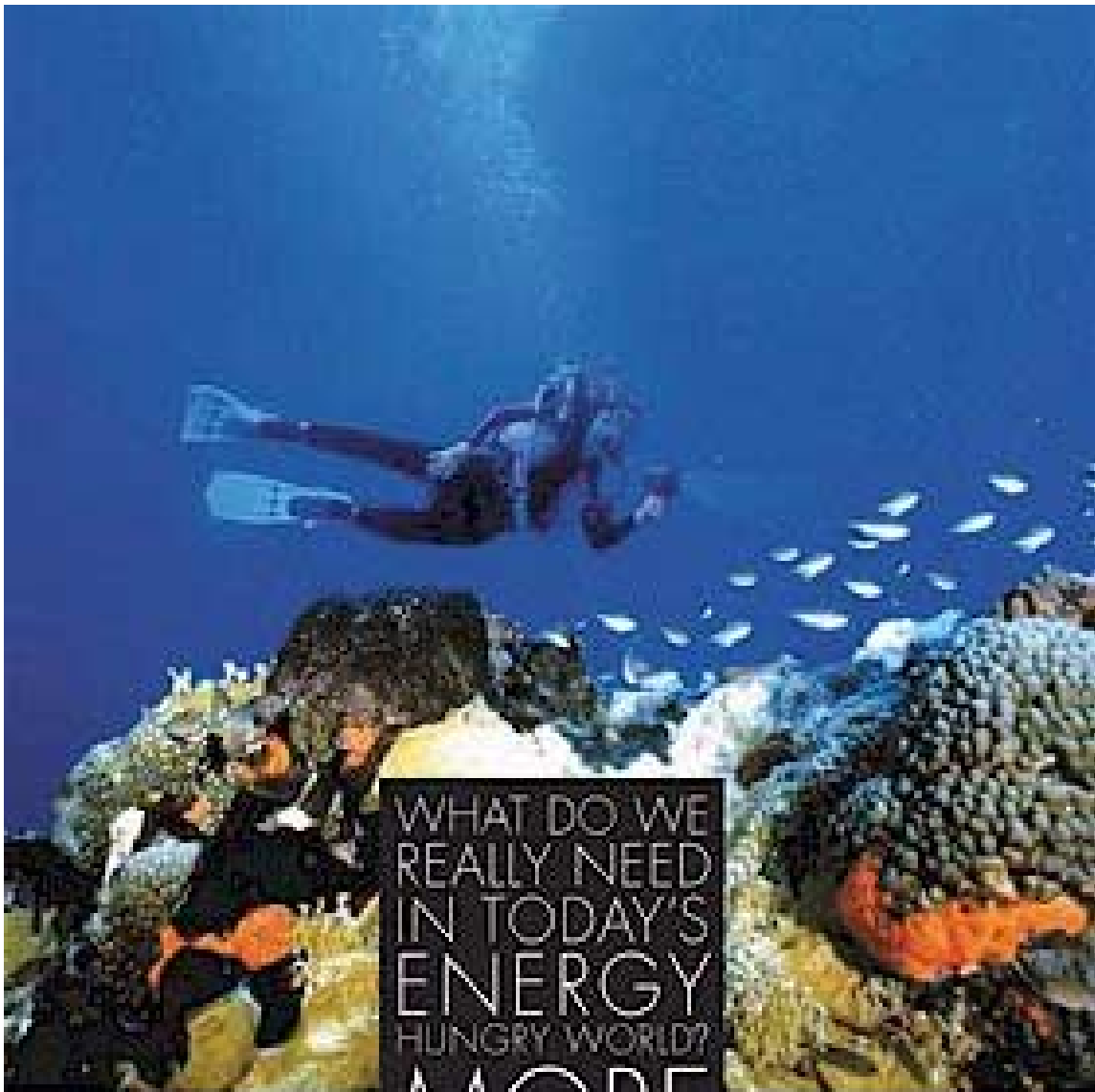
The website for New England Organics boasts “Environmental Solutions since 1983.” Judging the company by its name alone, it is easy to think that they produce organic goods. New England Organics, however, sells sludge to farmers and individuals to use as fertilizer. Food produced with fertilizer or compost sold by New England Organics cannot be labeled as organic because the U.S. Department of Agriculture’s (USDA) organic standards do not allow food producers to use sewage sludge (biosolids) and label their food as organic.

