

LIVING green

Produced by RGJ Custom Publishing

Your guide to goods that go easy on the environment

**EARTH-FRIENDLY
PRODUCTS**

**HYBRID
CARS**

**ORGANIC
FOOD**

What's inside



Crop a new attitude
Learn how to grow organic.
Page 4



Eco-friendly cars
More miles, sleek styles.
Pages 10-11



Head of the class
UNR has cutting-edge
technology. **Page 14**



Beautiful inside
Remodel for a sustainable
future. **Page 22**



Make a difference:

Practicing simple things like cleaning the lint filter on your dryer and not pre-rinsing your dishes can have a profound and positive impact on the environment.

THE NATURAL HOME

- 1 If all U.S. households received and paid their bills online, it would eliminate 800,000 tons of waste each year.
- 2 Barbecuing on a gas grill emits half as much carbon dioxide as using charcoal briquettes.
- 3 A computer running a screen saver uses almost 10 times as much energy as one in "sleep" mode.
- 4 Cleaning the lint filter on your dryer can decrease the energy used per load by up to 30 percent.
- 5 If every U.S. household replaced one roll of regular paper towels with 100 percent recycled ones, we'd save 544,000 trees.
- 6 Pre-rinsing your dishes wastes up to 20 gallons of water per load.

Sources: Sierra Club, Natural Resources Defense Council, Consumer Reports.

We are the world

Making just a few sustainable decisions can improve your quality of life and help save Earth

By Brandi Schlossberg

The simple flip of a faucet handle yields endless streams of clean water, and the flick of a fingertip floods rooms with bright light. On the street, flashy, gas-guzzling vehicles are as common a sight as Northern Nevada's rolling brown hills, and mountains of fresh produce and shining slabs of meat in local grocery stores show no sign of scarcity.

Lulled by a sense of abundance and the allure of convenience, it's not surprising that a large number of people around the globe continue to make choices that strain natural resources. However, increasing awareness of the environmental impact of everyday actions is alerting the masses to the availability of earth-friendly options.

"There is a reason that living green

has become more popular, and it has everything to do with people starting to realize the damage that humans are causing, especially global warming," said Kyle Davis, policy director of the Nevada Conservation League. "Citizens are interested in preserving their quality of life, and that starts by making smart choices in the marketplace.

"The more that people start to make these sustainable decisions, the more the private sector will respond with sustainable options for consumers," he added.

According to Philip Moore, sustainable consumption issue chair of the Toiyabe Chapter of the Sierra Club, global warming is one of the most pressing reasons to go green.

"A recent study from the American Solar Energy Society shows that in order to reduce the most serious implications

of global climate change, we must reduce our output of carbon by 80 percent by 2030," Moore said. "This is an achievable goal, but one that requires all of us to make conscious decisions about our purchases and how they affect the world's carbon load."

Carbon output is an important environmental consideration, as it refers to the amount of greenhouse gases

Continued on page 6

We are the world

Continued from page 1

produced by human activities.

Also called a “carbon footprint,” it’s a measurement of the carbon dioxide emitted — both directly and indirectly — by a particular product or activity.

For instance, purchasing water in Northern Nevada that was bottled in Pennsylvania involves not only the carbon output required to create, recycle or decompose the plastic, but also the fossil fuels burned to ship it across the country.

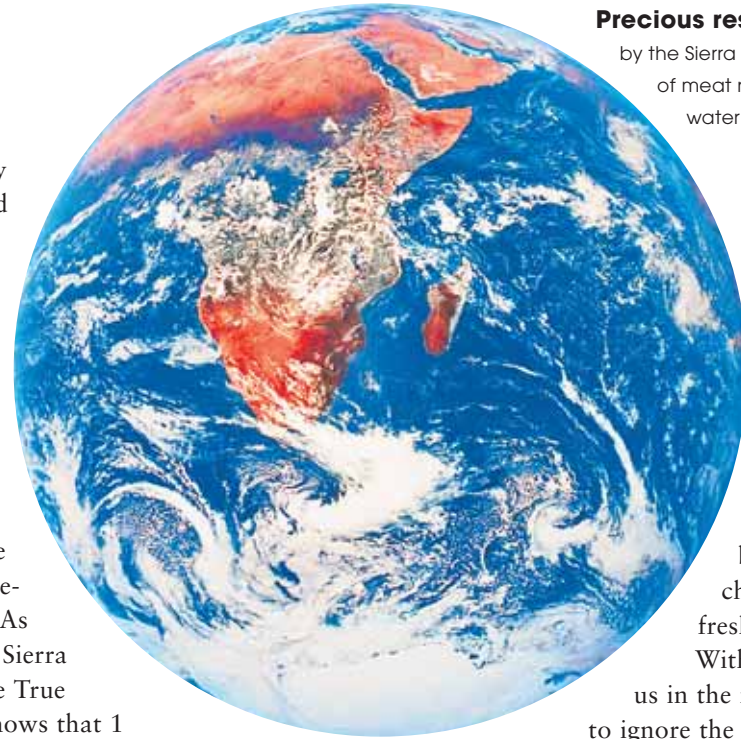
“It’s no secret that human emissions of greenhouse gases are causing global warming, and we’re already seeing the impacts, especially here in Nevada with increased drought and wildfire,” Davis said. “If Nevadans want to preserve our state and protect our quality of life, as well as our children and grandchildren, we need to start thinking about environmental protection in our everyday lives.”

Protecting the environment not only involves reducing the carbon footprint, but also respecting

the world’s supply of fresh water and fertile soil.

According to John Robbins’ book, “Diet for a New America,” the United States has lost more than 75 percent of its topsoil since the spread of large-scale agriculture. As for fresh water, a Sierra Club report, “The True Cost of Food,” shows that 1 pound of meat requires about 2,500 gallons of water to produce.

“Clearly this trend cannot continue, and we must purchase food grown with methods that



Precious resources: A recent report by the Sierra Club suggests that 1 pound of meat requires 2,500 gallons of water to produce.

preserve and enrich our soil rather than wash it into the nearest river,” Moore said. “We can also better maintain our freshwater supply by making food choices that require less freshwater to produce.”

With the facts staring us in the face, it is impossible to ignore the growing need to live green — despite the siren’s song of convenience and unreal abundance. If enough people take tiny steps in the right direction, they just might save the world. 