

VOTE FOR THE EARTH

WHY ACT?

To live our lives, we need to consume things. Everything people use is made from resources that come from the Earth. Buying is fine, but how we choose what to buy is important. When you look at a product, do you think of the two costs it has? There is both the cost in money and the cost to the Earth. Most shoppers think in dollars and not "sense." This Earth Action will help you to buy in a manner that causes the least cost to the Earth.

EARTH ACTION

- Follow the "terrific trio" of guidelines—QPE—when shopping.
- ✓ **Q** (quality): Choose products with the best quality, because they last longer.
- ✓ **P** (packaging): Examine the packaging. Did the manufacturer use as little as possible, or is there excess packaging? Is the packaging made from recyclable materials?
- ✓ **E** (Earth-friendliness): Consider the cost to the Earth. Is the product made from recycled materials? Can it be recycled? Is it locally made? Is it nontoxic? Is it biodegradable?
- Very few things you buy will meet all the terrific trio guidelines. But if you buy with these in mind and find products with one or two, you're on the right path.
- Look for addresses on the labels of the products you normally buy. Write to those companies that need to make changes based on the "terrific trio" guidelines. Ask them to consider more Earth-friendly ways of making or packaging their product so that you can continue to purchase their products. Be specific with your suggestions. Companies really do pay attention. Also, write to companies that have made changes or have made products with the "terrific trio" in mind and let them know that you appreciate what they are doing for the Earth. By voting for the Earth, you send a message to manufacturers to become more Earth-friendly in how they produce and package products. Make voting for the Earth a regular part of your new lifestyle.

MATERIALS

- Money, the terrific trio (QPE), and a keen eye.

TIME

- Just an extra couple seconds looking over each item before you purchase it, and some time to write a few letters.



RESOURCE SAVINGS

You save trees, landfill space, air pollution, gasoline, global warming, and more!