Sludge, the byproduct of the wastewater treatment process, is a semi-solid waste that contains measurable amounts of heavy metals, such as mercury and lead, as well as other toxic chemicals. Sludge also contains live pathogens like e-coli and salmonella, which can cause disease. New England Organics and other “sludge brokers” have renamed sludge with the term “biosolids,” which they use to refer to sludge that meets state and federal standards for land spreading. New England Organics then sells “biosolids” to farmers and individuals to use as fertilizer, and to other clients to use on golf courses or to reclaim gravel pits.

The name New England Organics conjures images of environmental responsibility, yet New England Organics’ sludge “brokering” ultimately sends hazardous waste back into the food chain. During the 1970’s and 1980’s, the EPA strictly regulated land spreading of sludge. Sludge could only be incinerated, sent to landfills, or dumped 100 miles offshore. After sludge caused large undersea dead areas in the ocean and companies found it expensive to pay for incineration or landfilling, municipal treatment facilities pressured the EPA to relax standards for land spreading of sludge on agricultural fields. As a result, what was once considered hazardous waste is now considered fertilizer.

New England Organics, whose parent company, Casella Waste Systems, has had a history of legal problems with landfills and other waste issues, states on its web site that they “work together with businesses and communities to provide safe, fiscally sound, and responsible recycling of organic residuals.” Recycling by definition extracts and reuses useful material from waste. New England Organics sells sludge, which results in redistributing heavy metals and toxics back into the earth and into the food supply. In addition to selling sludge to farmers, New England Organics sells compost, soil products, and mulch to customers that include landscapers, sports field superintendents, and public works departments, under its earthlife brand name.

Contact New England Organics by visiting its web site at www.newenglandorganics.com.



WHAT DO WE
REALLY NEED
IN TODAY'S
ENERGY
HUNGRY WORLD?
MORE
GARDENERS.

The Flower Gardens of the Gulf of Mexico. Home to some of the most spectacular banks of coral and sponges to be found in this part of the world.

In fact, the Flower Garden Seamounts form the most southerly reef on the U.S. continental shelf. Which is why, when Shell was looking for oil and natural gas in this region, we looked for help from Joe Kay—a marine biologist and Shell employee. For some thirty years now, Joe and others just like him

have been working to protect this important area and other sensitive marine environments.

They're providing a habitat for all manner of marine life, so everyone from ecologists to school teachers has the opportunity to study this wonderful world firsthand.

Because at Shell, we focus on energy but that's not our only focus. To find out more, see the Shell Report "People, Planet and Profit" at www.shell.com.



Shell: What do we really need in today's energy hungry world? More gardeners.

Shell's ad featuring the Flower Gardens Marine Sanctuary and calling on more gardeners to meet the demands of today's energy hungry world is misleading. While the Flower Gardens Marine Sanctuary pictured in the ad remains pristine, oil drilling poses a threat to the area and Shell has knowingly used more environmentally damaging technology while its own scientists developed safer ways to drill offshore.

Oil drilling by companies, such as Shell, has already resulted in pollution in other spots in the Gulf of Mexico. According to Florida Public Interest Research Group, offshore oil drilling leads to the destruction of coastal wetlands, the pollution from oil rigs causes damage to the reproductive systems of fish and other marine life, and a single offshore oil rig emits the same amount of air pollution as 7,000 cars driving 50 miles per day.

In 2002, former Shell scientist, John Downes, posted his writing about Shell's environmental practices on the internet at www.shellfacts.org, in a book by Jack Doyle entitled Riding the Dragon: Royal Dutch Shell and the Fossil Fire. In this on line book, Downes documents technology he developed while working for Shell in the Netherlands in 1987. His more ecological drilling fluid technology replaces the use of toxic barium. Although Shell patented this technology in 1987, the company does not use it much and Downes has licensed it from Shell in order to sell it to Shell's competitors, including BP Amoco and Exxon Mobil. Downes states that Shell operations created 450,000 tons of hazardous waste in 2001 and most of it was from drilling fluids and cuttings that were contaminated with oil and toxic heavy metals. By using the more ecological drilling system created by Downes, Shell knowingly could have significantly reduced their production of hazardous wastes for the last 16 years.

Call Shell's Customer Service at (713) 246-8241 or visit their web site at www.countonshell.com.



Jeep: Conquer or Save Nature; it's up to you!

Jeep has given drivers a new way to protect the environment. Drive a Jeep Liberty Renegade into wilderness and rescue trapped animals! The Jeep commercial features a man driving out onto icy tundra and rescuing a seal trapped under ice. The voiceover tells us, "The Jeep Liberty Renegade gives you the power to conquer nature as well as the ability to protect it." While the Jeep Liberty Renegade may help a couple of people protect nature, it helps everyone conquer it.

The 2003 Liberty Renegade gets 16 miles per gallon in the city and 22 mpg on the highway. The Jeep Liberty Renegade is more efficient than SUVs such as the Land Rover Range Rover at 12 mpg in the city and 15 on the highway. Yet, this vehicle is far from being an environmental hero. SUVs are responsible for a great deal of air pollution and the destruction of our natural resources.

Contact Jeep at 1 (800) 992-1997 or by visiting their web site at www.jeep.com.

Tips for Consumers

The Federal Trade Commission, in cooperation with the Environmental Protection Agency, has developed guidelines for consumers to ensure that environmental marketing claims are not misleading. In October of 2002, the U.S. Department of Agriculture's standards went into effect to clarify for consumers which products are organic. Earthday Resources encourages consumers to remember these helpful hints when making everyday purchases. Here are their tips to help you sort through environmental claims:

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both.

100% organic:

Products must contain (excluding water and salt) only organically produced ingredients.

Organic:

Products must contain (excluding water and salt) at least 95 percent organically produced ingredients. Any remaining product ingredients must consist of nonagricultural substances approved on the National List or non-organically produced agricultural products that are not commercially available in organic form.

Made with organic ingredients:

Products must contain at least 70 percent organic ingredients. Processed foods labeled "made with organic ingredients" cannot be produced using excluded methods, sewage sludge, or ionizing radiation.

USDA seal:

The new USDA seal is a voluntary measure companies can use on their labels to show consumers that their products are organic. Seals may appear on 100 percent organic products or 95 percent organic products.

Recycled:

If a label says "recycled," check how much of the product or package is recycled. Unless the product or package contains 100 percent recycled materials, the label must specify how much is recycled.

Increasingly, labels on "recycled products tell where the recycled material comes from. "Post-consumer" material comes from previously used business or consumer products, such as newspapers, shipping cartons, plastic bottles, glass containers, and aluminum cans. "Pre-consumer" material is basically manufacturing waste. For example, an envelope manufacturer might recycle the clippings left over when envelopes are cut from paper. These clippings could be made into other paper products instead of being thrown away.

"Recycled" products are made from items recovered or separated from the "waste stream" that are melted down or ground up in raw materials and then used to make new products. Or they may be products that are used, rebuilt, reconditioned, or remanufactured. If a product is labeled "recycled" because it contains used, rebuilt, reconditioned, or remanufactured parts, the label must say so – unless it's obvious to the consumer.

For example, a used auto parts store may sell used auto parts that have been salvaged from other cars and label them "recycled" without any description because it's plain that they are used parts.

An office copier labeled “recycled” because it was rebuilt, reconditioned, or remanufactured – and then labeled recycled – must state that the recycled content came from rebuilt, reconditioned, or remanufactured parts. That’s because it may not be obvious that it contains used parts.

Recyclable:

Recyclable claims on labels and advertising mean that the manufacturer or seller of the products has proof that the products can be collected and used again or made into useful products. Some companies simply may say “Please Recycle” on their products. Such claims will be relevant to you only if these products are collected for recycling in your community, either through curbside pickup programs or drop-off programs. Contact your local recycling official for this information.

Some businesses recycle products for you. You may see a product labeled or advertised as “recyclable” and the business allows you to either return the used product to where it was purchased or send the used product to the manufacturer in a prepaid mailer. For example, some manufacturers of toner cartridges for computer printers allow consumers to return their empty cartridges to the dealer or mail them back to the manufacturer for reuse. Check to be sure that the recycling program accepts the exact kind of product or package you want to recycle before you place it in the bin.

Degradable:

Some products claim to be “degradable.” “Biodegradable” materials, like food and leaves break down and decompose into elements found in nature when they are exposed to air, moisture, and bacteria or other organisms. “Photodegradable” materials, usually plastics, disintegrate into smaller pieces when exposed to enough sunlight.

Either way, degradation of any material occurs very slowly in landfills, where most garbage is taken. This is because the law requires that modern landfills be designed to keep sunlight, air, and moisture out of the landfill. This helps prevent pollutants from the garbage from entering the air and drinking water, but slows decomposition. Even materials like paper and food may take decades to decompose in a landfill.

Cleaning products, like detergents and shampoos, often display “biodegradable” claims. Most of these products degrade in wastewater systems, causing no harm to the environment.

In contrast to landfill, “composting” takes advantage of degradability. Composting turns degradable materials into useable compost – humus-like material that enriches the soil and returns nutrients to the earth. Some people compost yard trimmings and food scraps in their backyards. Many communities collect leaves, grass, and other yard trimmings for composting. When you see a “compostable” claim on a product or package, it means the manufacturer should have made sure the material can be safely composted at home. If you want to compost a product in a community facility, check that your community facility accepts the material for composting.

Eco-safe/Earth Smart:

Vague claims may sound warm and fuzzy, but generally offer little information of value. Claims that a product or service is “environmentally friendly,” “environmentally safe,” or “eco-safe” or labels that contain environmental seals – say, a picture of the globe with the words “Earth Smart” around it – are unhelpful for two reasons: First, all products, packaging and services have some environmental impact, although some may have less than others. Second, these phrases alone do not provide the specific information you need to compare products, packaging, or services on their environmental merits. Look for claims that give some substance to the claim – the

additional information explaining why the product is environmentally friendly or has earned a special seal.

Ozone-friendly:

Some products may claim that they are “CFC-free” or “ozone-friendly.” But, all ozone is not alike. The ozone layer in the upper atmosphere is necessary to prevent the sun’s harmful radiation from reaching the earth. But, when ozone develops at ground level, it forms smog, which can cause people to have serious breathing problems. If a company claims that its products are “ozone friendly” or “ozone safe,” you should have reason to believe that the products do not harm the atmosphere – either the upper ozone layer or at the ground level.

Chlorofluorocarbons – CFC’s – are chemical substances that can deplete the earth’s protective ozone layer in the upper atmosphere. In 1978, CFCs were banned for use as propellants in nearly all consumer aerosol products. They are gradually being phased out in all products and manufacturing processes.

If a product doesn’t contain any CFCs, it does not necessarily mean it is safe for the entire atmosphere. Substances called volatile organic compounds – VOCs- also contribute to the formation of ground-level ozone, or smog. Alcohols, butane, propane, and isobutene are common VOCs. How common are these VOCs? Emissions from cars and factories are the major source of VOC releases to the environment, but household cleaning products, floor polishes, charcoal lighter fluid, windshield wiper fluid, and hair styling spray, gel or mousse, whether in aerosol cans or spray pumps, also may contain substances and contribute to smog problems.

Reduced materials:

Some products and packages state that they use less material than former or competing products or packaging. To be meaningful, such claims should say exactly what’s been reduced, by how much, and compared to what. For example, a claim like “20 percent less waste than our previous package” gives you more information than “20 percent less waste.”

Symbols:

Certain symbols placed on consumer products tell you whether a product or package is recyclable (depending on your community program) or that the product or package is made from recycled materials.

Many products display this “universal” recycling symbol, often called the three-chasing-arrows symbol. Some companies use it to mean that the product or package is made of recycled materials; others use it to mean that the product or package is recyclable. Since some communities do not accept for recycling every product or package that bears this symbol, check with your local recycling or solid waste officials if you are unsure of appropriate disposal.

Manufacturers use this symbol, a code developed by the Society of the Plastics Industry to indicate the type of plastic from which a particular product is made. SPI code numbers range from 1 to 7. Bottles or jugs labeled with numbers 1 and 2, such as soda bottles, detergent, shampoo, and milk jugs, are most likely to be accepted for recycling. One caveat: Not all communities collect and recycle containers with the same codes, so check with your recycling and solid waste officials for information on the codes that are accepted for recycling in your area.

To find out more information on what consumers are doing to combat greenwashing, check out the Earthday Resources for Living Green web site at www.earthdayresources.org or call 877-EARTH46.